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Generate More Revenue By Publishing E-books

If you want to make some extra money, you should consider going into e-book publishing. This particular field is becoming pretty lucrative pretty fast; people are serious about it have even been able to quit their day jobs and make all their money online. It is relatively simple and people from all walks of life have the opportunity to supplement their income by opening their own e-book publishing company.

Here are a couple of quick tips that, if you follow them, might make you rich.

1. Find out what's popular and sell that. In the e-book publishing business, success can be found by finding out what people are interested in buying and offering that.

It may seem obvious, but many people don't do this. They don't give people what they want and inevitably end up with a failing business.

2. Be very liberal with your refund policy. Some people aren't that comfortable with e-books; if they think they can get their money back, then they are more likely to not buy your product.

Give your customers the peace of mind that, no matter what, they will always be able to get a refund. A good refund policy can make all the difference when someone is deciding whether or not to make a purchase.

The vast majority of people are honest, and most will not take advantage of your policy. You will suffer some losses, but for every refund you give up, there are probably three or four people who only bought your book because they were comforted by your liberal refund policy.

So, to sum it all up, sell what's popular and offer refunds. Add this to a good marketing campaign and you are well on your way to becoming a great e-book publisher.

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