



The Everyday Guide to Writing and Marketing Your e-Book Wisely

By Laurie Dart (www.writingwisely.com)

And

Heather Jacobson (www.valleyva.net)

Hello and welcome to our Writing and Marketing an E-Book.

First some basic instructions. If you need to change the refresh rate then type /refresh # where the # is seconds between each refresh do not go below three. The Default is 5 seconds, which is a good rate.

If you are on FireFox the chat will be in reverse. You need to switch over to IE to have the new items at the bottom and the older at the top.

Does anyone need me to wait while you change over to IE?

If you need to see more lines then type /show ### with the number of line you want to see.

When we get to the Q&A section please type "?" if you have a question and then I will call on you to ask your question so that it won't get lost in the mix of things. This will be done through the on board Private Messaging System.

I will be archiving this chat at the end for everyone to see also. Thank you for coming this morning.

Laurie Dart, owner of Writing Wisely, <http://www.writingwisely.com>, provides writing and editing services to individuals and businesses. She is the author of "The Everyday Guide to Writing Wisely" an e-Book featuring tips on grammar and writing and has written a number of pieces including: press releases, marketing copy, web site copy, articles, resumes, and letters. She has also edited and ghostwritten many projects including e-Books, White Papers, articles, nominations, evaluations, and course content.

Heather Jacobson is the founder of Valley Virtual Assistants, <http://www.valleyva.net>, catering to Solopreneurs who need assistance with their marketing efforts. Heather brings to the table her skills in marketing, sales, and business development as she partners with like-minded business owners who have set no limits on the success they can achieve. The author of Making Dollars Out of Cents: 101 Tips for the Frugal Marketer, Heather is also the publisher of the popular ezine, Marketing Made Simple, a monthly publication filled with simple marketing tactics designed to enhance one's marketing efforts

Heather and Laurie have combined efforts to produce "The Everyday Guide to Writing and Marketing Your e-Book Wisely" a guide to writing, publishing, and marketing your own e-Book. The process is not as intimidating as you think. This soon to be released book answers all your questions from idea to income!

Ladies, welcome and thank you for speaking to us today.



[Laurie] Thanks Pam

Good morning everyone!

Thanks for coming to our chat “How to write and Market Your e-Book.”

Heather and I are excited to be here today to talk to you about this exciting way to create passive income in your business.

I’m going to talk a little about the writing end of the process and then Heather will talk about marketing.

Then, of course we’ll have a question and answer period.

Let’s get started!

Writing a book is not as difficult as you may think.

Wait, I know what you’re thinking – you don’t want to write a book, you want to write an e-book.

Self-publishing houses have made bound, printed books a reality for many e-book writers.

There’s no reason to believe that you can’t have both and as you begin writing your book, there’s no reason to worry about that now.

Most people are somewhat intimidated by the writing process.

They think they can’t write a letter let alone a book, but I’m here to say, that’s just not true.

Anyone can write a book. If you have a life, you have something to write about.

Deciding what to write about or discovering that you really have things you can write about is a process.

Think about things you’re good at, things you enjoy. How about organizations you belong to, or clubs – what expertise have you gained there?

Every person on this planet is a source of knowledge and inspiration.

The trick is identifying what to write about and then writing.

Choose a topic that interests and challenges you. Make sure your topic will also interest others enough to buy your book, at least.

Take out a sheet of paper, or use your computer and make a table with the following headings: hobbies, associations, work, and interests.

Under each, make a list. For example, under hobbies you might list things like playing tennis, playing piano, collecting stamps, collecting coins, crocheting, sewing, traveling or fishing.

List everything that comes to mind.

There are no right or wrong answers. This part of the process is about brainstorming and identifying possible book topics.

Next, list some of your associations. Include things like: professional membership groups, online forums, social groups, alumni groups, church activities, and book clubs.

Work can be another great source of inspiration. There may be things that you do in your job that others would love to learn about or find fascinating.

Think about things like: relationship building, team work, process planning, sales, marketing, customer service, working with animals, working with people, working alone – the possibilities are endless.

