

EBook Marketing on a “Budget” is Easier Than You Think, but You Must Jump From the Box To Make it Work For You.

GET EMPOWERED!

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Most of our author audience are eBook marketers on Amazon, however, many also use CreateSpace for physical books. However, this report will use the word “eBook”.

Most beginning authors do not have a large budget to blow on marketing their eBooks. Some people, without marketing knowledge, are blowing their hard earned cash on facebook ads, buying twitter followers and spending hundreds on other worthless methods without knowing the facts and the real “secrets” for eBook marketing success.

I promise, it’s not as difficult as you think and you do not need a huge budget – matter of fact, you can market your eBooks using just a few hours of your time. You just need a few simple plain Jane lessons.

There are literally hundreds of ways to market on the Internet mixed with real world stuff. And once you know how, you’ll not need a penny of your own money to accomplish your mission. Remember, don’t fall for most of the eBook marketing schemes that have raised their ugly heads currently. These scams are simply preying on desperate authors who have a dream. Don’t fall for these crooks or their crooked methods. There are many affordable marketing tools that can help you achieve great results.

JUMP FROM THE BOX!

You must look at each eBook as a separate project. You must “almost” throw everything you know about marketing in order to do it right. You must clean your thoughts and look at every promotional method differently. You must jump from the box.

From now on, you must look at every eBook as a group of “people”. Do not view these people as only eBook buyers. If you do, then it will be a big mistake. In order to connect with the wants, needs, passions and desires of your eBook buyers, then you must reach out and almost touch them!

While you can use social media platforms in order to connect with these people, you can also use your blog. It's always a good idea to be building a list. [Insert a form with auto-responders to keep in touch.](#)

Think about your eBook, the story, the characters and the problems your story solves. Does your main character have a Black Belt in Martial Arts? Does your main character enjoy cats or wine? Do your characters enjoy traveling to foreign countries? Do the main characters dream of being a celebrity and hanging out with movie stars?

In marketing, these can be called "Hooks". All you need to do is; create or find the audience around that particular HOOK. Your hooks will bond you to your audience and they will purchase an eBook about the "hook" you provide. Remember, the hook is an interest, desire or passion.

Blog about the hook, talk about it on social networks. Focus on those unique hooks that pertain to the that particular audience. Do not try to sell to other authors. They usually do not care about your eBook, unless it solves a problem for them. Post links about your hooks back to your blog. If you need assistance on setting a wordpress blog, this guide will help you. [WordPress Guide.](#)

If you do this simple marketing method – you'll NOT need to beg people to purchase your eBook again! Your audience will beat down your door to buy about their interests, their desires and their passions. Give that audience what they want. Let them know you understand and care about their problem. You took the effort and time to create an eBook that will solve or talk about their problems. This is called making a CONNECTION.

An old author explained once. "Let a man know you understand his "likes", then feed his "likes" to him."

Hundreds of eBook marketers have had great success by simply learning the basics. When you know the basics of getting started, then it will remove most of the fear and overwhelming thoughts of failure.

You must learn the facts and learn the basics first before moving on or you'll spin your wheels for weeks, months or even years and barely earn enough to feed a bird.

We recommend you at least review this powerful and affordable course on eBook marketing. It was created by a professional who practices what he preaches. Watch this video. [You can get it here.](#)

Although it's very simple to format an eBook. Most people simply use MS Word and it seems to work great for many people. However, some people have found great success

using this special affordable software. Many authors use this and are very pleased with the results. It does most of the work for you. [Watch this short video here.](#)

Keyword Marketing for Serious eBook Marketers

You've obviously heard about "keywords". A keyword is the word or words you insert into Google search. Once the keywords are inserted Google brings you the results. Most authors do not realize the importance of "keywords". Amazon allows at least 7 key words.

These specific keywords will help your audience FIND your eBook. Without the keywords it will be difficult to find your eBook. Most authors fail because of this one simple task. Most authors do not know how to choose the correct keywords that will bring the RIGHT people to view their eBook. Did you know that? This is one of the main reasons beginners fail.

Beginners and even some authors who have been writing for a long period of time simply do not know how to CHOOSE the correct keywords. Many of the most seasoned authors who are serious will use KEYWORD software. Keyword software is extremely important when choosing the best and most effective keywords for your eBook.

This particular eBook collects the best phrases or "long tail keyword" phrases, which is usually the best. The best and most affordable software is available for authors. It will help you bring hundreds or thousands of people directly to your eBook on Amazon. This particular tool is awesome and many authors rave about it. [You can get the keyword software tool here.](#)

We hope this report has not only been beneficial, but we also hope it has encouraged you to go on to do great things as an author of eBooks.

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