

## How to promote and sell your finished ebook

You've gone through the undertaking of finding your topic, researching and writing. You've finished your ebook. While that was no easy feat chances are you aren't done with your project. If you want people to read it – after paying for it- you'll need to promote and market your ebook. Below are some tips for getting your published piece out to the masses.

Launch a Web site. Producing a Web site to [market your ebook](#) will give readers a chance to learn more about you and your ebook from the comfort of their computer. Perhaps give them a sample to read that will draw them in. They'll feel no pressure to make a purchase, but you can craft a clever enough sells pitch that will make visitors feel as though they just have to have your ebook. Set up a link that will send the book straight to their email inbox and they'll have instant gratification.

Join online groups. People who read ebooks are frequent computer users. They'll be online and perhaps visiting forums of the same subject as your ebook. You can find your target audience there. Chat around a bit and get to know a few online communities and let the members get to know you. Try to find sites that will allow you put a link to your Web site in your signature. Post a lot. Your signature will speak for itself even when you're not online.

Network offline. As you go about your normal routine let people know you're an author. Ask them to spread the word too especially if they know someone who would be interested in reading about your subject. Also consider visiting professional and social groups that would have interest in your book. Make quality business cards with the title of your book and your Web site on them.

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## About the Author

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