

ELECTRONIC PUBLISHING ONLINE

A Resource For Information Entrepreneurs

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I think a small explanation of how this report came to be written and *why* is in order. It's not enough just to assume that your readers know why your book exists. For anyone to do so would make them guilty of hubris. Sometimes the reason for the existence of a book is not self-evident. So please allow me to introduce myself and share with you, what I hope to be, interesting reading and of some instructive benefit to you as a budding entrepreneur in the emerging world of electronic publishing.

There are few things that come easy to me. Writing is one of them. But I love the written word, I love books and I love the business of publishing.

I started my first profitable publishing venture at the age of 19 with my brother. I have written newsletters, short stories (under assumed names), reports, sales letters and articles. My love of the written word and books has contributed to my illness. I contracted Bibliomania in 1979 (literally, a *bibliomaniac* is someone who is "mad for books" and is the only disease associated with collecting). I collect books, I deal in used and out-of-print (OP) books and *Electronic Publishing 2001*, was my 3rd completed self-published book.

I've always been fascinated by publishing and computers. I took graphic design and advertising in college then switched to computers. I was an early adopter of DTP (desktop publishing) and learned *Ventura Publishing* (an early page design program) from a local businessman I did some ad design and copy writing for. I also worked for a company that sold \$30,000 graphic design computer systems to colleges, universities and businesses in 1985 before I decided to enter the public sector.

In 1995 I had this gnawing feeling inside that I *should* write a book. I can't tell you why. I suppose after reading thousands of books in my life, it seemed like a natural thing to do. I loved books, I read two to three books a week and it simply occurred to me that, "I can write a book too!". The question was, *what should I write about?*

It wasn't an easy question to answer. My interests were wide and varied. I could write on a number of subjects, but I wanted to give real value to my readers. I wanted them to benefit

from my writing. It occurred to me then that the way to provide the most benefit was by sharing with them my experiences and my successes in bookselling.

I had been a collector and dealer in used and out-of-print and collectible books since 1979 and had done very well selling them on the Internet. So I used those experiences and I wrote my first book-length manuscript, "*How To Make Money Selling Used, OP and Collectible Books on the Internet*". It wasn't an electronic book - but I used the Internet to advertise it. I sold it as a start-up manual for new booksellers. The manual included two 60-minute audio tapes (recorded on a portable tape recorder!) of me rambling on about bookselling on the Internet. Actually, the *information* was great - if you could get past the hissing and noises in the background on the tape ☹.

The 'book' was printed on my laser printer and placed in a 3-ring binder. I duplicated the audio tapes on my son's boom box. The manual and tapes sold for \$175.00. I did pretty well with it. I'm still surprised I got orders for it because my Internet page selling the manual was terrible and I didn't take credit cards at the time. People ordered by calling my house and leaving a message on my answering machine or sending me an email. Then I'd wait for the check to come in. But that was in the relatively early days of Internet commerce and it was a novelty, I suppose, to order anything over the Internet even if it was delivered physically.

All of my writing and book selling were moonlighting activities. For 15 years I worked for others while yearning to break free and work for myself. To pay the bills I worked as the executive director of two non-profit community development corporations and, at one time in my career, was the director of economic development for the municipality I lived in. To say I was extremely dissatisfied with the political wrangling I had to deal with on a day-to-day basis is an understatement. I needed a way out and I found it through my love of books.

I had been selling used, OP and collectible books (and a few other items) on eBay for about 2 years and was doing really well. I decided to do it full-time, leave all the security of my 9-5 job behind and take the plunge. I knew I wanted to write another book, but the question of '*what should I write about?*' came up.

Once again I looked at my *experiences* to determine the subject matter that would be of benefit to my readers. I decided to write a book about my experiences on eBay. That was the first book I self-published that was 100% 'digital' - available for instant download from my web site. The book started as a 34 page report titled, *7 Ways To Make A Six-Figure Income On eBay*

(now titled, *Bay Secrets*) in Adobe's PDF file format. I sold a lot of those on eBay and on my web site. The book eventually grew to 175 pages. *To date I've sold over 1,400 copies of eBay Secrets*. I continued to sell collectible books on eBay and through Internet used book exchanges like abebooks (<http://www.abebooks.com/>) and Bibliofind (<http://www.bibliofind.com/>).

While finding new ways to make a full-time living online I converted *How To Sell Used, OP and Collectible Books On The Internet* to digital format, *eBay Secrets* was already in digital format and I had edited and revised a third book on day trading by Richard Wyckoff (the famous stock trader at the beginning of the 20th century) called the *Day Trader's Bible* into digital format. Every time I added a new e-book to my web site I increased my income. Now, I'm not the brightest person I know, but you don't have to tell me to do things twice. My customers were giving me plenty of not so subtle hints that if I wanted more money from my writing, all I had to do was add more titles to my site. That was one motivation for writing this book.

My customers were telling me to write another book, I was motivated to write another book, I wanted to write another book, but that nagging question popped up again- '*what should I write about?*'

Like I said, maybe I'm not the brightest person around, but I was beginning to see a pattern develop with the first two books I had written- they were both based on my recent *experiences*. And they were extremely beneficial to my readers because readers were able to learn from both *my failures* and *my successes*. I read someplace once that the greatest teacher anyone can have is *experience* but it's also the most expensive – the author recommended learning from the *experiences* of others to save time and money. It's good advice.

Anyway, that's how this report came to be written and *why* it was written- to share with you, dear reader, the experiences of electronic publishing as I have experienced them over the past several years.

I don't claim it's a literary masterpiece or even that it's well written. All I claim is that it's what I've learned about electronic publishing, what works and what doesn't work and how you can use the Internet to sell your content profitably, just as I have.

With that I wish you much success, a special blessing and these words of encouragement: "*Never, ever give up. You never know when success is just around the next corner!*"



What This Book Is About

The publishing industry like a lot of other industries hasn't escaped the impact of technology on production, distribution and marketing of the information it creates.

Changes in the way published documents are distributed and purchased has opened an incredible door of opportunity for creative content developers and marketers -- and it's just not about e-books. Electronic delivery of published material includes a variety of formats including reports, plans, specifications,

music, spreadsheets, videos and more.

We'll examine basic and advanced marketing strategies. We'll also look at the current business models that are profiting from this electronic publishing revolution, what digital products can be sold and what you can do to start selling them successfully online and how to deliver them as securely as possible.

From earliest desktop publishing (**DTP**) techniques to the selling of books over the internet and the publishing of electronic content on web sites the publishing industry has accepted technological innovation...it has *not* profited much from it...but it has accepted it.

Traditional supply chain publishers are looking at the greatest opportunity they will ever see in the next 200 years for creating, publishing and selling content. One question that Andy Bourland of the ClickZ network continually asks, "Yeah, but do they get it?"

Publishers should be ready to embrace the potential of the web as a method of publishing and distribution rather than as a purely marketing tool. But the innovators, the crusaders, the geniuses of the electronic publishing revolution probably haven't even been born yet.

The primary concern to all is the safeguarding of content from cyber-thieves, black market and bootleg copies of copyrighted works online...or 'Napsterizing'. We'll deal with a few of these issues here, but with solutions geared to the small entrepreneur and individual who wants to create and safely distribute their original content online for profit.

The main changes occurring in electronic publishing will be at the distribution and delivery level. However, the end-user experience also changes as electronic commerce (**EC**) *provides the user with the ability to purchase smaller customized fragments of information sometimes directly from the source- usually the content creator.*

This book doesn't attempt to provide a detailed history of the publishing

industry or the Internet – but we will discuss both in brief. Also there are software applications which speed and facilitate electronic commerce transactions - this too will be only partially covered. We are concerned here with the business strategies, methods, models and marketing for creating, distributing and selling e-content online profitably. And even though it's not a discussion of software packages or specific web sites, we can't fail to mention the best of them as examples and resources.

This book starts with a brief definition of electronic commerce and a brief history of the Internet as it relates to EC and electronic publishing. The relationship between electronic commerce and electronic and on-line publishing is also discussed. Current models of Internet commerce are presented in order to form a basis for an appropriate business model.

This book also defines the traditional information chain in the print publishing context and attempts to define current changes in the information chain due to advances in electronic commerce in the on-line publishing industries.

We can hardly look forward without looking back, at least briefly. Not that we need to learn a lot from the past to carry those models forward...nothing could be farther from the truth. I don't believe the most successful models will be generated from the traditional publishing industry. The real opportunities will be developed by looking sideways, upside down and around the corner – but always forward.

There is a bias toward electronic publishing and marketing for the individual entrepreneur, writer, self-published author and small business person or SOHO operator as this is the area in which the author has expertise.



Electronic Commerce Defined

Electronic commerce has existed in a variety of formats for many years. The banking and retail industries were among the first industry sectors to apply technology to business and customer transactions with the introduction of Automatic Transfer Machines (**ATM**) and Electronic Point of Sales (**EPOS**) technologies.

Electronic commerce on the internet is usually associated with *the ordering* and payment of goods via electronic means, but with physical delivery. The form of electronic commerce this book is concerned with is the selling of digital goods and *the delivery* of those digital goods and services over the Internet exclusively.

The generic term "electronic commerce" concerns the buying and selling of goods and services via electronic networks *involving some sort of payment*.

Electronic commerce has been defined as being in three distinct classes, inter-organizational (business-to-business or as it's expressed on-line, **B2B**), intra-organizational (within a single business structure) and business-to-consumer (**B2C**). An additional transactional class has risen with the consumer-to-consumer market or the **C2C** ecommerce model such as <http://www.eBay.com>, <http://www.infopost.com/> and other personal trading communities or **PTC's** where

consumers trade directly with other consumers. As a side note: One of the developments that will increase **C2C** transactions in the future, *potentially*, is the increased use of peer-to-peer (**P2P**) networks. **P2P** allows direct communication of personal computers.

Inter-organizational electronic commerce, **B2B**, could be defined as being the natural successor to Electronic Data Interchange (**EDI**) because it includes document and inventory management as well as supply chain and distribution management.

Intra-organizational electronic commerce integrates various functions within the organization to help the flow of information, such as work flow communications, electronic publishing, data warehousing and data mining. Intranet technology is an example of this application in action.

Electronic commerce enables customers to search for on-line goods and services, buy products on the Internet and in some cases have electronic products delivered directly to their desktops by download or streaming (real-time) delivery methods.

How did commerce begin on the Internet? Has it always occurred? Why has it grown so fast in just the last few years? The answers should help keep the Internet in perspective to other forms of commerce that have been with us for many centuries.

Commerce didn't occur on the Internet until after April 1995, when the government sold network blocks of ARPANet (the network that became the basis for the Internet).

The Internet (or literally, "the *inter-networking* of computers") was funded mainly by U.S. military sources and consisted of a number of individual computers connected by leased lines and using a packet-switching scheme. In 1995 the infrastructure of the Internet was sold to the private telecommunications company,

MCI. Prior to that, blatant advertising and any form of commerce was forbidden due to use restrictions imposed on the system by the government.

That meant that commerce could not take place. It was a system for academic research and military strategic use and early users carry this history with them and many are opposed to the Internet's commercial capabilities, even today. That may explain the resistance, that's still prevalent today, regarding banner advertising, email marketing and other commercial advertising on the Internet.



How The Internet Made EC Possible

The Internet is not a business, it is not a government project (although it did start out that way) and it is not controlled by any one entity. The Internet is actually a “networking” of computers, running on many different platforms, all over the world. It is, in its most basic sense, a communications tool and, more recently a digital goods delivery tool. The term “Internet” was developed to describe this “inter-networking of computers” to the world.

The first phase of this inter-networking as a model was designed by the US Army during the 1960' and 1970's as a means of protecting the United State's defense capability and for researchers in different parts of the country to log on to remote computers for data sharing purposes. The designers reasoned that if telecommunications were not centralized during a nuclear attack it would be possible to continue communications with key command posts by re-routing the communications channels through a network of stations.

Stations or centers were located throughout the United States primarily at

higher educational facilities subsidized by the U.S. Department of Defense.

The second phase of the Internet came in the mid-1980's when the National Science Foundation began providing funding to doctoral granting universities to link their faculty and researchers to a national network of supercomputers. For most of its history up to that point the Internet was subsidized by government programs and departments for the purpose of national defense and university based or government sponsored research.

Government support of the network infrastructure became an issue when "outside users" began connecting to the small but growing Internet. Because most of the Internet at that time was subsidized by the government and the NSF Acceptable Use Policy stated:

"NSFNET Backbone services are provided to support open research and education in and among U.S. research and instructional institutions, plus research arms of for-profit firms when engaged in open scholarly communication and research. Use for other purposes is not acceptable." (National Science Foundation, 1992)

There was no blatant commercial activity on the Internet, period. A major change in the Internet took place in 1991, however, when the first fully commercial Internet connections became available.

The Commercial Internet Exchange (**CIX**) was established to provide unrestricted access to the Internet for the business community. The three founding members included Performance Systems International (PSI), which operates PSInet, General Atomics, which operates CERFnet, and UUNET Technologies, which operates AlterNet.

Due to the NSF's Acceptable Use Policy the founding members (and the network providers that signed up for CIX services) signed an agreement to restrict commercial traffic to those segments of the Internet operated and subsidized outside of the federal government.

Since the majority of the Internet infrastructure was heavily subsidized by the US government through the National Science Foundation (NSF) commercial activity remained low. But, in April of 1995, the infrastructure maintained by the

NSF was taken over by MCI, the long distance company. Now that the infrastructure was in private hands, commercial activity became possible.

Another factor that has contributed to the increase in commercial activity and the *viability* of commercial activity on the Internet was the technological advances made in making **secure** transactions over the Internet a possibility.

This new and highly significant advance in Internet commerce allowed payment for goods and services to be done completely over the Internet in a secure manner.

A third factor increasing the commercial viability of the Internet was the development of the World Wide Web (**WWW**) and “browsers” capable of displaying the Internet in a graphical user interface (**GUI**). This development has increased the usage of the Internet by average business users in much the same way that personal computers became very popular with consumers after the release of Microsoft Windows™.

For a more detailed history of the Internet, by those who made the history, including **Barry M. Leiner, Vinton G. Cerf, David D. Clark, Robert E. Kahn, Leonard Kleinrock, Daniel C. Lynch, Jon Postel, Lawrence G. Roberts, Stephen Wolff** visit: <http://www.isoc.org/internet/history/brief.shtml>. Additional references to the history of the Internet can be found at: <http://www.isoc.org/internet/history/>

Electronic commerce (**EC**) provides business with the ability to create new markets for old products or create customized products for new and existing markets. This is an area which presents a great opportunity for content developers, owners and publishers.

IV

EC And Electronic Publishing

One form of electronic commerce (the one that is the focus of this book) is the creation, marketing, selling and distribution of **digital goods** and services. As the content of electronic publishing is “digital” these products are suitable for on-line sale and delivery.

Electronic publishing is a particular type of electronic commerce of digital goods and services and therefore having similar problems and issues. There are also issues and opportunities which are common solely to the electronic and on-line publishing industry which require to be tackled if electronic commerce is to develop in this environment.

There is an existing market for electronic content and a growing potential market. A recent study showed that fifty-four percent of SME's (Small and Medium-sized Enterprises) in the US and the UK are now online. Of that fifty-four percent, thirty-six percent hope to be using electronic commerce within the next six months. SME's are a growth area requiring **information** to compete on a global and more competitive level. Electronic publishing entrepreneurs, developers should consider these implications carefully when designing their business models.

In addition, instantaneous delivery of information, entertainment and digital goods of all kinds is the force propelling the sale of digital goods online. Online users are already accustomed to receiving instant delivery of digital goods –if they wait more than 10 minutes before receiving an email or delivery it will be followed up with concerned emails to customer service. It has been the consumer driving faster delivery times.



Strategic Use Of EC Opportunities

Although the number of businesses on the Internet has grown, many organizations simply have a web presence and do not make strategic use of the opportunities the web offers.

The Organization for Economic Cooperation and Development (**OECD**) predicts a four hundred percent growth in electronic commerce transactions by 2005 (*OECD: 1999*). Presently only eighty-five percent of businesses are using the web for *any* purpose. And utilization of electronic commerce is small.

This lack of progress is probably due to concerns over issues such as security, payment mechanisms, user authorization and misuse of personal data. Technologies concerned with authorization include firewalls, password access, smart cards and biometric fingerprinting.

However in order to provide secure electronic transactions (**SET**), encryption technologies are used. Encryption technologies which are supported by the appropriate legal mechanisms have the potential to develop electronic commerce globally and exponentially.

These issues have to be addressed not just for the development of e-commerce within the publishing industry, but for the development of global electronic commerce.

A recent study and recommendations by Forrester Research stated:

“Digital security won't stop theft of content on the Internet, nor will lawsuits. Content owners in threatened industries -- music and books, but not movies -- must focus on selling better services, not locking up assets.”

Here are some additional results of the report¹:

- ❖ Content companies foresee 20% of revenues online by 2003.
- ❖ They fear Napster and hope digital security will stop it.
- ❖ But only 50% have made digital-rights partnerships.

- ❖ Record labels will lose \$3.1 billion, publishers \$1.4 billion, as consumers embrace piracy and artists go independent.
- ❖ Companies facing collapse must seek service opportunities.

- ❖ Record labels should rework their new-artist pipeline.
- ❖ Book publishers should start selling e-books now.
- ❖ Movie studios should move toward Video On Demand (**VOD**).

(¹ **Content Out Of Control** By Forrester Research. Released September 2000)

Intellectual property is another major issue for publishers and authors and in particular copyright. Copyright is initially retained by the author of the work, however it may be sold or a license granted to enable reproduction of the work.

Any electronic transaction in the publishing industry should include a mechanism for copyright payment- but 99% of the time, it doesn't. Just like the sale of physical books, after it has been sold 'new' the copyright holder loses rights to royalty payments with subsequent sales by used and out-of-print book dealers.

Digital copies of copyright works never become 'used' --or do they? Does the sale of a previously sold, copyrighted digital work lose its ability to generate royalty payments for its creator? The recommendation made by Forrester that content owners "*must focus on selling better services, not locking up assets*" may be seen by traditional publishers as a threat to their current business model. It is.

If traditional publishers and content owners don't understand, now, that their content is really a service and not a tangible product, they will not be able to profit from the coming revolution. The identical situation has happened in the computer industry. Computers were a novelty, now they are a commodity. The computer company who is focusing on service and creative programs for their customers is going to be the winner.

New digital rights management (**DRM**) technologies may help prevent theft and copyright infringement- but not eliminate it. In the very early stages of development, DRM strategies and technologies are hoping to prevent unauthorized copying of digital content without payment or registration to the appropriate source. Software technologies exist now to prevent un-authorized copying of computer files in EC. A few proprietary technologies exist such as Adobe's Content Server2, Pay2See (<http://www.pay2see.com>) from Perimele, Microsoft's OverDrive DRM solution (<http://www.overdrive.com/>) and FileOpen PersonalPublisher (<http://www.fileopen.com>). There are few standards. This has been a stumbling block to industry growth.

Electronic commerce allows authors the opportunity to self-publish. It's technologically easy enough to create content. Content and creation tools are accessible to almost everyone. But as MightyWords (one of the first online content marketplaces and publishers) discovered, "*It was just too easy to publish work that wasn't that good*".

Only a small portion of authors who write for the traditional publisher (physical books) ever make enough sales to generate substantial revenue. That

may change with electronic publishing, but probably not. Self-published authors have the opportunity to eliminate traditional publishers and go directly to their audience to sell their work- so net profits will be larger. Stephen King did just that in got over 500,000 people to download digital copies of his e-book, *The Plant*. He reportedly netted \$450,000 in profits.

There is also the issue of quality especially if the information chain is redefined. The publishing chain, as it's now defined, incorporates a number of quality filters such as copy editors and proof readers which may be difficult to apply in the electronic environment. Self-publishers will learn that they need to be their own 'quality control' or contract for it. One site that's used frequently by online self-publishers is Editor.com (<http://editor.com>). They provide proofreading, editing, ghost writing, content consulting services and more.

On-line publishing will also become increasingly fragmented and confusing to the end-user unless it controls or establishes quality control. Evidence of that occurred recently (11/2000) when MightyWords (<http://www.mightywords.com>), decided to eliminate 7,500 of the 10,000 self-published electronic titles on their site.

Managing director of MightyWords, Judy Kirkpatrick, said the company, which is partially owned by Barnes & Noble.com, ..."couldn't afford to provide the editing, proofreading, layout, and cover design services needed to make all 10,000 of its titles marketable".

In other words, their marketplace was fragmented. It had to decide between charging authors for these services -- "moving toward becoming a vanity publisher," as Kirkpatrick puts it -- or becoming much more selective about the titles it sells. " *You can't build a Web site with the right kind of infrastructure, the right kind of customer support, and the right kind of marketing for free,*" Kirkpatrick said.

So the company chose to husband its resources, notifying authors that all but 2,500 of the site's titles would be removed by the second week of December. It asked authors of its surviving titles to sign a new contract that reduces their royalties to 30% of a work's selling price, down from 50%. And it eliminated authors' ability to upload titles directly to the site, substituting a new, stricter selection process.

"There is a value MightyWords provides that warrants compensation of some kind," Kirkpatrick said. "What we have chosen to do, as opposed to moving toward becoming a vanity publisher, is publish fewer works upon approval." The new submissions policy limits works to four categories: business and management; computing and technology; health; and self-help and requires that authors provide a competitive analysis and marketing strategy along with their manuscripts.

I was lucky. I was one of the authors asked to sign the new contract. I had 2 self-published titles listed with MightyWords when this policy was implemented. One was continued under the new policy, one was dropped because it didn't meet their profile. It is not the only means of marketing my titles, of course, but for many self-published authors the new policy was a severe blow.

But Kirkpatrick says marketing is what the change is all about. *"We've been selling content for a long time now and we've learned a lot about who's buying it,"* she says.

Pay close attention to what Kirkpatrick says next. It cost MightyWords several million dollars to learn who their market is:

Kirkpatrick says, *"The company has identified 'harried professionals' looking for medium-length, 'need-to-know' information as its best customers."*

That meant, for starters, banishing most of the site's fiction.

"We really don't think that fiction is the category that will catch on electronically first," Kirkpatrick says. "There is so much great fiction already available in print."

Kirkpatrick denies, however, that MightyWords' policy shift means the company is giving up on Internet self-publishing. "I would only agree with that if there were no self-published titles remaining on the site, which is not the case," she says.

She points to MightyWords author Verne Harnish, author of a 12-page, \$2.00 document called "*Mastering A One-Page Strategic Plan*," as an example of the kind of go-getting self-publisher who is most likely to succeed in the new medium. "He is not an author per se, but a business expert on this topic who has done things with us and on his own to market his title," says Kirkpatrick. "It's now a very good bestseller."

In other words, stay in touch with your market, understand what they want and give it to them.

MightyWords is mostly described as an e-book site by its customers and competitors, but CEO Chris MacAskill disagrees with that view.

What MightyWords is, according to MacAskill, is a **'digital marketplace' that specializes in works that are longer than a magazine article and shorter than a book**. Most MightyWords customers print out the "e-matter" they purchase on the site before they read it.

MightyWords is also a work in progress. After launching as a kind of literary eBay in March 2000, and receiving a \$20 million investment from Barnes & Noble in June 2000, MightyWords rapidly filled up with nearly 10,000 self-published works. Then the site radically adjusted its business model, as we mentioned, informing thousands of authors it would no longer host their work.

