

# *Instant Cash Payouts*

## ***How To Pump Out Hot Little Original eBooks For Instant Cash Payouts***

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## **Preface:** Why you need to read this eBook (the big deal with eBooks and info-products)...

The internet has changed everything from renting movies, to taking college courses. There are so many things that have changed in just the last ten years because of the internet. Imagine in the early nineties trying to download your favorite song, or visit your friends profile on a social networking site, this was completely impossible at the time.

The internet isn't just rewriting the book on the way we entertain ourselves, it is also making many people wealthy, really dirty filthy gigantic bank account wealthy. One of the best ways of all time to make money through the internet is by selling information products. And that isn't going to change any time soon!

**Not just any information product will do though; it should be your own creation.** Information products come in all shapes, and sizes on the internet but they offer all that sells them one distinct advantage, low inventory costs, and high return on investment.

In the business world return on investment is commonly known as ROI (return on investment), that funny little acronym you might see embedded in some arcane text about a business for sale, or an apartment building investment for sale on your local newspaper, or online.

The interesting thing about ROI is that most business ventures fail to ever provide any ROI at all. Think about it, return on investment means return on what you've already invested, that figure assumes that your original investment will be replenished from revenue, and that additional, returns as the name calls it, are offered up to the investor each day.

Often ROI is calculated in annual dollars, as in how much money will you make each year, but the bottom line is most people that go into business end up with 0% ROI because they don't make a nickel of profit off of their venture.

So here we are talking about the clichéd topic of how most people fail in business, and you're probably thinking why, or how, does this relate to me. The simple answer is that knowledge is power, and the more you can learn about what doesn't work, the more you will likely stumble upon a business that does work, and work can be defined as a business that becomes profitable.

There will certainly be temptations to try many types of businesses that seem to draw you in with large amounts of potential profits, and success stories from average people just like you. Well, before you jump the ship and try to do something else, it is important to understand the nature of most businesses.

Most internet businesses require sales, and investments on product that means you will have to spend a lot of money on something you aren't even sure if you can sell.

The fact that always gets me is this, if you buy 100 t-shirts to sell online at 50% of the retail cost (your cost), which is typical of wholesale market value, you would have to sell 50 t-shirts at full price just to break even! That's an astounding 50% sell through rate, most people would be beside themselves if they could sell half of their entire stock. But if you're doing the regular "real goods" internet business model that would most likely be the case.

The problem is that the internet is filled with discounters, many of them just like you, who got all their money trapped in some business idea, and now they just want to get their money and get out, so they are selling at cost, or 50% off retail.

Now if you're just starting in *this* type of business, how in the world would you compete with that? The answer of course is you can't compete with it, so you conform to the market rate to stay competitive, and end up losing money, as well as being stuck with 50 t-shirts you don't want.

There are countless examples like the one above that can be used to deter you from starting an internet business, but they all seem to have the same message, making money is hard. It's not easy, it's not even kind of sort of easy, it is hard. The more that you understand this concept the greater appreciation you will have for this e-book. Making money online can be possible if you focus your energy, and dollars in the right area, but if you do not, you will find it is very difficult to turn a profit online.

So what is the answer, how do you make money on the internet without losing your hide, and your sanity in the process? **The answer is simple, information products.** The inventory cost is zero, and the profit margins are huge. The information product has been revolutionized by the growth of technology, and the amount of people on the internet. The information product is a serious cash cow waiting to be unleashed.

**So what is an e-book?** This might be a dumb question for some people but when I first attempted to learn about marketing on-line, I had no idea what an e-book was. So for those that are like I was, an e-book is a digital file that you can read on your computer like a book. You're actually reading one right now. If you print it out on paper and staple or bind the pages together, you'll have something closer to a real book. This is a .PDF file. I made it first in Microsoft's word application and converted it to a .pdf file using Adobe's acrobat program.

There is another type of e-book that isn't so popular now but it was a compilation of HTML pages put together into an .exe file. They're like a digital book you can just click links to other pages on. Sort of like a whole web site you could access

from your desk top in a little executable application. These were all the rage but with the growing popularity of Apple MAC users (.exe applications are not compatible) and the ease of making a simple .pdf e-book, they slowly died out.

