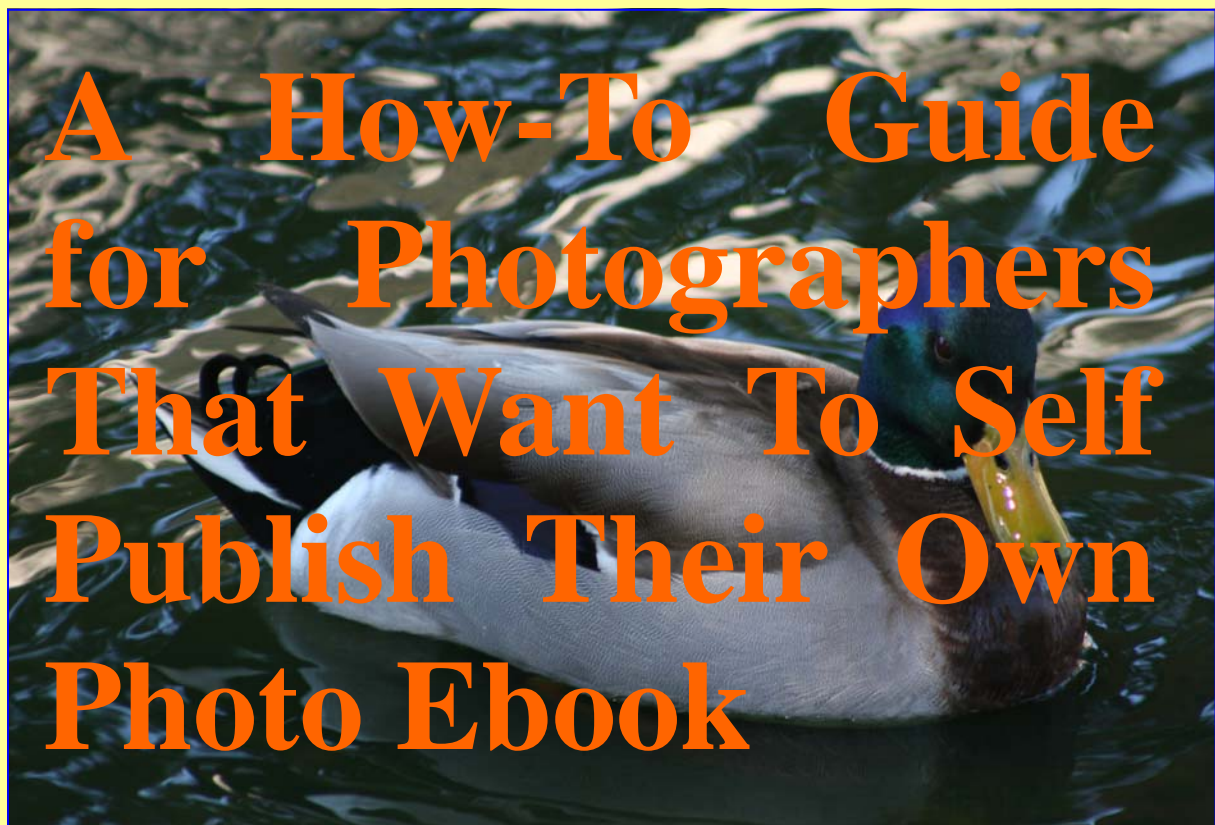


This is a publication of
The "Best Amateur Photography Tips Digest" Ezine

Getting Your Ducks In Order

Publishing your own photo ebook is very easy and simple. The steps to do so are on the last page of this guide. Enjoy!



This publication is not to be sold under any circumstances. You have permission to share it, to give it away free, to offer as an incentive and as an addition to free content that you offer. The only conditions are that the document is not altered in any way and that it not be sold under any circumstances.

This photo ebook appears to be about ducks. However, it has nothing to do with ducks. This ebook was specifically produced to demonstrate to subscribers to the “Best Amateur Photography Tips Digest” ezine how easy it is to layout and publish their own photo ebook.

