

Successful Author Self Publishes Free E-Book To Increase Market Awareness

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February 13, 2006 – Nationally known nutritionist Liz Lipski, PhD, CCN decided to do something different for her next book – Give it away for free! Although this was unheard of 20 years ago it is a strategy that is becoming more commonplace in today's electronic world. Dr. Lipski explains, "While it takes the same amount of time to write an e-book, there are no printing costs, and distribution is also free. Because I don't need a publisher in this new electronic world, I decided to give my Health Tips book as a gift to the world. It's good for the reader and at the same time helps promote my work. So this is a win for everyone."

The book is titled, "Liz Lipski's Weekly Health Tips for 2005 - 52 Ways to be Healthier." Dr. Lipski describes it as an eclectic mix of practical health tips for the health conscious consumer. It includes tips on:

- Diet
- Supplements and Herbs
- Stress Management
- Research on nutritional supplements
- Women's issues such as menopause and bone health
- Reducing the risk of heart disease

With the rise of electronic publishing more established authors are publishing books as e-books only. It can be a good strategy for testing a publication before investing in the printing of 5,000 or more copies. It's also an alternative for authors who have written a book, but cannot find a publisher to underwrite a printing. Dr. Lipski saw a third possibility; turning her book into a marketing strategy.

The question is, how well will it work? "It's an experiment", Dr. Lipski responds, "The cost so far, has been my time, and the lost revenue I would have received from selling the book. However, I'm confident that this is the right thing to do because I'm creating readers for my current books, and for my new book, "Digestive Wellness for Children", that will be out this summer."

Regardless of the outcome of Dr. Lipski's experiment, the big winner is the internet community. As more authors publish free books, tens of millions of internet users will be there to benefit. You can download a copy of Dr. Lipski's book by visiting: innovativehealing.com/tips

About Dr Liz Lipski:

Dr. Lipski is a nationally-known nutritionist and author of Digestive Wellness (3rd Edition McGraw Hill). She is the founder of Access to Health Experts, a free monthly teleseminar interview series. The program features interviews with many of the most prominent and authoritative experts in integrative medicine. Visit her website for more information: innovativehealing.com

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