

Increasing Your Ebook Sales (Bonus Secret)

A good e-book can sell, but you may need to add a little bit more. Whether you are preparing to sell a new e-book or if you have had trouble selling one that you already wrote, you may want to think about bonuses. Bonuses are a great way to increase your sales. It is no secret that consumers like free things; free things that are often referred to as bonuses. As it was mentioned above, bonuses are often used to describe things that are being offered for free or at a discounted price. If properly executed, you may be able to attract a large number of e-book buyers, just for offering additional bonuses. To make the most out of offering a bonus, you are urged to choose that bonus wisely. Bonuses that may be worth your time include free product samples, coupons, discount codes, printable charts or other resource guides, or additional e-book features, like more content or extra chapters. In addition to having a wide variety of bonuses to choose from, when offering them with an e-book purchase, you can also decide where those bonuses will come from. There are many e-book authors who like to offer their own bonuses. These types of bonuses often include additional e-book content or printable resources, such as charts. For instance, if you are writing an e-book that outlines getting out of debt, you may want to include a number of extra, but free printable resources. These guides could include monthly budget charts, a debt total tally sheet, or a chart that can be used to track spending habits. What is nice about offering these types of bonuses is that they are relatively easy to offer and they are bonuses that many will use. If you are interested in offering a different type of bonus, like free product samples or coupons, you may need outside assistance. For this example, let's say that you were trying to sell an e-book that outlines caring for your exotic pet. You may be able to partner with an exotic pet store, online or offline. In most cases, you will find that most businesses would be more than willing to provide you with coupons or discount codes to give to your buyers. Coupons for items such as exotic pet food and other supplies may be needed and put to good use by your e-book buyers. It is also important to note that the company which you partner with may also be able to benefit; they too will likely see an increase in sales, as many consumers shop where they can save money. Those first-time sales may even create long-term customers; therefore, everything works out for everyone involved. When it comes to adding bonuses to e-books to increase value or increase the chances of a sale, there are many e-book authors who wonder exactly how far they should take it. In all honesty, it is your decision to make. If you are able to create your own low-cost bonuses, like printable resource guides, you may want to think about giving these bonuses away to all buyers. If you are partnering with another business, to offer free product samples or coupons, it might be best to set a time frame or limit the number of buyers who qualify for the bonuses. Advertising that bonuses are available for the first one hundred buyers will likely cause a temporary spike in sales, but it may be just enough to generate interest or create a "buzz." Adding a bonus or bonuses to your e-book is something that is completely optional; you don't have to do it if you don't want to. However, e-book bonuses have a fairly high success rate, especially when marketed the proper way. If you decide to offer e-book bonuses, consider advertising them, along side your e-book on your e-book sales page, in online classified ads, and in any press releases that you may decide to create. From a consumer standpoint, do you like getting free things? There is a good chance that you do and so do millions of other consumers.

About the Author

Terry Detty finds [press release distribution](#) and [search engine marketing software](#) his passion. In addition to marketing, he enjoys reading and occasionally goes out for a short walk. His latest interest is a new [search engine marketing](#) program he's been using.

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