

Tips for Outsourcing Ebooks

Ebooks are quickly becoming very popular in the Internet niche marketing industry. Ebooks are essentially books which are available in software formats and distributed either through email or Internet downloads.

There is usually a fee associated with downloading an ebook. These fees are usually considerably lower than the fees associated with purchasing a hardcopy of a similar book. This is because ebooks are typically less expensive to publish.

With so many Internet niche marketers relying on ebooks as part of their marketing campaigns, it is certainly understandable that many are beginning to outsource the writing of ebooks to professional writers.

As ebooks become more popular and the level of competition rises, it is necessary for the quality of the ebooks to increase as well making it essential to outsource these projects to qualified candidates. However, many may have concerns about the process of outsourcing. This article addresses these concerns by providing tips for outsourcing ebooks with success.

Select the Right Person for the Job

The first step in outsourcing an ebook with a great deal of success is taking the screening process seriously and finding the most qualified candidate to write the ebook.

When searching for a candidate to write an ebook, place a detailed advertisement specifying the exact project requirements including subject, length, milestone goals and ultimate deadline. This is important because it ensures candidates are aware of all of the requirements before they apply.

You may still receive countless applications from those who are unqualified but that is where carefully screening the applicants becomes imperative. In reviewing applications pay particular attention to the quality of samples provided, the amount of relevant work completed and the ability of the candidate to following the instructions in the advertisement.

All of these elements will make simplify the screening process by enabling you to eliminate those who do not follow instructions or provide quality samples of relevance to the project.

Next narrow the list of candidates to a few who are most qualified and interview these candidates further. Ebooks can most often be written by candidates from remote locations so there is usually not a need for in person interviews especially if there is a geographical distance between the candidate and the buyer. Phone interviews and online interviews are sufficient substitutes.

After the interviews determine which, if any, of the candidates is most qualified and offer the opportunity to complete the project to this candidate. If none of the candidates seem just right it might be necessary to continue looking and screening new candidates.

Be Involved in Developing the Outline

Once a professional writer is accepted for a particular project, it is time to start developing an outline for the project, if this has not already been done. The marketer should be heavily involved in doing this so they can ensure the ebook includes all of the information they believe is necessary.

Asking the writer to contribute ideas to the outline is appropriate but it is accepted that the client will provide the majority of these details rather than relying on the writer to do so.

Maintain Final Editing Rights

Finally the client should always maintain final editing rights in any ebook they commission. They may work closely with the writer during the process of writing the book but upon completion the ebook should be reviewed and edited carefully. This process should include editing the ebook for grammar and sentence structure, flow and style, accuracy of content and any other elements deemed of importance by the client.

The client is the one ultimately responsible for the information contained in the ebook and he should do his best to ensure the ebook he provides is not only interesting and informative but also accurate. This is especially important in situations where medical issues are discussed.

Another important reason to maintain finally editing rights is to ensure all stipulations by advertisers are met accordingly. Many ebooks are sponsored by individuals or companies who expect their website, products or services to be recommended in the ebook in exchange for their sponsorship.

For this reason care should be taken to review the final version of the ebook to ensure the sponsor's needs are met and that direct competitors are not touted as being superior to the sponsor.

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About the Author

Ryan Smith is the owner of MyCirclePal.Com, one of the Net's hottest community and social networking sites! Post your free profile today at <http://www.mycirclepal.com/>