"It was just too easy to publish work that wasn't that good," MacAskill said.

Within the next two weeks, customers noticed far fewer selections, closer to 2,500. And MacAskill promised the quality will improve as the company adjusts to this emerging market.

"We've learned a lot of lessons," he said. "One is that our best customers tend to be technically adept professionals. That shouldn't have surprised us: They were the first to adopt cell phones and Palm Pilots. We also had to recognize the power of brands. Even eBay, our original model, relies on brands."

eBay?

"The seller might be anonymous, but think about it: He is selling a BMW motorcycle - *a brand you know*. He can also display a picture so you can see if it's exactly what you want...", MacAskill states.

Brand recognition, knowing your market and giving it what it wants...it's starting to sound more like a traditional publishing venture than high-tech digital publishing. But in life and the Internet, "there's nothing new under the sun" and the Internet will not change what people want to purchase...only the *way* people decide *what* to purchase and *when*. The basic motivations of making a purchasing decision never change.

VI

Products That Can Be Sold Electronically

The web has suffered from the same drawbacks which beset multimedia publishing in its infancy:

Namely, a lack of business direction-- and, the hi-jacking of business operations by technologists without any business knowledge. It is important that publishers identify the product they are selling and to whom they are selling it, the market demand and its suitability for on-line delivery.

Electronic goods, mostly, consist of:

- electronic journals, magazines and newspapers
- electronic books (e-books)
- multimedia CD-ROM
- software
- computer games
- spreadsheets and formulas
- music (MP3's, etc)
- on-line databases

The products most suited to electronic commerce are on-line databases and electronic journals, music, magazines and newspapers ... but the real commercial success of ePublishing may ultimately include any file that can be stored electronically- as these can be accessed, paid for and delivered directly to the users PC.

Zden.com, the European Internet company provides digitally (and not so digitally) creative and productive people with a platform to sell and expose their original content/work in files (digital formats) and, at the same time, provides buyers of digital copyrighted material with a large catalogue of original

content/work in files (digital formats). Zden has ended their operation due to internal struggles unfortunately , but the model they used is a viable one.

What kind of files did they allow you to sell? Any and all of them: Jpeg, mp3, avi, doc, txt, xls, ppt, gif, ... Zden is a “*marketplace to go shopping for digital stuff*” according to their web site - music, videos, flash animations, text, spreadsheets... every kind of digital format can be purchased/sold. As they say, “*It is like the open market you visit on weekends. Instead of vegetables, meat and fruits, Zden will have files (content in digital format). And instead of being just on weekends, it's on every second...*”

A model for the future of publishing? Maybe. An eBay for digital content? Or just another MightWords who hasn't learned their lesson yet?

The purchase of electronic books is more problematic as we mentioned. Besides the security and copyright issues there are social and cultural issues involved in the process of selecting and *consuming* books.

There's also a perceived value issue that needs to be addressed. For example, other digital goods such as software for your computer has a high perceived value because of *what it will do* for the buyer. It's a plug 'n play product- buy it, load it and it does what it's supposed to do (hopefully) without any further intervention.

E-books, on the other hand, are 'content' (digital 1's and 0's) that don't do anything except sit on your hard drive. Not only don't they *do* anything, but the end-user actually has to exert effort to use it- they have to read it get the intended benefits.

Then there are also those quality control issues. Quality control will become a primary issue as e-book buyer sophistication increases.

There are opportunities for selling e-books and e-content utilizing strategies, that right now, may seem radical or unusual. We are in the very early

stages of an entirely new industry - there are no industry “norms”. **That’s what makes it exciting and potentially the most profitable chapter to be written in Internet history.**

VII

Current Best ePublishing Practices

The Internet presents a mode of delivery which may ultimately challenge traditional publishing. If you believe Patrick Ames, Founder of Books Virtual Corporation (<http://bookvirtual.com/>), “...society is moving whole-heartedly into the digital domain, on multiple levels, and we cannot leave without our books” ([Towards A Digital Book Renaissance](#), Ames, p 4).

Traditional publishers have mostly utilized the web as a *marketing tool* and not as a method of distribution and selling.

Investment has been in developing web sites as an *advertising tool* and not in the technologies and skills required for *payment of digital goods and delivery*.

Electronic publishing has been used to compliment rather than replace traditional print products. However the growing interest in on-line media and the changing role of the end-user means electronic publishers, e-content developers and entrepreneurs have to address their on-line and electronic publishing strategy and change their models if they want to profit from this area of e-commerce.

According to Digitz.com (<http://www.digitz.com>) in Charleston, SC electronic publishers are well advised to consider formatting their work for print as well as for online distribution. Digitz converts current PDF E-book titles to a Print On Demand (POD) format. This means that if you are selling E-books, you can now add print

on demand capabilities to your site by simply adding a link to a new product.

When a customer orders a print on demand (**POD**) title from a site, the owner simply processes the order and then places an order at Digitz.net's customized ordering page. When they receive the order they print the book and ship it directly to you or your customer from a file stored on their server. The price of their services are affordable for even the smallest of publishers- starting (at the time of this writing) at just \$99 per title for set-up and per book costs of about \$6.50 for a 200 page book. One of the biggest advantages to this system is you can order one book at a time.

Digitz.net considers itself the Internet's first true "one at a time" on-demand book printer and fulfillment operation. Others are sure to follow.

Traditional publishers may not be able to keep pace with this kind of innovation. Opportunities will grow exponentially for electronic publishers, self-published authors, content developers and entrepreneurs.

At one time there were no *publishing houses*. There were only printers and all authors were, by necessity, "self-published".

Electronic commerce offers benefits to both the self-published author and the consumer. The more entrepreneurial authors/publishers can develop new and customized products, as well as creating new markets. They are able to create new business, reduce costs, increase competition and generate additional profit streams. The consumer benefits from increased choice, ease of access and a better standard of service.

There are practices being employed in the digital marketplace that can serve as models for electronic publishing. As I've mentioned, we are still very early in the development of business models. Some of the following companies and self-publishers have made successfully transitions from offline content sales to online and some are taking advantage of the electronic marketplace as a new form

of content sales and distribution.

Most users subscribe (for a fee or free) to on-line news-feeds and electronic magazines or **ezines**. One of the winners in online subscription business is The Wall Street Journal online (<http://www.wsj.com/>). For an annual fee you get current WSJ news and an extensive archives collection. There are lots of independent publishers how do exceptionally well online selling subscription and digital information products online. We'll discuss a few of them below. But let's continue to look at some offline-to-online successes:

Dialog (www.dialog.com), US Search (<http://www.ussearch.com/>) and several other database gateways charge per search, record or amount of information downloaded in bytes. These are commercial organizations with private and public databases or reference libraries. They were already established brands, offline, before turning their attention online.

Harvard Business Publishing (<http://www.hbsp.harvard.edu/>) is tackling this problem of electronic publishing by offering it's comprehensive archives of articles from the Harvard Business Review online. Most content on the site is available in Adobe's Portable Document Format (**PDF**). The only exclusions are the Business Case Studies which are purchased online but delivered via the U.S. mail.

HBS publishing is profitable, but they have an established off-line brand that they are successfully marketing online.

The one successful independent publisher that you could spend the next several weeks studying is Monique Harris. Monique is an information publisher whose rags to riches story is well known in Internet marketing circles.

Monique has been online since 1996 marketing her self-published material. She co-authored *Make Your Site Sell* with Dr. Ken Evoy released in March 2000. She has products that include, *How To Successfully Sell Information Products Online*, *The Online Infoseller Jump Start Kit*, *The Information Marketers Internet*

Mastery Program, and *How To Make \$100,000 A Year Promoting and Selling Market Research Reports Online*. She is literally a one-woman information publishing powerhouse!

Her *Digital Publishing and Promotion* newsletter (<http://www.sellyourbrainfood.com>) is required reading for electronic publishers.

Another very successful digital publisher online is Harmony Major. Harmony has been marketing online since 1998, and is the author of *Simply, eBusiness*, an e-business and marketing startup guide, and *Yahoo! Secrets*, a guide to getting a #1 listing on Yahoo.

Harmony's articles have been published in several major online publications, including Active Internet Marketing (A.I.M.), DEMC, Internet Marketing Challenge (IMC), and others. She designs and maintains a growing network of online business and marketing websites, which include:

Simply, eBusiness (<http://SimplyeBusiness.net>)

Yahoo! Secrets (<http://YahooSecrets.com>)

ExpertOnEbiz.com (<http://ExpertOnEbiz.com>)

Home-Based Heaven ONLINE (<http://HomeBasedHeaven.com>)

Site SELLING Power (<http://SiteSellingPower.com>)

Through hard work, perseverance and long hours, Harmony was able to go full-time (at the tender age of 20) with her e-business after only one year online. This is even more remarkable considering she was homeless at the age of 6. To read a compelling story about the obstacles Harmony had to overcome when starting her business, go to: <http://simplyebusiness.net/> and scroll to "A Story Destined to Change Your Life." It really is worth a visit.

For the start-up e-publisher or e-content marketer there are three ways of approaching the problem of using electronic commerce technology.

First, electronic publishers can allow customers the option of paying for one-off items without incurring subscription charges. By allowing access via the

internet, providers could allow individuals to purchase an electronic product using credit or debit card technology or by allowing them to set up individual accounts using a suitable model. This model is suitable for e-books, reports, music, etc.

The second method would enable the consumer to go straight to the creator of the product (using the publisher as the 'gateway') and make the purchase in the same way. By doing so the storage, delivery and distribution elements of the information chain are eliminated.

The third way involves measuring the 'stream' of data consumed by the end-user. Sometimes called the Taxi Cab model the user is billed from the moment they click on a specific link (the meter), and the measurement is based on bytes downloaded not time. Video on demand and some adult content sites use this model.

Content Exchange (<http://www.content-exchange.com/>) is a marketplace for content developers and electronic publishers. According to their site, "The rapid growth of the Internet is opening up fantastic and lucrative new markets for all kinds of content professionals (writers, editors, photographers, and so on). Whole new marketplaces for their work are appearing. Publishers, companies, and organizations of all stripes are eager to find high-quality content for their Web sites, intranets, e-mail publications, and other online venues. Content Exchange™ is a marketplace that brings content professionals ("talent") together with online publishers ("venues")."

Content-Exchange is setting up a database of content providers and content users. In the meantime they are using paid classified ads to generate revenue and news articles to draw interest in the site.

You can set up your own database to publish on the web without any programming knowledge by using eCriteria (<http://204.1.220.85/eCriteria/>) to create your own Web database. Without any database or programming experience you can create and manage Web databases that put your data live on the Web.

Users can search your content and download anything on your site. You can even put your data in a secure area of your web site for paid subscribers.

MightyWords (<http://mightywords.com/>) is one the first *native* publishers on the Internet that has now also closed. They hosted content from self-publishers and provide an EC gateway. But there was a selection process. They also expect their “published” authors to share a large part of the responsibility for marketing their own titles.

In the same class, but with a fraction of the number of titles, is Intellectua (<http://www.intellectua.com/>). Intellectua says that products are only as good as the people behind them, “Which explains why we have chosen to *only* publish the work and words of authors *worth reading* and learning from. People with the knowledge and *experience* to give you the business and technical advice that you can bank on.” Their titles include *.COMstruction- The Basics*, *How To Install CGI Programs*, and *Links To Free Publicity On The Internet*. You can purchase the entire content or, using their **knowledge al a cart**TM purchasing option allows you to purchase individual chapters of the book. Their goals are modest- 100 titles on their site by the end of their first year in business.

Booklocker (<http://www.booklocker.com/>) is another publisher of e-books, similar to MightyWords, but again, with fewer titles. They also have a strict criteria for acceptance. They’ve been around since March 1999 and have recently expanded to include print-on-demand (POD) in addition to electronic delivery of books. Like some online publishers, they limit submissions and are not accepting creative writing, children’s books and poetry. Non-fiction, especially business and finance and ‘how-to’, is prevalent on the site. Prices for e-books at Booklocker range from \$3.95 to \$149 (for a course in creativity titled *AWAITING THE KISS: A Study in Creativity*).

In contrast to the non-fiction publishers above, eMarketer (<http://emarketer.com/>), and Forrester Research (<http://forrester.com/>) successfully publish staff authored electronic research reports at the higher end of the market (\$200-\$500 each). EMarketer changed from an annual subscription-based model

because it was unprofitable before publishing their research reports.

AllNetResearch (<http://allnetresearch.internet.com/>) markets the research reports published by others around the net. If you publish research reports you can sell your content on their site which is part of the Internet.com network.

VIII

Business Models For ePublishing

"In the future, there will be even weirder business models." -- Tim Berners-Lee (Creator of the Web)

The majority of Internet users now access information free of charge and this is going to be a difficult attitude to change. Consumers are the most difficult to convert to a fee based system. Businesses on the other hand are accustomed to paying for information, especially specialized information.

Businesses are also beginning to make more focused use of the Internet by intranet and extranet technologies. So, businesses are willing to pay for information which will add value to their enterprises.

The same problems of charging and pricing which faced the first database providers are comparable to the problems facing those who wish to sell digital

products on the Internet. We might call these 'native' models.

Most models for internet commerce, however, have been transplanted from the bricks and mortar marketplace. Although some of these models are successful (such as ad revenue and list sales) they don't fully embrace the concept of a pure internet commerce.

Let's take a look at some native and transplanted models:

Native Internet Models

The library model: Academics, researchers and librarians were the first to realize and exploit the internet for accessing and disseminating information free of charge to their community of peers. Dissemination is primarily web based (HTML), by database access or by email.

The freeware model: This model is used by the software community to provide users with applications for free download or free trial downloads. Netscape and MS Explorer are the best examples of this model. The free trial model is adopted when issues are of concern to the software developer.

There are literally thousands of software developers and publishers who market software online using a trial model or a model based on disabling certain features. If you want every feature of the program some form of payment or registration is required.

The information barter model: A similar model to direct marketing where a company purchases a database of information from an organization (usually a utility company). In the on-line environment information is also sold to others and used to produce customized products according to user preference. Internet news sites use this method of business. Amazon.com is probably the best example.

Digital products and digital delivery model: Digital products exist in the virtual world

and can be delivered via digital methods, e.g.: WWW, ftp, CD-ROM or on-line databases. There is a distinct difference between these products and those which involve digital purchase but physical delivery.

Access Provision Model: Used to provide access to the Internet and is therefore the model adopted by Internet Service Providers (ISPs). Some ISP's are purely advertising supported, such as NetZero.

Web Site Hosting: Many ISPs provide additional services to users such as email and web servers free of charge but are sustained by advertising revenue.

Private Access Model: Web sites will sometimes have certain areas that are restricted to non-member. Once you become a member you receive full or partial access to premium services or information. The Wall Street Journal online is a good example of this.

Entrepreneurs who also utilize this model include:

Jonathon Mizel (<http://www.cyberwave.com/>),

Marlon Sanders (<http://www.higherresponse.com/>)

Dr. Ralph Wilson (<http://www.wilsonweb.com/>),

Monique Harris (<http://www.sellyourbrainfood.com/>),

Harmony Major (<http://sitesellingpower.com/>),

Allen Says (<http://www.profitsecrets.com/>), and

Declan Dunn (<http://activemarketplace.com/>).

There are many more. These entrepreneurs sell monthly or annual subscriptions to specialized business information and access to a peer community. This model is fee based and often is sustained by advertising and/or affiliate revenue as well.

Transplanted Bricks and Mortar Models

Mail order model: This is the model used in most electronic commerce web sites.

The user purchases goods from a web "shop" and pays for them via the web using credit or debit card. The goods are then physically delivered to the consumer.

Advertising based model: Adopted by most of the search engines and other free sites. The most common form is the banner advertising hypertext link which takes the web user to a particular site or service. Revenue is generated by the advertiser.

Free trial model: Normally used in the software industry. Users can "try before you buy", the user is provided with downloaded software sometimes with limited functions and given a period of time to use the product before deciding to purchase.

Subscription model: Users subscribe to products and services such as electronic journals or databases for a limited period before deciding whether to make a permanent subscription. Similar to the free trial model, however the user continues to pay a subscription rather than the one off payment associated with the free trial model.

Direct marketing model: The use of electronic mail to promote goods and services. Known as spamming and universally loathed by most of the internet community.

Real estate model: Selling of space on web sites. For example an estate agent advertising property might also sell space to other actors in the property market such as solicitors or surveyors.

Incentive scheme model: Combined with advertising and often offering the chance to win prizes or attain free goods.

Toll gate Model: Become a portal site with a directory of specialized web site destinations all within your web site.

Don't believe for an instant that you can't creatively mix and match these models or parts of them to develop an model that suits you and your business objectives. A combination of models is the most likely solution for a profitable business.

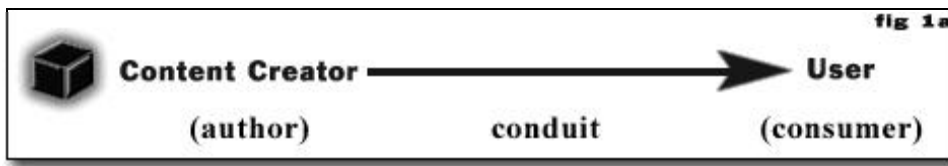
Pure internet commerce redesigns the business processes involved in the publishing industry.

The New Paradigm For The Information Chain

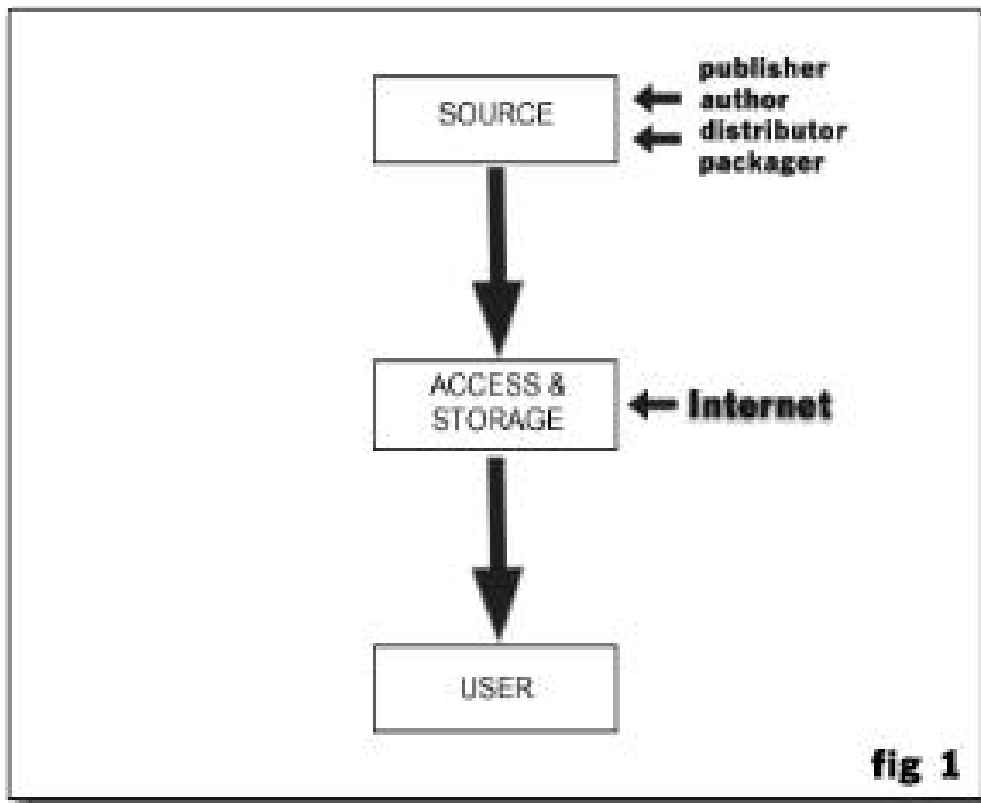
The information chain continues to redefine itself according to technology and cultural changes.

There are many versions of the information chain however there are three parts of the chain which we will look at in the context of digital publishing.

Figure 1a shows the relationship between the content creator (normally the author) and the end-user or the 'consumer' and a conduit for delivering the information.



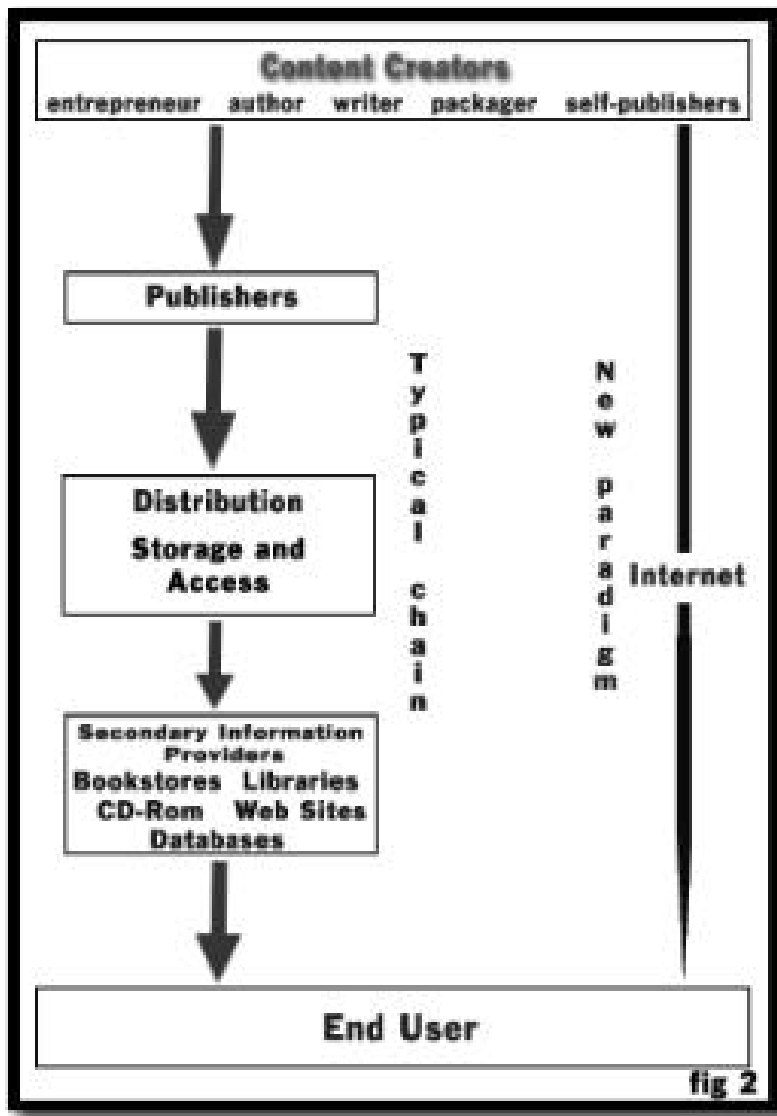
This is the broadest possible relationship. The digital publishing chain outlined in Figure 1 includes an expanded definition of 'author' and 'conduit' to include such variables as 'access and storage'.



In this expanded idea of the information chain, the author is not the only source of information. The sources include *publisher*, *distributor* and *packager* showing that there are a variety of ways from whom information can be generated.

In addition the 'conduit' for information delivery expands to include the components of access and storage of the information.

Next we look at the traditional information chain side by side with the new paradigm of electronic information publishing:



Before we examine the diagram in detail, let's define some of the traditional players in the traditional information chain.

Who's who in the traditional information chain:

- The content creators: Includes entrepreneurs, authors, writers, packagers and self-publishers - they create the product which is sent to the publisher.
- Publishers: Those who are responsible for selecting material, ensuring quality,

editing, copyright, marketing and production.

