

E-Book Publishing Success: how anyone can write, compile and sell e-books on the Internet

By Kingsley Oghojafor

**Chandos Publishing: Oxford, 2005
ISBN 1-84334-099-2): £39.00, 152pp**

This is a very useful book for anyone that wants to find out about how to publish an ebook. It goes right through from the initial thought processes that need to be undergone, such as 'do I have enough to write about, to be able to write an e-book', through to the practical stages involved and finally how to market and promote it.

The book is divided into 2 parts. Part 1 is entitled 'Writing and compiling your e-book' and Part 2 is entitled 'Publishing and marketing your e-book to millions of people'. Part 1 considers various issues such as choosing a suitable subject to write an e-book about, researching the market, compiling the e-book and copyright protection for e-books. Part 2 explores topics such as uploading the e-book to the Internet, designing a website for the e-book, selling, promoting and marketing the e-book and using affiliate programmes and pay-per-click to sell your e-book.

The author's intention is to demonstrate to the reader that if anyone really wants to write an e-book then it is quite possible for them to do so. This is a very important and optimistic message, I think, and hopefully will help some people to overcome some potential barriers that they might mistakenly think they are up against. The author demonstrates that this form of publishing should open up a lot of new opportunities, to enable some people to publish their works, in a way in which they would never have been able to do so before. Oghojafor begins his book by saying:

"E-book technology has provided an opportunity for anyone to write their own highly profitable e-book with little or no money." (p.xiii)

E-book publishing is increasingly quite rapidly. According to an Open E-book Forum, a trade and standards organization dedicated to the promotion of electronic publishing, there was a growth of 25% in e-books for the third quarter of 2004 compared with that of 2003.

Oghojafor emphasizes the fact that the writer of an e-book needs to be passionate and enthusiastic about the subject that they choose to write about. Indeed, this extends to the writing of any book, I would suggest – whether this be a hard copy book or an e –book. However, not all authors will start off with the notion that they just want to write an e-book, no matter what the subject matter is. Whilst for some writers this will be true, for others it will be the case that they want to write on a specific topic, but have chosen to publish through an e-book for a variety of reasons. The author could, perhaps, have

considered this angle more. Furthermore, the way in which the author tries to persuade the reader that anyone can write an e-book if they really want to is appealing, although perhaps sometimes unrealistic. Not everyone is as literate as the author perhaps suggests, and various software packages that can help with grammar and spelling etc, can only do so much. However, the general point he makes that writing an e-book is easier than perhaps many people think, is surely very valid.

The author also explains the technicalities of writing an e-book in some detail, and this should prove to be very valuable to many people. He considers, for example, how to convert the information from ordinary text into HTML (Hypertext Mark-Up Language), and then how to compile the HTML files.

In conclusion, this is a valuable book to anyone that is interested in writing and publishing an e-book.

There is also a useful index and bibliography

Reviewed by: Ruth Rikowski

See:

http://www.chandospublishing.com/catalogue/record_detail.php?recordID=38

Orders to:

Turpin Distribution Services Ltd, Stratton Business Park, Pegasus Drive, Biggleswade, Bedfordshire. SG18 8TQ

Tel No. +44 (0) 1767 604951 Fax No. +44 (0) 1767 601640

Email: custserv@turpin-distribution.com

See also: www.chandospublishing.com – for general information about Chandos