.PDF file e-books are great. They allow you enough versatility to do as much as you need – provide quality information – insert tables, graphics, headers and footers – place clickable URLs -- spice up the text with **HTML** etc.

No doubt, (because you've purchased this e-book) you have seen the recent on-surge of \$5 - \$10 e-books being launched offering 100% commissions to affiliates. If you're wondering what the deal is with giving 100% the profits to your affiliates from your e-book you've been slaving over for the last week or month or however long to complete, here's the deal.

You want to build your business and establish yourself as an expert. Or in other words, build a list.

**So is there money in eBooks?** Definitely. Information is the second biggest market on-line today. Info-publishers like me and soon to be you, are raking in loads of cash. In the offline world, dozens of millionaire writers and publishers are made every year. The world is full of information hungry people. The internet is just another device to relay information and it has become the ultimate source for it because it's literally instant.

Just today I was searching for information on a new band I heard about and what do you know.....Google whipped it up for me in about 0.29 seconds. Saves me going to the newsagent and looking through magazines all day doesn't it?

When people want to know something you know that they don't, it's only a quick draw of their credit card to find out. Sure there is a lot of free information on the Internet already and you need to be careful when writing your e-books that you really give exclusive information.

**You may not see the marketing idea behind E-books using a 100% commission offer.** This is a tool to build your list. As you've heard a million times and now a lmillion and one, the money is in the list. You can sell more e-books and present other offers to your list afterwards and that will make you money. The e-book is the engine to drive the list....a list of buyers.

It is a sacrifice to give away 100% of the front end to someone else but the end result is this....it will have a viral affect like nothing else. We'll talk a little more about JV's later on but know this, getting others to sell your e-books for you is obviously going to get you more sales. It's just common sense and mathematics.

I've released four of these 100% commission e-books now and the truth is, they all took off like a rocket. After someone purchases, they fill in a form with their

name and email address to get to the download page becoming a subscriber. Every customer is a subscriber for me. Every subscriber then, I know has a Paypal account and doesn't mind handing over money for good deals when they see them. Other affiliate programs work but none quite as nicely as the \$7 script. You'll begin to see what I mean as I mention it repeatedly through out this e-book.

**This e-book will take you step by step on how to launch your own information product and profit from them.** This value filled text will give you all the tools you need to launch an information product successfully for little to no money, using the 100% commission script (most recommended) or other affiliate programs.

Be sure to read this e-book all the way through in sequential order, for at least the first time, because each chapter is organized in chronological order. This is purposely done so that you can literally start your information product while reading this e-book, and by the time you are done you will have it selling like hot chocolate on a snowy day. So buckle up, get a pad and pen, and get ready to learn the trade of information product creation and marketing!

## Chapter 1: Skillfully Selecting a Topic that Sells

The first and ultimately most important step in launching your information product is selecting a topic that is marketable. If you get this step wrong, everything else you do after this won't make matter. But making the right choice will make it extremely profitable. Don't worry though, after reading this chapter, you'll be able to pin-point a hot topic people will be lining up to read about.

Choosing a topic can be a tough chore because many people have unique interests that they are emotionally attached to, and therefore want to do an information product on. While this is admirable, and in theory a good idea, in the competitive information product market it will never work. You must find a topic that people want to read, better yet, a topic people must read.

The more you fiddle with topic ideas the more clear it will become that most topics will not be marketable at all. If a topic isn't marketable, it will sell very few, if any copies at all. As you will read later in this book the name of the game is volume, the more copies you sell the better, and so you must find a topic that can be a real volume seller.

**So where to begin, how do you find a topic that will sell like hotcakes and how do you know a hot one when you think of it?** These questions are imperative to finding a good topic, and you deserve a pat on the back for thinking of them, you are already on your way to success for conjuring up such thoughts.

A little quote I heard from a top marketer once was that goes a little like this....

*"If you're trying to aim for everyone, you'll end up hitting no-one."*

Just keep this in mind when choosing a topic for your eBook. With the ever increasing number of internet users, the information they're seeking is becoming much more specific. People don't want to learn about "internet marketing", they want to know the intricacies of marketing in the internet like "product creation", "getting traffic", "building a list", "PPC advertising" etc.

