

## Review

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### "E-Book Publishing Success " Reviewed by Graham Stewart



Graham Stewart is a freelance writer with a sordid past in IT development. His client list includes Reuters, Vodafone, Microsoft, and Citrix. In his spare time he works as an editor for the technical podcasting site at <<http://www.itconversations.com>>. His personal blog can be found at <<http://wotiwrote.transmega.co.uk>>.

A glance at the Bibliography of Kingsley Oghojafor's recently published text on e-books reveals the author's intended audience. With titles such as "How to Become an Information Millionaire" and "How to Literally Triple Your Online Sales...Overnight!" it's clear that Mr. Oghojafor is keen to appeal to those drawn to the Internet in the misguided belief that merely attending the party can guarantee wealth and success. Literally, indeed.

A number of the other titles listed could have been alternatives for the book under review. ("How to Create, Promote and Sell an E-book on the Internet" anyone?) The author has obviously read widely in the literature of e-book publishing and has published seven of his own. This book is therefore a distillation of his knowledge and practical experience. There is, however, no avoiding the paradox that a text on the subject of writing and publishing an e-book is delivered as a bound paperback, at once quite short and very expensive.

Yet, for all that, the book is a clear enough instruction manual on how to publish an e-book, covering everything you'll need to take you from conception to selling. After a brief and possibly redundant first chapter explaining what e-books are and why the author thinks they're important (which boils down to the fact that "they have now made it possible for anyone to write and self-publish a book within a short time"), the book falls naturally into two parts. The first (chapters 2 to 8) covers choosing the subject of your e-book, how to go about the task of writing it, and the mechanics of actually compiling your treasured prose into one of a number of e-book formats. The second part (chapters 9 to 18) examines the mechanics of marketing and selling the finished product, from getting it onto the Internet to promoting it via both your own web site and those of others.

The book is an easy read. The sections are short, the instructions clear, and the author's simple prose style allows no stylistic flourish ever to stand between the reader and the author's message. Here, for instance, is Mr. Oghojafor introducing the topic of e-book compilers: "With your information well-written and structured, it is now time to compile all of it into an e-book. To be able to do this, however, you will need an e-book compiler. Without e-book compilers you

would not be able to compile all the information you have prepared into a single file that can now be viewed as an e-book". No room for misunderstanding there.

By far the most interesting chapters are those covering the promotion of your completed e-book. This is an education into the ways of Internet marketing, with its autoresponders and affiliate programmes. There is also some very useful information on search engine rankings and article directories. However, this book is a very expensive route to such knowledge.

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