By Steven Schneiderman

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Contents

Introduction

Hello, my name is Steven Schneiderman, and I'd like to show you a quick and easy way to electronically publish your work within minutes. In the pages that follow, you will learn about some of the pros and cons of ebook compilers and ebook publishing companies, and why I think **EbookoMatic, The Instant Online Ebook Publisher**, is the only reasonable choice for you to consider.

I can show you a way to publish your ebooks and begin selling them online on multiple web sites within minutes. Not months, weeks, or even days. In fact, if your manuscript is in **Microsoft Word for Windows 95, 97 or 2000**, you could be published in the same amount of time it takes you to read this brief ebook!

Now, I know you're probably skeptical. That's normal and healthy, but here's why you should listen to me: I've paid my dues trying to get my own work published, and now you can benefit from my experiences. Here's what I've learned.

- You <u>don't</u> need an agent or a publisher to sell your own ebook online. Say goodbye to needless revisions and rejection forever.

- You <u>don't</u> need to know anything about PCs or the Internet. If you can open a web browser and click on a button, you can publish electronically.

- You <u>don't</u> need to spend a lot of money on printing and shipping. With electronic publishing, there is no inventory management to worry about.

- You <u>don't</u> need to know anything about HTML coding. Forget about trying to turn your manuscript into a massive collection of web pages.

- You <u>don't</u> need to worry about credit card transactions or web design. Let someone else handle this for you.

Publishing electronically is much, much easier than you think!

Publish or Perish

We all know that getting the attention of a publisher, agent, or editor is one of the greatest challenges a writer faces.

Like most writers, I spent time learning to craft the perfect cover letter. I spent money duplicating my manuscripts and including self-addressed stamped envelopes with every sample of my work. And at the end of several months, if I was lucky, I had nothing to show for my efforts except a growing pile of rejection letters on my desk. Am I alone? No. I'm sure you have stories of your own.

Then one day it dawned on me that maybe I was focusing all of my energy on the wrong audience. Instead of trying to interest a few select people in power, why didn't I just go straight to the people who might want my book in the first place?

Just because those publishers, agents and editors didn't show an interest in my work didn't mean that there weren't potentially millions of people out there who would read it! And what better way to reach those millions of people than through electronic publishing?

Ever since Stephen King hit the cover of Time Magazine last year, ebooks have been the center of attention amongst authors and publishers. Frankly, ebooks have been around a long, long time – almost since the Internet went commercial in 1995 – but to the bulk of the people out there, it was a new, untested medium.

When King decided to release his book via the Internet, all eyes turned towards him, and many publishers wanted him to fail. In the long run, while King made about $500K in his first month, he opted to discontinue his online serialization of his novel in favor of print publishing. He knows who butters his bread. Still, for the vast majority of previously unpublished authors, electronic publishing has huge benefits:

- You don't need an agent or a publisher.
- You can create an ebook yourself using tools like **EbookoMatic**.
- You can automate ordering and fulfillment.
- You can give your ebook exposure to millions of readers for free.
- You can receive greater financial rewards.
- You can bring your book to market instantly.

These are all good reasons to publish your work electronically. The challenge has been how to bring your ebook to market quickly, affordably and securely.

Decisions, Decisions, Decisions

Once I decided to publish electronically, I realized I had to make a decision. Did I want to purchase ebook software, create my own ebook, and then develop and promote my own web site, or did I want to find a trustworthy electronic publisher to manually convert my manuscript and then promote it for me?

Now I have looked at just about every major ebook compiler package on the market. In fact, I presently own over 15 different software packages including several that are freeware and shareware products. Here's what I found:

- Some software can cost in excess of $250. That's for starters. Then you have to consider the cost of your time to learn how to use the software. This usually results in lost time and money and a great deal of frustration.

- Some companies charge you to upgrade every time they release a new version of their software, and if you don't upgrade they won't support your old version. So you have an ongoing investment to worry about.

- Some software can actually promote piracy by storing your web pages in temporary directories enabling anyone to alter, copy, print and resell your ebook without you even knowing about it.

- Some software requires you to have an understanding of HTML coding and sophisticated web page design. While many folks dabble in creating their own web pages, few of us are talented enough technically or graphically to create a smart looking finished product.

- Freeware and shareware ebook compiler solutions may appear to have good value, but sometimes they can be buggy, poorly supported, and limited in their functionality. Many also use their own proprietary format that can cause all sorts of support problems further on down the road.

So much for ebook compilation software. I don't know about you, but I'd rather spend my time writing and working on new books. If you have the time and money to experiment, more power to you. But if you want to focus more time on your writing, please read on.

Same Challenges, Different Medium

I've also performed thorough research about ebook publishing companies, too. One search through your favorite search engine will reveal hundreds of ebook publishers. Who are these people and where did they suddenly all come from?

Most are folks just like you except that they have found the time to master ebook software compilation and web design. Many of these "techies" have built a small business by charging authors like us anywhere between $50 to over $1000 to manually convert a single manuscript into an ebook. That's a lot of cash for anyone to spend, especially a fledgling author.

Like many of the small press publishers in the print world, many of these smaller electronic publishers are also going out of business faster than you can say "dot com." In fact, some of the forerunners of ebook publishing went belly up in just the past few months claiming insufficient funds and lack of profitability. Do you really want to see your publisher go under before your ebook even has the chance to see the light of day? I don't.

There are some larger, more recognized publishers who are attempting to make the transition from print to ebooks. Some are buying up the failing dot coms, but it's clear from visiting many of their web sites that they don't fully understand the ebook market or the needs of the authors.

They don't understand that new authors frequently want greater control and participation in how their work is marketed, and that the old way of doing business (low royalties) is no longer favorable.

Of course, the really big problem with trying to approach a major publisher is that they tend to publish established authors with a successful track record over new authors.

Big surprise.

There's Got To Be A Better Way

With many electronic publishing services, you're often just another ebook on a virtual ebook shelf. Sure, you have the satisfaction of knowing your ebook is available for sale to millions of people, but a part of you feels powerless.

Why? Possibly because without knowledge and experience in Internet-based marketing and promotion, no one is going to find out your ebook even exists. While a lot of these online publishers might have real pretty web sites, if folks don't know your ebook is there, how will they ever find you? And while some of these publishers might offer the latest print-on-demand technologies, they usually know little to nothing about marketing and promotion.

