

# Blancminge

## Do a proper job of it - include all this for post-sales ebook marketing success!

What extras should you include to make a really great job of your ebook? Take your lead from printed books and add a little ebook marketing magic!

OK, the reader has already bought your book. Your job is done. Or is it? This is all about making a good post-sale impression. About building a reputation and consolidating your position of authority. Word of mouth is an extremely powerful marketing tool and making your product shine will - one way or another and eventually - make a positive impression on sales. Quality counts.

- make a nice job of the cover design. There's nothing worse than cheap 'n' nasty. It makes your content 'feel' cheap and nasty, even if it's the last word in brilliance
- lay your copy out so it's easy to read and easy on the eye
- add an interesting, quirky or serious 'about the author' bit, just like you get on the inside cover of back page of a printed book
- take things a step further and include a flattering photo of yourself for a genuine author-like touch
- include an index and, if appropriate, a glossary to help people find their way around and understand your ebook fully
- add a list of the other ebooks you've written, including links, to help buyers track down more of your wonderful work. That's cross-selling, that is!
- add a short precis of the book's contents on the back cover or inside page, like they do in printed books
- don't forget to include your website address so people can pass it on to others who might want to buy your ebook
- include your email address and any other contact details you feel comfortable giving. You never know when someone really interesting - say a journalist or publisher - might want to get in touch

