

ACHIEVING INTERNET SUCCESS

Using the Internet to Your Advantage

It's no secret that the internet is the best way to catapult your business, good, talent, or skill into the public arena. There are countless examples of individuals from around the globe who have achieved fame, fortune and plentiful opportunity by using YouTube, online publishing, blogging and social media sites to their advantage. Read on for important examples and advice!

YouTube Success Stories

Could Internet Videos Make You Famous?

Many musicians and personalities have taken to the internet to publish videos that command attention to their skills. And who can blame them? Let's face it, YouTube is a free service that offers the ultimate platform for getting noticed by the elusive "industry". These talented people have nothing to lose by posting their videos and so much to gain. And its free publicity! Essentially, fans who find your video spread it around on the internet, no fancy marketing and distribution team necessary. So what's stopping you from doing the same? Take a look at some of the "best in the biz", the shining examples of the beautiful and modern concept that is internet video fame and get taping!

Justin Bieber

The Biebs is that ultimate example of how internet success can catapult you into fame and fortune. He's maybe not the most realistic case to study (let's face it, most YouTubers don't achieve international stardom and celebrity), but he proves that his kind of celebrity is not quite as elusive as we once thought. It all started when Bieber's mother uploaded a video of [the future star singing](#) in a local competition and continued to upload Bieber's music onto YouTube. And that's when the right pair of eyes stumbled onto Bieber's channel: the market exec eyes of Scooter Braun. By 2008, Bieber had a recording contract with Island Records and had started on a path to stardom. Justin Bieber has some people at YouTube to thank for his massive posse of ardent "beliebers".



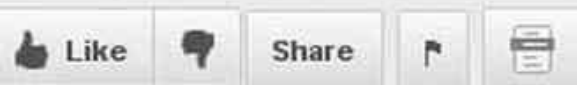
Jenna Mourey



Don't recognize this name? Maybe if I told you that her YouTube alias is [Jenna Marbles](#), you might have a better idea of who I'm talking about. Ms. Marbles has millions of YouTube followers that tune in often to see the latest on Jenna Marbles' quirky and hilarious channel. Her spoofs and charm make her relatable and people keep on coming back for more (her video about how girls entertain themselves while driving has over 32 million views)! Seems pretty cool but kind of ordinary right? Sure, if you think her [\\$2.5 million](#) net worth is nothing special. She is a YouTube superstar and plans to stay with the site that helped her to achieve her notoriety:

"I can do whatever I want, say whatever I want ... [and] the coolest thing on YouTube is nobody owns you."

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E-Books: A How-To for the Future of Online Publishing

Kindles, iPads, and Nooks are new but important words to know in the book publishing community today as they represent a new way of reading. Even laptops have become important readers for books published online. Whereas publishing a hard copy book used to involve publishers and a very exclusive selection process, e-publishing has invented a less painful, less expensive and more inclusive route to getting your book published. However, there are some important things you need to know about this new form of publishing as you begin to write your own self-published e-bestseller.

You Need to Write a Good Book!

While it might seem silly to bring this up, it's absolutely necessary to write a book worth publishing! E-publishing, while a different route, still requires a good story that people will want to read. Approach an e-book just as you would a regular hard copy book: with time, hard work and patience. It will all be worth it!

Save Money Where You Can

E-books offer an opportunity for you to publish your own book without relying upon expensive middlemen such as agents and designers. However, the downside of this is that, while you can save a lot of money, you have to do more work yourself. Cover images are an important eye catcher for readers browsing e-books to buy so, if you have design skills or friends who can help, use them to help you create the perfect one! Also, type up and format your own book using word processors and free software like [Calibre](#). Taking the time to learn these skills will make you more proficient in self-publishing and save you money!

Market, Market, Market

The internet is your marketing domain. You need to create an online presence for yourself and your book. Though it is sometimes easier to hire someone who can help you with this, you can take the time and market yourself! Set up a free website, link details about your book on Facebook, Twitter and Instagram, and network!

Where do you sell them?

Amazon Kindle Direct Publishing (KDP)

Amazon's online e-book publisher allows you to publish books exclusively for Amazon's online bookstore and offers a [70% royalty fee rate](#).

In order to publish using KDP, you need to convert your e-book into an AZW file. Though you can hire a professional to help with formatting, you can simply use [Mobipocket](#) or [Calibre](#) to format your e-book for free.



Smashwords

Smashwords offers a less exclusive publishing experience than Amazon. Though books published on this site can be purchased directly from it, you can also choose to have Smashwords distribute the book to other e-booksellers such as Apple's iBooks and Barnes and Noble.

In order to publish your book here, you can upload your cover and word processing document directly and Smashwords will convert the book for you!

Check out more places to sell your e-book [here!](#)



Smashwords



Be A Triple Threat

Creating an Online Presence

Social Media

If you need to get yourself noticed online quickly, turn to the modern social media universe. You have a lot of options to turn to if you're looking to create an online identity for yourself or your commodity: **Facebook**, **Instagram** and **Twitter** are among the most popular social media websites. All sites offer free use and signing up is simple. However, using these sites correctly can offer you an entirely new self-marketing experience made for the marketing novice. Facebook offers a more multimedia approach where you can make pages dedicated to your professional endeavor with images, videos and text. Twitter, on the other hand, has a 140 character limit in posts and would not be useful for in-depth product explanations. Instagram is heavily focused on images and would be the perfect place to post craftily chosen images. Creating a professional, interesting and cohesive social media presence will allow for maximum exposure for you, your skill or your commodity.

YouTube

YouTube is perhaps the first and most popular video viewing platform. In fact, YouTube has over one billion unique viewers each month. Why not use this popularity to your advantage? Contrary to popular belief, you don't need to be a professional videographer or actor in order to use YouTube to further your career. You don't have to be a singer, a comedian or a musician either. While YouTube is a fantastic free outlet for the musically and dramatically inclined to gain notice, there are many more uses for YouTube. You can create video advertisements for products and services, post interviews or create commentary. The best thing about YouTube is that its meant for amateurs. There's no harm in creating a YouTube presence because it offers a lot of foot traffic via casual YouTube browsers. And sometimes, the right people will stumble across your video (refer to the amazing success of Justin Bieber).

Blogging

The blogosphere is a growing place and its waiting for you. Do you have a knack for storytelling? Strong opinions on an issue or news? A yen for cooking? Juggling? Singing? Health or fitness? Blogs are a haven for people who have a focused interest in a topic (and almost any topic is fair game). These "web logs" consist of many different posts and, together, these posts create a cohesive body of your work. You can use text, images and videos to create posts that showcase your literary or other talents or display your knowledge about certain subjects. Blogging provides an excellent arena for receiving feedback for your work; readers can comment on individual blog posts. Furthermore, blogging allows for networking; you can use tags to bring attention to your posts and often bloggers provide links to related blogs. And the best part? You can create a basic blog for free. Among many other blog sites, [WordPress](#) allows users access to basic blog functions for no charge.