- Distribution: Usually specialty firms servicing the physical delivery of the product – the function distinct from the actual publishing process and is usually undertaken by a third party.
- Secondary information providers can also be involved in the distribution process. They can provide indexing, abstracting and cataloguing services and offer access to sources through information gateways.
- Storage & access: Includes libraries, bookshops, secondary information providers. Products are stored at some physical location usually a library or bookshop. Often there is a cost involved in the storage of these products, however this would usually be at the distribution level where stock may have to be warehoused.
- End-User: The consumer of the information or content. The consumer is the last level but the most important.

Electronic Publishing Information Chain

Technological innovation within the publishing industry has the potential to alter the publishing process. These changes are outlined in Fig 2 (above).

Basically, although the players remain the same, the publishing process is different in that the delivery can be directly from the source making intermediaries unnecessary. The major change occurs when self-publishers consider the ease in which they can deliver information directly to the end-user. In this case, it is assumed that distribution is completed electronically.

In this new paradigm, the “Internet” takes on many of the functions of the

traditional information chain such as Publisher, Distribution, Storage and Access and Secondary Information Provider.

It's not that these functions will be *replaced* in the new paradigm – but that they are transformed.

For example, the new Internet publisher can provide the quality control necessary to increase the acceptance of e-books.

There may be potential strategic partnerships that can be developed between publishers and electronic storage facilities that could provide security, DRM and fulfillment of digital goods ordered by end-users.

And secondary information providers can play an important role in the new paradigm by building customer databases through which digital goods can be sold in niche markets.

So although the traditional information chain is being redefined, so are the players in the traditional chain. The new paradigm is opening opportunities for services to the new electronic publishing industry that have not yet been exploited.

Issues For Commercial Electronic Publishing

Any model for electronic commerce in the publishing industry has to address certain issues -

- security
- copyright
- payment (micro and macro payments)
- delivery

We have laid a solid foundation for understanding electronic transactions as they relate to digital goods and service sold over the Internet and we've compared traditional publishing to the opportunities for electronic publishing.

The next section of the book I'll help you build a profitable marketing methodology applying what we've learned so far.

We'll also discuss practical applications of electronic publishing and what's necessary to do so securely and profitably for the small content entrepreneur, self-publisher and independent publisher.

IX

Digital Delivery and Best Methods

Delivery defines the type of products which can be sold electronically- electronic goods which have no "physical" delivery process. The products are delivered by data streams. At this time they involve no delivery cost or time costs either to the vendor or the consumer.

There are two models for digital delivery that seem all inclusive when contemplating the types of delivery that the Internet makes possible:

Single order: This type of delivery is associated with the electronic ordering and

payment of goods of a single transactional nature.

Subscription order: The user subscribes to content provided by the vendor for a time period and if the products are accepted the subscription is continued. If the user decides the products are not suitable then the subscription is cancelled. The subscription time period can be fixed or recurring.

A problem that many people have when contemplating selling their original content over the Internet is security of that document.

I'm going to assist you in looking at the choices currently available to solve each of these concerns. Not one solution is 100% fool-proof but some come very, very close. By the way, if you have been struggling with this problem for any length of time, you're not alone- it's an industry wide problem.

Also, please note that this is focused on digital products only as we have already defined them. Examples include:

- Written Plans/Specs For Making Toys, Furniture, Crafts, etc.
- How-To Instructions
- Articles Written On:
 - Health
 - Family
 - Business
 - Politics, etc.
- Original Music / MP3's / Digitized Music
- Software
- Digital Art
- Interviews With Personalities (print or audio)
- Original Cartoons
- Photographs
- Short Stories

- Poems
- Market Research
- Full Length Books
- Reports
- Spreadsheets & Math and Science Formulas
- Digital Videos
- Anything that can be stored on a computer (with few exceptions)

We're not talking about digital products that you may be giving away... as a bonus, premium, incentive or to demonstrate your work to generate leads and sales for other products. There are a lot of easy to implement solutions for this kind of distribution. Some of which are mentioned below. But be aware that you are still vulnerable to your freely distributed work from being copied and distributed against your knowledge and/or will as well.

Protecting Your Original Content

The primary concern here, in this section, is to protect your original digital copyrighted work from being copied and distributed without being compensated for it. Compensation could be cash or it could be in the form of recognition.

I related my story of what happened to an e-book I was selling on the Internet on my web site. To make a long story short, I was selling my first e-book quite successfully when suddenly, sales stopped to a near halt. I received an email shortly thereafter informing me that my e-book's location and password had been distributed on various newsgroups and that I should check my server logs to see that it was true. I did and found that hundreds of copies of my book had been downloaded. My book was being stolen, and I had no indication it was happening.

I'm sure I'm not the only one who has had this problem – you may have had it too, whether you knew it was happening or not! I was lucky-- someone actually sent me an email and told me about it.

Others aren't so lucky. They created their original content and have been sucked dry of profits, without ever knowing what hit them.

If we want to reduce the problem further-- the real problem is NOT the file (if it's password protected) it's the PASSWORD itself -- it's ability to unlock your content. Because it's seen by the buyer it can also be copied and shared illegally.

The closest solution to password protection I have ever seen offered is Perimele's Pay2See software and DRM solution. Pay2See allow you to encrypt your e-content then upload it to your server. A customer purchases the content and upon completion of payment the file is downloaded to their computer and decrypted automatically. The buyer never sees the password for the encrypted file, it's all done through the transaction- completely transparent to the buyer.

I used it for a while on my ePublishingEtc.com site to sell content with mixed results. Some customers complained that they were charged but never received the content they ordered. Others had no problem at all. As Pay2See grows and matures it's a solution worth looking at.

Let's take a look at current best practices when it comes to securing a document for sale online:

1) Password protected web sites: You have original content that is only available to paid subscribers. You sell access to your password protected site. Once a username/password combination has been stolen, the thief can get in, steal your content.

Password protected sites won't protect your content if your HTML is exposed when they access your site. There are a number of Javascripts and other products that lock a user from 'right clicking' on your web page. When 'right clicking' is allowed, your HTML source code may be viewed and copied. Installing the scripts will disable the 'right click' function on most browsers. Try www.javascripts.com for some good scripts.

For example, a very popular site on the net is <http://www.passthison.com>. A very sharp direct marketer, Sanford Wallace the developer/owner of this site, has a script that disables your ability to 'right-click' on the page and view the source code. And that may discourage some casual cyber thieves.

But anyone with a little net savvy will simply go to "View" -> "Source" on their main browser navigation bar and look at the HTML code on the page and copy it!

Unfortunately it's too easy to all but the novice web user.

2) Encrypt your HTML code: There are a few products available that will 'encrypt' your HTML code. If you're selling access to a protected directory on your site you may think about using this, especially if you're using proprietary code. It won't prevent people from stealing your visible content, because they can always highlight the text and copy it, but if you want your code protected - this is a help.

I recommend WebCrypt 200 available at Moonlight Software:

<http://www.moonlight-software.com/webcrypt.htm>

3) Password protected web sites and e-content: You have original content that is only available to paid subscribers. You sell access to your password protected site. Your e-book or other downloadable content is in the password protected directory too- anyone who gets the password to the site can also go straight to the e-book file (<http://mysite/private/e-book.exe> -or whatever the name of your e-book is) and download it directly using the password for site access.

4) Password protected e-books (on a non-password protected area of your site): Any e-book that's sitting on your server or someone else's, even if it's password protected, is vulnerable. One password, one file...hackers love it.

The closest thing I've seen to an inexpensive DRM e-book protection system is Sunil Tanna's Active E-book Compiler (<http://www.e-bookcompiler.com/>).

Sunil's product allows you to enter up to 1000 different passwords per e-book. That makes the chance of your password being 'shared' very low since every time the e-book is copied or downloaded it changes the "password number". Sunil states that just giving your e-book 100 unique passwords reduces the risk of 'password sharing' to 1% or less.

The downside to this system is that it makes customer service a real headache. Every time someone orders your e-book you have to ask them to get the "Password Number" from their e-book and then look it up and send it to them. If you're planning on selling a lot of e-books, handling these requests (especially when you're looking up one password out of 1000 or even just 100) is time consuming. Not to mention that fact that you have to manually ENTER each password one-by-one into the program! Sunil said he's working on a 'bulk password' upload- I hope he does.

An added benefit, this product is very nice for graphic design or copywriting for clients.

Let's say you're designing web graphics, logos or other graphic work for a client. How do you send secure drafts or sketches for approval? Active E-Book Compiler allows you to disable the 'right click' function in the e-book compiling process and there is no "View" -> "Source" file menu in the compiled book. So your jpg's and gif's are secure from being copied using this method. You can also disable the 'print' function if you're doing any kind of writing for hire.

When I send work to a client for approval I watermark the image, put the image in a web page and then compile it using Active E-book. The compiler creates an *.EXE file that I send as an attachment to the client. You can also add a 'password' so only your client can view it. They can see it, but they can't copy it.

I recently discovered another small 'flaw' in programs like this that compile

your HTML into e-books.

If you open the e-book and 'bookmark' the page you're on, the entire page and graphics are stored on your hard drive as a 'temp' file. You can then access those pages and the graphics by going directly to your temp directory and pulling them out.

There are also shareware programs available that let you 'look' inside an 'EXE' file to see what components it contains-- then gives you access to those individual files.

Again, nothing is 100% fool-proof. Like I've been saying if someone really wanted to rip you off they could do what I just described or they could use a 'screen capture' device like the free one at:

<http://www.analogx.com/contents/download/system/capture.htm>

...and, if they had the right software and lots of patience they could clean up the image by removing the watermark one pixel at a time.

Even if you're selling a 'printed' information product there are lots of people who will tell you they got ripped-off -- just the same -- by someone who copied it (and replaced the original seller's name with their own) or scanned it and started selling the copies off their printer!

5) Adobe's Content Server2 (™). For file locking and key distribution this is the cutting edge solution for commercial distribution of PDF documents online.

System Requirements:

- Microsoft® Windows® NT 4.0 with Service Pack 5, running Microsoft IIS 4.0
- i486™, Pentium®-based, or Pentium Pro-based personal computer (Pentium or Pentium Pro recommended)
- 40 MB of available hard-disk space
- 128 MB of available RAM

- CD-ROM drive

Cost? \$5,000 for 128 bit PDF Merchant software PLUS 3% royalty payable to Adobe for each and every file sold using the system.

In terms of functionality, the Adobe Content Server can communicate with e-commerce systems on NT, UNIX or Linux. ACS itself runs on MS NT or Windows 2000 and requires SQL 7 and MS IIS.

The downside is the price, the royalties and you can ONLY use it with PDF file formats. Also, if you don't have a dedicated server you can run the software on, you may be looking at an additional expense.

6) PayPal's Web Accept. PayPal makes it easy to enter the ecommerce game. All you need is a PayPal Business Account and a product to sell. They are coming out with a 'shopping cart' which would be very useful.

The problem with using PayPal's Web Accept is that they include the 'Return URL' in the link your customer clicks. If you're selling a digital product your customer can go directly to your content download page and never pay you.

If you're selling a physically shipped product then that's not a problem.

7) ClickBank: A lot of entrepreneurs selling e-content use ClickBank, and for good reason. Their interface for credit card transactions is secure, has real-time validation and quick. They are probably the best service available for real-time cc transactions without the need for a merchant account (they're technically a 're-seller' of your digital content and use their merchant account).

The downside: ClickBank has a one-time \$49.95 activation fee, and a \$1 + 7.5% fee per sale. There are no monthly fees. There's no 'shopping cart' function. And there's a limit on the amount they will allow you to charge. Initially you get set up for approval at \$15.00. If you have some transactions and a good record with no charge-backs, they will raise it to \$50. In very rare cases you can get approved up to \$100- but that is their established limit.

Is there a solution that fits all?

The answer is "Yes" and "No". Just what you wanted to hear, I'm sure!

You want 100% fool-proof, safe and secure documents? Do put them on the Internet, don't share them with anyone, don't print them and don't sell them to anyone! Keep them on your hard disk, encrypt them with a program like Crypto from <http://www.gregorybraun.com/> so no one will ever see them!

That's the only 100% fool-proof solution I know of! Not exactly practical for those of us who make their living on the Internet, is it?

Options For Safely Delivering Your e-Content

So now that we've established that there is no 100% fool proof system, let's look at a way that comes very, very close.

1) Upload your original e-content to a folder on your web site only after your client has paid for the content.

The drawback using this technique is the time involved in uploading the content every time a purchase is made. The way to get around that is uploading the content once to several *different* folders then rotating the URLs that you pass out to each customer. If you have a lot of products that's not much of a solution. But if you have 2-3 products it will work. If you have one product simply upload the e-content to a folder and then occasionally 'rename' it using your ftp program 'rename folder' function.

2) Deliver your e-content to your customer via email. This works only if your customer has an email account that allows file attachments or you're sending relatively small files >1MB. Be aware that a lot of email services do not allow emails over a certain limit to be delivered. If your file is 1.2MB and your customers

email service doesn't allow anything over 1MB, you won't get your content delivered and, in many cases, you won't even know it! They won't tell you it can't be delivered, they will just 'kill' it. Then you get a nasty email from your customer asking where their content they purchased is.

3) Use a secure email delivery service - like the one at www.hypersend.com. The customer pays, you send the file through Hypersend (who bills themselves as the "Courier" of the Internet). The service is FREE, by the way, up to 100 transfers a month.

A nice feature of the system is that the file is encrypted on Hypersend's servers until it's ready to be 'picked up' by your customer. Also, you can tell exactly when they picked it up through a 'confirmation of delivery' feature you can view on your account page.

The downside is that you have to upload it to Hypersend (they do not permanently store any of your deliveries) each time someone buys your content and if your customer does not have the Hypersend 'agent' on their computer they have to register, download the software agent and then pick up the file they purchased. That's extra steps your customer may not like.

4) Password protect each one of your e-content files and store them securely on your server. When a customer pays, send the URL and password for that file. Simple, direct and will work in most cases. The drawback is that the customer pays then has to wait to download and get the password.

5) Password protect your e-content and let your customer download them. A simple to implement alternative to the above is to let your customers download your password protected e-content first, then send the password after they have paid. This is a better solution, since they have the content already, all they need is

the password to unlock it.

The problem using this technique with PDF files is this: If you password protect a PDF file, you MUST enter the password for it EACH time you open that file. Your customer may get annoyed (I know I would) if they enter the password once, then ever time they go back to the content (that they have already purchased!) they have to find the password to open it each time thereafter. What a pain in the neck. Your customers will be emailing you years from now asking you for that password again because it was lost.

6) Packaged PDF: A variation of the above.

Here's how it works:

I create the original content, format it for online distribution using with either Adobe's PDF file format or Microsoft's Reader format.

With Adobe PDF I set the security features so no one can 'change' the document, but DO NOT set a password. Then I use WinZip's (www.winzip.com) password protection feature to 'wrap and zip' the file. Then I allow my customers to download the content they want at anytime, even without paying for it. When they are ready they can get to the web site and pay or pay on the spot.

What I like about this technique is that the customer:

- Gets the file immediately;
- Can 'open' the WinZip container and actually view the e-content sitting there just as promised;
- When they are satisfied the product is there they can pay and get the password to unlock the Zipped file;
- They don't have the problem of entering the password every time they want to open the PDF file.

To see how I do it just go to my web site at: <http://infoproductlab.com/>. And

download to your hearts content.

When designing your own do-it-yourself secure e-content delivery system you should consider your customers convenience and weigh that against your need for securing your e-content.



Basics Of Marketing (Digital Goods)

Does the marketing of digital goods present the entrepreneur, web site owner or self-publisher with problems not inherent in the marketing of physical goods?

The professional methods of marketing never change. It's the mechanics of marketing, the medium of the message that change: Instead of billboards, it's banner ads; letters sent through the post are now emailed; web sites replace brochures and full-color catalogues; live chat with customer service representatives replace 800 numbers, etc.

Eugene (Gene) M. Schwartz, the copywriter that helped Marty Edelson, launch *Boardroom Reports*, said marketing is like playing the stock market or being an atomic scientist. Marketing, speculation and science are all alike- they all deal with immense natural forces, thousands of times more powerful than the men who use them. In science, the forces are the fundamental energies of the universe. In speculation, the forces are the billion-dollar tides and currents of the market place. *In marketing, the forces are the hopes, fears and desires of millions upon millions of men and women, all over the world.*

The men who use these forces did not create them; they can't turn them or shut them down; neither can they diminish them or add to them in any way. *All they can do is harness them!*

So what works? What can you and I harness this immense power? Gene's answer: Innovation. Continuous, repeated innovation. A steady stream of new ideas- fresh new solutions to new problems. Created above all not by the impossible route of memory- but by analysis. And what is analysis? *It's a series of measuring rods, checkpoints, benchmarks and signposts that show you where a particular force is going, and enable you to get there first.*

When I visit Internet discussion boards like Tony Blake's (<http://www.ablake.com/forum/>) or any of the other high traffic business sites that discuss marketing on the Internet, I continually see posts that say something like, "I wrote an e-book I want to sell online- but I'm afraid it will get ripped-off. What do I do? Help!"

Most of the responses try to alleviate the fears of the person who posted. And they all make really good points... especially those who say it's really unnecessary *from a marketer's point of view* to worry about your e-books getting ripped off. You can protect yourself, do what's necessary to prevent it from happening, but it will happen, it does happen! So why worry?

I think creative individuals, especially those working on their first book, get paranoid about their 'rights' being violated, their work stolen, etc. They think that what they're writing is so 'special' and 'important' that it needs to be locked up at Fort Knox. I'm not poking fun at new writers. I remember how I felt when I wrote *my* first book!

Books, A Commodity?

They are something *useful* designed to be distributed. 99.9% of the time *commercially* distributed. They are an article of trade. Also remember that they are a 'product'. We tend to think of books less like a physical products than most, because you do not buy them for their physical properties alone- you buy them for the *ideas* they contain.

Here's the definition of a 'commodity' from the American Heritage Dictionary:

com·mod·i·ty (ka-m d' -tē) n., pl. com·mod·i·ties.

1. *Something useful that can be turned to commercial or other advantage.*
2. *An article of trade or commerce, especially an agricultural or mining product, that can be transported.*
3. *Advantage; benefit.*

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As an e-content entrepreneur, self-publisher or web site owner who wants to make profits from the sale or distribution of e-books and e-content let's face a fact: All books, including electronic books are a commodity, an article of trade, something *useful that can be turned to commercial advantage*. They are to be bought and sold, hopefully for profit.

Books, just like other types of products and other types of commodities do not sell themselves. It takes people with skill and knowledge to sell them. That's why most professional marketers are more prosperous than *writers*. The US Department of Labor reports that writers (as an occupation) earn an average of \$7,500 per year. Most writers are not able to earn a living from writing alone. Even 'published' authors will find it difficult to make a living with a single book.

The first question an author is asked upon signing a contract for a first book is, "What else do you have?" The publisher knows that 'one book' authors will never be able to sell enough copies of their first book to make any real money for them or the authors. It takes several books, within the same genre, to build the author's presence in the consumers' mind. Speaking to yourself, "What else do you have?" should be your mantra as a publisher or content developer/entrepreneur online.

There are some writers who hit it big with a single book, but that's very unusual.

My own experience writing, publishing and marketing books on the Internet proves this. One book made me some money. Five books made me even more money. The more books I offered to my web site visitors the more profits I made. Many other publishers and content entrepreneurs will confirm this phenomenon.

If you publish a book with a traditional publisher, who is responsible for promoting it? If you answered the publisher, you're wrong. Sure the publisher will announce the book to the trade, get a few reviews, but if it does not do as well as expected they remainder it and, later when sales have all but died, declare it out-of-print. The poor writer is lucky to be able to keep his/her advance with that kind of marketing effort!

Accept the fact now that not all the responsibility to market the book rests with the publisher. The author must take full responsibility for promotion of his or her work- and that's where the majority of writers fail. As a writer your job is two-fold once you've made the commitment to become a 'writer': 1) To promote, promote, promote your work non-stop; and 2) To keep writing and write another book, and then another book after that as soon as possible.

From a marketers point of view, *the only job of that first book is to get your readers to buy your second book, and the only job of the second book is to keep the reader hooked enough on your writing to buy your third book, and on and on...*because that's where the money is.

Marketing e-Books On A Web Site

Let's get back to our discussion of the writer, e-book author/self-publisher who's concerned about copyright infringement or outright theft.

A problem facing the industry is a lack of standards for e-books. Right now there are NO standards for e-books. Adobe's Acrobat is about as universal a standard as there is. But there are hundreds of alternatives. Most e-book sellers (with exceptions such as BookLocker.com and Intellectua.com), are doing what they think is best *for them* not their customers.

Until there are standards we either have to rely on the integrity of our customers not to copy, rip-off or share our e-books or simply market and manage our electronic rights under a new paradigm.

I suggest choosing a new paradigm.

I' take off my 'writers' hat for a moment and put on my 'marketers' hat and suddenly a new paradigm emerges that says, "Hey they're going to share my e-books with anyone they want anyway (and there's very little I can do to stop them), so *why not give them what they want and even help them do it?*"

That's why I grant unlimited digital resale rights on some of my e-books at ePublishingEtc.com. I want my customers to share my books. And I want them to make a profit doing so. In the process, I help myself to more profits by figuring out ways to help my business customers make more money by selling more and more of my books.

Forrester Research (www.forrester.com) came out with the report mentioned earlier on the e-book market (*Content Out Of Control (9/2000)*), that basically said – "digital security won't stop content theft on the Internet. Publishers must focus on selling better services and products, not 'locking up assets". I couldn't agree more.

It occurred to me that worrying about the illegal sharing of my e-book titles was doomed to end in frustration and that I can choose to develop profitable long-term relationships with my customers instead- especially those who are reselling my content on web sites around the Internet.

If the thought of offering resale right to your customers does not appeal to you or you oppose it, you might try offering two editions of your e-book. One with advertising in it that could be either be free or available for a small fee with the other edition being ad-free for sale. You'll achieve the same effect- if people are going to distribute your e-book anyway, you might as well get the ad exposure.

The question then is, "How do I, as an e-content marketer, stand apart from the rest?"

I classify e-books (and online information in general) into three basic categories:

- 1) "Don't need to know- not interested"; (customer response, "I'll pass")
- 2) "Nice to know - looks interesting, but..."; (customer response: "ho hum", *insert yawn here*)
- 3) "This looks great – just what I've been looking for!" (customer response, "Where do I pay?")

When I'm looking for info (especially on-line) I ask myself these questions.

For example, one morning while surfing the net I went to Responsys.com. The service looked interesting (in the "nice to know" category) so I took the time to sign up for a free demo of their service.

I was ready to leave the site when I noticed a link to a free report they were offering too. The link said "download now", and since I was at their demo sign-up 'success' page I thought the link would take me directly to the report. Instead, when I clicked on the link, I got a page with a "registration form" ...asking me all the stuff I *just* answered when I signed up for the free demo.

Suddenly I'm in the "Don't need to know-no time", category. I simply didn't have the time to enter all my information *again* - so I passed on their free offer. Too bad they didn't link the report with the free demo offer. That would have made a lot of sense and it would have been a nice 'bonus' for signing up for the free demo.

If you want people to buy or download your e-book you have to answer the critical question of your target audience, "why do I need this info?" – their response will it fall into category 1, 2 or 3 mentioned above.

