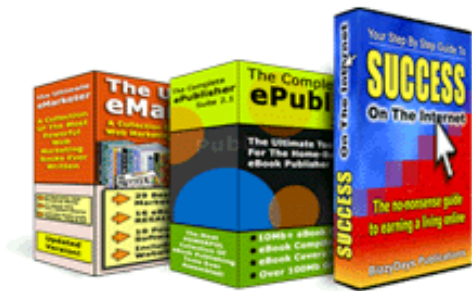E lectronic publishing will soon replace the print media, says many trend watchers and publishers. However, this is unlikely going to happen overnight, as electronic on-screen reading through the use of desktop or hand-held computers is still at its infancy, especially in Asia.

Starting an e-publication business

by Edmond Ng

Notwithstanding though is the fact that electronic media has now become the next wave dominating the world of publication. E-books, e-zines, and e-newsletters are here to stay. Take a look at the huge financial investments by publisher Barnes and Noble for electronic publications, the many e-libraries set up by educational institutions for a clear indication of what the future holds.

With the demand for e-publications rapidly increasing, and with improved technology in hand-held digital reading devices, a business in this area marks a viable venture for some. This is where products such as *Your Step by Step Guide to Success on the Internet*, *The Complete ePublisher Suite*, and *The Ultimate eMarketer* come into play.
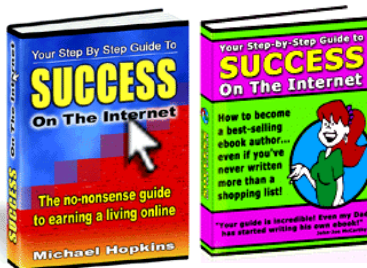
Your Step by Step Guide to Success on the Internet is an e-book that teaches you through a tutorial, how to start an on-line business. A trial version of this e-book is available at: http://edvencomm.net/bizzy.html.

The Complete ePublisher Suite contains all the necessary software and tools to publish e-books. The package includes several e-book compilers for creating, publishing and converting web pages and
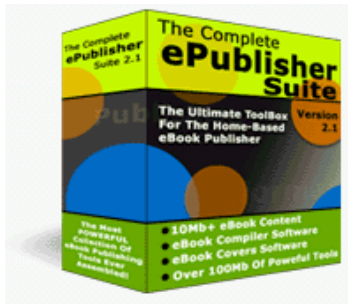
graphics into executable files. Each compiler varies in features, depending on the needs for ease of use or more functionality. A simple program for creating 3D e-book product covers is also included in the *Suite*, and although not as sophiscated as the expensive full-featured programs available in the market, it fulfills the basic designing needs for creating virtual book covers for launching image links at the web site. Just select the graphic of a 3D book from the template, add in a texture or colour, or import an image for easy skewing into shape of the cover, then type in the title to complete the virtual product image for presentation on the web. Packed with numerous tools in the *Suite*, the package also includes software for word processing and HTML editing.
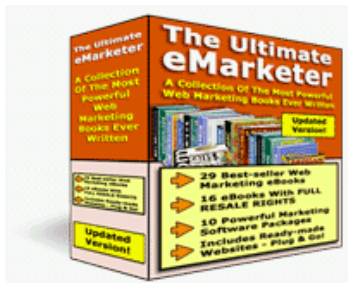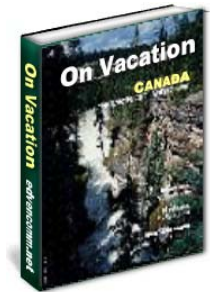
The Ultimate eMarketer is a collection of marketing books and tools from the Internet, bundled in a package. Content includes e-books on insider tactics, tricks and tools, and software for generating traffic.

With the numerous e-publishing solutions in the marketplace, starting a low cost e- business at home with software and tools such as these becomes a breeze to aspiring technopreneurs. To further enhance the business, the technopreneur can automate the sending of thank you messages and add customers to follow-up auto responders by using an optional product, *ClickBankPRO*. This product also provides protection from unauthorized download and theft, thus increasing and securing your profits.

Technopreneurs today can now quickly start a home business in e-publication without much difficulty, once the right tools and software are available. For beginners who are unfamiliar with what e-publication has to offer, a good start is to read through the book, *Your Step by Step Guide to Success on the Internet*. The next step is to create your web pages, e-books, and the product cover images using *The Complete ePublisher Suite*. The final stage to getting the e-publication business running is to market the product and generate traffic to your web site using *The Ultimate eMarketer*. To secure and protect revenue earnings, install the optional software *ClickBankPRO*.

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