Finally, under interests, make a list of things that you've always wanted to learn more about.

For instance, you could include things like: gold mining, sky diving, starting your own business, writing an e-book, raising a healthy baby – again, you are limited only by your imagination.

Once you've completed this process, you should have a pretty long list of potential topics.

As you review the list, identify the top three topics – the ones that really jump out and grab your attention.

Chances are if you want to know more about the topic, others will as well. Do a search on your top three choices. Identify books and magazines that currently exist on the topic. This should give you a good idea about competition and an opportunity to identify gaps or areas in need of further investigation or explanation. Choose the topic you love the most.

Yep, I said love.

I know that's a pretty strong word, but without passion, your book will never be a success.

When you write about what you love, your passion, and enthusiasm become contagious. Others are quick to join in the experience and before you know it, you have a best seller on your hands.

A certain amount of responsibility comes with writing a book. You must respect your sources, identify your biases, and deliver a product fuelled by your passion.

How Long Should Your e-Book be?

There is no hard and fast rule, even though people will often try to give you precise page numbers.

What you need to do is to include enough information to provide what you say you'll provide in your sales letter. You also want to consider your target market. Are you they complete beginners, who need step-by-step instructions or are they an advanced group that already has the basics figured out?

Consider that sometimes people don't want to wade through hundreds of pages of information just to use your techniques and ideas. A selling point of your product can be



that it shows you exactly how to xxx in only 25 short pages of clear and concise step-by-step instruction.

Of course, this is NO EXCUSE for creating a skimpy or sub-par product. Just provide the good and complete information you promised in your marketing.

...And speaking of your marketing, let's hear from Heather now

[HeatherJ] Marketing...

Before we marketing there are a few of the little details we have to get out of the way...

Publishing Your Book

The best advice I can give you about publishing an e-Book is to write and worry about length, price, format, etc later. News flash...we have now reached later.

You now have a product that is chocked full of information and you need to get it out there.

You have questions don't you? You're wondering how much to charge for it, whether you should have a hard copy, electronic copy, or both. Let's work on answering them and see if we can shed some light on the subject.

With the influx of e-Books on the market, your first thought might have been that it is difficult to publish a "real" book, one that you can order off of Amazon.com or pick up at Barnes and Noble.

Not true. There are various places that you can self publish a book. The costs are a bit more than for e-Books, but the exposure is greater.

If you decide that you want to self publish your book there are a few additional costs involved. You will need to purchase an ISBN for your book. Many people stray from obtaining an ISBN because in the past you could only purchase them in blocks of ten.

There are now websites that will sell individual ISBNs for a nominal fee (normally between \$55 and \$75 each).

There are also companies that you can go through such as lulu.com where you can purchase various packages that include an ISBN and a listing in various book directories.

If you are thinking that you need to purchase an ISBN to have a printed copy of your book, you don't.

Companies like lulu.com and cafepress.com will print bound copies of your book without an ISBN, however to be listed at Amazon or any other major book retailer, you will need an ISBN.

There are other publishing companies out there and you will need to do your research to see what best fits your needs as an author as well as your budget.



If your head is spinning with all the information about a physical product and you think that an e-Book might be the easier route to go, realize that there are options with an e-Book as well.

The biggest question you will need to ask yourself is what format you want to use when publishing your e-Book.

What do I mean by format? Simply put, do you want your e-Book in a PDF file or would you prefer it in an exe file?

Before you decide what's best, let's review the pros and cons of each. One of the biggest pros of an exe file e-Book is that there are various programs that you can use to compile your e-Book that make it very simple.

If you are concerned with the sharing of your product, you may want to consider an e-Book compiler, which will put your product into an exe file.

There are programs and services, which create your e-Book, and when your customer downloads your book and executes the file it locks it on their hard drive and your customer is unable to share the file with any one else.

However, when determining the best format to use, keep in mind that with the viruses that are circling the Internet, many people are leery of exe files and associate them with viruses. Also, many executable e-Books can lose the professional look.