If it's in category 1 or 2, chances are you need to re-think your e-book's title or the headline and ad for your e-book. You need to determine the e-book's "appeal", its' primary benefit to the reader and make that clear to your reader.

This is where Gene Schwartz's idea of marketing as 'innovation and analysis' is so important. You may need to test several titles in subtle ways to your target audience before you find one that works well. One way to do that is by

writing an article about your upcoming book (what it's about, etc.) and put the proposed titles as a link to your article. Put the title on your home page. Rotate and change the title once a week and try several different titles. See which one gets the most click-throughs to your article by using a counter on your page with the article or by 'coding' the link. For example:

One title might be:

The Sleep Walking Murders

Your link to your article would look like this:

<http://www.yoursite.com/article.html>

Your 'coded' link would be:

http://www.yoursite.com/article.html?sleep_walking

When someone clicks on the 'coded' link it registers a 'hit' in your server logs. The REAL URL for the article is everything before the "?"- your 'code' is "sleep_walking". Everything after the "?" will not affect the visitor clicking on the link to get to your article. Count the number of hits you get for each title. Just be sure to change the code to correspond with your titles every time you make a change!

If one performs better than all the others, then you have your title.

Marketing e-Books Using Email – A Case Study

The concept behind using email to sell digital goods is simple. You produce the product, send out email to potential customers, and count the orders that roll in. The customer database, the specific offer, the appropriateness of the message, and other factors will vary, but the basic method of email marketing is the same whether we're talking about a new company with one product or a multibillion-dollar corporation with hundreds of items for sale.

What doesn't change from Company to Company is that they all have something to sell.

One company, though, has found a way to sell *nothing*, and still get orders. They're Logos Research Systems Inc. (<http://www.logos.com/>)

This electronic book publishing company used email marketing to sell a product that didn't yet exist, and in the process, it generated hundreds of thousands of dollars in sales and still made customers happy in the meantime.

This wasn't a case of fraud. Everything was well stated in their email and aboveboard in every way.

Here's the idea: Logos, which sells a range of Christian electronic books and software, had developed a strong database of loyal consumers.

Back when the company had no budget for promotion to speak of it focused on building an email address database in every way possible: The telephone "on hold" message notified consumers of the opt-in email list and invited them to join; Customer service employees asked if callers wanted to receive an email invitation to the list: The sales force mentioned the list to each potential customer: etc...etc.

The company decided to put that database to good use. And as they were aware your customer base is the most profitable source of new revenue you could ever have as a business. Rather than simply email members about new products available (which is the way most companies do it) -- it used the database to help *create* a product and then *sell* it.

The Unabridged Theological Dictionary of the New Testament (a 9,081-page, 10-volume reference work containing more than a dozen languages and discussing 2,300 "theologically significant words") already existed in print form. The company was considering putting this reference work in digital form. To create this as an electronic text -- in other words, to put it into the Logos Library System format -- would undoubtedly be a massive and expensive undertaking for the small

company. Their plans were to produce the book in a variety of languages, include links and search capabilities that would require massive text relational building.

The company didn't want to invest in creating the electronic text unless it knew it had a profitable number of individuals willing to purchase the volume in digital format, so Logos went to its database using a 3 step system that can be called nothing less than brilliant.

Here are the details:

On January 5, 2000, a mailing was sent out to the more than 60,000 members notifying them that Logos was *considering* producing the Unabridged Theological Dictionary of the New Testament in digital format. Members were asked to reply if they would be *interested* in purchasing the e-book at a pre-release price of just \$150. They were not asked for any further commitment. Two reminders were sent out over the following month. Logos received sufficient response, so they confidently proceeded to the second phase.

Two months later, Logos announced to members that due to their response, the company had decided to proceed to the next phase - keep in mind that at this point, Logos had not put any work into the production of the e-book. On March 5th, members were sent an email message containing a link allowing them to place a pre-order and individuals were told that if "*enough consumers preordered, production of the electronic text would begin, but credit cards would not be charged until the product was ready to ship*". On May 18, Logos sent out an email letting members know the work was nearing completion and describing some of the enhancements in the electronic edition.

On June 21st, with the project almost complete, the vice president of Logos, sent out a message thanking customers for making the entire project possible. On July 7th, the shipping announcement was released via email and those who pre-ordered were notified that their credit cards would be charged.

The result? The company booked \$300,000 worth of pre-orders *alone*, more than double the cost of producing the text in electronic format. The site continues to draw in more orders for the work. Plus, the technique worked so well that Logos designed a whole new secure database/shopping cart system to continue with this marketing idea for a whole range of new products.

Consumers are hungry for digital products and are now beginning to realize the potential of electronic commerce to obtain them. It's up to us, the content developers, creators and the owners to find ways of satisfying that hunger.

Gradually consumers will become used to paying for information created on the Internet and this will be the first step to developing the full potential of commercial electronic publishing via the internet.

There are opportunities to develop new markets such as individual consumers and SMEs, while developing and customizing new products and services for existing customers such as libraries and large commercial organizations. Government and industry bodies are taking steps to ensure consumers are protected in the on-line environment and this will surely play an important role in developing electronic commerce.

The publishing industry has to address the added problem of intellectual property and copyright. Any business model adopted by the publishing industry for the purpose of electronic commerce would have to accommodate these areas.

When an appropriate model for business is applied electronic commerce has the ability to redefine the publishing information chain. The two static entities in the information chain are the content creator and the user. These two actors have existed since man started to communicate information. It is interesting to note that in redefining the information chain in an age of high technology the chain returns to those two actors.

Focused Marketing: 20 Of The Most Effective Ways To Promote Your Web Site And Digital Products

When it comes to promoting your web site and promoting your products online there are a lot of options. That can actually be a BAD thing.

Let me explain.

Not having any experience in web site marketing you could be thinking to yourself, "*Self -- if I do this method of marketing today...will I be wasting my time (again) or is this going to work?*"

No one likes to waste their time. You want *results* (money or hits or whatever) and you want them NOW. Please understand, there is NO such thing as "Get-Rich-Quick" especially on the Internet so...get that out of your mind once and for all. Take responsibility for your results and start doing it NOW. I'm not saying results can't come *fast* – sometimes they do – but if you want a business that is successful over the long-term don't rely on home runs - go for the singles and double's and occasional triple's.

If you want REAL and LASTING results, listen up. Below are 20 really good, solid (dare I say *fundamental?*) web marketing strategies. If you do *at least 2 (different) marketing ideas each day for the next 10 days* I guarantee SOMETHING will happen. You may not make a million dollars or even a few thousand, but ***something*** will happen. And believe me, SOMETHING is always better than NOTHING! Agreed?

You'll sell a few more products than you usually do.

You'll get more subscribers to your ezine or mail list than you did before

You'll get some surfers to bookmark your site so they can come back later (you can't measure this, but, it will happen).

If you do at least 2 or more of these marketing ideas each day for the rest of this year...**WOW**...hold your hat!! Your web site could really take off. By the way-

don't make a habit of doing #9 more than once each day ;-)

OK... ready?

Remember the rules: Pick at least 2 (*different ones*) to do each and every day, and like Winston Churchill told his fellow Englanders on the radio when Germany was bombing London and it looked pretty bleak, "*Never, never, never, never, never, never, never, never, never, never, never, never, never, never, never, never GIVE UP!*"

1 Participate in discussion forums relevant to your area of expertise or product line (for a nice list of discussion boards see the DISCUSSION FORUMS FOR ENTREPRENEURS at: http://www.entrepreneur-web.com/index_1.shtml)

2 Write an article and submit them to online publications (check egroups (www.egroups.com) for "PublishInYours" and "article_announce")

3 Post an article your web site and submit the URL's to the 12 major search engines (check out DumpTruck (<http://www.trafficstudio.com/dumptruck/about.htm>) for a simple submission software program -and it's *FREE*).

4 Submit a new doorway page from your web site to the 12 major search engines (try one of the most powerful doorway pages creators to help- RankHigher (<http://www.filehouse.com/rankhigher/>))

5 Creating an 'opt-in' email list and sending occasional notices with special offers and information to the list.

6 Posting helpful and relevant info to relevant newsgroups (this is different than participating in Discussion Boards above) with your URL and tag line in the signature (do not use blatant adverts- check out www.deja.com)

7 Changing and updating, and adding to your web site content

8 Creating a logo and 3 to 10 word 'tag' for your web site. Think about building strong brand identity- something that's memorable (a great book on Branding that belongs in EVERYONE's library is Rob Frankel's "Revenge of Brand X" - <http://www.revengeofbrandx.com/>)

9 Taking short (20 minute-60 minute) rests in the afternoon (no kidding...I get my best ideas when I get away from my computer and do something totally unrelated to my business)

10 Constantly brainstorming (alone or with other like minded netrepreneurs) and creating new products and promotions for existing customers

11 Crosslinking all your products and adding a shopping cart to you web site

12 Start your own or join an affiliate program

13 Write an e-book (or at least work on writing one) that can show your expertise in a certain area

14 Give something away on your web site and change the offer once every week or couple of weeks

15 Place small inexpensive 'sponsorship' type ads in ezines that relate to your product or service (see Listz at <http://www.listz.com/> or Ezine-Universe at <http://ezine-universe.com/> for targeted ezine you may be able to place ads in)

16 Publish an ezine (get it started by announcing it in New-List at <http://new->

list.com/)

17 Submit your home page to 2,000 FFA sites daily (Yeah, do this one daily. Have a bad experience with FFA pages? Hate the autoresponder junk mail you get when submitting to them? - Set up a freebie mail address so you don't get them in your primary email box. Will they actually send tons of traffic to your web site? No. Why should you do this? The reason you do this is that after you submit you have 2,000 web sites ALL linking to your web site. Some search engines will rank you higher. It's just one 'extra' thing you can do to get noticed by the engines. And besides it takes about 10 seconds of my time and with GetFound software at <http://getfound.webcaddy.net/foundload.htm>) BTW- the reason you do this daily is that the FFA links are rotated and yours will get kicked off --usually within 24 hours if not a lot sooner.

18 Offer to do joint ventures with someone who has a list of customers that would be naturally be interested in your product or service. (split the costs and revenue or let your JV partner keep 100% of the revenues and you keep all the buyers names- works if you have a 'back-end')

19 Sign up for pay-per-click engines like www.GoTo.com, www.Google.com or www.SparkList.com (probably the three best, although Google is not a 'pay-per-click' engine, they charge per impression).

20 When you have a sizable list (minimum of 1000 opt-ins) swap ads with ezines communicating with your target market (and the swap doesn't have to be 1:1. For example if your list is 10,000 and the list you want to swap with is 5,000 you should get 2 ads in theirs for every one you run in yours, etc.)

How To Sell A 'Free' e-Book

Why would you want to give away an e-book you've worked so hard to create?

There are lots of reasons. One of the best reasons is it helps establish your writing ability and expertise in a certain area.

Another good reason is to draw attention to your other e-book that you really selling. There's a good deal of profit potential in this strategy. But even if you're giving an e-book away, as an incentive to joining your email list or to sell your other e-book, you still have to follow some common sense marketing rules.

The first and best way of giving away a free book is by 'selling' it.

I'm not being smart...honest. Whether or not people pull cash out of their pocket to acquire your e-book is irrelevant. It still must be 'sold' to them....or rather they have to be sold 'on it' before they will:

- 1) Take the time to read your offer of a 'free e-book';
- 2) Take the time to download it;
- 3) Open the darn thing and actually read it (which, I'm guessing is your goal)

Consciously or unconsciously before anyone takes advantage of a "free offer" of any kind they look at the opportunity cost (i.e. accepting your offer over ever other offer they are presented with at that moment).

If your offer is the best available at that moment and it's compelling - most people will take advantage of the opportunity to at least read your offer and download the book.

A well structured, benefit rich, compelling offer is a prerequisite to "free" or "for sale" e-book offers.

Being a stubborn SOB, I learned this stuff the hard way- by trial and error...lots of errors...until it actually started clicking.

Now, having said that, here are some sources that are better than others for promoting a free e-book. One of the best ways to promote an e-book is to offer it on eBay as a test (eBay does not have a 'free' area- yet so you'll have to really 'sell' it, even if it's only a penny). My e-book 'eBay Secrets' details how to do this successfully, but there are many resources (a lot of the free) that can help you as well. Just do a search on Yahoo for "ebay marketing" and see what happens!

Here are some additional resources to help to start promoting the book through articles, posts and directory listings, etc:

<http://zden.com/>

<http://infopost.com/>

<http://e-bookad.com/>

<http://ideamarketers.com/>

<http://e-booknet.com/>

<http://sellyourbrainfood.com/> (resource)

<http://www.klockepresents.com/>

<http://www.gettingtraffic.com/>

Finally, give your readers a chance to join your 'updates list or 'announcements list'. Building your own email list is the easiest and most profitable long term strategy you can employ.

How To Sell A 'Free' e-Book At Online Auction

Nothing happens on its own. We all have resources and abilities that we are not using. If you want to improve your economic condition "X" number of days from today, then you need to do something about it TODAY.

OK?

Some will start to read this book like they're on fire ...rushing from page to page ...excited by the opportunity ...the information ...and burning to get started.

Or you may be interested in pursuing this opportunity but are cautious. You want all the details before committing to a plan of action. You will move forward but move forward step by step-- slowly and deliberately toward your goal.

If you recognize yourself in either of these scenarios then Y-O-U are the one I wrote this next section for -- you will find what you're looking for here.

Generate A Constant Flow Of Traffic and Sales With Almost ZERO Marketing and Advertising Costs

The problem for most small businesses is not finding a product or service to sell, or customer service or how to count the money you make...it's...

"How do you generate enough traffic to your web site and make enough sales every day to make a living?"

Internet marketing gurus will tell you that you need to start an ezine ...or participate in discussion groups ...or use bulk opt-in email ...or do reciprocal linking ...or do banner advertising through a free exchange ...or become a search engine positioning specialist...etc... etc... etc...

Hey, I'm not against any of these things. They all have their place in Internet marketing.

But, for the small business person, the mom or dad who wants to someday quit their job so they can have a life with their kids, or the store that's beginning to feel the pinch of Internet competition and wants to learn how to make a web site make money...all of the things mentioned above take...

- ❖ Time,
- ❖ Money, and
- ❖ Non-cash resources (that you probably don't have).

Let's take starting an ezine, for example. Have you ever started a newsletter or magazine or newspaper?

Starting an ezine is not as hard to put together as these, but you have to deal with a lot of the same issues:

- ❖ Who going to write each issue?
- ❖ What's the editorial focus going to be?
- ❖ How will you build a subscriber list?
- ❖ Will it be verified opt-in or double opt-in?
- ❖ Will you sell classified ads in the ezine?
- ❖ If you sell classified ads how much will you charge?
- ❖ How will you verify mailings for the advertiser?
- ❖ Where will the ezine be hosted?
- ❖ How will you deliver the issues? Will you send plain text or HTML or PDF or...?
- ❖ How will you let your subscribers opt-out of your list?
- ❖ Will you keep your list private or place it with a list broker?
- ❖ Have you developed a Privacy Policy?

All of these questions (and much more...this is only a partial list) must be answered before starting your ezine. AND it's before you have even made \$1

profit from your Internet business.

Let's talk about participating in discussion groups to market your web site.

Most, if not all of the really good discussion groups will not allow blatant advertising messages. So you really have to participate and be willing and ready to offer helpful advice and tips or ask serious questions in your posts.

To do that you need to study the discussion thread for a while, or "lurk". Find a discussion thread that interests you, ask a reasonable and intelligent question or post a brilliant and helpful response to a question. You will get some traffic to your site doing this.

It takes time though. I've spent days lurking groups and responded to less than 6 questions I felt competent to answer. For all that work I only got 5 new visitors to my web site.

You might say, well, gee Dave, why not post more often to the discussions? Believe me, you don't want to get flip or post something really stupid...remember you're trying to promote yourself. You have to at least look like you know what you're doing!

If you post more often than once a day to any of these groups you're going to look like a discussion board spammer- that's a very bad thing.

If you want my opinion the best discussion board for business is Anthony Blake's (<http://www.ablake.net/forum/>)

OK, let's take reciprocal linking.

Sounds pretty good...and if done right...will work beautifully. Not an overnight solution but in 4 to 6 months you can dramatically increase traffic to your site.

But again -- it's time consuming. It may take days and weeks to get just a few links on other sites. And remember since you're exchanging links you have to set up a page on your site with all these links and maintain it. But it does work. In fact I rate it the #2 way to generate really qualified traffic to your web site, besides

mine.

If you're going to do reciprocal linking look into a program called Zeus (<http://www.cyber-robotics.com/>). It will automate most of the tasks of setting up the links for you including automatic robotic search of web sites you can link to, automatic email requests for linking to the webmaster of each site and automatic creation of the link directory for your site. It's pretty amazing but expensive.

So, how does the average web site owner or wanna-be Internet entrepreneur begin to generate a constant flow of traffic and sales in less than 7 days from today with ZERO marketing and advertising costs?

The answer is:

L-E-V-E-R-A-G-E

Leverage in business transactions is what created millions for stock traders during the early 1900's. If you bought stocks on margin in 1910 you only had to put up 10% cash.

So you buy \$10,000 worth of stocks for just \$1,000.

That's L-E-V-E-R-A-G-E at work.

Real estate fortunes are created using leverage. As little as 5% down allows anyone with decent credit to purchase and control hundreds of thousands and even millions of dollars worth of real estate.

That's L-E-V-E-R-A-G-E at work.

Another form of leverage is called "employees". Your boss or employer hires you to 'leverage' his or her time. Since they can't do everything, they hire you to do it.

One of the key ratios that business analysts look at is the 'Revenue Per Employee' - how much average revenue is generated by each employee for the company.

The Revenue Per Employee (REP) to average employee salary should be about 5 to 1. So if your paying your employees and average of \$25,000 a year, your REP should be about \$125,000.

When I was the CEO of a non-profit community development corporation, we used this ratio as one of the benchmarks for the organization. Yes, even non-profits measure this.

My "Revenue Per Employee" averaged about \$200,000. That's how much the average employee was bringing into the organization in the form of gross revenue (funds) each year. Not all the employees did this equally- that was the average. The average employee in my organization made less than \$20,000 a year. That's about a 10 to 1 ratio.

That's L-E-V-E-R-A-G-E at work.

Why would a company hire people to work for them if they lost money doing it? Does that make sense? Of course not.

Listen, you get hired for a job for one simple reason: It will make a profit for the employer. And you thought it was for some other reason?

Leverage is the key to business success in the 'physical world' and it's the key to success in the 'virtual business' world too.

We will now see how to use the Internet as L-E-V-E-R-A-G-E to promote your product or service and generate a constant flow of traffic and sales on your web site with the added bonus of self-generating and automatic testimonials.

I 'lurk' on dozens of Internet discussion boards. Once in a Blue Moon someone will ask if there are any good business 'uses' for ... online auction sites...let me think....

Most businesses on and off the net just don't get online auctions.

They think they're flea markets. They started that way, but have evolved way - way beyond that. Online auctions started in 1995 (Labor Day, 1995 to be exact). And personal trading communities were born.

Who is the poster boy for online auctions today?

Ever hear of "eBay"? Started Labor Day, 1995.

Listen very carefully. There are now hundreds of "personal trading communities" (PTC's) around the net.

EBay (and other PTC's) are not about trading Pokemon cards or Pez dispensers...they're about ...

L-E-V-E-R-A-G-E

What is the stock, bond and commodities market? A 'central marketplace' where millions of registered users trade stocks of companies that produce goods and services 24 hours a day, 7 days a week, non-stop, world-wide.

Are you beginning to see the BIG picture here?

EBay has expanded to the point where just 40% of it's transactions have to do with antiques or collectible items.

That means that 60% of the items being sold on eBay are goods and services that do not fit the collectible and antiques category such as brand new digital cameras, computers, books, stereos, etc

Sun Microsystems sells its \$6,000+ servers on eBay. It makes money, finds new customers and generates leads - all for free.

There are literally hundreds of 'business uses' for eBay or any of the other PTC's like Ubid.com, keen.com and more.

One of the least understood and least used business uses of PTC's is generating constant traffic to your web site, sales and FREE lead generation for just about any kind of business.

eBay is the biggest and the best online auction site around. It is 'the market' for dynamically priced goods and services on the Internet. I mention eBay a lot in these modules, but the strategies and techniques are applicable to any online

auction site or personal trading community.

You might say, 'Well Dave, I have a service business. How can eBay help ME develop constant flow of traffic, sales and generate FREE leads?'

Done right, eBay can be set up as a FREE lead generation machine for any kind of business.

Here's how:

Here's To Use eBay To Generate Leads and Sales

Let's say you have a service business. This is what I would suggest you do starting today:

Put together articles you've written (original material is best), posts to discussion groups and organize them into an short e-book (or e-booklet) and list it under the appropriate category on eBay. In your description you include a link back to your web site (more about this later).

Of course, in the book you'll demonstrate your superior knowledge of your subject area for your type of business and include a link (or several) to your website and include additional contact information...and how much easier it is to use *your* services than if the customer did the service themselves.

If you're selling a service, use the e-booklet technique to generate leads. Or if you want to actually make money on eBay and generate leads...you could spend extra time on your e-book, put together some great original material and sell it for a good/fair/reasonable price.

It doesn't matter what kind of service your provide...you should always be ready to educate your buyers. This technique has been very effective for me (selling rare and collectible books and e-books) - plus - if you do it right - your leads will actually cost you nothing. Here's how it works:

If you're looking for leads by selling your e-book you sell your e-book on eBay for a buck --some nominal amount.

If you have a good Title, good cover design etc, people interested in the subject will bid on it. You collect your \$1.00 per e-book-- your delivery costs are "ZERO" because it's "digitally delivered" and your only fees are eBay's listing fees, which should be covered by the buck you get from each successful bidder.

Now here's a bonus to this "system": All the email addresses are sent to you *automatically* when the auction is complete by eBay.

Bammm! You have a built-in automatic lead generating machine going--all you have to do is make your e-book so attractive people bid the dollar to get it- all the email addresses are sent to your mail box automatically.

You can build a significant mailing list in a very short period of time using this method.

Just make sure after you have delivered everyone with their e-book that you ask permission to keep them on your FREE "updates list" - and give them an opportunity to sign-up or opt-out.

How about non-payers? My humble opinion on that is- send them the e-book anyway! Hey! You're trying to promote your services, right-- and to get the word out.

Who knows, they may feel so guilty so sent the darned thing for free- they may just buy your services to relieve some of that gnawing guilt!

Here's the "Formula" in order:

- Create an 'e-book' or 'e-booklet' that informative and helpful but still educating people about your product or service;
- List it on eBay in the appropriate categories at a nominal opening bid and put a link back to your website on the listing;

- Collect the money at the end of the auction;
- Collect the "qualified" leads and ask them to opt-in to your mail list then follow-up with them to sell more.

What about the link back to your web site? How does that fit in?

When I was very active on eBay I would run an auction for an e-book and I'll suddenly start getting more orders on my web site. I checked my web site logs to see where the traffic is coming from and saw that they were coming from the link I put at the bottom of each of my listings on eBay.

In fact I received constant traffic and sales - all I need to do is list auctions each day and the traffic and sales to my web site never stop.

Now, you have to make sure that you have a web site that actually works well. One that sells your product or service. One that features the benefits of your product or service and has several ordering options to make this work.