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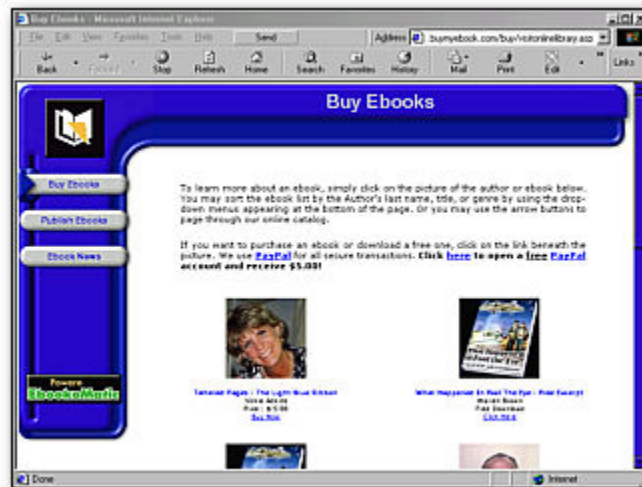
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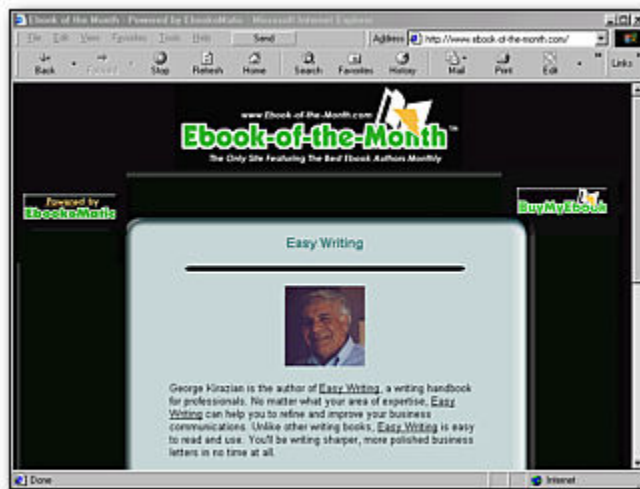

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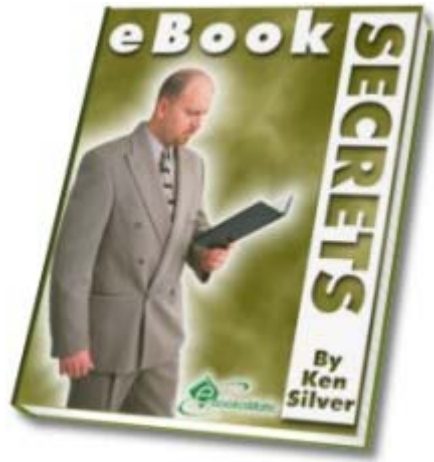
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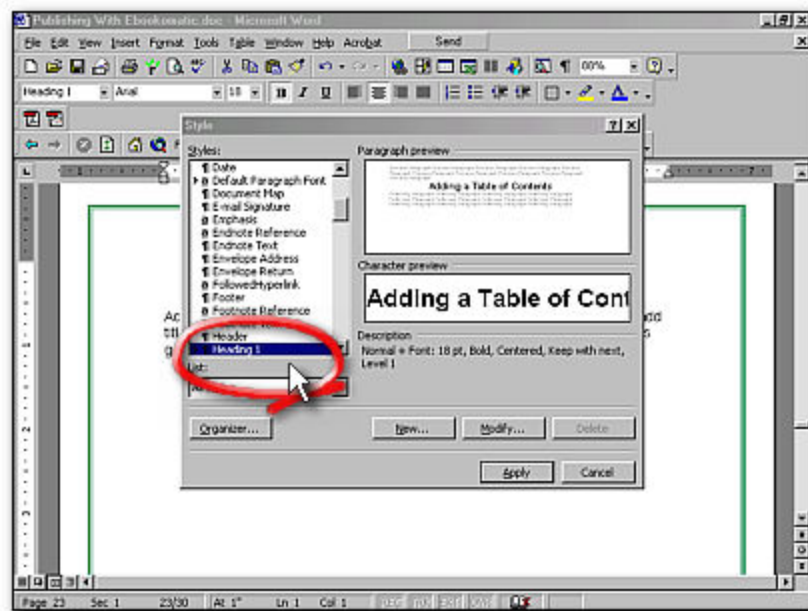
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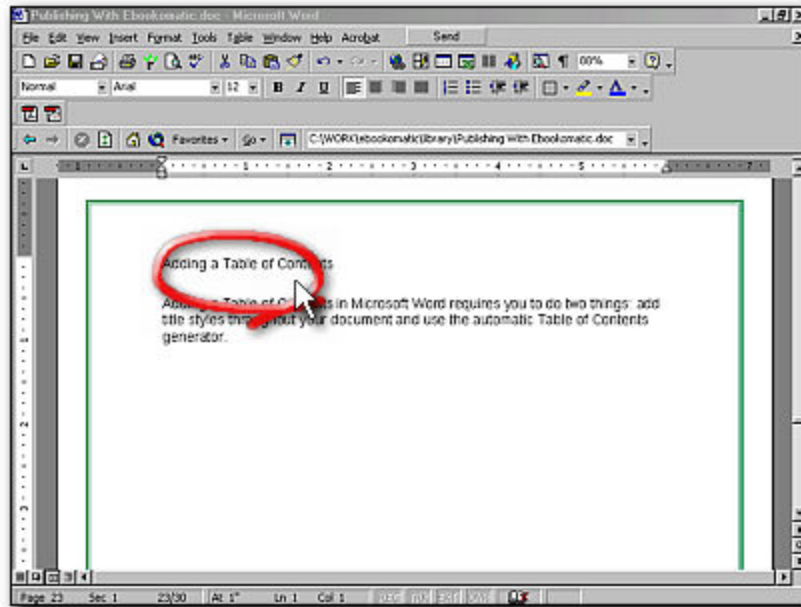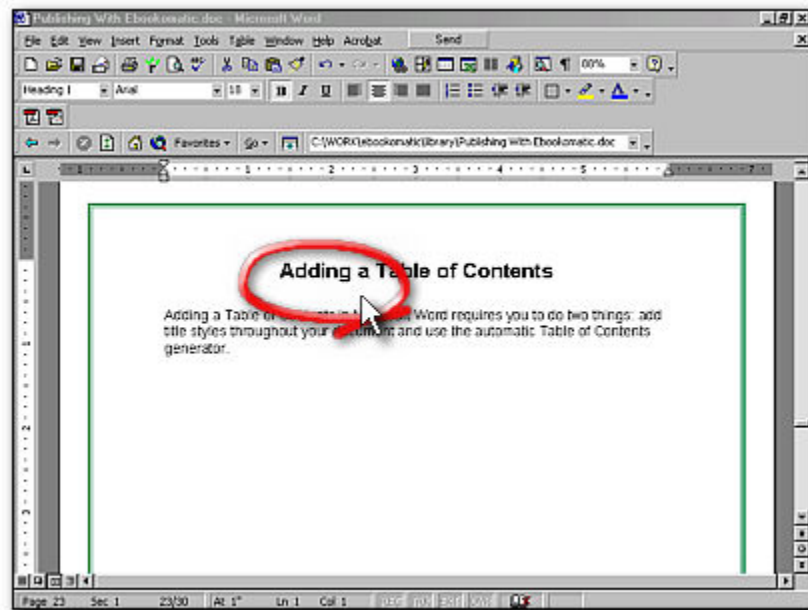
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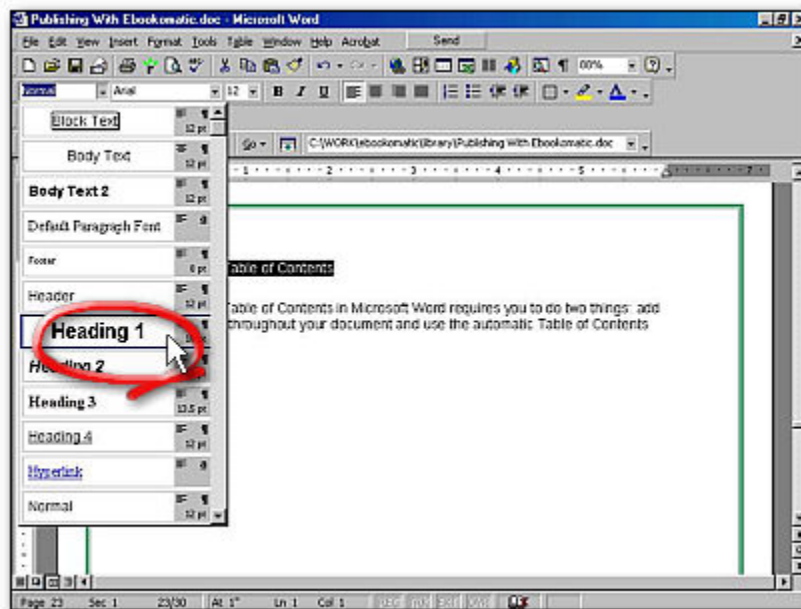
Applying Styles 3