The pros of PDF e-Books are that most everyone has the Adobe Acrobat Reader and if they don't, you can tell them where to get it for free. The files are universal and conversion to PDF is a relatively painless process.

You may think that you need to purchase the full version of Adobe Acrobat in order to convert your book, but with the open source programs out there, you can even do that now for free.

While you can protect your PDF files from being changed or printed, there isn't much that you can do about your customers sharing your finished product with others.

As authors the stingy part of us says, "I want my money and I don't want others to get it for free." But think about it like this.

People ARE going to share your book -- that's a given. There's really no way around this if you want to have a PDF e-Book and truth be told, we feel that the PDF offers more to the reader.

If you are concerned about sharing and don't want to go the executable file route there are additional steps that you can take.

Check your web stats to see how often the file is accessed. You can also set up a Google Alert for the title of your book so that you are alerted when your book title shows up on the Internet.

(This is also a great tool to determine where you are and who is promoting you and how.)

If you are concerned that people will find your download page while surfing the net, you can always create a file (a robots.txt file) that will allow you to tell the search engines not to index your page.

We also recommend that you include a disclaimer in the front of your e-Book that states it is not a free product and if they received the book for free or from anywhere other than your website to email you.

You could take it a step further and offer a reward of sorts.

Either way that you decide to go, there are pros and cons. Now you need to decide what's best for you and your reader.

Now that you've decided how you're going to publish your book, you need to determine the price. The way that you publish your book will help to determine your price.

Now, for some unknown reason, people will pay more for an e-Book than they will a book that they purchase at the bookstore. We have purchased e-Books that were \$79 and up.

These books were 200 pages in length and very well written, full of wonderful information, however, we wouldn't purchase a book at a bookstore for that price.

Why?

We don't know the answer and doubt that we ever will, but it's a thought to keep in the back of your mind.

How much do you think your book is worth? More likely than not, you haven't given yourself much credit. When offering your book up to review, ask your reviewers what value they would attach to the book.

Look at similar products on the Internet or in bookstores to come up with a price and if you're going the printed route, determine how much it will cost you per book and make sure that you've given yourself some buffer room.

When deciding to set your rate, think of the costs that you put into your product. These can include hosting, domain name, graphical work, website, editing, etc.

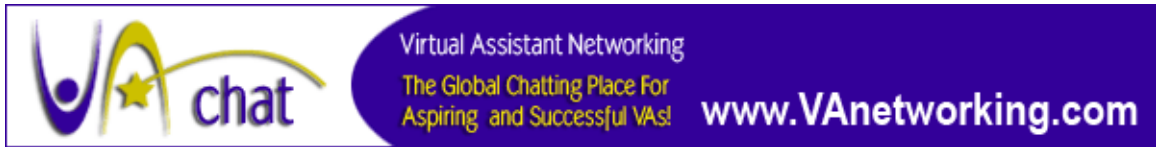
These costs all add up, but when setting your price you can easily see how many books you need to sell to receive your initial investment and the rest, as they say, is gravy.

Getting Ready to Sell

So you have the book. It's been edited. It's been proofed. There is no more information in your brain to be put on paper. Here are where the little details come into play.

While the topics that we'll cover in this chapter seem like small potatoes, they are not. They are actually what most seem to obsess over after they figure out what they are going to write about.

Let us also point out, that while you may read this chapter before you even determine what you wish to write about, let this go until you have your product ready to sell.



Do not get caught up in these details until you need to. More often than not, those putting together e-Books and info products let the details hold them up and get caught in a vicious cycle of thought.

We've done the research for you and have used systems that work. Use these tools as your guide.

Web site development

The big question is always "should I put my e-Book on my existing website or should it have its own domain?" Think about it from a promotional standpoint – is it easier to promote <http://www.myfirste-Book.com> or <http://www.myvasite.com/myfirste-Book.html>?