You also need a way to allow people to opt-in to a mailing list or update list, so if someone does click on your link at the bottom or top of your listing (and they're not ready to order) you have a way of capturing their email address when they visit your site.

There's another factor working here...it's called 'feedback' on eBay's site. Here's how it works:

You sell something. The person you sell it to likes it. They go to eBay's site and are given a chance to 'leave a comment' about how well you handled the entire transaction-they call it 'feedback'.

If you did a GREAT job, they leave you "Positive" feedback. (This is the BEST)

If you did just an "Okay" job they will leave you "Neutral" feedback. (You don't want "Neutral")

If you did a really poor job they will leave you "Negative" feedback. (This is

very BAD for you)

All feedback really is, is "Testimonials" for your product or service or you!

The system is really ingenious. It generates for you AUTOMATIC, CONSTANT testimonials for your business.

A hard thing for most small businesses is to ask for testimonials from their customers. It's tough. You have to ask them to say nice things about you...in writing!

But with eBay's system of feedback, you get these automatically!

Now, not everyone will leave you feedback. Some people forget or they get busy. You can use an email follow-up to remind them to do it for you with a link directly to the page to leave you feedback.

THIS IS VERY IMPORTANT. When people want to bid on your auction or buy from your web site, they WILL check your feedback. If the feedback you have is 99.9% Positive...chances are they will see you as:

- ✓ Credible
- ✓ Reliable, and
- ✓ Someone they want to do business with

Since the feedback's you receive are 'public' comments, you can also use them:

- ✓ On your web site
- ✓ In your email marketing
- ✓ In your direct mail pieces
- ✓ Anywhere you want!

If you can't picture what 'feedback' is and have never seen it before search for "seller= Online-Auctions" on eBay's search page to see mine.

Last time I looked it was all Positive- but here's something that happened

recently that shocked me...

A bidder on one of my auctions left me negative feedback. But if you'll notice from the feedback on my eBay ID-I have ZERO negative feedbacks. That's because eBay did- what they NEVER do- they REMOVED IT.

Here's what happened:

This gentleman (*cough, cough*) had the nerve to leave me negative feedback for the auction... *but*...he never paid me for the item and he never even received the item!

In my estimation the eBay feedback system is great- I love it...but as I found out it has it flaws.

The feedback system is meant to be used only when a transaction is completed or when this is a disagreement between parties about the payment or receipt of the item after private communication between the two parties has concluded either successfully or unsuccessfully.

In this case, the winning bidder left feedback without contacting me at all- he just left the negative feedback. In addition, he hadn't paid or received the merchandise so he had no basis upon which to leave negative, positive, neutral or ANY kind of feedback.

I was successful in getting eBay to remove the feedback-but it is extremely RARE for them to do that.

Use eBay's system to generate AUTOMATIC testimonials, but remember it does have its flaws.

The point is that you can use eBay and other online auctions sites like eBay to generate constant traffic to your web site, e-content sales and testimonials.

But how about making serious money with online-auctions?

You can make serious money with eBay and other online auction sites.

Even though I talk a lot about eBay, the principles and methods are

applicable to just about any online auction site. I talk about eBay because, as of this writing, they are still the most active and best known dynamic pricing site.

It's not every day that an opportunity so promising, so easy and so much fun comes along, but that's exactly how I feel about online-auctions. The barriers to entry are extremely low – just about anyone can set up shop there. It's interesting to note that over 40,000 people make their living on eBay alone*!

And let me make a prediction: Almost 90% of all Internet commerce transactions will contain at least one element of 'dynamic pricing' similar to online-auctions in the very near future.

Consumers have embraced the 'dynamic' pricing model, and it's only a matter of time before trading online is done 'dynamically' - in a way that will remind you of the stock market: Prices rise, demand slacks off; prices are lowered, demand accelerates - equilibrium is a fleeting moment.

* [Source: Ebay 1999 Annual Report, Forrester Research and Gomez.com]

21 UnCommon-Sense Business Secrets

The survival rate of most new businesses is pretty dismal. Over the past 21 years I've studied success and determined that there are 21 factors that anyone can use to greatly increase their chances for success. The first 3 are the foundation of the others that follow. You can increase your chances of success exponentially by having these 3 words engraved on your forehead:

Focus Commitment Value

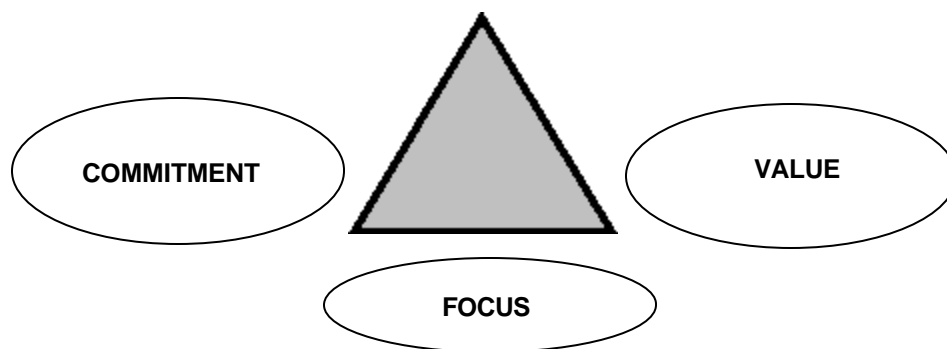
Focus: The ability to *know* what's vitally important to the survival and growth of your business – and to do that 'important' thing every single hour of every single day.

Commitment: To continually serve your customers or clients *as if* they were your personal friends. This aspect of business success takes a good deal of courage

and trust on your part because your commitment is not always reciprocated or *even appreciated* by your clients – but it's vital to your success. Without it, you will not succeed in today's social and economic environment.

Value: Handing your client your product or service in a plain brown paper wrapper with no 'personal touch' is a mistake. Plain brown paper wrappers might work for sellers of pornography or at the fish market, but for most other items it's essential to add 'something extra' to your product or service when it's delivered. That 'something extra' could be just a personal note saying "Thanks" or an unexpected 'gift' or the way it's wrapped - just about any small gesture that shows you care. It shows how much you *value* them and their business.

If we wanted a visual representation of how these three "Success Principles" work together it would look like this:



You'll notice that "FOCUS" is at the base or foundation of the pyramid. If it's not present, it doesn't matter how much "COMMITMENT" or "VALUE" you add to your products or services the entire business will collapse. Also, if any *one* is missing, it would no longer be a structure at all.

"COMMITMENT" and "VALUE" are important but they are also fairly self-explanatory. As we continue I will assume that you understand what I mean by COMMITMENT *and* that you are constantly thinking of ways to add VALUE to your electronic publishing business.

If you don't fully understand what I mean or you just want some good

business reading buy or borrow a copy of Bob Fifer's excellent book, *Double Your Profits In 6 Months Or Less* (HarperBusiness, paper, ISBN 0-88730-740-X).

Pay particular attention to "Step 56: *Let Him Know You Will Stand In Front of A Truck For Him*" for a lesson on commitment and "Step 55: *There Are No Such Things As Companies, Only People*" for a lesson on the correct way to add value to your products and services for the benefit of your clients.

Here are all of the 21 ways that will greatly increase your chances of success in your electronic publishing venture:

SECRET #1 : Commitment

COMMITMENT: To continually serve your customers or clients as if they were your personal friends.

This aspect of business success takes a good deal of courage and trust on your part because your commitment is not always reciprocated or even appreciated by your clients - but it's vital to your success. Without it, you will not succeed in today's social and e-conomic environment.

SECRET #2 : Focus

FOCUS: The ability to know what's vitally important to the survival and growth of your business - and to do that 'important' thing every single hour of every single day is what leads to success.

One of the most important things you can do as an online entrepreneur is the continual development of new products and services by testing them inexpensively.

One of the things I love about online auctions, especially those on the Internet, is that within a few days you know if there is any demand for what you're selling. We all have ideas of what we think will sell online and what won't, but the

only true indication of success is hard sales data.

That doesn't mean that there aren't things you can do to tweak what you're selling, i.e. present it in a different way, change the price (lower OR higher), etc. But in general, if you're selling something really hot, you'll know about it sooner on eBay than any other marketing vehicle ever created. And if you're selling something no one wants- you'll know that too. The faster you know what works and what doesn't the faster you will be successful as a publisher or content entrepreneur.

How do I know what people want? I keep testing, testing, testing until I find out!

Another way to find out what people want is by seeing what people enter as 'search terms' on the top Internet search engines like Google, AltaVista, etc...

There's a piece of software I use that is available for free from AnalogX (<http://www.analogx.com/>). It really is a cool little piece of software.

The name of the program is Keyword Live. It shows you the top 100 keywords and phrases being used on several popular search engines on the web - in real time. Forget getting last months, or even last weeks numbers; with Keyword Live you see what's happening RIGHT NOW, no middleman, no hassle. This one-of-a-kind tool is an absolute must for any web developer out there, or even for just a casual user who wants to know what's hot right now.

The direct download page URL is:

<http://www.analogx.com/contents/download/network/keyword.htm>

It's fun to use too!

Test, research, test, research, test. You never know what people will buy until you put it in front of them, but do your homework first.

SECRET #3 : Value

VALUE: Value your client's business. Say "Thank you" when someone does something for you (like order your e-content) and "Please" when making requests...you know, all the stuff Mom taught you to do. You'll be surprised at the number of people in business who forget their manners after they have experienced a little success or just don't think they apply to the online world. Nothing could be farther from the truth.

Yes, sometimes you need to be aggressive – but – if you want repeat customers, do it the way Mom taught you, do it nicely!

SECRET #4 : Profits

PROFITS: It's NOT what you get to keep after all expenses in your business expenses have been paid. Real profits are a -"planned process"- that takes dedication, work and determination to achieve.

You should be earning a healthy profit from your business- if not you are doing something very wrong and you need to fix it right away or you won't be in business very long.

Get Bob Fifer's book. Use it.

SECRET #5 : Why We Are In Business (Helping Others)

HELPING OTHERS: If you're not building your electronic publishing business to earn a healthy profit *and* help others you are bound to fail. Profits make you a business - customers make you a business success. Without customers- no business.

Period.

Treat your customers well, give them top-quality service and respect the fiduciary responsibility you have when you exchange their money for your product

or service.

SECRET #6 : Marketing

MARKETING: Marketing is everything you do in your business. It's not just the advertising, the sales letters, or the web site design. It's everything, down to the systems you have in place to fill orders and handle customer returns.

There are only three books that I can recommend, without hesitation on the subject of marketing. One has to do with web site design the other two with how to deal with your customers and marketing online.

If you don't read anything else in the universe, you must read these three books. Go online right now and buy them at Amazon.com or if you have a well stocked local bookstore run over and order them.

The books are:

Don't Make Me Think – *A Common Sense Approach to Web Usability* by Steve Krug. (Published by Circle.com, Oct, 2000. ISBN 0-78972310-7, \$35). Talk about an radical departure from most of the stuff being hawked online! This book should be required reading before any sets up a web site.

Up the Loyalty Ladder – *Turning Sometime Customers Into Full-Time Advocates of Your Business* by Murray and Neil Raphel. (Published by HarperBusiness, 1995. ISBN 0-88730-725-6). This is the finest work on marketing for small businesses ever written, in my humble opinion.

Web Marketing Applied by Joe Tracy. (Published by Advanstar Communications, 2000. ISBN 0-929870-52-2). Marketing in real-life. Step-by-step guidance. Includes 101 Web marketing ideas. A fantastic resource that I use *daily*.

SECRET #7 : Copywriting

Copywriting: Take a course in copywriting, or study the masters of good copy like

Claude Hopkins (*Scientific Advertising*) or Eugene Schwartz (*Breakthrough Advertising*) or a current master like Drayton Bird (*Commonsense Direct Marketing*) or Denny Hatch (*Method Marketing*).

Here's a quick guide to writing good copy:

- Be Accurate;
- Be Informative; and
- Be Specific
- Create pictures with your words

Avoid vague generalities in your descriptions and titles of your offerings.

Selling with words is an art. Don't expect to master it overnight, but study it. Your long-term success in this new dynamic marketplace depends on effective communication that sells.

SECRET #8 : Products

PRODUCTS: There are some authors and marketer's who make money with a single product, but they are in a small minority. It's not enough to market a couple of items, hope they sell and expect to make a lot of money in this business. You must continually search for new content and develop new products. They should be excellent products, products you'll be proud to sell.

But you may counter with, "I only have one product- my e-book". That's fine, do everything you can to sell it but be realistic. Each one of my e-books generates about \$5,000 - \$7,000 a year in earnings. If I had one e-book to sell my income for the year would be about \$7,000. I can't live on that. Every time I add another book to my web site (that I wrote) my income goes up another \$7,000 or so. My goal is to be productive, not pat myself on my back just because I've 'written a book'. Be productive, make money.

SECRET #9 : Management

MANAGEMENT: When you sell your content, your job isn't done until the money has been received and your item is safe in the hands of your buyer.

Managing the entire process so that you have time to do other things is one of the most important functions of an online business.

Responding to email's and questions about your e-book or e-content by prospective buyers can take up a lot of time.

Be prepared to answer questions and save all the answers to questions you've already answered in a text file for later use.

When someone asks the same question you just answered, cut and paste your response in your reply email or put all the new questions and answers on an Frequently Asked Question page on your web site and direct people to the page. My preference is you use personal emails. It just appears more friendly and like you took time to respond to the person's question.

P.S. If you're getting a lot of questions about your e-books or e-content - check your web site copy and descriptions to make sure your providing good, accurate and informative descriptions. If one question keeps popping up you should put the answer on your web site to avoid unnecessary emails.

SECRET #10 : Automation

AUTOMATION: When possible, automate everything about your business.

Automate as much as possible- from to sending emails- to collecting money- to shipping your digital items. Keep your regular correspondence in a text file to cut and paste into new emails.

There a terrific program that you can use on your desktop to sen HTML emails, personalized emails and includes an auto responder. It's called

Gammadyne Mailer (<http://www.gammadyne.com/>) and it handles your email for you, including sending bulk email to lists, auto responding to request emails and has a ton of customization features. I use it and could not survive without it.

SECRET #11 : Organize Now!

ORGANIZE NOW!: If you run your business out of your home or apartment, find a corner- or better yet- an entire bedroom - to organize your business.

You'll need a computer, printer, copy paper, pencils, pens, envelopes, labels, packing tape, packing materials (bubble wrap, 'peanuts', etc.) a filing cabinet or drawer as well as all the software you'll need to create, package and sell your e-content.

Here are the basic software packages you'll need to get started:

- A word processing program like MS Word 2000 or other processor with advanced word processing and formatting capabilities (I used MS Word 2000 to write and format this book).
- Adobe Acrobat (full version) or an e-book compiler like Activ-ebook. (<http://www.ebookcompiler.com>). You can get a comprehensive list of e-book compilers at: <http://www.ebookcompilers.com/>
- A webs site with the ability to secure directories on your site.

Those are the basics. There are a lot of programs, some free, that will make your job easier as an electronic publisher. For example I hate the Windows clipboard. It only allows you to keep one item in it at a time. So I use ClipCache *Plus* from xrayz Software (<http://www.xrayz.co.uk/>). It monitors clipboard activity and aids not only in the management of saved clips, but in cleaning up and modifying clips in useful ways. You can copy and store clips from emails or web

pages and remove the those annoying ">>>" marks or huge gaps and spaces left when copying from web pages constructed with tables.

You can organize clips into groups helping you effectively categorize your clips. Each group's properties allow restricting the size of the group (number of items or size). List the items of the selected group with a choice of views. A preview pane displays the contents of the currently selected clip, which can be edited there directly. There's also Pug-ins that help personalize your clips.

It's the one program I would suggesting purchasing in addition to the one's above. I use it constantly and it's saved me time and frustration.

SECRET #12 : Ooops! How To Manage Mistakes

MISTAKES: Mistakes are going to happen. It's how you manage them that makes all the difference.

For example, I was so busy collecting money and filling orders one day in my rare book business I charged a customer on his credit card twice.

I didn't even realize it until he emailed me and told me about a month later.

It looks bad.

I emailed him back, apologized, credited his account the over price + the postage and offered him \$5.00 off the next item he orders from me and I included free shipping.

When you're at fault don't cover it up or hide it- admit it, make it right and move on.

SECRET #13 : Back-End Sales

BACK-END SALES: Even though your primary business is selling a single e-book, don't forget that you are generating a happy and (hopefully) satisfied customer

base.

Those customers may be interested in other things you have for sale in the future. The real profits in any business are the second, third and more sales. Why? Because the cost of obtaining a new customer usually wipes out any profits you may receive on the first sale. But once you have a customer's name, email address and preferences you can offer them additional items for sale. Since you don't have to 'prospect' for them, each additional sale you make to an existing customer is almost pure profit. Many very sharp marketers and most '*infomercials*' you see on TV do not make any money (sometimes even lose a lot of money!) on the first sale. Their profits all come from back-end or repeat sales to the same customer.

Keep all the email addresses of your customers in a text file or database. It's one of the most valuable assets of your business.

SECRET #14 : Expenses

EXPENSES: Keep a log book next to your work area and list every expense for your business by type (e.g. office supplies, insurance, rent, software, hardware, etc.) and date.

Save all your receipts. Keep a separate log book for your car if you use it for business.

Whenever you go someplace for business purposes, record your odometer reading at the beginning of your trip and at the end of your trip and the date.

Save all of these logs and receipts for your taxes. They add up quickly!

SECRET #15 : Follow-Up

FOLLOW-UP: Never let a customer wonder if you received their money for content they purchased from you.

Let them know what step you completed and when you complete steps in the purchase process. Most good shopping cart systems let you immediately send a receipt to your customer as soon as they have ordered. When you receive notification that you've made a sale, you should also send a short personal note thanking them for their order.

Also, don't be afraid to ask their opinions of your service and your products. Solicit feedback every chance you get.

If you're going to be in business you need to be sensitive to what people want and need your products to do for them. That's how you improve and get better.

SECRET #16 : Payment Options

PAYMENT OPTIONS: Most customers like to pay with a credit card. But every so often I receive a check in the mail for a digital product. Thankfully they include an email address so I can confirm the receipt of their payment and instructions for downloading the content purchased.

Here are some of the options we have used to accept incoming orders:

1. Check or Money Order via US mail
2. Credit card by toll free 800 facsimile
3. Credit card by toll free 800 call to our office
4. Credit card by email using Hypersend
5. Credit card by secure (SSL) online-order form
6. www.PayPal.com

Customers use all of these options, but 90% use “credit card by secure (SSL) order form” and about 5% use PayPal. The other 5% of our orders are split between the remaining options with “Credit card by calling our office” in the lead.

They appreciate the options and I get my payments faster, because they can choose the one they are most comfortable with.

With the exception of PayPal, you have to have your own Merchant Account for option #2, 3 and 4 (I use Discover/Novus Network for my offline transactions and am very pleased with them. Call 1-800-347-2000 for info on setting up an account). You’ll need an Internet Merchant Account for option #5. I won’t get into details here about Merchant Account and the different kinds there are because it is beyond the scope of this book, but if you’re transacting business on the Internet through order forms on your web site you need to have a special type of merchant account. Many services on the net can assist you with setting up an Internet merchant account. Two that I recommend to people I talk to are Authorizenet.com (<http://www.authorizenet.com/>) and VeriSign (<http://www.verisign.net/>).

There are also a number of options you can use if you don’t want the work of setting up your own Internet merchant account. If you use this option to takes credit cards you should know that the average ‘discount fee’ (the fee the service takes from you for processing each sale) is about 15% (compared to 1.5% - 3.0% using your own merchant account). There are also set-up fees ranging from zero to \$199.00. Here’s a list (in no particular order):

ClickBank (<http://www.clickbank.com/>) - The nice thing about ClickBank is that they have a built in affiliate program for all their merchants.

ReveCom (<http://www.revecom.com/>) - ReveCom has some very nice features including a recurring billing option for subscription sales (see also: www.globill-systems.com, [www. web-charge.com](http://www.web-charge.com), www.netbilling.com, and Verotel- <http://verotel.com> for more recurring billing providers)

Others include:

www.ibill.com

www.instabill.com

www.glocart.com

www.ccbill.com

PayPal (<http://paypal.com/>) - PayPal has an option called “Web Accept” that allows your buyers to use their PayPal account to purchase a specific product on your web site. (competitors to PayPal include ProPay at <http://www.propay.com/> and Yahoo! PayDirect at <http://paydirect.yahoo.com/>)

One of the best kept secrets on the internet is Mals-ecommerce site. Mal Stewart, the site’s developer and owner, has created a simply awesome site full of ecommerce solutions for individuals, small businesses and entrepreneurs.

I found Mal’s site after using PayPal.com’s Web Accept feature and found out it revealed, in the URL, the ‘success and download page’ of my digital products. It was potentially compromising my sales because anyone who simply looked at the URL when clicking on the “buy” button could see the page that contained the password and download URL for my product. It would be an easy step to simply cancel the buy order and go to that page to get the content without paying for it. I mentioned this earlier in the chapter on safely delivering your e-content.

PayPal, at that time, was working on a ‘shopping cart’ feature to use with Web Accept that would contain additional security precautions. When they later scrapped the plans, I went looking for a shopping cart that I could integrate into my site.

I checked with most of the third party billers mentioned above. All of them simply use a “buy” button feature for single product sales- but no shopping cart. If you have multiple products and users who wanted to order more than one product at a time they would have to complete one transaction before being able to order another product – even from the same web site, using the same credit card!

This made no sense to me. The more I looked the more frustrated I became. If I wanted a simple shopping cart on my web site I was either looking at some custom programming or expensive off-the shelf software I would have to buy to get the features I wanted.

I mentioned earlier that I deal in used, out-of-print and rare books as a profitable side-line of my writing and publishing business. I belong to a discussion list (www.bibliofind.com) and received a post from someone asking if anyone had ever heard of Mals-ecommerce and what they thought of it, what their experiences have been. They included the URL, so I went to check it out.

Mal has created nothing short of a miracle for start-up e-businesses. The shopping cart function is so easy to set up a child could do it. If you know how to create hyperlinks in your web pages you can use Mals shopping cart. Mal has two levels of service "Standard" and "Premium". The Standard account is free. Yes, free. The Premium account cost \$5.00 a month. I can't sing the praises of his service enough. Free? \$5.00 a month? It's the bargain of the decade. If your doing any kind of volume, give Mal a break and sign up for the Premium account.

The best thing about the service is that it integrates seamlessly with PayPal's Web Accept feature, without revealing the download URL! It has features to integrate into Authorizenet.com, and a number of other real-time Internet credit card transaction gateways.

Anyway here's a quick snapshot of what you get with the Standard (free) service:

The standard account is free and designed to be the correct solution for the vast majority of websites. It offers a full featured shopping cart with access to all the critical features that are required to start selling goods and services on the Internet. In general, the paid version, the Premium account, doesn't buy you more

features, rather it offers easier Admin and is specifically designed for busy sites who are consuming lots of resources anyway.

To Mal's mind free doesn't just mean no charge and no advertisements but means having the freedom to choose the services you use to build your business. If there is a catch to using Mal's e-commerce then I don't know what it is.

Anyway there is no limitation to the number of products you can have, the transactions you can process or the number of hits the cart gets from your site. Wow!

Secondly there are NO set-up fees for any services. In fact the *only* charge is the monthly fee on a Premium account (\$5.00 US) if you want one.