I am a photographer. I am not an expert on ducks. In fact, I know absolutely nothing about ducks, except that ducks are not horses and that I enjoy photographing them and other beautiful things. Ducks were used because I have a large number of photos of ducks in my photo collection. As part of my suggestions to those that use this photo ebook as a guide to learn how to self publish their own work, I use all photos of ducks to encourage photographers that self publish to focus on a theme or a niche. In this case, the niche is ducks.

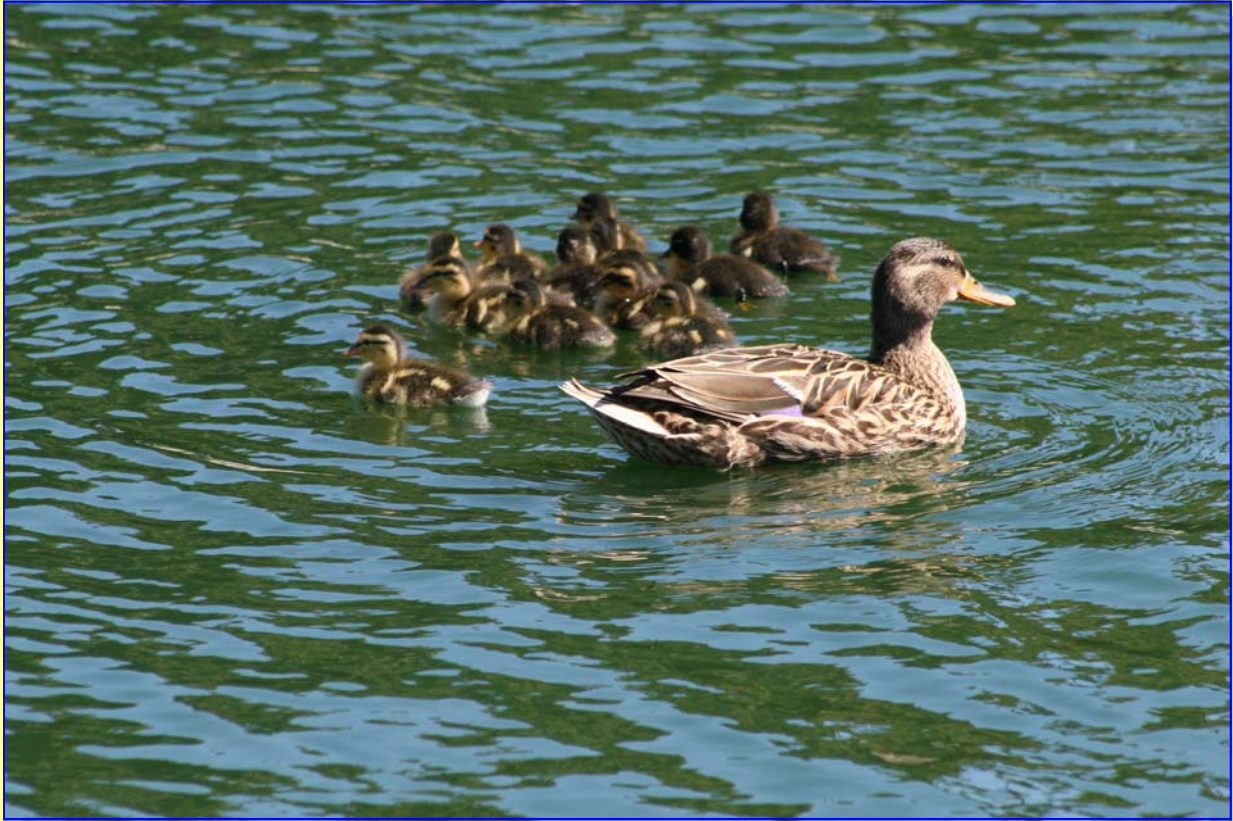
By the way, a photographer that doesn't know their photography niche is a photographer that won't be very successful as a well known photographer.