To address how to find a best selling topic, **look no further than what is already selling**. This is a timeless practice done by virtually every business in the world.

Movie studios will look at the biggest box office drawing movies in theatres now, and develop a movie off of what they think will sell. Do you think it is a coincidence that just a year after 'Batman Returns' did great in theaters, 'Superman Returns' is released? Of course not, the movie business is in it for profit, and thus **they look at what sells, and mimic it**.

This example is also applicable to television. It didn't take long after seeing American Idol dominate the Nielson ratings for rival networks to create their own talent shows. The premise for the television networks is that if one style of show is successful, then people must want to tune into that type of program, and thus if they make one, they too will have a great audience turnout.

The list could go on, and on for the mimic game, and is seen in virtually every industry worldwide. **The important thing to remember from this is that if the most successful companies in the world practice it, isn't it worth your time?** Of course it is, so the first step in selecting a topic is to find out what is selling, and then match that to your individual interests, and abilities.

A unbelievably easy way to track what e-books are selling is to set out on a three part expedition.

The first part for you to discover what is selling online is to scour [eBay.com](http://eBay.com), yes, eBay of all places and here's why....it's **the world's leading online seller of information products**. Fair enough?

The second is to look at the large e-book websites that rank product sales.

And finally you will complete your search by browsing the requested work for hire advertisements, to gauge what the competition is trying to do.

What is the campaign....? "You can find "it" on eBay"? Well, that has never been truer than for information products. There are more information based products on eBay then any other site in the world.

There are literally thousands of information products for sale every day, and if you were to compound those numbers per month, the number of information products for sale on eBay would surely be in the millions.

eBay may not be a gold mine for sales, but if there are that many information products listed on the site, someone must be making some money from it. Just the sheer amount traffic pouring through eBay means that at you're bound to get some lookers and takers.

Looking for what is selling on eBay is as easy as browsing the titles. The beautiful thing about eBay is that you can do endless quires for items for sale; items for sale buy it now, and items that have sold, or have gone unsold. More on eBay, and the art of selling information products on eBay comes later in this e-book, for now let's focus purely on the research aspect.

**Searching for "hot sellers" on eBay is best done in reverse fashion.** After arriving at that the eBay website, and putting in the word ebook into the search box at the top right corner of the page, you will be able to navigate the results on the left hand side of the screen. Find the box that says "show completed listings only" and click it. After double clicking on the search button, you will be provided a 50 page list of the latest information product listings that have ended in the past four days or so. This list will most likely tell you exactly what you need to do an information product on, it will at the very least help to show you what doesn't work.

Looking at the completed listings search page on eBay is made very simple by the coloring of the listings. Any listing that has sold will be colored green in text, and any one that hasn't sold will be in red text. Both the listings that have sold, and have not sold are very important to helping find the perfect topic.

First look at all the green listings, noting what information product topics are selling the most, and which ones are selling for the best dollar amount. Unless you have a photographic memory, you'll want to make some notes. This doesn't have to be a scientific exercise, bar graphs, and hypothesis is not needed. Just take a few notes that will help you discover what topics work, and what ones do not. By creating two columns, one for the possible topics, and one for topics to avoid, you will be creating a literal do, and don't list.

After analyzing the green sold listings, and writing down the topics that seem to sell for the most money in the greatest frequency, it is time to look at the topics that don't sell. Try to ignore any listings that are not professional looking, and any bizarre listings that don't fit the general criteria of an information product. Instead



focus solely on what listings seem to never sell, and what topics those listings are for.

Don't be discouraged if a topic on your do list, is also one that often comes up on the don't list. Many people list information topics several times before they sell. Simply try to see if there are any information product topics that seem to always not sell, even if it's for a penny.

**After you have created your list from the sold auctions, you will move on to step two, finding the top sellers on information product websites.** The term most notably used for information products on the web is e-book, or ebook, and thus you should search for sites dedicated to e-book volume sales rankings. Information product is a term used within the industry to describe the type of work done, but for this search e-book will give you a better list of websites that rank sales of e-books.