Chose a domain name that describes your book rather than the title, unless the title is very descriptive

For example, with Heather's book, Making Dollars Out of Cents: 101 Tips for the Frugal Marketer, a domain name of <http://www.makingdollarsoutofcents.com> or <http://www.101tipsforthefrugalmarketer.com> are more difficult than <http://www.inexpensivemarketingideas.com>.

It is also recommended that you use key words in your domain name to aid in higher search engine rankings.

If you do choose to host your product on your existing site, purchase a domain name and redirect it to that site. Always think about those that you are marketing your product to. What are they searching for? What will they remember? What will they tell other people?

Sales Copy

Sales copy is key. If you are not a writer and are not "salesy" then do not attempt to write sales copy. Hire a professional to do it. You want your sales copy to be effective.

Start with a headline that will grab the attention of your potential customer. What are they thinking? What do they need?

Then continue with a sub heading that will further draw them in to what you have to say. Use bold, big letters. Add color (red) to highlight your statement.

Continue on with your sales copy. Again, you need to play on their emotions. Get inside your customers' heads. Again, what are they looking for? What are the benefits of your book?

Remember, it's okay that there are 20 other books about the subject that you are writing about, but what makes yours better?

Again, if you need assistance with your sales copy, do not be afraid to hire a professional. You want sales copy that sells. Doing it yourself if it isn't your forte may save you money in the beginning but in the long run, it will cost you money.

Your goal is to make them get their credit card out before they even scroll down to the "buy now" button.



And speaking of scrolling, research shows that people like to scroll. So give your potential customers something to sink their teeth into. Bold the high points and highlight what you need to – draw their attention to what they need to know!

Have several people look over your sales copy and ask them for their honest opinions. Often we feel that we are being pushy, but we aren't – we're selling!

For a jovial look at sales copy, visit <http://www.clickhereyouidiot.com>. There's a lot of truth to what is written! And if you are looking for more refined sales page help visit <http://www.howtominisite.com>.

Bonuses

Bonuses always seem to trip people up. What can they give? After all, they have already put everything they have into the one product and how could they possibly put something else together?

The bottom line is, you need bonuses. It's a catch. How many times have you purchased something because you were attracted to a bonus? Probably more often than you would like to admit.

So where do we get the bonuses? There are a plethora of free e-Book sites out there where you can grab freebies to give away. You can check out <http://www.mmslibrary.com> (username=I love and the password is marketing) and find numerous e-Books there.

You can also visit Project Gutenberg at <http://www.gutenberg.org> for many others. Google "free e-books" and you're sure to find something free that you can give away to your customers.

Just be sure to watch that these aren't bonuses that they could easily find on their own (or ones that are known to be free such as many of the Seth Godin e-Books.)

Just as you sell your product, sell your bonuses as well. Tell your customers the value of the product you are giving them. What are the benefits? Do your best to find bonuses that will complement your product.

These could be other e-Books, spreadsheets, and 30-minute consultations, among others. Be careful though. If you are bonusing your time, think about the amount of sales that you could have and how much time that will take from your schedule.

If your product is high dollar than it might be worth your while – but just remember, we're writing and selling books to supplement our income – passively.

So those are the bonuses that are listed on your sales page. Think a little deeper...deep enough to figure out how you can keep in contact with your customers after they download or purchase your product.

If your product is an e-Book that they download immediately after purchase, set up a way to capture their name and email address. To do this, you will need an auto responder service.



The most commonly used are Aweber (www.vallyva.net/aweber.html) and 1ShoppingCart.com (www.1shoppingcart.com). While the benefits are great for both, we find Aweber to be more user-friendly (and a tad cheaper!).

If the \$20-\$30 subscription price isn't in your budget then you may be able to use Get Response (www.getresponse.com). With their free account you can set up a five message text auto responder series.

When the time comes you can convert to a paid membership and expand.

We've talked about this auto responder service but why? The answer is simple and pure genius in our minds (and no, we didn't think of this on our own, we saw it done by the big wigs.)

Unadvertised bonuses! What better way to keep in touch with your customers than to continue giving them products that are beneficial to them?