The photos were placed in this ebook in no particular order. The text that accompanies the photos may not shed any light or provide any information about the photos, except as they relate to the compiling and publishing of a photo ebook. Of course, when putting your own photo ebook together, it will be tremendously helpful if the text that you provide in your photo ebook has ‘something’ to do with the photos – after all, this is a ‘guide!’



No ducks or fowls were harmed in the production of this publication.



Do ducks have Mother's Day?

Placing wording/text with photos should add to the viewer's appreciation of the photos (except in the case of 'guide' ebooks – like this one). Viewers of ebooks prefer to know a little something about each photo. In far too many photo ebooks, some photographers put far too many words. And, far too many times the words do not add to the viewer's appreciation of the photos. (Did I use 'far too many' far too many times?)



Ducks aren't interesting to everybody. Of course, there are probably a lot of duck enthusiasts in existence. But, ducks haven't won me over, yet! However, I think that they make great examples for a 'how-to' guide on photo ebooks. In this guide, the use of ducks is meant to demonstrate that a good photo ebook should focus on a niche or a theme. For example, I could have just as easily put photos of other creatures that inhabit the same area of the ducks – like geese, other fowl (that I can't identify), turtles and fish. Another example is that the theme could have been about the ecosystem of the lake. And, of course, I could have used people, cars, boats, etc.



Too often, being such creative types, photographers use a lot of text to tell people about themselves, about their sensitivities, about their likes/dislikes, about their strict adherence to 'all things art,' about their zodiac signs, or about their love of particular cameras. The truth is: most of the people that like to look at photos don't care about all of that stuff – they're much more interested in the photos and what they might be about. Poetry is a good addition to photo ebooks, especially if the poetry fits the photo images, the photo niche or the photo theme.

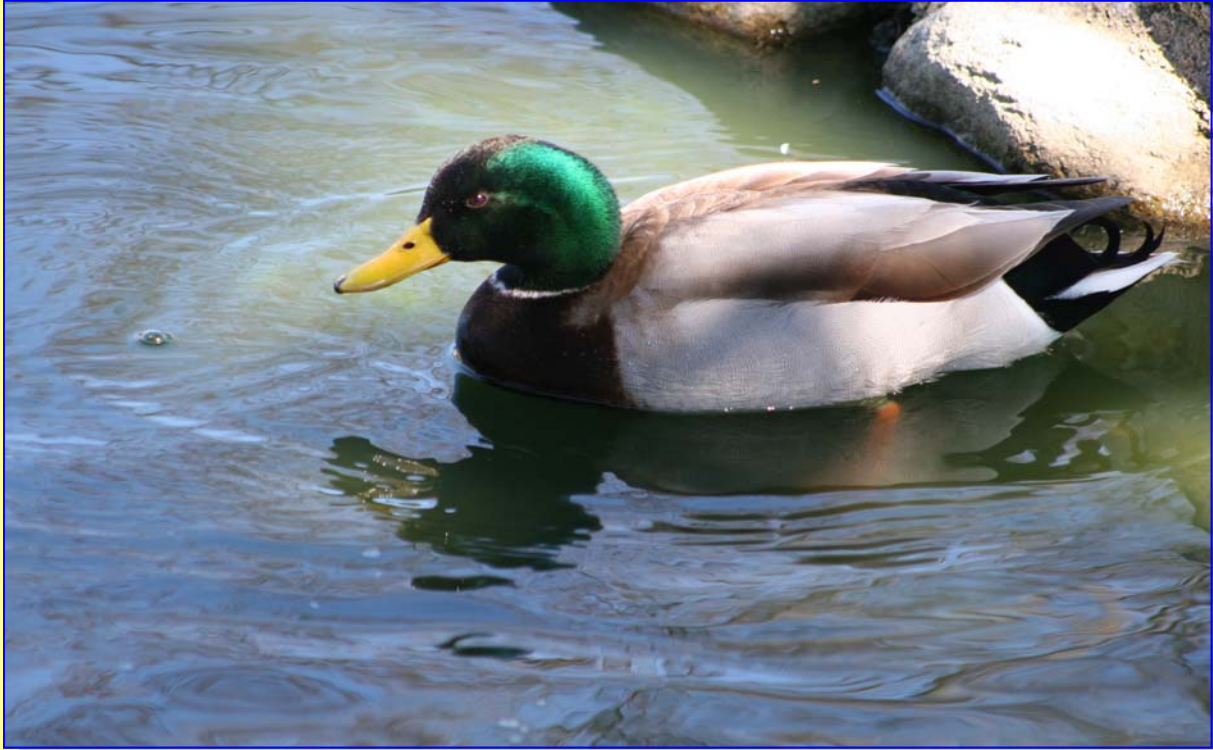
Balanced placement of the photos can enhance the ebook. The photos used for this guide were placed by a 'less-than-creative' publisher (me), but, I think that you get the idea. If you're a 'creative' type, then express yourself. Actually, the manner that I used to place the included photos were from other photographer ebooks that I've seen. The point is: the layout doesn't have to match the 'height' of creativity to be effective. Of course, creativity is a very good component to add to your photo ebooks.



