

Master Owl Sales Email

Subject: Announcing an Innovative New E-book Website

**Heading: Readers - Pay only for the Pages you Read
Writers – Earn Vast Royalties for Every Page you Write**

Sub-heading: You may have noticed a few drawbacks with existing e-book and article websites:

- They typically charge a premium for downloading e-books
- It's a lot to pay when you don't even know if you will like the e-book
- Often the content doesn't match the expectations created by the blurb
- Writers only receive a small percentage of income from e-book sales
- The websites charge large sums for writers to upload their material
- Free article websites often publish poor quality content

www.masterowl.com is an exciting new website that features e-books, tutorials and articles, many by leading authors. A low cost subscription allows writers to upload as much content as they like at no additional cost. Readers pay a small fixed amount to purchase credits, which they then use against each page they read. Once content is selected, you can keep it in your own online library for future reference:

Join www.masterowl.com today and experience the advantages whether you are a writer or a reader:

Readers

- Pay from as little as £4.99, which buys you 500 credits
- You can easily top up your account if it runs low on credits
- You can rate content and recommend it to people both within and outside of the website
- You can bookmark content for your future reference
- With a tutorial you don't need to meet the expense of buying a large volume, just purchase the sections you want to read

Master Owl Sales Email

- Our favourable rates of pay allow us to attract the highest quality writers
- Receive alerts when new content in your area of interest has been released
- Easily access information relating to credits available and used, and a history of your purchases

Writers

- Pay only a small subscription to open an account, then upload as many items as you like free of charge
- Upload content in seconds any time of the day
- Take advantage of social networking and increase your readership by recommending your content to friends outside www.masterowl.com
- Within your network, your friends pay less to read content and you can earn more
- Gain considerably higher payment rates than with other websites – our writers earn 75-80% of the royalties
- You decide whether to feature your content live (for up to a year) or whether to archive it
- Manage your online earnings easily and choose how often you want to withdraw funds – either fortnightly or monthly
- As your readership increases, your income will too
- Rate other people's content and receive ratings for yours
- Use our reporting facility to find out who your readers are – we offer current, daily and monthly readership reports

www.masterowl.com is quick and easy to join, and full details of pricing and terms are available on the website. Take a look now and you could start downloading straightaway, or start earning a healthy extra income from your writing.