Instantly, the highlighted text takes on the attributes of the style selected. In this case, Heading 1.


Applying Styles 4

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When you have finished adding styles to your chapter titles, you are ready to auto-build your Table of Contents. Start by selecting **Insert > Indexes and Tables** from the top menu bar.
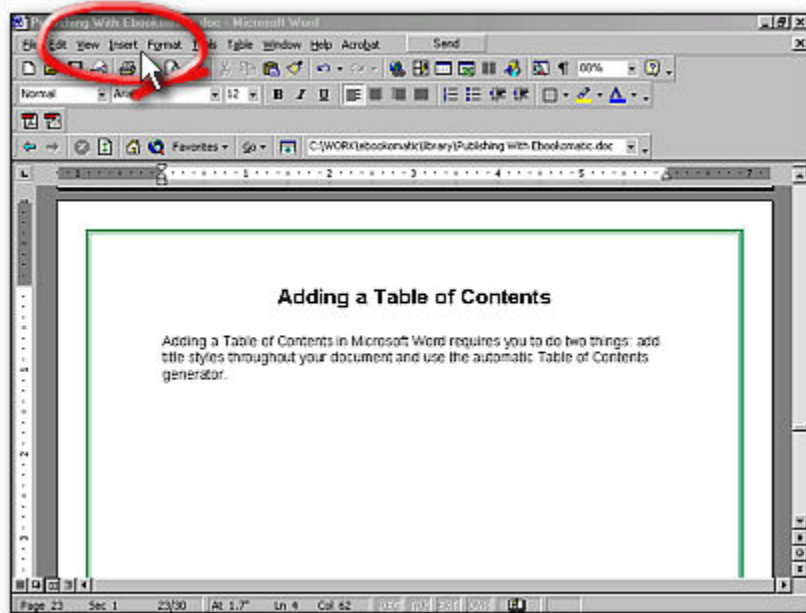
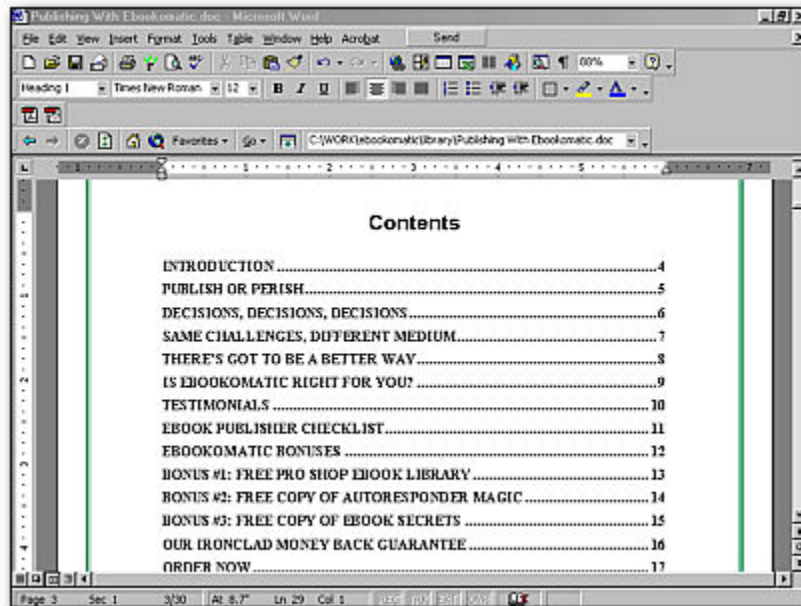**Building A Table of Contents 1**

The options for **Indexes and Tables** appear. Click on the tab for **Table of Contents**.

If you have only applied a single heading style to the main chapter headings, then make sure the **Show Levels** settings is set to **1**.