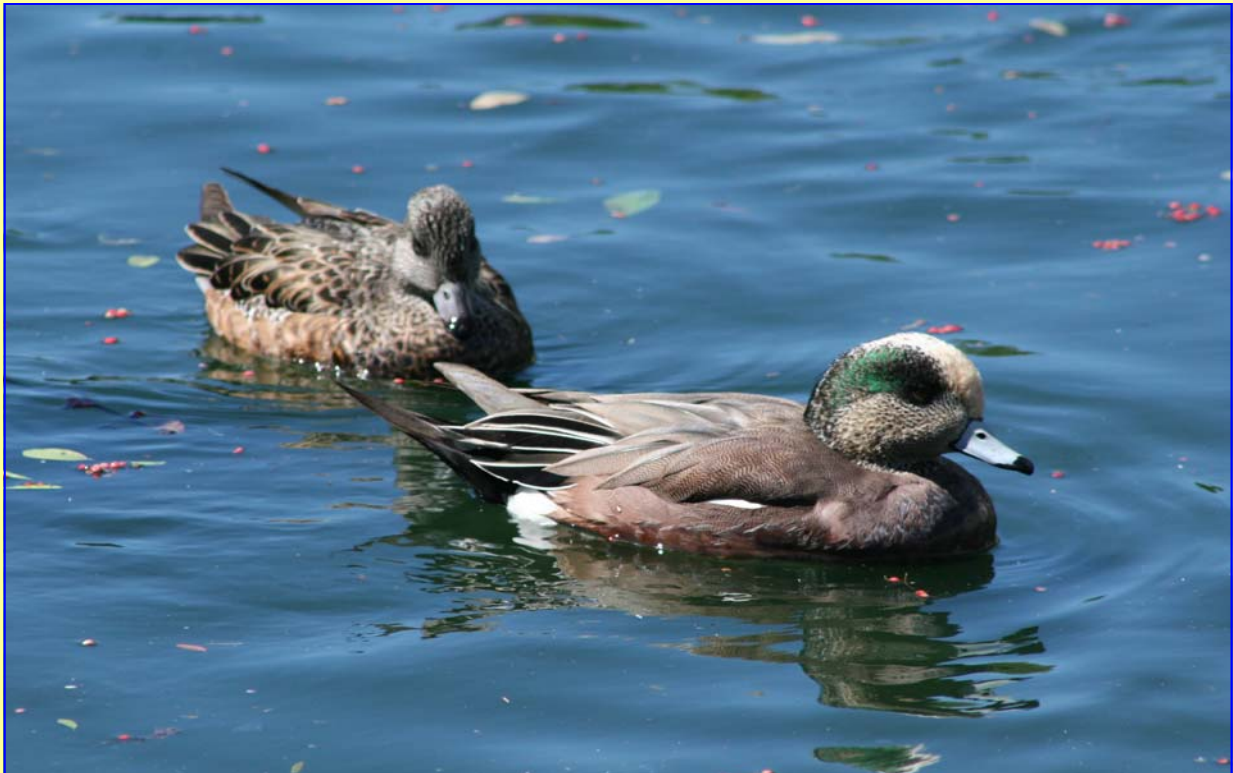
Photographers should make it a point to include their contact information in their ebooks. Usually, a website address or online photo gallery address will work. However, if the photographers want people to call and/or send email, then a telephone number and email address should be included. Also, this information should be included multiple places in the ebook.