Again, search out and brainstorm what you can offer. Begin gathering. Talk to colleagues and see what they have put together and ask to use it in return for credit. Work together.

They may have put the information together, but you are promoting them in return! It's a win-win situation.

In addition to offering the unadvertised bonuses, you are creating a list. Futuristically, you can use this list to promote other products, both those that you create and those that you are an affiliate of.

You know what these people are looking for and with the list you can offer it to them, increasing your passive income stream.

Payment Processors

And how do we collect the money? That's the best part but also the worst details wise. There are a few ways that you can do this both on your own and through a service.

Clickbank.com is one of the leading services out there for digital products. They have the largest affiliate base of all of the services however they do have a few drawbacks.

There is a one time \$49 set up fee for your products and you cannot sell a product over \$49. If you've got a high dollar item, you'll need to find another service. Your product will also be listed in their marketplace in the category of your choosing.

Another drawback is that you have to offer a 60-day money back guarantee. While this seems silly with a digital product, you do have to offer it. Knock on wood; it's not something that either of us has experienced.

Clickbank is turnkey in that they process all of the payments whether they are through PayPal or a credit card. They pay your affiliates so you don't have to keep track or worry about paying them.

They cut a check on the 1st and the 16th of the month minus the affiliate commissions and their fees and are always reliable. However, if you are the type of person that wants the money right away, Clickbank might not be the right option for you.



The other drawback of Clickbank is that they do not keep track of your customers or your affiliates so if you do want to keep in contact with them (highly recommended) you will need to set up a way to capture their information.

If Clickbank isn't the choice for you, perhaps Paydotcom.com will work better. Their marketplace is growing and there is no set up fee. You can set up a two-tiered affiliate program however; you are responsible for paying your affiliates.

The payments are immediately sent to your PayPal account minus the fees that they take out.

There are not as many conditions that you need to follow with Paydotcom.com however they are still growing. Check out the two and see what works best for you.

1Shoppingcart.com is also an option, however, it comes with a hefty price tag and with only one product under your belt, and it may not be worth your while to invest at this time. But keep it in the back of your mind for when you grow.

Affiliate Programs

Let other people do the work... 😊

We've touched a bit on affiliate programs with the payment processors but let's go over them again in a little more detail.

Clickbank does offer an affiliate program. Clickbank takes care of paying your affiliates and has the largest number of affiliates of any company. Clickbank does not keep track of your affiliates.

Paydotcom.com offers the set up of a two-tier affiliate program however you are responsible for paying your affiliates monthly.

Paydotcom.com keeps track of your affiliates and allows you to set up an extensive affiliate toolbox making it easy to offer marketing tools to your affiliates.

1ShoppingCart.com offers a more extensive affiliate program with its subscription service and again, allows an extensive tool kit for your affiliates. It does keep track of your affiliates however; you will have to pay them on the terms that you set up.

There are affiliate programs that you can install on your server however; if this is your first e-Book we do not recommend that you go this route.

While you would be saving money, you would be losing the promotional platform of the bigger companies such as Clickbank and Paydotcom.com.

So now that you know how to get it published and how to get it up for the world to purchase, you should be well on your way to creating your first e-Book.

Always remember that the majority of the time, we are the only things standing in the way of our success.

Don't think that you can't do it because you can.



We are all experts at something, so it's a matter of simply finding what it is that we are an expert on and getting it out there.

If you don't put the knowledge that you have into something a person can purchase, you're sitting on a goldmine.

Start digging!

We are offering a special for VAN members -

<http://www.writingwisely.com/everydayguidetowritingandmarketingsalespage.htm>

Save \$10 and be among the first to receive your copy of The Everyday Guide to Writing and Marketing Your e-Book Wisely!

Thank you

The book will be released on November 1st

Heather, Laurie, thank you, are there any questions for these two? Remember to type "? " and we will get to you in turn

[Jaime] I'm wondering how long an e-Book needs to be to be considered a book rather than a booklet!