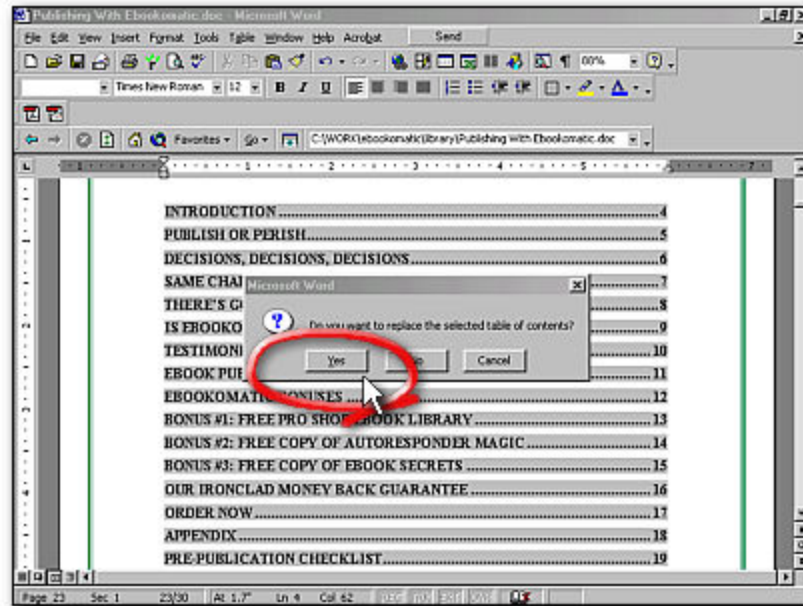Then click on **OK** to generate your Table of Contents.
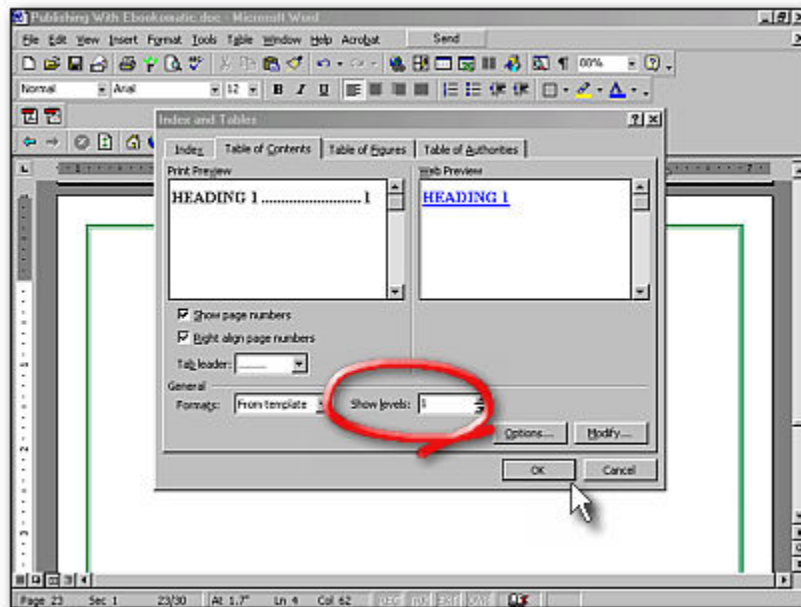
Building A Table of Contents 2

Building A Table of Contents 3

If you add or edit chapters, you can regenerate an updated Table of Contents. Repeat the process, and Microsoft Word will ask you if you want to "**Replace the selected table of contents?**" Respond with "**Yes**" and an updated table will be created and displayed.


Building A Table of Contents 4

For ebooks fewer than 25 pages, a Table of Contents is usually not necessary, but if you have many chapters and want to be courteous to your readers, add a Table of Contents. It's quick and easy with Microsoft Word.
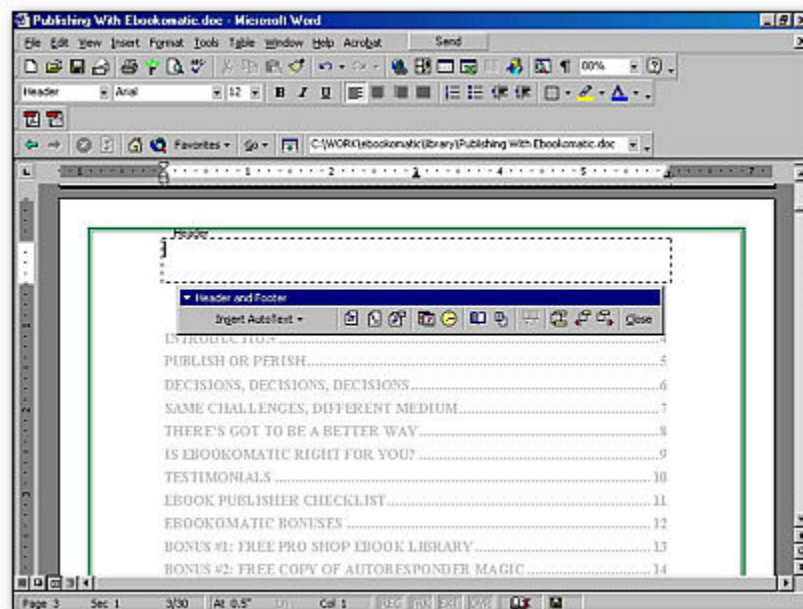
Adding Headers

