**E-Books**

When the Internet first became popular, it was looked upon mostly as a portal for information and communication. The information part was actually very poignant, because people didn’t have such a splendid method of finding what they wanted whenever they wanted. This impression of the Internet persists even today. Even today, the Internet is an information superhighway and people with an astute mind are making the most of it in various ways.

One of the most significant ways is through creating and selling eBooks. EBooks, or electronic books, are books filled with information on one particular subject. It covers a part of that subject, and is generally (but not always) a self-help guide. Well, those are the ones that make the most money and hence are the most popular, anyway.

The concept is simple. Take something that people are searching for information on, and create an eBook about it. Write in a simple, crisp manner in a language that even a layperson can understand. When you have the eBook ready, promote it over the Internet. There are various ways to do that – make a webpage, create a sales page, advertise through affiliates, promote the eBook on social networking websites, etc. The more you make your eBook popular, the more people will want to have it.

Now, there are two ways in which you can make money out of your eBooks. You could either sell them directly for money, or you could use them to sell a bigger product. When you do the latter, you may not even charge for your eBook. The concept of giving away is very much real on the Internet, and it does attract a lot of interested people to buy bigger products.

So, what can you write the eBook on? Think about anything you know that you think people might like to know about. It could be about anything – about how to clean glass windows the right way or about how to look for mortgage providers for your new nest. The idea is to teach, and to make money out of that teaching.