[HeatherJ] I would say anything under 30 pages is a booklet

[Laurie] it depends Jaime

[HeatherJ] but that's just my personal opinion

[HeatherJ] The book will include more than this...some of the topics covered will be

- Choosing a Topic
- Doing the Research
- Editing and Proofreading
- Finishing Touches
- Canadian Publishing Information
- Publishing Options
- Getting Ready to Sell
- Book Design
- Marketing your e-Book
- And more

[Laurie] and another thing which we didn't cover here, but is very important - cover design

[Pam(delan)] Heather how would you set up that robots.txt thingy to keep the spiderbots from listing your private stuff?

[HeatherJ] Off the top of my head I couldn't tell you

[HeatherJ] but I can get it for you...that part will be in the book... 😊

[HeatherJ] but I'll go and look it up for you

[Laurie] oh and we have information about publishing in Canada as well

[Pam(delan)] 😊ty

[HeatherJ] Personally, I never thought that I could do this, but I have to tell you...the checks I get for the 50 hours of work and \$150 that I invested are nice

[Sally] 🗺️

[Laurie] Passive income is the only way to meet your financial goals

[Pam(delan)] lol I'm still waiting for those checks, but my local sales are not bad so far

[Laurie] or I guess I should say - exceed

[Laurie] ok there's a good point

[pattyd] And you had a sale from Indiana too Pam 😊.

[Laurie] how long did it take you to do your book Pam?

[HeatherJ] Well, I use Clickbank, so I get a check twice a month

[Pam(delan)] lol yes that's right 😊ty Patty

[JudyL] ?

[Pam(delan)] Ummm??? I was working on the first book for about 3 months off and on, the little kids book took me about a week or two, I think

[Laurie] I did mine in a matter of weeks

[Pam(delan)] Yes Judy?

[HeatherJ] Mine took a little longer, but it was because I was halting myself in getting it done...trying to worry about what I would do with it once I finished

[Laurie] go ahead Judy

[JudyL] Is there a minimum before they deliver your funds? Do they keep you informed while the balance builds?

[HeatherJ] Dale gave me two weeks to finish it

[HeatherJ] With Clickbank, you log on and it tell you what your check will be

[Pam(delan)] that was my prob Heather

[Laurie] I use paydotcom.com and the funds go to my PayPal account immediately



[HeatherJ] I have mine set to send me a check if it's greater than \$25 but you can drop that to \$10

[HeatherJ] if you want it immediately, I would recommend paydotcom.com

[HeatherJ] I like the checks because it's almost like a little savings account for me

[JudyL] Could one set it up to have the PayPal deposit set up like Heather does?

[HeatherJ] but I get a notification when I make a sale and I can look and see who sold it and it has a very good reporting function

[Laurie] always research your options to find the one that works the best for you

[HeatherJ] not for click bank, but they do accept paypal as a payment form from customers

[JudyL] Do you discuss what a good price level is for an e-book?

[HeatherJ] when I have a sale though, I do just set up a paypal button and don't run it through Clickbank

[JudyL] Would it be better to have lower priced books?

[Laurie] me too

[HeatherJ] the price level is based upon what you want it to be

[HeatherJ] don't devalue yourself to sell more

[Laurie] we do discuss pricing in the book

[HeatherJ] when I see an e-book that costs \$79 I automatically think it's valuable information

[HeatherJ] when I see a 500 page e-book for 9.99, I have to wonder why it's so cheap

[Laurie] again it depends - on what else is out there, what the competition is charging, what kind of draw you have - so many things

[HeatherJ] I have played with my prices over the past year

[Laurie] but Heather is correct as well

[HeatherJ] to see which sells more

[HeatherJ] when I raised it to \$24.95 I've sold more than when it was at \$19.95, \$12.95, and \$22.95

[HeatherJ] it's about perceived value as well

[Laurie] it's important to track different methods so you can determine which ones are more successful

[HeatherJ] you can also split test your sales copy and have two sets of sales copy to see which has the highest conversion

[Laurie] which Heather talks more about in the book when she talks about testimonials



[HeatherJ] it's all about how successful you want this to be and how much passive income you want to generate

[Laurie] it's really kind of fun

[Pam(delan)] Judy did that answer your question?

