

eBook Template

Showcase your expertise on a particular subject with an eBook.



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Beacon

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Introduction

Congratulations, someone downloaded your eBook. This introduction is your chance to make sure that they actually read the book from cover to cover.

Reading an entire book can seem like a big task. This introduction gives you a chance to convince your reader that they will miss out if they do not take the time to read the complete book.

Your introduction should be no more than one page long so that a busy person can scan read and still get a good idea of the overall message.

Key Subjects

What are the main benefits that a reader will receive from this book? How will the knowledge in this book help them to improve? Summarise these in a simple bullet list:

- How to improve on something they are already doing?
- How to learn a new technique that will save them time or money?
- Give them greater insight into a specific subject?

Finish the introduction with a personal message to the reader. Speaking directly to your audience helps to show that the book was tailored for their individual needs.

A stylized, handwritten signature in black ink, appearing to be 'Kevin'.

Your Name Here

About The Author

Is an IBM certified business partner, committed to quality EBusiness solutions especially ELearning and Ecommerce solutions.



Gregory Ekhaton is the founder of Debonair Training, Founded in 2001 in London, England. The company has now grown with a full time staff of 16 in 3 countries, and over 50 sub-contractors working as when needed..

Expertise

Learning technology and methodology in the 21st century is his speciality. Especially with the advent of social media. This is inculcated into Instructional design, Ebusiness, Ecommerce, CRM, Blogs, Digital marketing and E-Book

publishing. Connecting and matching your social media connections more precisely with your business profiles online is his forte.

Something personal

Greg Ekhatator was born in Stafford England to Nigerian parents. He has lived in Nigeria and USA, and is currently based in London England. His E-Business company operates in all 3 countries headquartered in London.

A loving father of one, he has keen interest in all things computing, and football. He is an academic and post graduate of London Metropolitan University, currently researching into 3D role play road-map simulations for industry. He has published many articles which he will be publishing shortly in his books organised as chapters.

About Debonair Training

Who we are:

Founded in 2001 in London, England by Gregory Ekhaton, and has now grown to full time staff of 16 in 3 countries, and over 50 sub-contractors working as when needed.

We are IBM certified business partners, committed to quality EBusiness solutions especially ELearning and Ecommerce solutions. We also design and develop corporate and flash websites. Our IBM certification and benchmark pervades our EBusiness database solutions.

- Cutting edge technology skillset
Top of the line training, Quality Assurance and IBM certified.
- Business relationship orientation.
All applications designed with this ethos
- Support
Excellent testing, support and after sale service.
- Research & Development Network
Academia and commercial enterprises.

Value Chain gain between Ebusiness, Ecommerce, Elearning and CRM

It is now abundantly clear that there is phenomenal value to explored and exploited between knowing the differences between Ebusiness, Ecommerce, Elearning and CRM.

Contact

E-Books

Your Blogs, make parts of an Article, your Articles make up Chapters, your Chapters make up Books.

At Debonair Publisher we use clever CMS programs and traditional editing processes to produce suitable ebooks, for all formats. In addition we also use clever CRM software to assist you with E-marketing.



We advise and publish E-Books for our clients, encouraging them to first of all blog about their writings in a secure environment and then collating the content for self publishing into an E-Book using the chosen and appropriate intellectual property rights.

Training



We produce designed Training modules off the shelf in varying topics, we also produce, training software for your existing content training modules. We do this to the highest professional instructional design theory standards.

The following is an example of a popular Training module in Nigeria at the moment, which can be produced for you starting from £500 x 2 payments depending on programming and training content provided. It is best to get more information first by contacting our Consultant for a free eLearning consultation, if you want to order a freshly created module fit for purpose.

See our [Training demo here](#).

<https://www.youtube.com/watch?v=wfdv2mg0zUk>

Funmi BEAUTY PRODUCTS

DEBONAIR



MOODLE
LMS
3D SIMULATION

Debonair Training has a business portal, which is part of Debonair Marketing, where we practice E-MARKETING, like with this client who is a subscriber.

Hey beautiful ladies!!

A member of Debonair Portal is offering Facials for all Debonair Portal members.

Check her out!!!

She is renowned for giving beauty tips to Nollywood stars!!

Debonair Publisher | Digital marketing | Training

E-Marketing, PR and Advertising

A successful E- Business operation requires a strategic e-marketing campaign, backed by an e-marketing strategy harnessing a range of e-Business tools.

We offer a range of these to leverage your existing business database while building it up to be more formidable.

- E-Pay store or ecommerce
- Customer Relationship Management (CRM)
- Supply Chain Management (SCM)
- Newsletters
- Capturing email addresses into lists on your website
- Surveys and polls
- Banners
- Blogging
- Facebook Business page
- Twitter handle
- You tube promo videos
- Search index portal listing

The above list is not exhaustive of marketing tools but a cross section of the most common ones.

Hey i now get 20,000 visitors to my website per month. Thanks to Debonair E-Marketing social media experts

Instructional Design

E-Business

E-Commerce

E-Learning (Blended)



Call to Action

An eBook should act as a stepping stone towards some of your paid products or services. Use this call to action to nudge prospects in the right direction.

[BOOK A CONSULTATION](#)