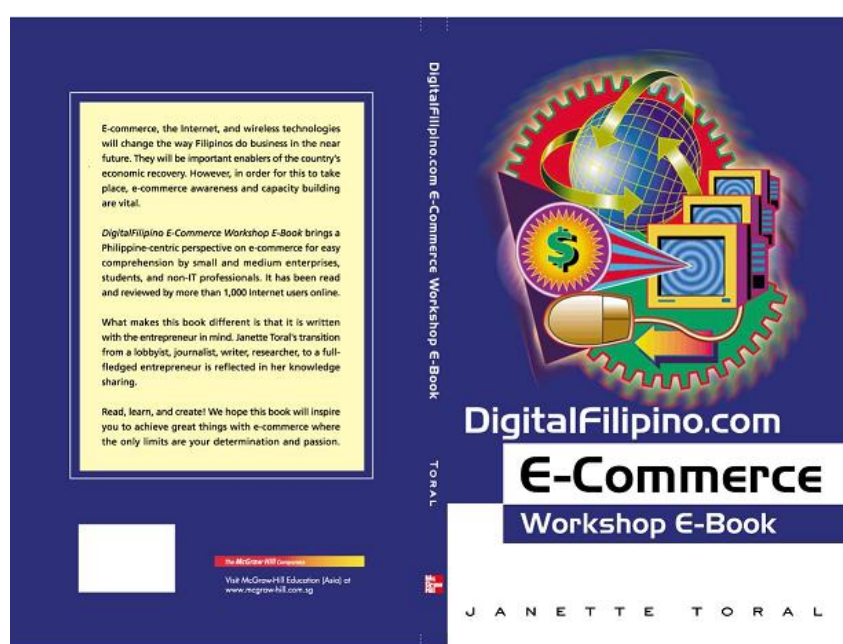
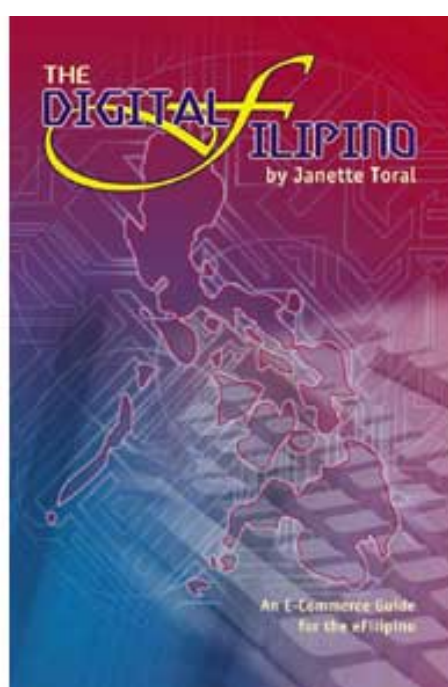


# Publishing 101



Published 4 (PRINTED Edition) books:

- DigitalFilipino: An E-Commerce Guide for the eFilipino (2000)
- DigitalFilipino E-Commerce Workshop E-Book (2004)
- Philippine Internet Review: 10 years of Internet History (2004)
- Blogging from Home (2008)

(To be released - 2013):

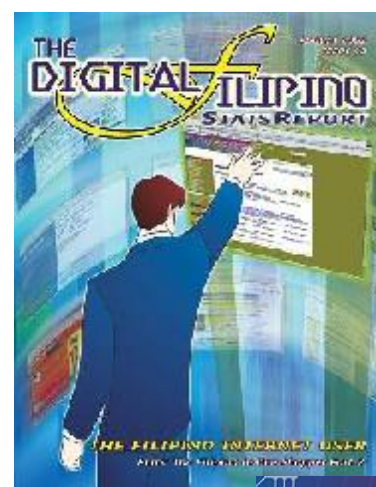
- 2 to 4 books

**Earning potential?**

Twitter: @digitalfilipino

# Book earning potential

- Book sales
- Speaking engagements
- Consulting
- Authority assertion



Earning potential?

# Research earning potential

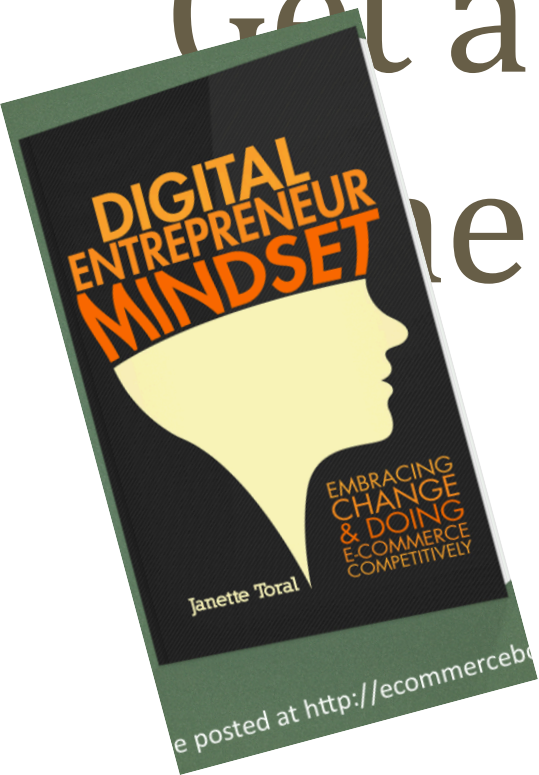
- Research sales
- Research sponsorship
- Research projects
- International travel
  - APEC, WTO, UNCTAD, UNESCAP
  - Switzerland, Malaysia, Korea, Taiwan, China, Nepal, Mexico, Thailand, Singapore
- Consulting
- Speaking engagement

# Creation Process

# Develop your outline

Write it and mind map it.

# Get a cover design





Create a website or  
blog

Offer an e-mail  
course

Write your content

# Write your activities about the book

Talks, publishing experience

# Get bloggers to write about your book

(before publication)

# Launch your book

Own event or  
In a conference

Build a community

Create a course



**MODULE 3:**  
 E-Commerce  
 Consulting as  
 a Service



**MODULE 1:**  
 E-Commerce  
 Site Launch

**MODULE 2:**  
 E-Commerce  
 Marketing  
 and Operations

# Build a Community