MarketPhotography.com

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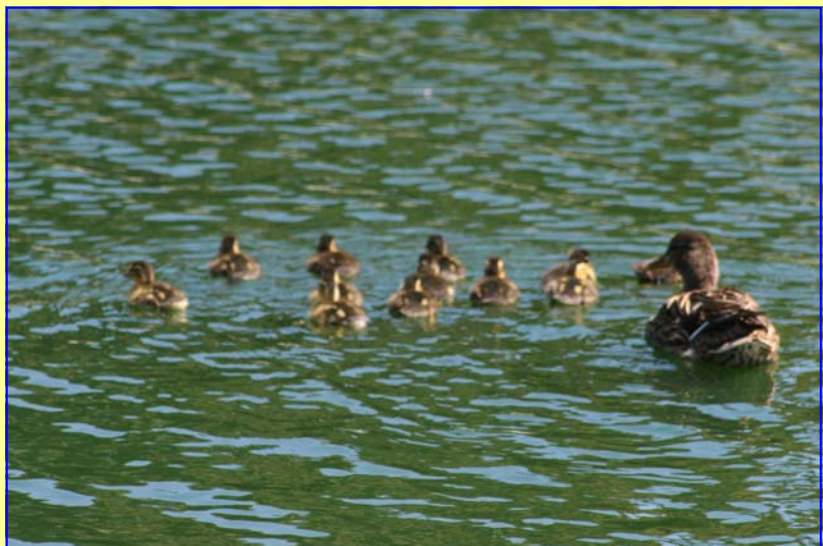


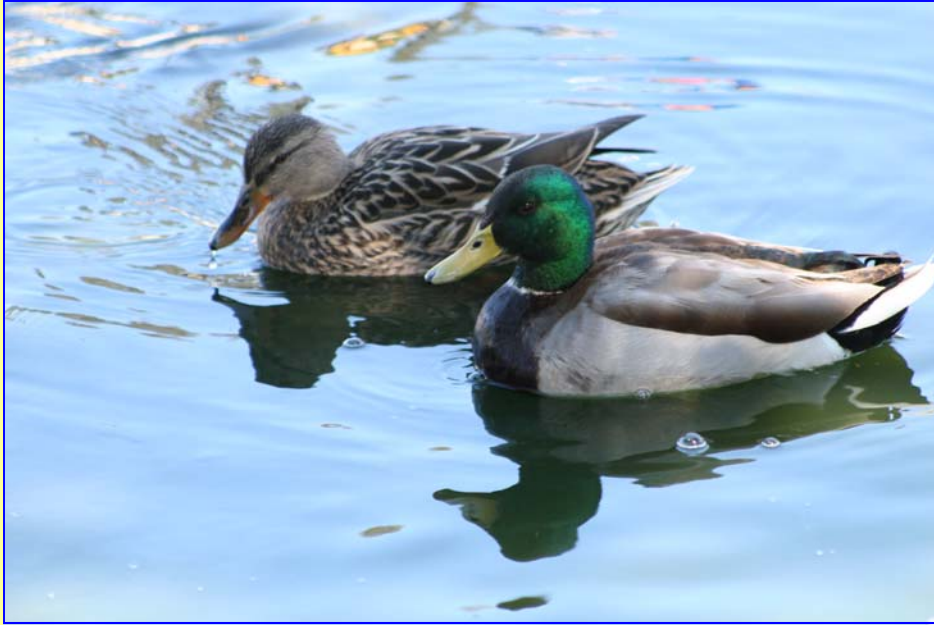
Changing photos sizes breaks up the monotony of your photos in an ebook. Also, some photos look better enlarged than others – it doesn't make a lot of difference, but it helps.