When publishing your manuscript, it is important to make the document look as professional, clean and crisp as possible. Adding the Title and Author Name to the page header and Page Numbers to the footer really helps your reader as they progress through your book. Start by selecting **View > Header and Footer**.
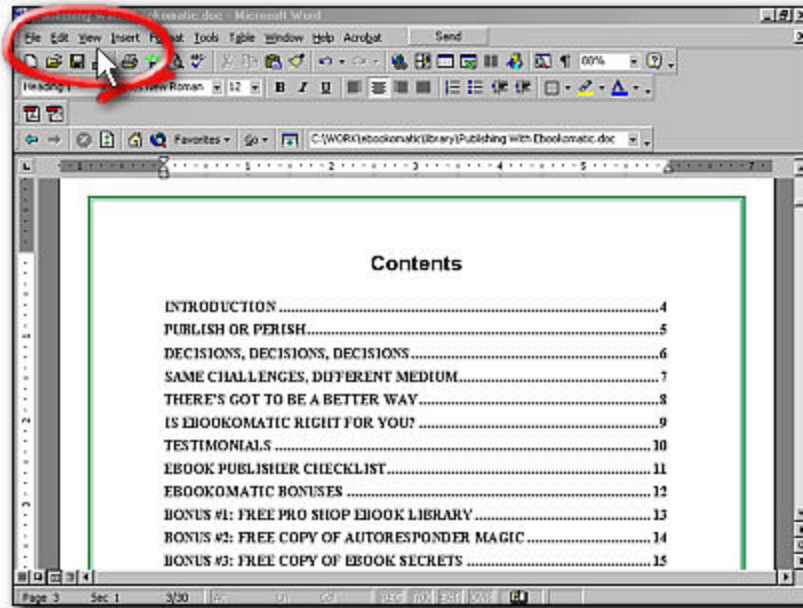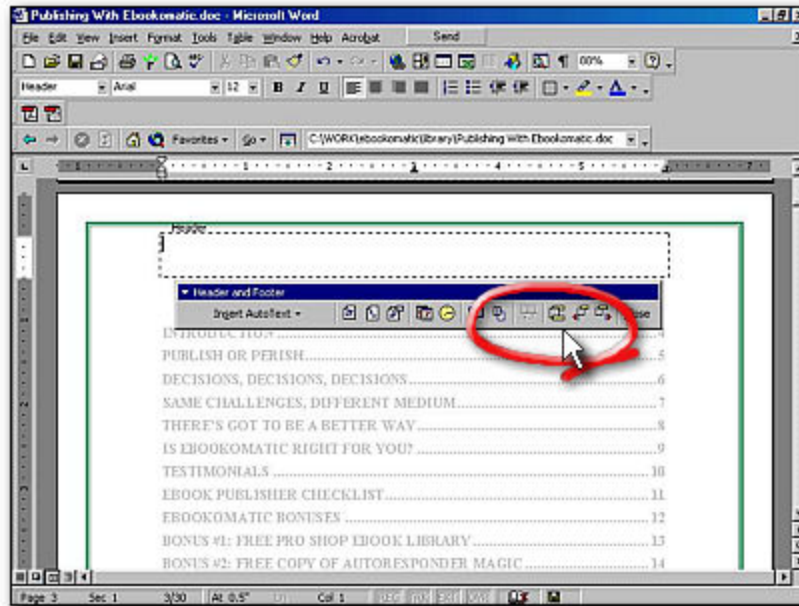
Adding Headers and Footers 1

Your page will display a rectangular header at the top of your page bordered by dashes. Enter your Title and Author Name here.
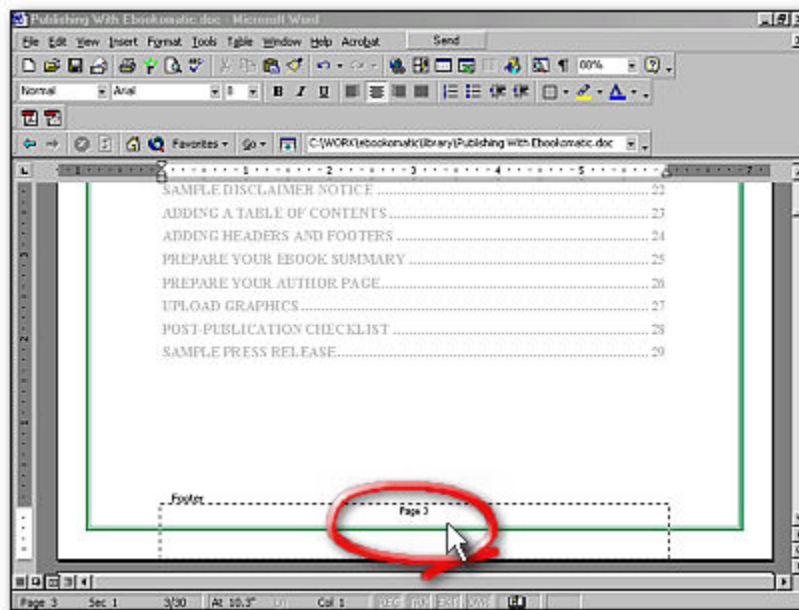
Adding Headers and Footers 2

Adding Footers

To enter your page numbers in the footer, click on the header/footer toggle button on the tool bar, and the page will jump to the bottom of the page and display the footer area. Type and center the word "**Page**" and then click on the **"#"** sign to add auto page numbering to your footer.

Adding Headers and Footers 3

Adding Headers and Footers 4

Uploading Your Word File

Now that your manuscript is ready for publication, let's look at how easy it is to actually upload your file and begin using **EbookoMatic**. First go to the **Member Login** screen located at **http://www.ebookomatic.com/publish/signin.asp** and enter your login name and password that you chose when you first registered for **EbookoMatic** (if you have forgotten your password, just enter your login name and click on Forgot Password, and the system will email you your password immediately). Additionally, you can change your login and password at any time.

Publishing with EbookoMatic 1

Upon login, you will arrive at the **Members Only** screen that provides general navigation tips and information about the system. To start publishing, click on **Author Support** where you can do all of the following:

- Review checklists
- View online tutorials
- Upload and download your ebooks.
- Create and edit your **Ebook Summaries** and **Author Page**.
- Upload and change your ebook cover and headshot graphics.
- Download free tools.
- Check your Page Views and Royalties in real-time.

Here's a snapshot of the **Author Support** page with all of its options:

Publishing with EbookoMatic 2

Look under the **Upload** section and click on <u>Upload a New Ebook File</u>. Here you will browse for the **Microsoft Word** file located on your PC that you want to upload to our system. Then you enter a password that will be required to open the ebook.
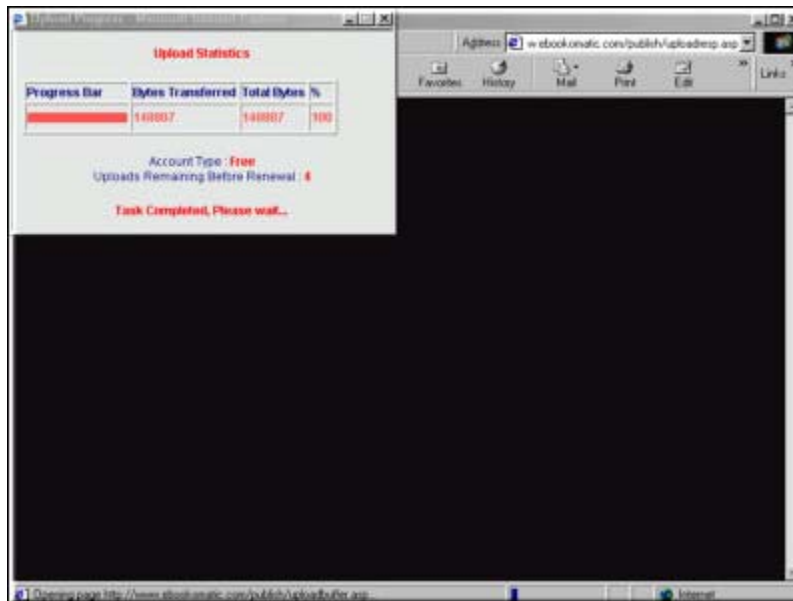

