

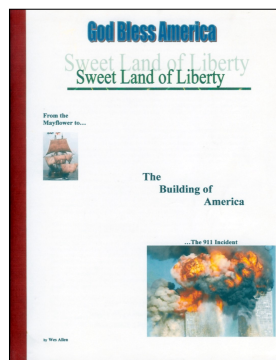
How to Publish

your

Speeches and Writings

as

E-books



by Wesley J. Allen

Introduction

The information I'm about to give you is worth a mint. I have searched the Internet for nearly 5 years to find a way to publish and sell my writings as e-Books. I have dozens of writings many of which are Speeches written while active in my Speaking Club. There are many available means of publishing e-Books. They range from Free to hundreds of dollars. People are in business to make money. They're not usually going to give you, free of charge, something from which they can make money. You will find no better way to publish and sell your writings than what I am about to give you right here.

The only place I have found on the Internet to publish e-Books free is at <http://www.Lulu.com>. There you can even have your own storefront. If it's not free to publish your writings, it's going to be stressful because you don't know what it's going to take to promote them and make them sell. I have a storefront at Lulu where I have had several books on display for five years. I sold one book to a friend who I sent over there. But I didn't get paid for it because I have to accumulate \$50.00 in sales before I can receive payment, and it was only \$5.00. Lulu doesn't advertise my books. I have to do that. And I didn't have a means of doing that until recently.

I'm going to give you a way to publish and sell every speech or writing you have ever put together. And you will be able to publish them free of charge. It was just last week that discovered this pearl of great price, and I am thrilled to no end. What I discovered gave me a way to compile e-Books, but still not a way to sell them. So I built <http://www.InternationalEbookLibrary.com>. It is a site where you can publish and sell e-books of every nature. So how do I know that we'll be able to sell anything from that site? Listen to this! I have a plan.

First off it's going to be free publishing, so you won't be out any money ahead of time, and it won't be so stressful while effort is being expended to make them sell. There are many ways to advertise a site and I plan to use every available means. I will travel about the World Wide Web and trade links everywhere so this site will start to become known. I will advertise it offline by giving out business cards, and in every other conceivable way. I will optimize it for the search engines based on the knowledge I have been gaining for the last 5 years. There will be press releases about it. It will be talked about on radio talk shows. And every person who has e-Books for sale on the site will also be able to talk about it to friends, post links on their sites, and will be able to get business cards to give to friends and acquaintances. And how many Speakers are there in the world who would want to make money on their speeches? I think this site is going to become known in a very short time. It will also let people know about the various Speaking Clubs.

Does all that sound good so far? I haven't even disclosed my ace in the hole. I spent \$79.00 to get some information that is given away free every day. That's why in the document you are about to read I warn you about sales hype. I don't want you to get a gold-sucking tick on your financial reservoir like I did. They only got a little gold

dust, nothing significant, but they are trying for more every single day. I have devised a way to use their sales hype to our advantage.

These guys are the big name Internet Marketers. They rake in thousands of dollars a week when their sales hype pays off, when they get poor unsuspecting pigeons to reach for their credit cards. They talk about how their e-Books are bestsellers; but by whose standard is that determined? I don't want any of my writings to become best sellers because I tricked thousands of people into making a purchase. It's not the book that became the bestseller. It's not the writing that scored high in the literary hall of fame, it's the sales hype, and the empty promises that made people get out their cards. When they tell you that you can make big money on their proven strategy, you can, if you can get yourself to do the same thing to other people. I don't go for that stuff. It irks the snot out of me. So let's turn it to the advantage of everyone who is affected by it. The wind blow wherever it will and no one can control it, but you can make it work for you instead of against you.

I paid \$79.00 for 30 e-Books just to get one that promised to give me 5 ways to create PDF e-Books without Adobe Acrobat. In that e-Book the author spent 14 pages telling me why I should accept his strategy, why it is the best, how I can make big money, why everything else is no good, and lots of other sales hype; then on the last page and a half he gave me what Adobe gives away free. All his hype leads the reader to believe that it is his own strategy. He's going to do it without Adobe. Then in the final analysis it is really Adobe's strategy that he is giving away as if it were his own.

The information was worth a mint; but it wasn't his to give. He didn't even tell the reader how to create an e-Book with those tools. He just gave the hyperlinks to go get the tools from Adobe. Now I've got 45 e-Books most of which are full of sales hype. They all have something legitimate about their strategies for making money on the Internet. So they are useful if you don't knuckle under to the sales hype. If you do sooner or later you may buckle under. You would have to treat people like they do to recover your money. Don't go for the easy money promises. Don't go for anything that talks about "Killer Marketing Strategies." Don't go for "Fly in Your Face Ads." I don't doubt that the money is there. You can make it big; but how will you live with yourself? How will you have any self-respect? Why don't we just take those e-Books and get the good things that can be learned from them and leave the rest?

The thing is, I've got those books on my site. They want me to sell or give them away because of the sales hype in them. Some even cry out, "This is not sales hype!" If I'm giving their books away, they will promote my site. They have the means of getting press releases, getting on radio talk shows, speaking to large audiences, manipulating the search engines, and "driving traffic to the site." I can't discriminate against anyone who wants to publish their book and place it for sale in the Library. So I'm warning you about the sales hype, and the underhanded strategies to make money. If some of them read this e-Book they won't want anything to do with me. But they don't have time to read it; and if they do I will get so much publicity that the whole world will know about <http://www.InternationalEbookLibrary.com>.

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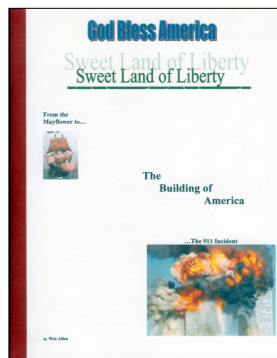
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