Finally unlike other free services Mal doesn't try to bind you into using a specific Merchant account for credit cards arranged through him. Since a merchant account can cost anything up to \$500 or more to set-up, that doesn't sound very free to Mal. So he really means it when he says, "you are genuinely 'free' to shop around and get the best deal"!

If you want to get a feel for how the service is perceived by the people who actually use it then take some time to have a look at the User Forum Mal set up at: <http://www.mals-e.com/forum/list.php?f=1>

How Mals-e Shopping Cart Service Works

All you have to do is add simple "Buy Now" links or buttons on any page on your website. These can be made from a form button, a text hyperlink or even your own image:



When one of your customers clicks on one of these links they are presented with a page showing their current cart with that item added. They can choose to

change any of the quantities, delete items or move on to the payments section. Credit card and check details are collected using an SSL secured server. Have a look at the Demo Store: http://www.mals-e.com/malcs_ecomm_demo.cfm

Once a customer places an order you are notified immediately by email. The email will contain details of what they ordered. To collect the payment details, you must log in to Mal's e-commerce and download them using an SSL secure browser. You can be up and running in minutes; see the step by step set-up guide on Mal's site: <http://www.mals-e.com/setup.cfm>

Your cart, as seen by your customers, is advertisement free except that he places a logo, and a link, on every page. The logo is subject to change from time to time but it's always discreet.

Mal doesn't process credit cards. The Standard account saves credit card data (encrypted) for you to pick up from the Admin section of your account and process how you like. If you have a regular merchant account, you may be able to use this feature to process credit card orders without a special Internet Merchant account- but you need to check with your card processor first. They will check the security of the order entry page and make a determination if you can accept orders for processing this way.

If you want to have credit cards processed in *real time* directly over the Internet then you will need to use a *Payment Gateway* (see: <http://www.mals-e.com/thirdparty.cfm> for which gateways Mal's working with - such as Authorizenet, Cybercash, Signio, Secpay or Worldpay). This will require a Premium account which costs \$5.00 per month but you're free to shop around to get the merchant account with the best deal. The choice is yours.

Like I said it's the bargain of the century. Check it out today. (P.S. I don't make a cent for recommending Mal's-e ☺)

SECRET #17 : Loss-Leaders

LOSS-LEADERS: Grocery stores use this method to draw traffic all the time. They sell milk (or any of a hundred of other items) at .50 cents below their cost which is lower than anyone else, just to get customers in the door.

They know that once they're in, they will buy something else- maybe they will buy a lot- and will more than make up for the loss on the milk with all the other items they sell.

You may or may not be able to use the technique, but you should be aware it's something to use if you need more traffic and sales.

SECRET #18 : Keep A Daily To-Do List

TO-DO LISTS: Even with the best software available to manage my business I still use a paper-based To-Do List to keep me on track.

I prioritize each item on the list using an A (high priority) – B – C - D (low priority) system. I check off the one's completed and transfer the one's I didn't get to on the next day's list.

I couldn't live without it. It keeps me focused and productive. If I didn't use it I'd probably spend the whole day just surfing the net, aimlessly, without getting a single thing done ☺

I have to admit it: Even as an 'electronic publisher' I'm not quite ready for a 100% 'paperless' society -yet.

SECRET #19 : Analyze Sales

ANALYZE SALES: On an Excel spreadsheet I enter the date, type of sale, amount and product code, and special promotion I used to make the sale (if there was one) for every sale.

I then use it on a monthly basis to see what sells and what doesn't. I

continually eliminate the 'non-sellers', keep what does sell and add new e-content to test.

If an item sells I keep it on the site. If it doesn't sell I scratch it from my list.

Fine-tuning your content for sale this way will help increase your closing percentage and increase sales.

SECRET #20 : Specialize

SPECIALIZE: It comes down to this:

Know your product or service better than anyone else. Your customers will trust you because they believe you are a specialist and you'll sell more.

For example, consider selling nothing but e-content about *e-commerce* or about *gardening* or about *music*.

I talk more about the benefits of specializing a little later on.

SECRET #21 : This Is A Serious Game – But, Realize It IS a Game and Have Fun With It!

HAVE SOME FUN: Make your online business a game. A game that you take seriously and play to win. Try to beat your own records for:

1. Highest priced item ever sold
2. Highest percentage of items sold in any promotion
3. Most money made in a month
4. Highest traffic count for the month, etc.

You make the rules, you set the records and you make the game. But, realize it is a game. Sometimes it's a very serious game- especially when money is involved- but do not ever lose your sense of humor or competitive spirit!

How To Sell Anything To Anybody

Stop! Don't say a word. Don't even think...for just a moment.

Do you hear that silence? That's what *they* don't want you to hear. It's the sound of quiet solitude. The sound you make when there aren't 1,000 thoughts running through your mind.

Can you do it again? Probably only with concerted effort.

That 'sound of silence' is too loud for most of us. After all, we think constantly...even if we are not aware of it.

Have you ever just sat back and tried to catch your thoughts (like they were butterflies passing in front of you) as they fly through your mind?

OK, I won't get too philosophic here. The point is, you have thoughts running through your mind that impact your emotions and your actions... much, much more than you think you do. These thoughts running through your mind also control 98% of what you decide to purchase.

I don't know what inspired you to purchase this book.

Do you? Let's find out what *may have* inspired you, what inspires others to make purchases and how you can create your own 'secret marketing plans' to win more sales in the business game.

XI

Advanced Marketing Strategies

Some people will buy your product or service if they have even the slightest *interest* in it. But they will only account for 1 out every 500 purchases. You may be really lucky and get as many as 1 in 25 visitors to your web site to order something. If you do, you will be considered one of the top marketing sites on the net.

The real expert marketer takes that small flame of interest that's inside your customer and fans it until it becomes a burning desire that can only be satisfied when they have purchased your product.

Using the following methods can help your *potential* customers become *actual* customers, with very little effort on your part. Potential customers will be drawn to your products and services almost like magic.

Let's say you're selling physical books for a moment. Maybe they want a particular book because it was the first book they read as a child. Or it's a book that changed their life and they want to find a copy for a friend. Or, their father mentioned the book and they want to buy it for him for Christmas. In other words, there are connections to this 'object' that you are probably not aware of.

Why People Buy Any Product Or Service

This is not something people talk about at polite social events. You're not likely to hear about it at your son's soccer or daughter's softball game. Even your best friend will not discuss it, if they even thought about it, with you. Not one in a thousand books will ever mention it. But it is the very foundation of business!

To understand what I am about to say you have to be a student of human nature or at least you need to have some understanding of it. I'm not a psychologist. I only know what I see and observe. And I have been a life-long 'student' of human nature.

It doesn't take a genius to understand this, but once understood it will change the way you do business forever!

Read this slowly. It's not as profound as it is insightful. This is what I call the "98% Rule":

THE 98% RULE:

"98% of all human beings buy products or services *emotionally* and then justify those purchases *logically*."

You may have heard this before. You may have even understood it. But I doubt it.

What I'm going to do is OPEN YOUR EYES, illuminate this truth so that you'll never forget it.

Let's take it one step at a time. I'll provide examples as we move along, as well, to help drive home the more important points.

We Are Emotional Creatures

We are emotional creatures. We think emotionally, act emotionally and make decisions emotionally. If you ask your spouse why they bought that new coat they will say, "I needed it!", of course.

But if you ask them what their *thought processes* were before they made the decision to buy, it will be a surprise to them **what little *logic* actually went into that buying decision!**

Let's take as an example the decision to purchase a new automobile. Now, a large ticket item like that is obviously a very serious financial commitment and should be done with all due diligence!

We'll start from the very beginning of the buying decision through post-purchase.

A Typical Buying Decision – The Process

Think about the last car you bought. Do you remember what your thoughts were? Do you remember what you felt that first started you looking?

Most people will begin to *feel somewhere inside* like they *want* a new car but explain to themselves and others that they *need* a new car. **'Need' is a 'logical justification' and 'want' is emotional.**

Just to prove that 'want' is an emotional term- did you ever see a child, who is really just a little bundle of "wants", ever say, "Mommy (or Daddy) I *need* a new skateboard. My skateboard would cost more to repair than a new one and I would still have an older skateboard that will probably be in need of many future repairs. I've completed an entire analysis on the cost effectiveness of a new purchase. Here's the spreadsheet. Also I completed a matrix of options and features that would be beneficial..."...?

Does that sound like any child you've ever been around? Probably not.

What do children usually say when they want something?

"Mommy (or Daddy) I need a new skateboard! Please, Mommy, buy it for me! I really need it! All my friends have new one's, why can't I? I'll take out the garbage for the next year, promise! Just get it, please!!"

What's interesting about this one-sided exchange is that:

- 1) The child *wants it* even if they already have a fully functioning skateboard in good repair and;
- 2) He (or she) is willing to do something they *hate, loathe, and detest* in order to get it!

When we grow up do we really change any more than the little boy or girl who wants a new skateboard? My opinion is that we don't change that much. We still *want what we want*

Your customer who wants a to purchase some information on home gardening or to learn how to save money on taxes or a number of other "wants" is just like that little boy who wants the skateboard - he just wants it! And he'll do almost anything to get it, if he wants it bad enough.

Adults control their emotions a little more than children (a least *some* do), to be socially acceptable and responsible...***but they still want what they want!***
And, they will do almost anything (hopefully legally) to get it.

Back to our automobile purchasing example. Let's take it from the very beginning...

The furthest thought from our subjects mind is the purchase of a new automobile. Suddenly, they see, as they are driving about town, a brand new 700 Series BMW (that's my choice, you choose your own car).

They watch it as it effortlessly glides through space, almost floating just ever so slightly above the ground.

The body glistens from a perfect clear coat applied with skill to give the automobile a deep, clear finish.

The driver of the automobile is as finely appointed as the automobile. Dressed to perfection, not a thread or hair out of place. They're wearing a finely tailored suit--obviously not off the rack.

They're skin tanned and have the slightest hint of a smile on their lips. What secrets do they possess? Why are they so happy? Is it any wonder? They are driving one of the finest automobiles in the world.

Now our subject, whether they realize it or not, has become a potential buyer! He (or she) views this scene in their mind's eye and *then repeats it in his (or her) own mind over and over again, because it is pleasurable to do so*. They play it again and again, like a favorite movie.

Then...*something* begins to happen.

As they play this movie over and over in their minds' eye, they replace the driver that they saw in that automobile with *themselves* behind the wheel. Now *they* are the 'star' of the movie! **They are using the power of their imagination to imagine what it would be like to have that much power, grace and perfection at their beck and call.**

With digital goods, the use of the power of imagination to see themselves benefiting in a personal or business sense or being pleased by the use of our e-content that makes the sale possible. If they cannot see themselves benefiting or gaining pleasure for our content, we have lost a sale.

A chain of thoughts and additional stimulus from outside sources begins to enhance their 'feelings' about the car. What they are feeling can't accurately be described with mere words because the process is hidden from them.

Their thoughts naturally turn to their own car, which is several years old and in need of bodywork, engine work, brakes, etc.

"It works fine now, but pretty soon it's going to need a major repair. Then what do I do?", they say to themselves. This act of comparing their present situation with the one that they have been repeating in their mind plants the seed of discontent that eventually creates the buying urge.

From this point on nature will take its course. The "picture in their mind" of that car, with them at the wheel, will intrude on their consciousness from time to

time and that ‘feeling’ that they can’t put into words will make them do things that they aren’t even aware of.

For instance, they will begin to notice that one of their friends or business associates just purchased a new car. And they will inquire as to what model, where it was purchased, what the features are and why the person chose this particular model.

All of it ‘*ammunition*’ for them to use to justify to themselves and to their spouse or partner the inevitable purchase.

Friends will be more than happy to give our potential buyer all of *their* reasons for their purchasing a new car. They will never say that they bought a new car because they, “*had this feeling that they couldn’t describe in words that made me buy it!*”

Are you beginning to see the picture here? People will want something because that ‘something’, be it a automobile, ring, stereo system, computer, rare and scarce book, e-book, e-content, etc. evoked in them some powerful, positive emotion that brings them to some soft of ‘completeness’ or ‘wholeness’ and stops their discontent. **And the gnawing inside, from not having this object of their desire, will drive them to get exactly what they want**—or at least to purchase and possess a satisfactory substitute if they can’t obtain the *exact* object of their desire.

Then they will, almost every time, use all of the logical reasons they have accumulated during the ‘desire-to-justification’ stage for making the purchase.

But it was that original ‘movie picture’ in their mind, their *emotional* attachment to it and their discontent with their present circumstances that started the ball rolling.

You would think that larger financial commitments require more *logical analysis* before a decision is arrived and smaller commitments are generally more emotional or “impulsive”.

The fact is, sometimes the higher the price of the intended purchase the more 'emotionalized' the decision becomes. Why?

Because much more is at stake!

But not 1 in a 100,000 will ever admit that they buy emotionally and then justify that purchase logically!

The market for our products and services are the 98% of the population who make decisions emotionally. We don't worry about the other 2%. The odds are much more in our favor.

But caution is in order. Even though people make decisions with their emotions THEY JUSTIFY THOSE PURCHASES LOGICALLY! What does that mean to you? Just this: In your sales literature, on your web site and in your emails give potential customers every LOGICAL reason possible for purchasing your product or service, while at the same time, plucking on those emotional chords and enhancing their desire.

To prove all this to yourself, begin noticing your own buying habits. Notice your feelings as you begin making a purchase decision of any kind.

Even as mundane a thing as *window cleaner*... I find myself reading the labels and examining the look and 'feel' of the container it's in.

A feeling like, "*this one is better*" comes over me. Something I read or saw made me **want** that particular one, but I can't recall any details. It could be the packaging has induced an emotional state that reminds me of something good or pleasant. Most of the time I don't even think about it. I just go on to purchase it. My decision is totally based on what I *felt* I wanted...at the time.

My logical justification for the purchase I made goes something like this:

This is a window cleaner that works great or at least it works as good as the others (*how do I know that?*) and works best (*how do I know that, too?- because it says so!*). Let me just buy the darn thing so I can forget the job I hate, and go do something else that's more fun!

Investors and traders in stocks and commodities are notorious for making decisions that amount to thousands or hundreds of thousands of dollars based on limited, emotionally charged and spurious information! Your customers do the same thing.

It is amazing to me that individual investors would purchase ten, fifteen or hundreds of thousands of dollars in stocks based on a cursory knowledge of those companies operations, management capability, strategy for gaining market share, marketing plans or any number of factors that affect the company's long term potential.

I have met a lot of investors who would investigate every possible way to save 30 cents on their favorite brand of cookies at the local market and buy fifty thousand dollars worth of stock in a company based on a single bullish newspaper article!

Even those investors that would never dream of entering into a business deal without the proper due diligence would buy thousands of dollars worth of stocks on tips, rumors and broker recommendations alone!

Got the idea? This is so important that if there is anything you didn't understand the first time through, please read it again.

The bottom line is this: People buy things FIRST because they w-a-n-t them and SECOND because they n-e-e-d them!

How can you use this valuable piece of knowledge to your profit? Simply do this: Make your item as attractive as possible, develop an appealing cover, give it a catchy name, create an icon for it, make it sparkle with excitement or simply make it *interesting*, but do something *different*!

Make it easy for the person to run this little script in their heads, "Hey that's attractive now, isn't it? I can see myself doing this or that with it...hmmm, yes I could do that! And, WOW!! look at this!".

If the voice they use is strong enough and the *picture you paint of your item* (in words you use to describe it and photos) is strong enough and attractive, that little script will run through their heads several times until they act...by buying your item.

Hard sell IS NOT necessary, when you understand, fully, what make people buy! In fact you have very little “selling” to do. LET YOUR CUSTOMER SELL HIM OR HERSELF! It's the best way!

And if they do not want what you're selling, find something they do want and sell them that!

P.S. Don't ever use this knowledge to sell junk and defective merchandise to the unwary. Once your customer finds out that your item does not equal or surpass his 'expectations' and the 'picture' they have created in their minds eye...*you're in for real trouble...*and it's so unethical and so stupid that you would never do it anyway. Right? Right!

How To Get Consistently Good Marketing Results

One of the things that amazes me about people in business is that they are constantly trying to sell things to people that they don't want and in a way that they don't want to be *sold*!

Now, there are some things that you have to bring to people's attention before they know they want them! After all, that's what the marketing is all about!

I'm not talking about that.

What I'm talking about is marketing something down people's throats whether they need it or not!

I'm in business for the long run. I am not in it for short-term profits. I think, for the most part, you will all agree with me on this. I mean, it just does not make

any sense to use high pressure sales tactics on people- even though they may buy from you today- they will regret ever dealing with you tomorrow.

In fact there is a lot of resistance on and off the net to high pressure sales tactics and hype.

If you've ever received junk email or "spam" you understand what I mean. Didn't it make you a little annoyed...?

The fact is it's just not necessary. All you have to do is develop products that have value and are useful or attractive. Selling it is simply a matter of bringing it to the attention of someone who has the desire and means to purchase it following our "98% rule".

Most people today are very skeptical of high pressure sales environments and boiler room operations and have set up barriers so they cannot be sold that way.

What barriers am I talking about? Answering machines with ID call screening (is it Mom calling or a salesperson? They want to know!). TV remote controls (A commercial? I'm turning!). E-mail "filters". Everyone is skeptical about what you're offering and has set up a system, even if it's a crude one, that prevents your message from getting through to them.

How do you get good results with these kinds of obstacles?

- ✓ **By injecting your unique personality into your business – in other words, by being yourself.** If potential customers trust and believe in you they will buy from *you*. But they can't know or trust you if you're putting up a barrier by not letting them get to know you. Being human in business is OK.
- ✓ **By taking action and asking for the order in a polite, non-threatening way, repeat-ably.** The average person won't give you an order for your product until the 3rd or 4th request. There are many marketers who say

response starts to tail off after the 6th request for an order. How many people in business give up asking for the order even after the 1st try! Imagine the profits lost each year because businesses give up too soon!

You have to understand your customer. It's not that they don't want your product – it's that they have so many things on their mind that sometimes they need reminding. Done pleasantly and with respect, this is a powerful way to generate sales without prospecting constantly for new customers.

- ✓ By knowing how to **generate a never ending flow of potential customers** who know and *already* want what you're selling. In marketing this is called targeted 'lead generation'. It's accomplished through offering something free, or at a very low cost to a specific segment of the market that has a high probability of an interest in your offer. Lead generation is used to entice prospective customers to make an initial contact with you. Once they do you send them the free information or sample chapter from your book or content and sell them more of your content in each successive contact. Dan Kennedy (<http://www.dan-kennedy.com/>) is the master of this kind of marketing.

Now I can't tell you how to be yourself. Only you know what that means.

The important thing to remember is that your unique personality must come through in order for your customers to get to know you as a person and ultimately trust you enough to order from you the first time, and then again and again.

Why I think this is so effective really doesn't matter. All I know is that it works. And that's all I am really interested in. But if you want my opinion, it works because people are emotional and respond positively to other people who are not afraid to reveal a little bit of 'themselves' and enthusiasm for the product or service they are selling.

Next, you must not be afraid to take positive action to get what you want. Moving continuously towards your goals and business objectives despite obstacles is a rare trait. Those who move forward, despite obstacles, setbacks and distractions will succeed. **GUARANTEED.**

This also means that to get what you want from others, your customers, you must not be afraid to ask them for their business continually. Just be sure to ask in a pleasant, friendly way- the same way that you, yourself, would like to be asked.

Fewer than 1 in 10,000 businesses do this the right way. Most are either too aggressive in their asking the customer for their order, or they don't ask at all! The good news is, asking for the order is very simple. All you have to do is ask! And don't just ask once. Sometimes it takes asking 3, 4, 7 or even 10 times to get the order.

This is huge secret that few businesses employ: They don't know how to ask for the order. This has been my experience. Almost no one does this! And they are losing tons of money! Constant communication with people who are interested in your product or service (and those who have already purchased from you) is the key to building your business successfully over the long haul.

Planning Your Publishing Success Ahead

Now that you have a good foundation in how people buy a product or service and why and what it takes to get consistently good results, let's talk about developing a "good results plan" for all your marketing efforts.

This is intended to be a broad overview of the kind of marketing that gets good results. We will discuss very specific ways to implement the plan. Now, I am not talking about the kind of plan that you might have learned in Marketing 101. Not at all.

What I'm talking about, and what I have done is put together a list of methods, philosophies, *mission like* statements that give direction to all my marketing efforts. Remember I said earlier that Marketing is EVERYTHING you do in your business, from ordering paper clips to handling customer returns? Marketing encompasses more than just advertising and web site design.

The section below is based on *my* personal business philosophy. It may not be anything you agree with. I'm sharing this with you to assist you in developing your own 'business philosophy'. If you have no interest in developing a business philosophy feel free to skip to the next section. But, before you do, please consider that building a personal business philosophy is as important as building a home on a solid foundation. You can think of this as your 'foundation' for building you business.

Here goes:

A Business Philosophy That Never Fails:

- What I think doesn't matter. Only what the market wants or *believes it wants* is important.
- If you market your products and advertise them like everybody else you will get no responses, no money. You must differentiate yourself.
- Don't market in a threatening way. Don't ask for money in any significant way on the first contact. Even after several contacts your customers don't believe you or trust you.
- Trust takes time. So reassure them and sell them what they want. If they are satisfied with the first purchase from you they are more likely to come back. And repeat business is where the real profits are in any business.
- Don't fall in love with your merchandise. If what you have in stock isn't selling, dump it and re-asses the market. Only what the market wants is important.

- Don't get married to what your selling- in other words if your customers want "D" and you're selling "A"—find the best and cheapest source for "D" and sell them that! The market is the ultimate judge.
- Don't sell your merchandise at the lowest possible price. Get a good price for your items. Charge enough to make a healthy profit.
- Only by making a healthy profit can you expect to be in business for the long term.
- The market does not respect "cheap" products or services, but they always like to think they are getting a 'deal'. So whenever possible explain in concrete terms why this is a better deal for them than they could find anywhere else. Your "deal" could be a few hours of your time to help them through a particular set-up problem with your item, or it could be donating 10% of the purchase amount to their favorite charity, etc—it doesn't always have to be a deal by lowering your price.
- Put yourself in the prospects' place. Feel what he feels. Think how he thinks. You must know him/her better than he knows himself. What is he/she like. What do they want, *really want*? It's not your item isn't what they want—**it's the results they will get from using your item that they really want:** The new skills they'll learn from your content, the knowledge they'll gain to help them in their jobs or relationships, the feeling of pride they'll receive by showing the item they just purchased from you to all their friends.
- People buy for their reasons, not yours. Therefore give them every reason possible so they can pick and choose the reason that suits them best.
- Strip everything from your business that does not directly produce sales, profits and new customers. The only business expenses you should have are the ones that will generate more sales and profits. Before buying anything for your business ask yourself, "*Will this help me generate more profits or sales?*" ...if not, don't buy it. It's a waste of money.