Publishing with EbookoMatic 3

With this password and the security settings (see the red arrow) you can prevent anyone from performing unauthorized printing, editing, copying and modifying of your ebook. By default all of these functions are disabled.

It's important to remember a few things about security:

- On any given day, a good hacker can crack any software or ebook. But remember, if this was a print book, anyone could loan the book to someone else, copy pages on a copier, quote your work in their own work, etc.

- The odds of someone deliberately editing and reselling your work in an authorized fashion are fairly slim. Don't make yourself neurotic about security. Copyright your work prior to publication and you should be able to sleep at night.

While your file is being uploaded to **EbookoMatic**, a box will pop-up in the upper left corner of your screen to show your progress, your account status, and the number of remaining conversions.

Publishing with EbookoMatic 4

Preparing Your Ebook Summary

After your file has been received and conversion has begun, the system will prompt you to fill in an online form for your **Ebook Summary**. Here you may choose the status of the ebook, the price, the ebook title and the genre.
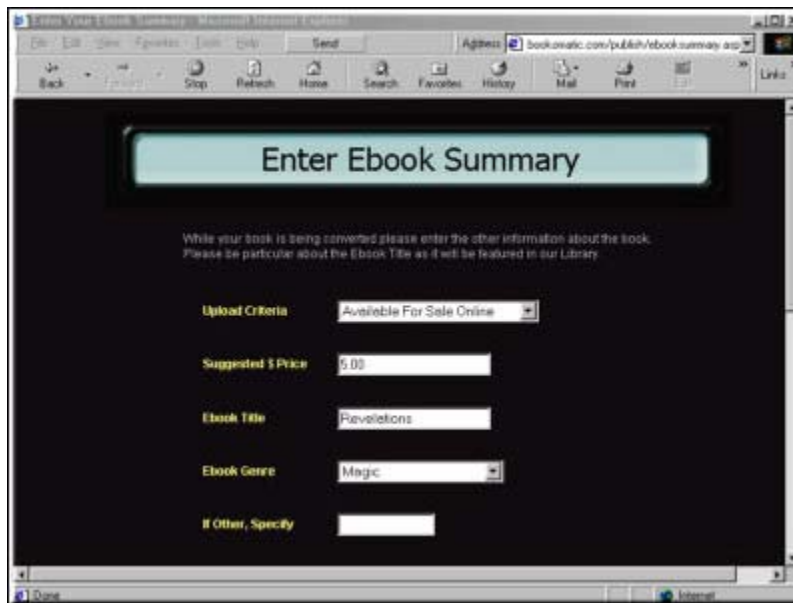
Your ebook status may be set to any of the following:

- Available for Sale Online
- Available for Free Download (great for offering free excerpts)
- Not for Public Use (great for personal documents or works in progress)

Our genre choices are numerous, but if you can't find an appropriate genre, you can even add your own!

None of these settings are in stone, and in fact, may be changed at will through **Author Support**. So if your ebook is not selling well at $10.00, you can always reset the price to $8.95.

Here are some snapshots of the **Enter Ebook Summary** screen where you can choose these settings as well as include a brief summary and book excerpt.

Publishing with EbookoMatic 5

Note the **Ebook Summary** screen is comprised of two parts. The lower portion of the screen allows you to enter a textual description of the ebook.

Publishing with EbookoMatic 6

It's really important to use this summary space wisely. Describe your ebook concisely and include a few paragraphs or the first page of your book. This is your best chance to intrigue new readers and customers.

A carefully crafted **Ebook Summary** will help you to sell your ebook. Blurbs and summaries attract people's attention to your work by intriguing them with details about your story.

If you describe your ebook with dry, non-descript words and phrases, the chances are people will ignore your ebook. However, if you write a summary that stimulates their imagination, you will hook them, and they will buy your ebook.

Writing a summary that sells is very different from creative or academic or technical writing with which most authors are familiar. To that end, it is to your benefit to read a little bit about copywriting.

There are many books and courses available on the subject. Some of the best are distributed through Dr. Ken Evoy who is among the highest respected marketers on the Internet today.

His extensive collection of ebooks covers everything including how to write text for your web site, how to transform your knowledge and experience into revenue, how to determine the appropriate price for your products and services, and how to choose the most powerful words to help sell your work. We recommend his ebooks highly.

To get started, we recommend signing up for his **free** mini-courses available by email. Each day you'll receive helpful hints and examples about how to write well for the web.

Recommend Tools and Services:

- **Make Your Site Sell**
- **Make Your Knowledge Sell**
- **Make Your Price Sell**
- **Make Your Words Sell**
- **The Netwriting Master Course**
- **The Pricing Master Course**
- **The InfoProduct Master Course**
- **Instant Sales Letters**
- **Push Button Sales Letters**

Uploading Your Ebook Cover Graphic

After submitting your **Ebook Summary**, the system prompts you to **Upload Your Graphic File**. Here you may upload an ebook cover graphic you've designed or had designed for you. All you do is browse for the appropriate file and click to upload it to our system.

Publishing with EbookoMatic 7

The graphic upload usually takes only a few seconds due to the small size of the graphic file. Remember to make sure you've sized it appropriately prior to uploading (**100 x 100 pixels**) and that the file is in either **JPG** or **GIF** format.

Generic Ebook Graphic (100 x 100 pixels)

If you don't have a cover graphic at this time, no problem; the system will assign the generic graphic pictured above. You can always upload a cover graphic later, or change them frequently to test market reader response.