Possibly the best website to help gauge what the market is buying in terms of information products is [clickbank.com](http://clickbank.com). This company is a dedicated payment, hosting solution for information product sales. At a later point in this e-book clickbank.com will be explained as a marketing tool, but for now it's important to look at the rankings of clickbank.com to see what information product is selling the best.

There are hundreds of thousands of information products for sale on clickbank.com's affiliate websites. The rankings are located at the bottom of the company homepage, and will sort the best selling information products by category, price, and industry. The more clickbank sales a e-book author has, the more in demand the topic of their work is, at least for the most part.

There is of course marketing efforts that may skew the actual total sales of a particular e-book, but for the most part the clickbank.com rankings will offer substantial insight into what buyers of information products want to know about, and thus, what they are purchasing.

Be weary of so called e-book library websites that offer inflated daily traffic estimates, and most popular download lists. Most companies that offer such information are fudging the numbers when it comes to daily traffic, and have a most downloaded list that is really an advertisement for the authors that pay the webmaster the most money to advertise on the site. Some of the most downloaded titles on these e-book websites are actually empty information products that do nothing but advertise an author's internet business, and are in actuality rarely downloaded, if at all by the internet community.

There are some good e-book websites besides clickbank.com that offer information on sales, and downloads. Try to use common sense to weed out the good from the bad. At this point you should be looking for patterns. Do you see

any correlation between the list you made of hot selling information product titles on eBay, and the titles you are seeing on similar websites? Answering this question will help you secure several topics that will be most successful.

**The third and final step in this process is to get a pulse on what e-book publishing companies are looking for.** This is a sure fire way to find out what is selling online, because online publishers typically only contact authors to write e-books that they are sure will be bestsellers. Try searching the work for hire websites that have projects posted for potential e-book authors, and make notes about what titles are most popular. Try [elance.com](http://elance.com) or [craigslist.org](http://craigslist.org) to see what type of e-books people are paying to get written.

By now it should be apparent what topics are the most in demand, and conversely what topics are the least in demand. The process in which you searched for the most marketable topic is full proof. Most people think about a topic, and do it, worrying about the marketing at a later date.

This of course is the most foul, and unprofessional way to do things if you are trying to turn a profit, because what you want to write about isn't always what the market wants to buy. Understanding this principle will put you ahead of 99% of the information product developers today, and executing it properly will give you a leg up on almost all the information product developers on the market today.

## **Chapter 2: Crafting Your Very Own Masterpiece with Entertaining Writing**

Congratulations on making it through the hardest phase of information product development, the topic selection phase. The most difficult thing in making an e-book is finding the right topic, since you've done that with such grace, you are now ready to get this product written, and published!

First, let's go over the basics. You'll need a few essential tools to begin your eBook creation. If you opt for the .pdf document, you'll need Microsoft Word and Adobe Acrobat or another word to .pdf converting software. Adobe acrobat works in with Word so you can turn any word document into a .pdf with the click of a button.

Essentially "writing" the e-book and "publishing" is the same thing, although many supposed e-book gurus would tell you differently. Publishing electronic products is nothing more than saving it, and uploading it to a website attaching it to a live link for instant download access, or emailing it as an attachment. But forget about that element for awhile, and let's focus entirely on producing the actual information product.

There are several ways that you can get your topic onto paper from scratch, from **paying a freelancer** (also known as a “ghostwriter”), to **writing it yourself**, to a combination of both.

For the lazy or poor e-book publisher, there is the option of using “ready made” information in the form of **PLR** (private label rights – you have the right to change, modify, and put your name on it) and **public domain**, i.e. works where a copyright doesn’t exist leaving it available for anyone (general public) to publish without infringement.

While this e-book will give you each option in detail, you will find the most control over your product in writing it yourself. Some look at information products as a side job that will be more for supplemental income, and thus don’t want to put all the work into writing the actual product, for those individuals, the idea of having it done by a professional is the best option.

**Having a full package e-book put together by a professional can be a simple process that involves very little on your part, other then payment.**

The biggest problem you will encounter in contracting out the work to a professional is quality, and price. The information product market, specifically e-book writing, is not a fixed price market.

What does this mean?

It means that you won’t find every professional offering the same price for one service; in fact it is a stagnated market that is often confusing, and illogical in form, and practice. Some companies will charge you less then others and be more qualified to help you, others will charge you large amounts of money, and have no real experience in writing e-books.

