

Checklist for Hub and Spoke Marketing For Books

On tallying up all the distributors I've been able to find, one point emerged: *there are distributors at every level and every version of your book, who want to promote your book for free.*

That is remarkable, as it shows you can get paid for every type of material you produce. In Internet Marketing, this has been called a "self-liquidating offer" and "funded proposal."

What is different in this approach is that other marketers have build audiences around their own marketplace to sell yours and other's products.

1. When you have an ebook, there are:

- ✓ [Amazon](#),
- ✓ [iTunes](#), (needs a MAC to upload.)
- ✓ [Kobo](#),
- ✓ [Nook](#) and some others.

2. When you create paperbacks and hardbacks, you have

- ✓ [CreateSpace](#) (on Amazon) and
- ✓ Ingrams to all brick and mortar stores via [Lulu](#).
- ✓ There is also the global [Espresso Book Machine Network](#).

3. With PDF's, you can sell them via [Scribd](#) (usually, through [an approved aggregator](#)), Lulu, and [HummingbirdDM](#) (Just found [eDocr...](#))

4. When you create audiobooks, you have: [ACX/Audible](#), [iAmplify](#), and now [Authors Republic](#) and Hummingbird Digital Media (who also do ebooks)

5. When you have video-based courses, you have: [Udemy](#) and [Open Sesame](#).

6. With bundles of these digital goods, you have: [BitTorrent Bundles](#), [Small Business Trends Marketplace](#), [Tradebit](#), [JVZoo](#), [MyCommerce](#), [DigiResults](#), [BlueSnap](#), [Distribly](#).

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Each of these will promote your materials for you and then send you the bulk of the profits when they sell.

For all I've studied over the last 15 years about Internet Marketing, I've never seen it more possible to profit by creating a branded solution based on a single set of content.

Courtesy of [LiveSensical.com](#)