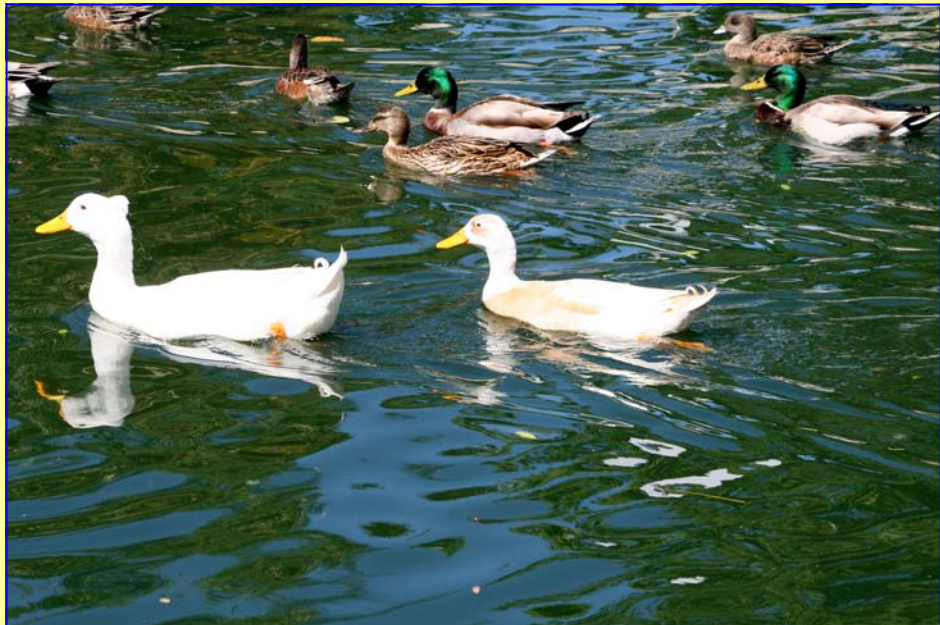


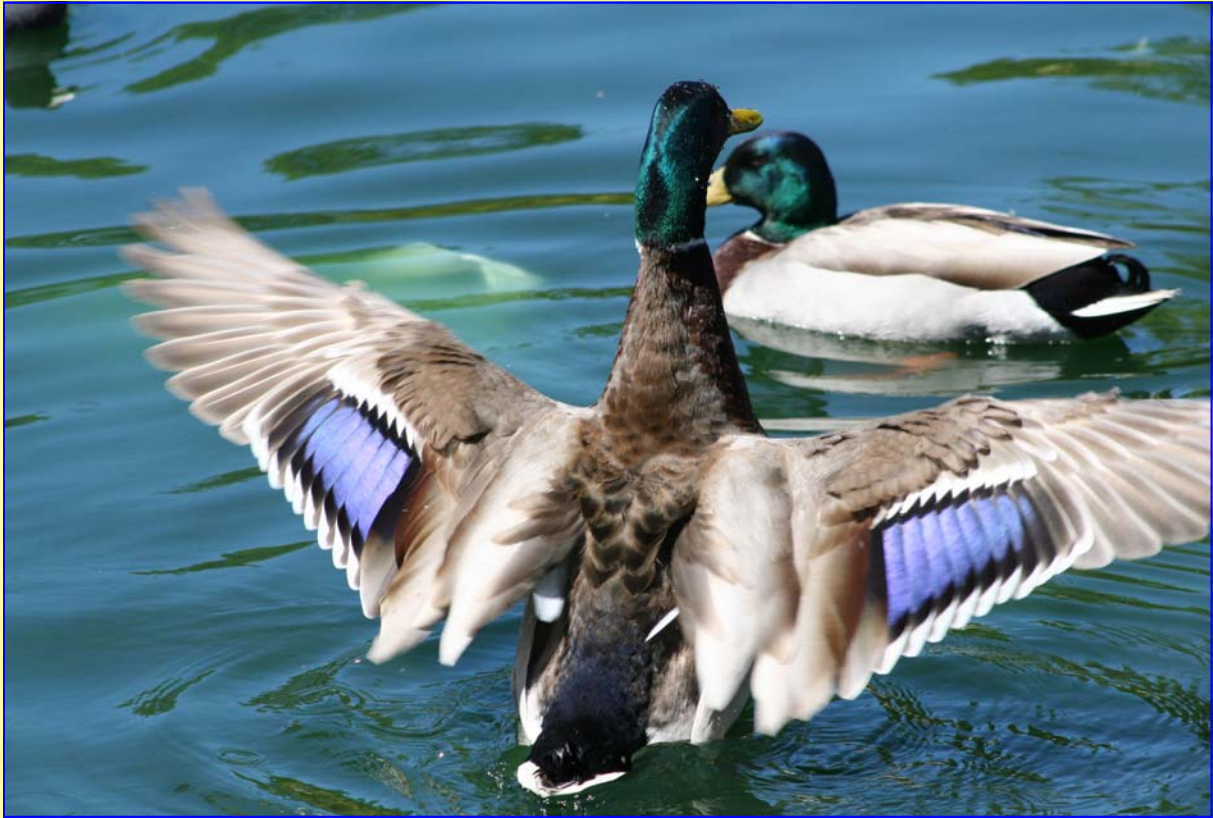
Sometimes, if the photos make sense, words aren't needed. The photos can convey their own words to the viewer. Whether the photos were shot in sequence or not doesn't make a big difference. Here, you the photographer can use creative judgment for the photos to be used. Let the photos convey their own story.