- Focus all your energies and resources on selling something. You have to have something to sell. Constantly develop or obtain new content to sell. Rotate your content to keep it fresh and updated.
- The money is made in the selling. You cannot make any money if you don't have anything to sell. Obvious? Yes! But a lot of people will look for months for something to sell, because they can't come up with a product or service to sell, or can't get started or finish the book they were writing. Forget it !! Stop "looking" and start testing, testing, testing instead. TESTING and DOING is the key to success. Don't worry about what to sell- just sell anything—if it works, keep doing it, if it doesn't work—don't sell it anymore—find something else.
- Realize the significant difference between being "professional", having a certain "image" to maintain and getting "results". Jay Abraham emphasizes this and he's right. This is a difficult concept to explain. The idea here is that RESULTS are all that count – your 'image' and being perceived by others as 'professional' are nice, but should take a back seat to being *productive*.
- Always strive to be personable and friendly - the down-to-earth approach to business is what keeps people coming back to you. Even in this age of the Internet (or maybe because of it) people want to know who you are, as a person—are you nice?—are you a jerk?—do you love kids and dogs? – or cats? –do you love to read books?—what kind? You see what I mean.
- OK, I'll say it again- **only results count** - if you want to be in business longer than the statistical averages then FOCUS ON RESULTS!
- If you're not selling enough merchandise, at a profit, to make a living, stop what you're doing and think! Start over...get out of that BOX you're in.
- You get better results by being yourself rather than trying to impress your customer and clients with your superiority. Be humble, admit mistakes and move on. You're a business person, but you're a human being first.

- Don't worry about who likes you and who doesn't like you. People spend half their lives just trying to please people that will *never* like them back anyway. You're much better off- and will have a more loyal customer base- by bonding with others who like you for yourself.
- Therefore my job is to: Sell merchandise I feel comfortable and proud of selling and which I know my customers will value more than the price they paid.
- Advertise, market and promote my product or service by being totally focused on the buyer and their wants and/or testing the market to see if it's what the market wants at that moment.
- Take orders and take more orders! Ask for the order, don't assume people will order from you without asking them for it.
- Don't over complicate the running of your business. Keep it simple and focused.

More Business Philosophy

When someone buys from you do you ever send a "Thank you" card or letter saying how much you appreciated their business? If not, then you have not learned the art of marketing.

Joe Girard made the Guinness Book of World Records for selling the most automobiles because he understood this one aspect of business: he appreciated his customer. He sent 'Thank You' cards, Christmas cards, Birthday cards and letters to his customers constantly- he built *relationships* with all his customers and his customers responded in droves by buying from him and no one else.

If your customer expects Y then give them *Y times 3*. Always do more for them than they expect. Very, very few local businesses (even most national ones) I've done business with has ever sent me a 'Thank You' card or even a coupon so

I could get a deal from them the next time I buy something. **You will generate a lot of goodwill and customer loyalty by just being *thoughtful*.**

If you give your customers more than expected then your prices can keep going up. Psychologically it is better to charge your customers higher prices *if, and only if*, you can deliver more than they expected.

One final word about marketing. Develop a marketing attitude in everything you do.

What do I mean when I say, 'marketing attitude'? I mean that you have to put yourself in your customer's place, think about their wants and ask yourself continually how your product or service benefits them.

Stop thinking about what you want (at least while you're selling) and never stop thinking in terms of communicating with your customers the more salient points and benefits and the results they will get when they purchase your merchandise.

Two CRITICAL Business Strategies For The Real World

RULE #1: Do not use your cash to buy anything that does not help you produce more cash!

Just like a new homeowner that's so excited about owning their first home that they go out and buy a ton of new furniture to fill it up, and therefore get even further into debt so that they can barely afford their mortgage payment anymore, new business owners go out to buy every piece of equipment they can think of that they *might* need, but may *never* need and have little cash left over for marketing their product or service.

Don't you fall into that trap. Only cash pays the bills and only cash can be used to generate more cash through marketing.

RULE #2: Treat Your Internet Business *Like A Business* And Get Serious About It!

Conduct all your dealings in a business like way- friendly and personal- but business like. That's my advice. Take it or leave it as you wish.

Order business cards that state something unique about your business on the front *and* back of the card. Also, if your sales volume really picks up and it makes economic sense, use an "800" number for people to call you instead on only using online orders. Why?

It's just one extra option. Remember that people buy for their reasons, not yours...that also applies to the way they like to buy. They will want to order the way *they want* to order, not the way *you* want them to order.

Also don't believe that the only way to market your business is using online methods. Try sending postcards, letters and other offline methods to drive people to your web site. Think 'big picture', think 'outa-the-box'.

How Specialization Can Increase Sales

The importance of specializing and knowing, inside and out, what you're selling cannot be overemphasized.

Specialization helps you focus and you build a more valuable knowledge base.

My focus is business related books and e-books. I read just about everything I can get my hands on. When I was a teenager and couldn't afford to buy business books I'd go to the library and take several out at a time. I still do even though I can afford any book I want. Sometimes I browse the business and periodical sections to gather ideas, see what's new or find something I read a long time ago but forgot about.

Even though ePublishingEtc.com is my primary business, I'm also a dealer in used, out-of-print and rare business books online and offline. I love business books, and I specialize in them. It's my focus and I constantly find ways to build my knowledge and capture new opportunities.

Has this ever happened to you? When you purchase a new car suddenly you start to see a lot of "your" car on the roads? It seems as if everyone has the same car you do. You didn't notice so many people were driving the same kind of car you had before because you had taken your old car for granted and didn't focus on it- but now that you have a new car *your focus has changed* because of your interest in the new car.

The same thing happens in business. Once you pick a focus, a specialty, all of a sudden you are surrounded with great opportunities that you weren't aware of before you started to focus.

You begin to see opportunities others are not even aware of. That's the reason you specialize- to become aware of opportunities others with less focus than you pass up daily.

XII RESOURCES

Analyzing Your Competition

Knowing who your competition is, is a good thing. Knowing their marketing strategy and methods is better.

When I visit a competitor's web site I want to know:

- Who they are
- What they're basic marketing/positioning strategy is
- What they sell
- What format they sell in
- What their EC capabilities are

This isn't a comprehensive list and isn't meant to be. It will help you develop a simple competitive intelligence (**CI**) system you can use to help your business improve and learn where the trends are and what electronic publishing is likely to evolve into next.

I'm not suggesting stealing anyone's ideas. No! What I suggest is you keep track of trends, methods and strategies your competitors are using that you can *improve* on. Never simply steal someone else's idea- it's not only potentially illegal, if you ask me, it's lazy and stupid- it just isn't necessary. There is always something you can do to improve on someone else's ideas, mine included.

Since it was impossible to include every type of content seller, this list is

simply a snapshot of emerging business models in this exploding online market.

Browse this list to get an idea of how today's electronic publishers sell online. By spending just a few minutes on the Internet yourself, you will find new competitors popping up everyday. And that's a *good* thing because it shows there's a growing market for digital content.

Let's get started:

WHO: **<http://www.agoodbook.com>**

POSITIONING: \$4.95 download – variety shop

WHAT THEY SELL: e-books downloadable; the site has an association with www.amazon.com

FORMAT(S): PDF, HTML.

WHO: **www.amazon.com**,

POSITIONING: Earth's biggest selection of everything. They're big and they know it.

WHAT THEY SELL: printed books, CDs, gifts, DVD and video, electronics, software, toys, video games, tools and home improvement equipment.

FORMAT(S): Physically delivered books and now e-books in MS Reader format.

WHO: **www.americanmpc.com** (MPC Research)

POSITIONING: Hundreds of products, one transaction

WHAT THEY SELL: e-books only (average price \$9.95). Subjects include space and ocean exploration, science and technology, U.S. and Russian military, U.S. national parks and monuments

WHAT: e-books on CD-ROM only.

WHO: www.bb.com (BiblioBytes)

POSITIONING: “books on your computer”, FREE e-books you read online. As you click from page to page, adverts are displayed at the top of the page.

WHAT THEY SELL: e-books in many categories, but a pre-dominance of gambling titles.

FORMAT(S): HTML

WHO: www.bn.com (Barnes and Noble)

POSITIONING: Like Amazon they're big and they know it, but unlike Amazon they have their roots offline.

WHAT THEY SELL: printed books (including out-of-print titles) from various publishers, electronic books, CDs, prints, posters, software, magazines, gifts, calendars, Rocket e-book reading device (\$199)

FORMAT(S): Physically delivered books and e-books downloadable that can be read on a Rocket e-book reading device, MS Reader and Adobe Acrobat e-book Reader.

WHO: www.books24x7.com (Books 24x7.com)

POSITIONING: “Where IT pros go for answers” – look at “FORMATS” below. Their business model is very interesting.

WHAT THEY SELL: Technical reference e-books and printed books (through partnership with barnesandnoble.com) for IT professionals. For e-books, publishing partners include Artech House, Macmillan Computer Publishing (Que and Sams), O'Reilly & Associates, Osborne/McGraw-Hill and Sybex

FORMAT(S): A browser can view the entire content of an e-book before purchasing (registration is required- free trial period). While every page of every title will be available after registration, the complete content of the page is not

displayed. Instead, some of the content will be hidden by x's. When you are ready to buy, their secure e-commerce facility allows you to become a paid member with full access to all content on the site. On subscription basis: multi-seat subscriptions are \$149 per seat annually, two to 10 seats (visit their Web site for price quotes for more than 10 seats); single-seat subscriptions are \$24.95 per single month or \$17.95 per month (minimum of two months), and \$199.00 annually.

WHO: **www.booklocker.com** (BookLocker)

POSITIONING: "Your bookstore for unique, eclectic and different"

WHAT THEY SELL: E-books only on a variety of subjects (price range--\$8.95 to \$99.95). The site also features free excerpts and free subscriptions to the E-book Excerpt via e-mail

FORMAT(S): Adobe PDF.

WHO: **www.booksamillion.com** (Books-A-Million)

POSITIONING: "We wrote the book on low prices"

WHAT THEY SELL: Printed books, magazines (over 2,000 titles), calendars and e-books.

FORMAT(S): The site features discounts, bargains, reviews and the "millionaire's club," which, for an annual fee of \$5, offers 10 percent off everything.

WHO: **www.cyberclassics.com** (Cyber Classics)

POSITIONING: **Cyber Classics** provide the most comprehensive guide to required reading by putting the latest technology in your hands. Each package contains a special summary, the original text of the book, and in addition, the whole book on disk.

WHAT THEY SELL: Over 200 classic e-book titles. Average price is \$14.95. Large print available and summaries available.

FORMAT (S): HTML

WHO: **www.diskuspublishing.com** (Disk-Us-Publishing)

POSITIONING: "Quality fiction and non-fiction - \$4.50 download and \$7.50 diskette"

WHAT THEY SELL: Fiction and non-fiction e-books.

FORMAT (S): AVAILABLE IN PDF, HTML, PRC (PALM PILOT FORMAT,) ROCKET and MICROSOFT READER. Available by download or on disk.

WHO: **www.fatbrain.com** (FatBrain)

A wholly-owned subsidiary of Barnes & Noble.com

POSITIONING: Corporate market featuring two services:

FinditNow™ : A custom online bookstore for corporations and other large organizations that want to offer employees a quick and easy way to order professional and technical books, training and other publicly available materials.

'Information Exchange': A comprehensive web-based method that corporations and large organizations can use to streamline the management and distribution of their own published documents and materials, such as sales/marketing collateral, manuals, product documentation and training materials.

WHAT THEY SELL: printed books, training materials and print-on-demand documentation for business, finance, science and technology. Promises to match the price for any same title offered by barnesandnoble.com and www.amazon.com, plus offers additional 5 percent discount for that title.

FORMAT(S): Hard cover books and e-documents.

WHO: **www.1stbooks.com** (1st Books Library)

POSITIONING: the world's leading publisher of full-length original print-on-demand books and e-books,

WHAT THEY SELL: Over 3,000 e-books by contemporary authors; print-on-demand paperbacks; free classics; selected titles as RocketEditions (sold through Barnes and Noble and Powell's); 1stbooks library memberships.

FORMAT(S): E-books by contemporary authors: PDF; free classics: TXT. The site also implements the new Adobe Web Buy and PDF Merchant. Coming soon: a line of RocketEditions in OEB format.

WHO: <http://www.alexlit.com/shopping/ebookstore.taf?hallpass=8e4OS4gc&33849> (AlexLit)

POSITIONING: 700 titles in contemporary fiction and publishing services.

WHAT THEY SELL: E-books in various formats. Has number of spin-off sites including <http://tale.com/>. An interesting business model. Worth investigating.

FORMAT (S): HTML, ASCII, OEB, AportisDoc.

WHO: **www.logos.com**

POSITIONING: Our three primary goals are: To provide the best possible Christian software. To leverage our electronic publishing technology to enter selected new markets. To provide excellent value and service to our customers.

WHAT THEY SELL: E-books for a Christian market

FORMAT(S): Proprietary format using Logos Software

WHO: **www.mightywords.com** (MightyWords)

POSITIONING: “Where tech and business professionals enjoy instant online delivery of need-to-know information (eMatter) from experts, leading publishers and authors.”

WHAT THEY SELL: Thousands of reports, briefings and white papers that you can buy, download and print in seconds. Delivered as a PDF file.

FORMAT(S): Delivered as a PDF file.

COMMENTS: Watch this company carefully, they are on the leading edge of ePublishing, content development and document delivery.

WHO: **www.netLibrary.com** (netlibrary)

WHAT THEY SELL: netLibrary provides access to more than 9,700 trade, scholarly, academic and reference e-books. The company has agreements with more than 100 publishers, including Harvard Business Press, ABC-CLIO, Cambridge University Press, Columbia University Press, Marcel Dekker, Houghton Mifflin, The McGraw-Hill Companies, The MIT Press, O'Reilly and Associates, and Oxford University Press. netLibrary sells digital versions of hardcovers from various publishers to academic, public, private and special libraries, and library consortia throughout the world. By checking out an e-book, members have exclusive access to that title during the check-out period. E-books are automatically checked back into the collection when the check-out period expires. Also, only one person can use one e-book copy at a time.

FORMAT(S): Stores content in rich text format similar to XML (Extensible Markup Language) and serves e-books over the Internet one page at a time in HTML. netLibrary's reading system and e-book content are OEB-compliant.

WHO: **www.nitelinks.com** (Nitelinks)

POSITIONING: A cozy shop for end users. The ‘bookstore around the corner’.

WHAT THEY SELL: An eclectic group of e-books, including children's books, cooking, essays, murder/mystery, romance and science fiction.

FORMAT(S): eBooks using Nitelinks Story Reader (NRS) software required (downloadable for free from the site).

WHO: **tumblebooks.com** (TumbleBooks)

POSITIONING: A well thought-out e-book site for children and parents.

WHAT THEY SELL: Children's interactive/animated e-books. (most are free).

FORMAT(S): TumbleBooks format using Flash 4 plug-in.

XIII *RESOURCES*

Web Sites You Should Know About: Providers of Software, Services, Marketing and Industry Information for Writers, Developers and ePublishers

Please note that due to the rapid changes that take place on the Internet some of the following sites may not longer be available. For a current list go to our web

site: <http://epublishingetc.com/ep-2001/>

eBook Ezines & Newsletters:

[http://epublishingconnections.com/ezines_ & newsletters.htm](http://epublishingconnections.com/ezines_&_newsletters.htm)

eBookNet

<http://www.ebooknet.com/>

Self-publishing your book with 1stBooks:

<http://www.1stbooks.com/newbooks.htm>

Free-eBooks.net for Free Marketing, e-Publishing e-books, and Business eBooks: <http://www.free-ebooks.net/>

eBooks N' Bytes - A Directory for ebooks, e-text, readers, and compilers (a wonderful resource by my good friend, Eva Alemeida) :

<http://www.ebooksnbytes.com/>

WritersWeekly.com Paying Markets for Freelance Writers and Photographers: <http://www.writersmarkets.com/>

Marketing SECRETS Revealed (good tips for e-book merchants):

<http://www.copycoach.com/archivea.htm>

R.R. Bowker (get ISBN numbers here): <http://www.bowker.com/>

United States Patent and Trademark Office Home Page:

<http://www.uspto.gov/>

Trademark Electronic Application System (TEAS) Home Page:

<http://www.uspto.gov/teas/eTEASforms.htm>

The Directory of Ezines - Accepts Classified Advertising To Promote

Your Book: <http://www.lifestylespub.com/>

eBook Marketing Explained (Chayden Bates e-book site):

<http://www.ebookmarketing.com/>

Lightning Source - (a subsidiary of Ingram Industries Inc., offers a package of digital fulfillment and printing services to the book industry):

<http://www.lightningsource.com/>

B a c k i n p r i n t . c o m - (Through Backinprint.com – a service of

The Authors Guild - readers can easily find and order out-of-print titles online, by mail, or by a toll-free phone number. Shakespeare & Co., a New York City bookseller, will promptly fulfill orders for these books.)

<http://www.backinprint.com/>

KnowBetter.com - Electronic Books Information on ebooks and ebook readers like the Rocket eBook, Softbook, Glassbook, etc:

<http://www.knowbetter.com/>

ReBA-Con Conference Home Page:

<http://www.reba-con.com/>

The On-Line Books Page (13,000 English works in various e-book formats, most in the public domain):

<http://digital.library.upenn.edu/books/>

Open Directory - Electronic Book Publishers Directory:

<http://dmoz.org/Business/Industries/Publishing/Publishers/Electronic/E-Books/>

Publishing eBooks /Publishers of Electronic E-Books

<http://www.ebookdirectory.com/>

Download 12000+ FREE eBooks at the eBook Directory

<http://www.ebookdirectory.com/addebook.html>

PeanutPress (a div of netlibrary) - Electronic Books for Handheld Computers - Palm OS & Pocket PC PDAs:

<http://www.peanutpress.com/>

EDItEUR: Co-ordinates the development, promotion and implementation of Electronic Commerce in the book and serials sectors: <http://www.editeur.org/>

Free ISBN bar code symbols while you wait:

<http://www.cgpp.com/bookland/isbn.html>

XrML Web Board:

<http://www.xrml.org/forum.stm>

E-Booklets – an interesting concept applied to online publishing

<http://www.tipsbooklets.com/afaq.html>

HP Instant Delivery - Publish Your Stuff. Another interesting business

model. Publications you choose are delivered to your printer when they are 'published'. You can also submit your content for publication.

<http://instant-delivery.com/publish/>

ReaderWorks.com – Home:

<http://www.readerworks.com/>

Planet PDF - A World of PDF Resources <http://www.purepdf.com/>

Welcome to PurePDF- Seybold Seminars News & Views

<http://www.seyboldseminars.com/News/Front/PDFday.html>

Acrobat and PDF Info at PDFzone.com

<http://www.pdfzone.com/index.asp>

The biggest PDF software specialty store. Buy and download the latest PDF plug-ins, applications, and tools <http://www.pdfstore.com/>

Welcome to FileOpen Systems (a security plug-in for PDF files):

<http://www.fileopen.com/>

Publishing Resources, Information, Tools Online - Essential Links from
BookZonePro.com <http://www.bookzonepro.com/resources/>

Digital Worm - Home of the eBook web community
<http://www.digitalworm.com/>

iPublisher – A POD provider
<http://www.ipublisher.com/>

Professional Copyright Registration. Protect Your Intellectual
Properties:
<http://www.clickandcopyright.com/>

MasterFreelancer - Web Store for Writers and Creative Professionals
<http://www.masterfreelancer.com/>

The Writer's Place: AWOC-
<http://www.awoc.com/AWOC-Home.cfm>

Free Lance Writer's Database and Free News Release Service:

<http://www.freelancewriting.com/newssyndicator.html>

ICCC-IFIP Conferences on Electronic Publishing: <http://www5.hk-r.se/elpub99.nsf>

European Commission - Electronic Publishing Collaboration Services

<http://collaborate.elpub.org/>

Information Technology Advisory Council- *Proposed Policy Recommendations for Electronic Publishing at Duke*

<http://www.oit.duke.edu/itac/pub-prop.html>

Electronic Publishing, R&D News and Resources:

<http://www.elpub.org/>

eBook Ads – Free and for sale ebooks.

<http://www.ebookad.com/>

ebrary is trying to revolutionize the way people conduct research and acquire information on the web by combining a powerful discovery

engine, full-text viewing, and state-of-the-art reference tools with an extensive collection of books, periodicals, maps, and archival works.

<http://www.ebrary.com/>

eLance- Buy writing, ghostwriting, editing and other services.

<http://www.elance.com/>

The Write News -- Writing, Publishing and Internet News:

<http://www.writenews.com/>

Book Publishing, Worldwide book publishing, distribution and promotion at a small fraction of the cost of conventional methods (one of Dan Poytner's Site)

<http://www.unlimitedpublishing.com/>

Bookface: Read Online Books and eBooks <http://www.bookface.com/>

TextCafe.com - PDF-to-XML Conversion Service

<http://www.textcafe.com/>

Library of Congress – Information for Publishers

<http://lcweb.loc.gov/loc/infopub/>

ContentBiz practical news and Case Studies for publishers and aggregators selling and syndicating text-content online

<http://www.contentbiz.com/index.cfm>

byte level research (an interesting electronic publisher and researcher)

<http://www.bytelevel.com/>

Book Industry Study Group, Inc. Produced jointly with the Association of American Publishers, Book Industry Communication and the Book Industry Study Group. ONIX International is the international standard for representing and communicating book industry product information in electronic form, incorporating the core content which has been specified in national initiatives such as BIC Basic and AAP's ONIX Version.

<http://www.bisg.org/>

Publishers Marketing Association (PMA)- Home Page

<http://www.pma-online.org/>

AZZ Cardfile Download (a handy software program for writers)

<http://www2.omnitel.net/zdramys/azzcardfile/download.htm>

R.R. Bowker - About Books Out-of-Print <http://www.bowker.com/bop/>

FREE PRESS RELEASES send your information to news and media contacts using their distribution system:

<http://www.comitatusgroup.com/pr/index.htm>

Mibrary's mission is to make digital content as easy to use as physical content- Mibrary accomplishes this mission through its unique software, which businesses use to create a better customer experience with digital content

<http://mibrary.com/>

Van Volumes (low cost, high quality book printer)

<http://www.vanvolumes.com/>

The Ebook Auction – not much on the site, but an interesting concept

<http://www.mbn-businesscomplex.net/cgi-bin/auction.cgi>

eBooksforYou.com - the premier source for electronic books

<http://www.ebooksforyou.com/>

E-AuthorsOutlet, The Electronic Self-Publishers' Marketplace

<http://www.e-authorsoutlet.com/>

eBooks Portal!

<http://ebooks.searchking.com/>

A Search Engine For EBooks

<http://ebooksearchengine.com/>

MJ Rose- The “First Lady” of digital books.