Preparing Your Author Page

Just as your **Ebook Summary** sells your ebook, your **Author Page** sells you to your readers. It's very important to blow your own horn <u>in moderation</u>. That is to say, you want to impress your readers, but at the same time, you do not want to come across as one who lacks all humility.

Publishing with EbookoMatic 8

As an exercise you might list the top ten facts you want to include on your **Author Page**, and then write the page in the third person as if you were an interviewer or an objective third party.

Most **Author Pages** include the following information:

- Year and place of birth
- Educational background
- Past publications
- Past awards or accomplishments
- Current information

An example might be as follows:

> "Steven Schneiderman was born in the Bronx, NY in 1958. He has earned both a B.A. and an M.A. In Creative Writing, and he has taught English as a Second Language at Queens College, The City University of New York in the early 1980's.
>
> His previous poetry has appeared in numerous small presses across the country including Poetry Now, Non Sequitor, Drum, Terrible Beauty, and Japanophile. His non-fiction work has

appeared alongside Woody Allen and Stephen King's essays in American Voices published by Harper & Row.

His poetry and fiction have won multiple university awards including the Schoenstein Award for Versatility in Creative Writing and the Kreuzer Award for Most Promising Poet of the Year (1980 and 1981 respectively) from the City University of New York.

Steven Schneiderman currently resides in Tulsa, OK with his wife and two children. In addition to being an author, he is also the creator and founder of EbookoMatic: The Instant Online Ebook Publisher."

Like your **Ebook Summary**, you can also upload a headshot photo of yourself for your **Author Page**. Yes, this means your ebook cover graphic shows up in our online library (to help differentiate you from another author), and your headshot shows up on the top of **Author Page** to make the make more warm and personal.

To upload a headshot photo, just return to **Author Support** and choose Upload Author photo. The system will walk you through the same process as it did before for the ebook cover graphic. Nothing could be simpler.

The snapshot below shows you a sample **Author Page** in our library.

Publishing with EbookoMatic 9

Graphic Tips

Graphic files must be in either **JPG** or **GIF** format, and they should be sized properly for our web pages before you upload them to our system. We accept graphics measuring **100 x 100 pixels**. We provide a free trial download of a wonderful little tool from **Trivista** called **A Smaller Image** to help you.
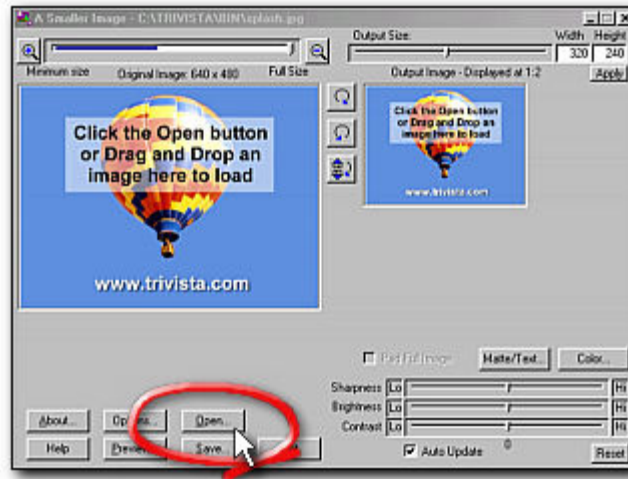
Using A Smaller Image 1

Open the desired file, and set the picture size to 100 x 100 pixels (Step 1). Move the "Crop Window Slider" over the image to frame it just right (Step 2). Click and save.

Using A Smaller Image 2

Once your graphics are ready, you can upload them to your **Ebook Summary** and **Author Page**.

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Publishing with EbookoMatic 10

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Remember, when distributing your ebooks yourself, you'll need to include the password so people can open and read the file. If you ever forget your ebook password, just drop us an email and we'll send you the password right away.
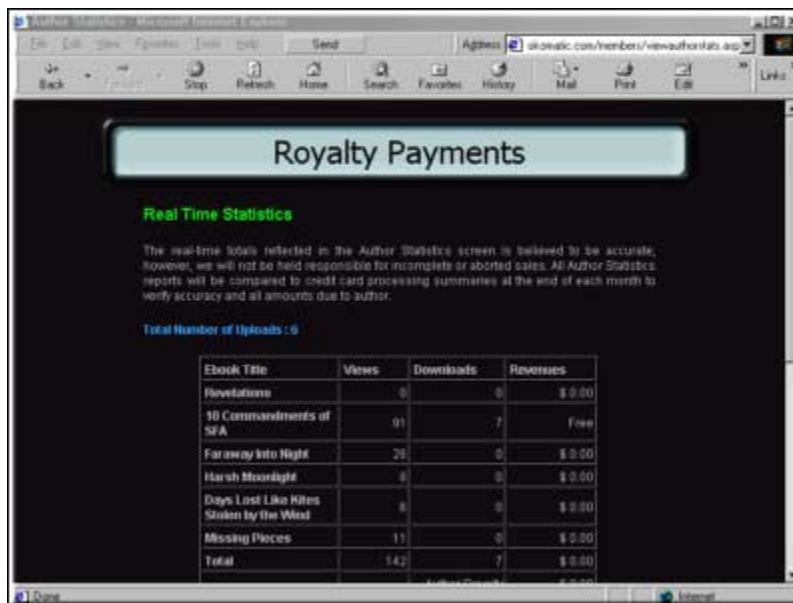
You'll also need to provide access to the **FREE** Adobe Acrobat Reader. Click the button below to download a copy now or visit **http://www.Adobe.com**.

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As a value-added service to our members, we provide real-time statistics displaying the number of times each ebook summary has been viewed and how many sales you have made per ebook.

From the **Author Support** page, simply click on <u>Royalties</u> and you'll be taken to a tabular display which shows your ebook titles on the left side followed by the number of times the summary has been viewed, the number of downloads, and the running total for revenues.

Publishing with EbookoMatic 11

In addition to being handy for checking your popularity and sales, this is also a great marketing tool. If your views and sales are not what you expected than try adding or changing your ebook cover graphics or making your ebook summary descriptions more intriguing and "salesy". Then after allowing a few weeks, check your statistics again to see if the changes improved your views and sales. If your views improved but your sales did not, try reducing your ebook price a few dollars, and then give it a few more weeks.

It's difficult to create and publish a runaway best seller and to make millions of dollars from any book sales, but isn't it nice to know that **EbookoMatic** is there to help you in your efforts?