For viewers romantically inclined, two ducks swimming together (or two of any species together) conveys love, affection, commitment, etc. Often, words aren't necessary. Of course, it just might be photos of two ducks swimming together that have not been introduced and hardly know each other – but, that is not as obvious in photos of two of a species together. Isn't love wonderful?





Sometimes, photos of action tell a good story and/or gets attention. All photos of action don't always tell the viewer anything – except that the photographer can't decide on good photos to put in the ebook. Only include good photos. Hint: the photo below is not a good photo to include.





And now for the ‘sales pitch.’ You knew that there was a ‘sales pitch’ coming – didn’t you. Of course you did!

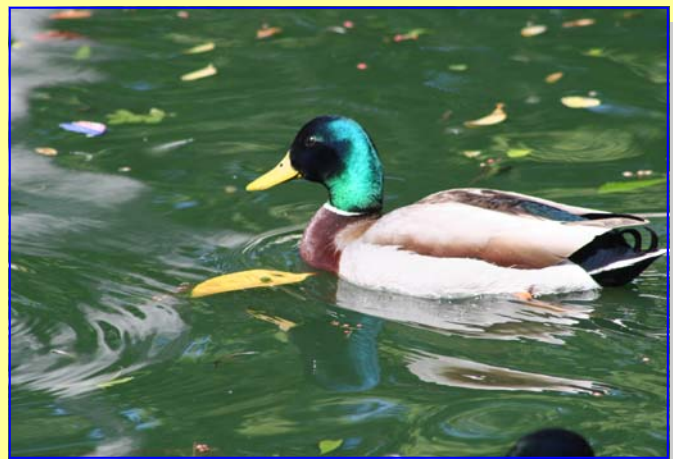
Here it is: I have *nothing* to sell you. What I want to encourage you to do is to *sell you!* Too many very good photographers are under the mistaken impression that great photography sells itself. But, that simply isn’t the case – never has been and never will be. The reason that you and I see other photographers that appear to always be selling their work and getting lots of work is because they’re doing what needs to be done! And, too often, we aren’t!

Selling is difficult for many of us – especially photographers and other artists. But, if you clearly understand marketing; understand how easy marketing is; understand that marketing *isn’t* selling; and understand that you *can* compete with any other photographer with consistent marketing (as long as you’re shooting quality – nothing replaces shooting quality photos), I guarantee that you can and will reach your success goals.