[HeatherJ] the possibilities are endless... 😊

[RoxanneR] One of my problems has been forcing myself to get moving on the project. I'd love to work in a focus group with others who are working on a book.

[JudyL] yes, ty

[HeatherJ] it's a lot of fun actually...I personally market my book through a few articles and in my signature line and then my affiliates

[JudyL] me too

[HeatherJ] I'm happy with what I make with it, but I often wonder how many I could sell if I truly marketed it

[JudyL] accountability, Roxanne.

[HeatherJ] 😊

[Pam(delan)] focus groups are great and help you reach your personal deadlines

[Pam(delan)] also great for brainstorming when you get stuck

[Laurie] That's an interesting idea - one worth exploring further!

[HeatherJ] rather than a large group, I would find a buddy

[RoxanneR] I know. It makes a world of difference from me.

[HeatherJ] I love to write but have been in a rut recently with writing and it's been Laurie who has pushed...

[Pam(delan)] yes a smaller group is better, you get more work done

[HeatherJ] a buddy would also give you someone to bounce ideas off of

[HeatherJ] and if you're hesitant about going it alone, partner with someone who has complementary knowledge

[Pam(delan)] Any more questions for Heather and Laurie?

[HeatherJ] that's what Laurie and I did...she knew the writing part and I knew the marketing part...we combined efforts

[HeatherJ] two heads are better than one

[RoxanneR] That makes sense, Heather. I am trying o force myself to get my project done by October 31st, there, I've said it out loud. If anyone wants to buddy up please Skype me at sohoroxanne.



[HeatherJ] But know that if you don't make that date it's okay...like I said Dale gave me 2 weeks to finish and I took 2 months...but it got done... 😊

[Pam(delan)] what is your book going to be about Roxanne?

[HeatherJ] she's nosey

[Pam(delan)] lol

[Pam(delan)] my nose is small I'll have you know

[RoxanneR] Virtual collaboration

[HeatherJ] fits in there better... 😊

[HeatherJ] I'm kidding of course

[HeatherJ] keep in mind also, that you don't have to target VAs when writing

[Pam(delan)] lol

[RoxanneR] Basically my teleclass in a box. :-)

[HeatherJ] and truth be told, your book doesn't have to be about business...you could be good at knitting, cooking, etc

[Pam(delan)] That sounds like an interesting subject Roxanne

[HeatherJ] it's easier to market when you already have a target but some of us may also be interested in those types of books

[Pam(delan)] children's stories, craft ideas...

[HeatherJ] exactly

[RoxanneR] I am going for entrepreneurs and independent professionals on this, though it would be beneficial for a new VA, especially, too.

[HeatherJ] my book started with just VAs buying it and it's out there now so there are other industries who are purchasing it

[HeatherJ] they also serve as nice added value items for clients

[LisaB] Great job guys -- tons of info to think through!

[Pam(delan)] k well it's almost 12:30 here in the eastern time zone, so if there are no more questions I will extend our profound thanks to Heather and Laurie for a fantastic chat today

[HeatherJ] and once you do one, then you have the knowledge to help them put one together and sell it

[Sally] hey! great chat! Thanks!!!!

[RoxanneR] Thank you again Heather and Laurie for such valuable info and for the inspiration and great ideas. Have a great weekend everyone.

[pattyd] Thank you Heather and Laurie.



[Sally] I'm off to go write my e-book 🌐

[Angela] Great job! Thanks Heather & Laurie! 😊

[pattyd] Lots of great information!

[RoxanneR] Good point, Heather. Thanks.

[Angela] Have a great weekend everyone!

[Pam(delan)] Candy Beauchamp will be speaking to us October 27th on interviewing a Potential Client the Two-Way Street

[Pam(delan)] hope to see you all there

[Pam(delan)] by now 😊

[HeatherJ] bye all

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