Post-Publication Checklist

After your ebook has been converted, and your **Ebook Summary** and **Author Page** has been completed and added to our online Library, consider the following tips to promote your book in the best possible light:

- Carefully target your audience.
- Gather testimonials and endorsements from early readers.
- Finalize your price strategy.
- Use the **Online Press Release Generator** to craft the perfect press release.
- Be sure to direct people to your **Author's Page** in our Library.
- Send out your press release using our free **@Ebook4Sale.com** promotional email system.
- Follow-up with customers to insure their satisfaction.
- Gather feedback for future enhancements to the next edition of your ebook.

Recommended Tools and Services:

- **Ebook Submit**
- **Ezine Ad System**
- **Classified Ad Secrets**
- **Free Classified Ad**
- **Cool Tool Awards**
- **Marketing Weapons**
- **Promotional Assistance**
- **Advertising Assistance**
- **Marketing Assistance**
- **Web Design Assistance**
- **Aweber Autoresponders**
- **Get Response Autoresponders**
- **PromoMinder**

Sample Press Release

Writing a press release is easy, but writing a good one is not. There are two simple rules to remember:

- A press release's job is to inform <u>not</u> sell (make it newsworthy)
- Press releases follow the same basic format (don't be inventive)

Here is a sample press release for you to follow:

For Immediate Release

Tulsa, OK - January 1, 2000

EbookoMatic.com, The Instant Online Ebook Publisher today announced the release of a new ebook entitled <u>Sante Fe Rose</u> written by Posey Gaines.

"We are very excited to be offering this work written by Posey Gaines, and we feel <u>Santa Fe Rose</u> will become a very popular ebook title in the fiction section of our online ebook library," said Steven Schneiderman, founder of **Ebookomatic**.

"With talent, experience, and a unique voice of his own, we are confident that Posey Gaines will come to be highly regarded within the ebook publishing world. We are very proud to have this author as a member of our growing online community of writers."

Santa Fe Rose is Gaines' first book and was written over the course of two years, shortly after the loss of his wife to breast cancer in 1993. This partially autobiographical novel is Gaines' first literary work, and part of a proposed trilogy to be completed in the near future.

Posey Gaines was born in Terre Haute, Indiana, and later settled in Tulsa, OK in 1968. Having earned a Masters Degree of Divinity, Gaines worked for the United Methodist Church for 26 years.

Originally starting as a watercolor artist, Gaines sought other mediums of artistic expression including writing and multimedia. He now works as a web designer for AcmeClick.com.

Gaines currently lives in Tulsa with his wife, Vicki.

To arrange an interview with the author, please contact:

> Posey Gaines
> gaines@ebook4sale.com

<div align="center">* * * *</div>

Recommended Tools and Services
- **Infacta's Group Mail**
- **PressBlaster**
- **PRSubmit**
- **Internet Service Bureau**
- **Internet Wire**

Online Help

If you ever have a question or forget how to use our service, we offer an extensive online **Help** that is available from every screen throughout the system.

If you can't find your answer there, try our online **FAQ** that is posted here:

http://www.ebookomatic.com/faq/faq.htm

Lastly, if you have an emergency, you can drop us an email at:

help@ebookomatic.com

Or you may call us toll-free:

866-66-EBOOK

Our support hours are Monday through Friday, 9:00 am to 5:00 pm, Central Standard Time.

Members Only Reference Area

As part of your membership, you receive 24 hour a day, unlimited access to the **Members Only Reference Area**. This area is comprised of close to 2000 pages of marketing and promotion tips and advice and includes free ebooks, tutorials, software, discounts on services, and much, much more. Here's a brief list of what is currently online:

- **Intellectual Property:**
    - Copyrights
    - Trademarks
    - ISBN Numbers
    - Recommended Links
- **Web Site Design:**
    - Words
    - Design
    - Getting Traffic
    - Customer Service
    - Domain Names
    - Web Site Hosting
    - Ecommerce
- **Promotions:**
    - Ebook Design
    - Ebook Covers
    - Affiliate Strategies
    - Press Releases
    - Seminars/Readings
    - Mail Campaigns
    - Email Campaigns
    - Recommended Tools
- **Other Formats:**
    - Glassbook Reader
    - Microsoft Reader
    - Palm Tools
    - HTML Tools
    - Translation Tools
- **Ebook Pro Shop:**
    - Top Ten Ebooks
    - Free Courses and Ebooks
    - Member Discounts

This also includes real-time daily news feeds about writing, ebooks and publishing, contests, and free tools that we add monthly. All told, there are over 2000 pages of material – all **FREE** with your membership.

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If you know other writers who might benefit from our service, you can earn 25% commissions if you refer them to our site and they join. How? Simple. Join our FREE affiliate program.

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http://www.ebookomatic.com/affiliates/affiliates.htm

About The Founder

Steven Schneiderman was born in the Bronx, NY in 1958. He has earned both a B.A. and an M.A. In Creative Writing, and he has taught English as a Second Language at Queens College, The City University of New York in the early 1980's.

His previous poetry has appeared in numerous small presses across the country including Poetry Now, Non Sequitor, Drum, Terrible Beauty, and Japanophile. His non-fiction work has appeared alongside Woody Allen and Stephen King's essays in <u>American Voices</u> published by Harper & Row.

His poetry and fiction have won multiple university awards including the Schoenstein Award for Versatility in Creative Writing and the Kreuzer Award for Most Promising Poet of the Year (1980 and 1981 respectively) from the City University of New York.

Steven Schneiderman currently resides in Tulsa, OK with his wife and two children. In his spare time, he writes about the art of magic on his web site, The Magic Portal (www.m-a-g-i-c.com), and in a bi-monthly column for GENII: The Conjuror's Magazine.

Steven is also the principal of Schneiderman & Associates, LLC, Internet marketing and business development specialists, and he is the creator and founder of **EbookoMatic: The Instant Online Ebook Publisher**.

About This Ebook

This ebook was published using **Ebookomatic^{TM} -- the Instant Online Ebook Publisher** available at **http://www.EbookoMatic.com**.

EbookoMatic.com was launched in Q3/2000. The web site enables authors to instantly publish and sell their ebooks online. Authors upload existing **Microsoft Word** documents to the **EbookoMatic** web site where they are instantly converted into secure **Adobe Acrobat PDF** files. These ebooks are then distributed and sold across multiple web sites including **EbookoMatic.com** and **BuyMyEbook.com**.

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