Marketing is not mysterious or expensive. Market yourself and your work and success will find you!



I regularly use photo ebooks to market myself, my website, my free photography marketing newsletter and my work. I can truly vouch for their effectiveness. However, like all marketing activities, photo ebooks must fit into a marketing strategy to be effective. It isn’t enough to just produce and publish a photo ebook if you don’t know what you want to do with it – unless you just want to look at it yourself. (I have photo ebooks that I have produced that I’m the only person that looks at them – oddly enough, I get a kick out of looking at some of my work.) I use photo ebooks on my website and I use ebooks as incentives. For example, when you subscribe to my newsletter, the [“Best Amateur Photography Tips Digest” ezine](#), as a bonus, you’ll get a guide (that is an ebook) that is a step-by-step guide to building your own successful photography website.



Many people publish ebooks to sell – which is also a good thing. Considering the cost to produce and publish them, this is proving to be a growing phenomenon and income producing vehicle for many self publishers. Photographers must get on the band wagon. Photo ebooks sell quite well, also (I know that the ebooks that I mentioned earlier that only I look at would be extremely popular and profitable if I wanted to sell them – and extremely profitable. Who knows, maybe one day.....).

The main purpose of this guide is to show photographers of all levels how easy and simple it is to compile, produce and publish a photo ebook.

It is my strong belief the photographers must market themselves and their work – because photos don’t sell themselves!

Steps To Making A Photography Ebook

1. Use your word processing program or desktop publishing program to place your photos on pages. I suggest that you keep the photos around a theme (similar to the ebooks on the Bonus Page). I like to use my desktop publishing program because I can better manipulate photos. Any computer file can be converted into a pdf file from any software.
2. Leave space to add some text to the photos. As a rule, you don't have to write much. Most viewers enjoy learning a little about the photo. But, the words don't have to describe the photos – you can use poetry, for example (poetry in photo ebooks is very popular, by the way – and the poetry that I've seen isn't that good, yet, the photography ebooks are popular).
3. Once you've placed your photos on the pages with the text – you're finished! Well, almost finished. The next step is to convert your file to a PDF file. Then you're finished! But, converting is easy and cheap to do.

As you may know, you will need a program called Adobe Acrobat Reader to open and read PDF files (if you've downloaded my [free photographer ebook](#), you are aware of how to get Adobe Acrobat Reader for free). Adobe Acrobat Reader only allows you to open and read/view PDF files – it doesn't allow you to convert files to PDF. Adobe Acrobat also has a program that converts files to PDF called Adobe Acrobat. But, it's expensive. Below are free alternatives that you can use to convert your file to PDF. What you want to do is to see how easy it is to make the ebook that has your work. Once you see how simple and easy it is to do, you can then use your creativeness to make your ebooks sizzle! Trust me, it is very easy and simple to do.

The ebook examples on the Bonus Page have a lot of pages. But, a 4 to 8 page photo ebook is fine. There are many websites that you can use to make your ebook available for free. What I suggest that you do is to practice the process until it is as easy as opening and reading your email – which shouldn't take very long.

If you do not have PDF producing software, you can try these alternatives:

- www.PDF995.com is a website that offers free PDF producing software. They offer 3 different programs for PDF files, all 3 are free.
- www.pdfonline.com is a website that allows you to convert your file to a PDF file for free. You select the file that you want converted on your computer.

Enter a new filename for the pdf file. Enter your email address where you want your pdf file to be delivered to when it's been converted. Click the Convert To PDF button. When the file is converted you will receive an email from the company with the pdf file attached.

There are other free options. These are just a couple that are very simple to use and are free.

There is a 'little' more detailed article about how to produce and publish your own photo ebook in issue #40 of the back issues of the ["Best Amateur Photography Tips Digest" ezine](#). And, of course, you must be a subscriber – but, it's free!

Make sure that you're subscribed to the ["Best Amateur Photography Tips Digest" ezine](#) for regular tips like those included in this guide.