<http://www.mjrose.com/>

EBookFriends.com

<http://www.ebookfriends.com/cgi-bin/ikonboard/ikonboard.cgi?bypass=true>

eBook Broadcast.com for eBook, ePublishing and Handheld eBook
Press Releases

<http://www.ebookbroadcast.com/>

ePublishing Connections

<http://www.epublishingconnections.com/>

ePublishing Industry News and information including online and downloadable ebooks web publishing

<http://www.epublishingnews.com/index.pl>

Featurewell.com

<http://www.featurewell.com/>

Order Fulfillment for E-Books and Real Goods

<http://www.orderdept.com/>

Welcome to ibizBooks

<http://www.ibizbooks.com/>

Welcome to AllNetResearch (an electronic publisher)

<http://allnetresearch.internet.com/>

Xlibris – “Gives you everything you need to become your own publisher. We work with you to create your book, then print copies on-demand for your readers. You keep all rights to your work. We also offer services that give you all the control you need over your book.”- *from their home page*

<http://www.xlibris.com/>

Content-Exchange.com (a great resource for digital publishers, writers and content developers)

<http://www.content-exchange.com/>

Electronic Book Directory

<http://www.electronicbookdirectory.com/index.shtml>

Welcome to Zden.com - Your MarketPlace for Files (watch this company and others who create 'marketplaces' and P2P exchanges)

<http://www.zden.com/>

WebWord.com Usability and Human Factors for the Internet

<http://www.webword.com/>

BooksForABuck.com--A Source for free and shareware books

<http://www.booksforabuck.com/>

EPPIES RULES & ENTRY FORM (ebook awards program)

<http://www.geocities.com/conference4epic/epic4.htm>

The Frankfurt eBook Awards Program

<http://www.iebaf.org/>

ContentGuard - Digital Rights Management

<http://www.contentguard.com/>

NetActive - We Create Digital Audiences

<http://www.netactive.com/Home/default.asp>

Effective Content for Web Sites

<http://www.effectivecontent.com/>

TerraShare.com

<http://www.terrashare.com/>

Book Marketing Update -- book marketing and book promotion advice
from John Kremer, author of 1001 Ways to Market Your Books

<http://www.bookmarket.com/>

EBX Working Group

<http://www.ebxwg.org/>

OverDrive.com - Home

<http://www.overdrive.com/>

BitBooks - Digital Fiction Guide

<http://www.bitbooks.com/>

The Electronic Book Newsstand Association <http://www.ebna.org/>

Inlibris - The Literary Directory at Badosa.com <http://www.inlibris.com/>

Lifekits Online Bookstore and Ebook Publisher

<http://www.lifekits.co.za/LifekitsPub.dll/Welcome>

Book On Demand InstaBook Maker I The World's First System that
Makes Perfect-Bound Books In One Simple Step

<http://instabook-corporation.com/>

Affiliates and Merchants United Welcome to Affiliate Union

<http://www.affiliateunion.com/>

OmniUpdate - Web-based Page Updater! <http://www.omniupdate.com/>

eBook Express -Welcome to your fast, easy and **FREE** e-publishing
resource. This form will allow you to create an eBook in Microsoft®
Reader format from your manuscript or other document.

<http://www.ebookexpress.com/>

Rightscenter.com is a worldwide marketplace that allows agents, sub-
agents, scouts, and publishers to conduct business online.

<http://www.rightscenter.com/>

XIV *RESOURCES*

An ePublishing Glossary

List and definitions of commonly used acronyms and words relating the e-books industry. In no way does it mean to be the definitive list.

Adobe Acrobat & Acrobat Reader : Acrobat is Adobe's software for viewing Portable Document Format (PDF) files -- PDF has become one of the most commonly used e-book formats. The popularity of Acrobat has grown through PDF's growing maturity, and its universal portability -- PDF files can be shared reliably between almost all operating systems. Currently there are versions of Acrobat available for Windows, Mac, Unix and Linux.

Acrobat comes in three flavors Acrobat 4.05 (the full version), Acrobat Business Tools 4.0 (a cheaper, slimmed-down version) and the free Acrobat Reader. Acrobat has the largest user base of all e-book readers -- software or reading devices. Adobe's last estimate was 160 million users, however the amount of users with the latest version (4.05), which comes with the DRM plug-in (WebBuy), is much lower.

DOI (Digital Object Identifier): The Digital Object Identifier (DOI) is an identification system for intellectual property in the digital environment. Developed by the International DOI Foundation on behalf of the publishing industry, its goals are to provide a framework for managing intellectual content, link customers with

publishers, facilitate electronic commerce, and enable automated copyright management.

DRM (Digital Rights Management): DRM systems are designed to control viewing access to digital content.

e-book : e-books (e-Books, E-Books, E-books...) can be anything from the digital version of a paper book, to more interactive content that includes hyperlinks and multimedia. It can even be the electronic reading device such as a Rocket e-book or Pocket PC.

e-bookman: Is a handheld device developed by Franklin. Designed for reading e-books and listening to audio books (among other things) this PDA has a larger screen size than Palm and Pocket PC. The e-bookman has not been released yet but will be later this year, and will eventually come with Microsoft Reader installed.

Electronic Book: See 'e-book.'

EBX (Electronic Book Exchange) : The EBX Working group was developed to create a standard (EBX) for protecting copyright in electronic books and for distributing electronic books among publishers, distributors, retailers, libraries, and consumers.

Encryption: A method used to translate digital information into a code that cannot be accessed without the necessary secret password or key that unencrypts it.

Electronic Paper: Is a relatively new concept that is being investigated commercially by E Ink and Xerox's Gyricon. The basic idea behind electronic paper is that it is a reusable display device, allowing the storage of visual content on a

'page' of plastic paper. This technology is at its very early stages, but E Ink has expressed the desire to create the technology to allow the development of electronic devices that work like paper books -- plastic, reusable pages bound together to form a book-like device.

ePublisher: An epublisher is much the same as a traditional publisher, except that epublishers. Like most publishers, the epublisher would usually pay the author royalties, as well as edit the work.

HTML (Hypertext Markup Language): The authoring language used to create documents on the Web. HTML uses a set of markup 'tags' to form the page layout.

Glassbook: Glassbook is a company that has developed a free e-book reader (Glassbook Reader) for reading PDF-based e-books and has an estimated 600,000 users. Glassbook, who started the EBX (Electronic Book Exchange), was recently acquired by Adobe.

ISBN (International Standard Book Number): A 10-digit number that uniquely identifies books and book-like products published internationally. More...

LCD (liquid crystal display): A type of display used in most PDAs (like Palm, Windows CE & Pocket PCs), e-book devices (like Rocket e-book and SoftBook) and notepads. Desktop machines typically use CRT (cathode-ray tube) screens. LCD displays work by passing an electric current through the liquid causing the crystals to align, allowing light to pass through or to be blocked from getting through. ClearType by Microsoft (see Sub-pixel font rendering) utilizes the sub-pixels commonly found in color LCD screens to enhance the reading experience by making fonts clearer.

LIT: Short for 'Literature', LIT is Microsoft's new e-book format for its

Microsoft Reader software. LIT is based on the XML-based OEB Publication Standard developed by the Open e-book Forum.

Microsoft Reader: Microsoft Reader is Microsoft's free software for reading e-books. The software is available for computers running Microsoft's operating systems, and handheld devices that run Microsoft's Pocket PC operating system. The soon to be released e-bookman by Franklin is to come with Microsoft Reader. The Reader works with .LIT files and supports ClearType (a technology designed for improving readability on LCD screens).

MP3 (Moving Picture Experts Group Layer 3) : What has become the standard file format for the compression of music. Because MP3s significantly compress songs, it is a perfect candidate for distributing on the internet. It is clearly a standard online format and has resulted in the creation of dozens of software tools (like Napster and Gnutella) that encourage MP3 sharing/copying via the web.

OEB (Open e-book): OEB usually refers to the Open e-book Publication Structure specification. OEB 1.0 is the first specification developed by the OEBF. This specification for e-book file and format structure is based on HTML and XML, the languages used to create information for Web sites. Being XML-based, the aim of OEB is for the format to allow a publisher to publish an e-book once, which can be viewed on a wide variety of devices, such as PDAs, dedicated e-book devices, notepads and PCs.

OEBF (Electronic Book Forum): The OEBF was formed to create and maintain standards and promote the successful adoption of electronic books. The group is made up of most of the major players in the e-books world, including software and hardware makers, and publishers. The group's major achievement

so far has been the creation of the Open e-book Publication Structure specification (OEB 1.0). <http://www.opene-book.org/>

PDF - Portable Document Format: Adobe Systems developed PDF. The intention behind the format is for it to represent a document in a way that is independent of the software, hardware and OS used to create it. PDF has been around since the early 90s and so is a mature, robust and extremely popular format. Adobe Acrobat, Glassbook and Primer are some of the software readers available for viewing PDFs.

PDF documents can be created on a multitude of platforms and can be easily viewed on most platforms as well. And most importantly: they will look the same on whatever platform you view them or from whatever platform you print them. In basic terms, when you convert a document into a Portable Document Format (PDF), you end up with a document that looks identical to a printout of your original document -- PDFs are created by printing an electronic version of a document. You can find out more at Planet PDF

Pocket PC: Microsoft's latest operating system for handheld or PDA devices. There are currently several hardware manufacturers selling devices that come with Pocket PC: Compaq (iPaq), HP (Jornada 545 & 548) and Casio (Cassiopeia E115). Pocket PCs come with Microsoft Reader pre-installed.

POD (Print on demand): : Print on demand is seen by many to have a promising future as traditional printing methods become unprofitable when doing small print runs (less than a thousand or two books) -- printing books as they are required, instead of printing and then hoping the demand is there. Theoretically this could mean that books never go out of print, because tools exist to simply print more in a very automated fashion (be it one copy or one thousand). POD is supposed to make it faster, easier and cheaper to print books than traditional methods.

Reader: A person who reads e-books. Duh.

Reading device: A reading device is the hardware a user uses to read an e-book. Devices currently available include the dedicated e-book devices, the Rocket e-book and SoftBook, as well as multi-purpose devices like Palm and Pocket PCs. Many other devices have been touted for release over the coming years, including goReader, Cybook, Korea e-book, Qubit, WebPAD and so on.

RB: File format (.RB) for Rocket e-book devices

REB1100 & REB1200: The REB1100 and REB1200 dedicated e-book devices were developed through the licensing of technologies developed by Gemstar-TV Guide International's subsidiaries Nuvomedia (Rocket e-book developer) and SoftBook Press. Much of the technology for the REB1100 comes from the developers of the Rocket e-book, the subsidiary of Gemstar, Nuvomedia. Consider the REB1100 and REB1200 as the new and improved Rocket e-book and SoftBook Reader respectively.

Reflow: Reflow is a commonly used term to describe the way the content of a page can resize (or reflow) to fit the size of the screen displaying the content. What this means for the e-book devices and software that supports reflowing is that the reader is able to alter the size of the text on the screen to suit their preferences -- the text of the page resizes meaning more or less will be displayed on the screen. Reflow only works for markup-based formats like LIT, HTM and RB, which all use HTML and/or XML to display the content. Reflowing improves the chance of an e-book being able to work on any device, regardless of the screen size. Display formats like PDF do not support reflowing, but formats like XML, HTML, RB, LIT and OEB do.

Rocket e-book: Developed by Nuvomedia (now a subsidiary of Gemstar), Rocket e-book is currently the most popular dedicated e-book device. The Rocket

e-book weighs 22 ounces and has a 4 1/2" x 3" (11.43 cm x 7.62 cm) screen with a resolution of approximately 106 dots per inch. RCA's REB1100 e-book device is the next generation Rocket e-book (to be released later this year).

SoftBook Reader: Developed by SoftBook Press (now a subsidiary of Gemstar). The device comes with a built-in modem, weighs 2.9 pounds and has a 6" width x 8" height, grayscale, touch-sensitive LCD screen. RCA's REB1200 e-book device is the next generation SoftBook Reader (to be released later this year).

Sub-pixel font rendering: Sub-pixel font rendering is a technology designed to improve readability on LCD screens. The technology is based on the fact that each pixel on LCD screens is comprised of three sub-pixels: one red, one green, and one blue. In very simple terms, these sub-pixels allow finer, clearer font detail to be generated (through the use of software like ClearType), and thereby making fonts appear clearer and crisper. Microsoft Reader comes with this technology, which Microsoft calls 'ClearType.' Adobe has announced it will be releasing its own sub-pixel font rendering technology (called 'CoolType') for Acrobat. To find out more visit this page <http://grc.com/cleartype.htm>

Windows CE: An older version of Microsoft's handheld operating system, now called Pocket PC.

XV

SPECIAL REPORT

How To Obtain Saleable Content Without Creating It Yourself

DISCLAIMER/WARNING/NOTICE: Hey! I am not an attorney and am not providing legal advice in the following report. A competent attorney of your choice should be consulted when investigating copyrights. The following is entirely a layman's opinion – mine - only. For a very good reference on publishing law and copyrights see *Kirsch's Handbook of Publishing Law* by Jonathon Kirsch (Acrobat Books, Los Angeles ISBN 0-918226-33-3), which was the primary source for my understanding of copyright expirations detailed below.

What This Report Can Do For You

If you have ever written an article or a book or you're an entrepreneur who requires information from a variety of sources to develop content you'll appreciate this quick guide to certified copyright searches.

In 1979 I started my first publishing business. At the time, I had an intense interest in antiquarian books as a collector and a dealer. Whenever I discovered a book I wanted to add to my collection, I would also try to locate a much, much less valuable copy I could use for general reading.

I looked often without success. Many of the books I was purchasing were extremely rare and out-of-print (OP). The Internet wasn't exactly a household word and searching for used copies was very time consuming.

Occasionally I would have success and find a used copy for reading. Sometimes it would takes years of looking through used and OP book dealer

catalogs to find what I wanted.

What Is “Public Domain?”

Public domain is generally referred to anything that is NOT protected under copyright laws. Work that passes into the public domain may be freely used by anyone without the permission of the copyright holders.

In 1996 I started using the Internet to find books I was interested in reading and collecting. But I still had the problem of securing ‘reading copies’ of the rare books I was accumulating on the ‘net. True, I found copies *faster* -but for the very rare, I found no copies at all...which gave me an idea.

One book was so rare that it popped up in dealers catalogs about once every ten years. But, unlike most antiquarian and collectible books, this one had a subject matter that was relevant today and would be eagerly sought after by advertising and marketing practitioners.

So I decided to take my second plunge into the world of publishing and reprint the book and sell it. The problem, of course, was how do I secure the copyrights?

After weeks of research I discovered that the work was now in the ‘public domain’ and I could freely publish it without restriction. I could use all of it or parts of it. I could change the title, rework some of the text, add graphics, etc. I thought I had died and gone to publishing heaven.

And you can too- if you find a work, in it's *original copyrighted state*, that you believe has market potential. I say “original copyrighted state” because there

have been a number of excellent works that went into the public domain and then 'edited and revised' to bring it up to date.

A copyright on the revision of a public domain work grants the person or publishing house with full copyright protection on those revisions. And if you don't have a copy of the original text, you won't know what those revisions are and, if published, infringe on some else's copyright.

Guide to Determining Works In The Public Domain

I had heard about certain literary works being in the 'public domain'...and if they were they could be published without infringing on the rights of anyone else.

Public domain is one of those elusive catch-all words that really doesn't explain a thing...as you'll see. Some people I consulted with said anything published 75 years or more ago is automatically in the public domain. As I discovered that is not true.

The question is, "*How long does a copyright last?*"

Believe me, that's not an easy question to answer. But I will give you some general guidance here and then try to summarize what it means to you in practical terms.

Works published prior to January 1, 1978 are governed by the Copyright Act of 1909. Under the 1909 copyright law, a copyrighted work was protected for two consecutive terms of 28 years each—but (and this is a key "but") the copyright was extended into the second 28 year term of protection **ONLY IF** it was duly and timely renewed prior to the expiration of the first term by filing a renewal application in the Copyright Office.

Therefore the total period of copyright protection, under the 1909 Act, was either 28 years or 56 years from the year of publication. The way to determine the expiration was to search the Copyright Office for the renewal filing.

But, that's not all I found.

Under the Copyright Act of 1976 (which took effect in 1978) the second 'term' of 28 years *was extended* to 47 years!

If you are researching a work today that was published in 1910 and it was officially renewed in 1937 (prior to the end of the first "28 year" term of protection) the copyright would last 75 years after the date of publication (28 year first term + a 47 year second term).

If the same work was NOT RENEWED prior to the expiration of the first 28 year term of protection the copyright protection would have expired in 1938, 28 years from the date of publication.

So the maximum protection under the Copyright Act of 1976 granted protection for a maximum of 75 years. But the copyright protection could have expired much, much sooner if it was never renewed.

Then in 1992 Congress passed the Copyright Renewal Act. The Act basically eliminated the need for the filing of a renewal application. So, any work which was *first* published between January 1, 1964 and December 31, 1977 (The day prior to the effective date of the Copyright Act of 1976) would be automatically renewed for an additional 47 years without the filing of a renewal application.

Confused yet? Stick with me, it gets worse. But then I'll make it better, I

promise.

So, we have this kind of 'limbo' period between 1/1/1964 and 12/31/1977 when the 'second' term of copyright protection was extended to 47 years from 28 years. Prior to 1/1/1964 a renewal application was required to continue the copyright protection- after this date the second term of 47 years was automatically granted from the date of publication.

Then we have works created after 1/1/1978 when the Copyright Act of 1976 went into effect. It's a whole different ball game because the copyright protection of a work is no longer governed by a fixed number of years as it was in the past.

Copyright protection is determined under the Act of 1976 by "the life of the author plus 50 years". In other words, protection is automatically granted 50 years after the death of the author (this only applies to a "Natural" person who is the author and not a corporation or other entity).

In the case of a 'jointly authored work' the death of the last surviving author is the benchmark for copyright protection.

Let's summarize what *may* constitute the expiration of copyright protection:

1. Any work published before 1/1/1964 will have copyright protection for 28 years *plus* an additional 47 years (75 years total) but ONLY IF a renewal was filed. If a renewal was NOT filed, the copyright protection expired 28 years from the date of publication.
2. Any work *first* published after 1/1/1964 up to 1/1/1978 will not expire before 75 years or on 12/31/2038. In other words the second term of 47 years is automatically added to the first term of 28 years without a renewal filing.

This is the 'limbo' period of copyright protection I mentioned earlier.

3. Any work first published after 1/1/1978 will be protected for the life of the author plus 50 years.

As you can see it's the filing of the renewal application that is all important to us—and if it was filed or not. And that's exactly what you need to determine if a copyright has expired. And the only way to determine if a renewal application was filed is by getting a copyright search report.

Copyright searches are done by specialty firms, publishers and attorney's in copyright issues but, a little known secret is that you can go directly to the Copyright Office and request a copyright search.

If you are not located near the Copyright Office you can follow the instructions below, order your searches by phone and mail and have your Certified Copyright Search report sent directly to your private residence or office! In addition it will cost you less than 75% of what most copyright search firms and attorney's charge and you have it days sooner.

How You Get The Copyright Report Certified

Upon request, the Copyright Office staff will search its records at the statutory rate of \$20 for each hour or fraction of an hour consumed. The good news, if you give the staff enough information about the work you want researched it shouldn't cost you more than \$20! Certified reports cost just an additional \$20.

The first step in getting the work you certified is putting together as much information as possible about the work.

The more detailed information you can furnish with your request, the less

time-consuming and expensive the search will be. Provide as much of the following information as possible:

- ❖ The title of the work, with any possible variants;
- ❖ The names of the authors, including possible pseudonyms;
- ❖ The name of the probable copyright owner, which may be the publisher or producer;
- ❖ The approximate year when the work was published or registered
- ❖ The type of work involved (book, play, musical composition, sound recording, photograph, etc.);
- ❖ For a work originally published as a part of a periodical or collection, the title of that publication and any other information, such as the volume or issue number, to help identify it;
- ❖ Motion pictures are often based on other works such as books or serialized contributions to periodicals or other composite works. If you desire a search for an underlying work or for music from a motion picture, you must specifically request such a search. You must also identify the underlying works and music and furnish the specific titles, authors, and approximate dates of these works and;
- ❖ The ISBN, LOC registration number or any other copyright data.

Step number two is to call the desk of the CO research department at: (202) 707-6850. You will be connected to one of the CO's research specialists.

Tell them you would like a copyright search performed on a work and would like an estimate of the cost. They will ask you what information you have about the work (as mentioned above). They won't want specifics, just if you know the Title, Author, etc. The more information you can give them the better. Be sure to tell them you want a written report. If not, they will assume you want a verbal or oral report and arrange time for you to call back and get the verbal report. Also make sure to tell them you want a certified written copy of the search.

Certified searches are most frequently requested to meet the evidentiary requirements of litigation. But, you must ask for this. Copyright searches are not automatically 'certified' even if completed by the CO staff.

The Copyright Office staff will also search its indexes covering the records of assignments and other recorded documents concerning ownership of copyrights for the standard hourly fee. The reports of searches in these cases will state the facts shown in the Office's indexes of the recorded documents, but won't offer an interpretation of the content of the documents or their legal ramifications.

Based on the information you furnish, the staff will provide an estimate of the total search fee. Having this information ready will greatly reduce the time spent by the CO staff. You can decide at this time to let the CO staff complete the search or to relinquish.

If for some reason the search takes longer than estimated they will let you know and you can send additional fund while they continue their search. If it takes less time than estimated, they will send a partial refund of the estimated amount back to you (although in 72 searches I've completed to date, no report ever took less time than estimated).

If you decide to have the Office staff conduct the search, you should send the estimated amount with a letter (see example below) restating the request to:

Reference and Bibliography Section, LM-451
Copyright Office Library of Congress
Washington, D.C. 20559

The Office will then proceed with the search.

When the search is completed (usually within 4-6 weeks) they will send you a typewritten report (plus certified, if that's what you requested) or, if you prefer, an oral report by telephone.

If you request an oral report, you need to provide a telephone number where you can be reached during normal business hours (8:30 a.m. - 5 p.m. Eastern time) by the CO staff.

When you receive the written report you will want to read it carefully and look for the words, "No renewal found" (see example at end of this report). This will give a good clue that the work is now in the public domain. Of course, there is no complete assurance that someone won't come forward, after recognizing you have republished the work, and demand royalties or other compensation, or cessation of publication. Usually it is the family of the original author of the work who will object. Having the written certified copyright search will help you establish that protection has expired, but will not automatically guarantee it.

If you are ever uncertain of the results of the search results you receive or need help dealing with anyone claiming rights to a work you are publishing always seek the advice of a competent attorney specializing in copyright issues.

Some Other Items You Might Consider In Your Request

You may also request additional certificates, photocopies of deposits, or copies of Copyright Office records. Additional fees for these services will apply.

Well, there you have it. Quick and easy certified copyright searches from your desk. Nothing could easier or quicker or less expensive.

One Last Bit of Advice That Could Save You Time and Money

In some instances the CO staff will be extremely busy and not get to the writing of your report within the 4-6 weeks mentioned. In one case I needed to move on a publishing project that included major portions of the work being researched and I had not received the report yet. I called the copyright office and asked them for an update.

The CO staff was very gracious and a research specialist got back to me the same day with an oral report at no extra charge. I got the information I needed to move the project forward and received the written report several weeks later in the mail.

A Request Letter Example:

YOUR NAME
Your Street Address
City, State Zip
Tel (315) XXX-XXXX

December 5, 1997

Reference and Bibliography Section
Copyright Office
Library of Congress
Washington, D.C. 20559

Dear Madam or Sir:

I spoke to a research specialist today who quoted me an estimate of \$40.00 to investigate the copyright status of two books. I would like a written **certified** report of the results of your search. I am enclosing an additional \$20 for a certification of the report. Total enclosed \$60 (check).

The works are:

TITLE #1:	Thought Transference
SUB-TITLE:	or Radio-Activity of the Human Mind
AUTHOR:	Edmund Shaftesbury
PUB DATE:	1926
PUBLISHER:	Ralston University Press, Meriden, Conn.

TITLE #2:	The Great Psychic
SUB-TITLE:	The Master Mind of The Universe
AUTHOR:	Edmund Shaftesbury
PUB DATE:	1925
PUBLISHER:	Ralston University Press, Meriden, Conn.

To assist you in your search: I believe that "Edmund Shaftesbury" is the pseudonym of Webster Edgerly, but I can't be absolutely sure of this. If you have any questions regarding this search please call me at 315.733.XXXX.

Please forward the completed certified written report to:

David Vallieres
2811 Oneida Street, Suite 900
Utica, NY 13501-6504

Thank you for your assistance in this matter.

Sincerely,