

design to sell

Resources for making design
your strategic marketing partner

Using e-books as lead generators

Forget printed brochures! An e-book can sell better, and you don't need to print or mail it

Do you use an e-book as a lead generator or as an *incentive* for visitors to provide their e-mail address and permission for you to keep in touch via your [e-mail newsletter](#)?

If not, you're missing a great opportunity to convert casual website visitors into valuable prospects and—later—clients.

Why an e-book?

An e-book provides you with an opportunity to promote your expertise in an editorial environment. They can appeal to both the rational and emotional sides of your prospects.

Content, or rational appeal

Your e-book's title and tone proves you understand your market's needs and how you're uniquely qualified to satisfy them.

Success begins with a title that targets your website visitors' self-interest. As always, your website visitors aren't interested in hearing how great you are. Instead, they're

interested in finding out how you might help them achieve their goals or solve their current problems.

Espresso Dave, for example, offered an *Event Book*, [download sample](#), that showed event planners—wedding planners, meeting planners, trade show exhibitors—how to create successful events.

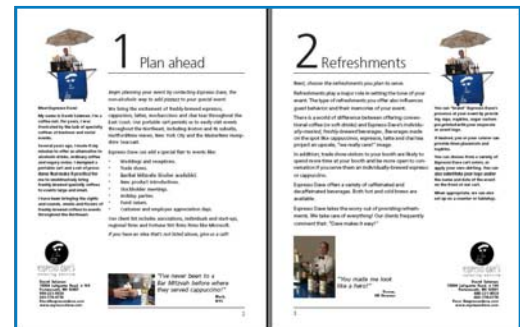
The quality of the coffee was secondary! The primary goal was to ensure successful events, organized in an engaging “6 steps to success” sequence.



An effective e-book can generate years of qualified leads



Roger C. Parker has been helping firms and individuals profit from design since 1985

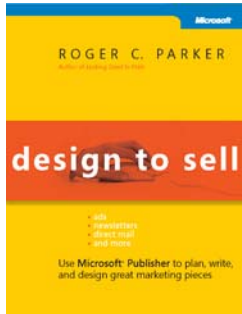


Design, or emotional appeal

Emotionally, the design of your e-book, (i.e., layout, colors, photographs, and the use of type) communicates an image that pre-sells the e-book's content before your prospect even begins to read it.

The *Event Book's* design reflects the prospect-oriented information hierarchy. The text describing the “steps to success” is set

*You can
automate
your lead
generation
program*



Free! Download
2 chapters from

designtosellonline.com

*Your questions
stimulate my
thinking. You are a
Guerrilla Marketing
national treasure!*

Laura Gabel

©2007 Roger C. Parker

PO box 697

Dover, NH 03821

603-742-9673

rcpcom@aol.com

in a larger, bolder typeface than the text describing what makes Espresso Dave unique. The “event success” message is set in a column twice as wide as the columns talking about Espresso Dave.

Each page contains lots of white space. Espresso Dave’s [signature photograph](#) is repeated on each page, along with other location photographs. Bulleted lists organize the content and add more white space.

Delivery

Once created, you can distribute your e-book for years without further cost, although they can also be printed on your desktop printer for face-to-face handout, or taken to commercial printers for quantity distribution at events like trade shows.

Although some choose to make their e-books available as an immediate website download, most choose to distribute them via auto-responder after visitors submit their name and e-mail address.

The less information you require, the more names you’ll collect for your e-mail newsletter and follow-up. You can use [autoresponders](#) to handle the entire process, leaving you more time for one-on-one e-mail or telephone follow-up.

Horizontal e-book formats

E-books are typically created using a *portrait*, or vertical, format. Like letterheads, the page height is greater than page width.

Recently, however, I discovered Stephanie Diamond’s [Marketing Message Blog](#), where you can download her *Web 2.0 for*



Small Businesses, an excellent example of a [landscape orientation e-book](#).

Art directed by Rob Smith, from [Digital Media Works](#), Stephanie’s *Web 2.0* is an outstanding example of design perfectly suited for onscreen reading.

The multi-column format’s flexibility adds visual interest to each page. Yet, because the entire page is always visible, onscreen readers don’t have to scroll up and down to read each column.

Getting started

Ask yourself questions like these when creating an e-book for use as a lead generator:

1. *Key concerns.* What are my prospect’s most pressing goals and problems? (What keeps them awake at night?)
2. *Engagement.* What kind of titles will attract my prospect’s attention?
3. *Qualifications.* Which of my products and services can help the most?

To learn more...

For more samples and assistance setting up an e-book lead generation program, [e-mail me](#) or call me at 603-742-9673.