Worse yet, some contract workers will have little English language skills, and thus write your book in a faux language that is nothing more than jibber jabber that no one will actually be able to decipher.

To avoid the above problems happening to you, be diligent with your project posting, description, screening process, and payments. Remember that you are the employer, and thus, the boss of the project. Don’t be bossed around by the provider, and always ask for relevant samples of the providers work before accepting a bid on a project.

When screening sample works from a potential provider make sure to not only examine the quality of the work in terms of grammar, spelling, and mechanics, but also the knowledge of the writer on your topic. If a published author with great writing skills has no knowledge about your topic, the finished e-book will be error free in mechanics, but offer the reader little new information. Therefore it is vital

to screen providers for both basic writing skills, as well as writing experience in the general topic area of your choice. The more you do this, the better your finished product will be at the end of the day.

Cost in the field of contracting information product employees is as confusing as it is to select an appropriate provider. There is really no market rate for what an e-book will cost to get made. Some excellent providers will work for as little as \$5 per page, others will want \$30 a page. Discount providers, typically from another country, may charge as little as \$1 a page.

What to pay, and what remedies will be included so you don't get ripped off is extremely important. As with most things in life, you get what you pay for in this market. Not all expensive providers will provide the best work, but the general rule of thumb is the more you pay the more you can expect from your writer.

To help curb overly expensive bids from your potential providers, when you post the project on the internet, enter in your budget, and let the provider know what you expect from them both in terms of quality, and in terms of price.

Once the provider is hired for work, you can request a table of contents, to make sure the e-book is going to be on track with what you are looking for. Once you approve the table of contents, you should expect to wait a week, or two for the finished product.

This wait time will be in direct correlation with the length of the project. If you have a 50 page e-book, you should expect to get it in 7 to 10 days from project acceptance. If you are doing a longer project, it could be several weeks, or months before it's done. A good rule of thumb is for every 50 pages, the writer should be able to do it in 10 days time.

After the project is done, review it for errors, and content, and pay the provider. At this point you should be done with creating the project at ready to put it on the market.

**Writing your own e-book can save vast amounts of money**, and assure you of top notch quality work as well. There are of course limitations to what you will be able to write about, or how well grammatically the document will turn out, but it could be as good as the writer you would've hired in the first place. The more time you put into the e-book the better off you will be in the end. So set aside a good amount of time when writing your information product, and make it a fun process for yourself by thinking about all the money you are saving by doing it yourself.

Take the topic you selected and create a table of contents to get started on your e-book. The table of contents can be a draft, it doesn't have to be final, you will be free to add, or take away whatever you need to later in the process. The table

of contents will help bring the project down to a size that is appropriate for you to handle.

Often amateur writers will become frustrated, or overwhelmed by the length of an e-book. “How can I write something so massive?” Is a common question that surfaces when trying to write your first information product. To help curb this thought, create a table of contents, and think in terms of chapter to chapter.

If you have a table of contents that has ten chapters, and you want to have a fifty page e-book double spaced, then you just need to write five pages for each chapter that is not that much writing if you think about it. Look at each chapter title as a question that you need to answer in 5 pages or less. Before you know it the e-book will be finished, and you will have saved hundreds of dollars in the process.

When writing the e-book think about making it entertaining for the reader, the more entertaining the better. You of course want to address all the information in your topic, giving the buyer the value they deserve out of your e-book, but try to do it in an entertaining way. **The best way to entertain is through personal narrative, and common sense talk.**

Nobody wants to be taken around the bushes all day, give the reader the information they need in a plain informational tone and they will be thankful for it.

**The art of writing in plain words is actually the easiest way to write anyways.** There is nothing simpler then simply telling someone like it is, in plain English. This technique also helps setup the entertaining stories, and anecdotes that your readers will so greatly appreciate.

What is funny to you, may or may not be funny to the reader, however what is funny to you, that is also helpful in explaining your message, will surely be entertaining to the reader. The more you can offer the reader in terms of **examples**, or **stories** to help illustrate your point the more entertained they will be, and thus the more they will want to read on, and possibly buy another one of your products.

To be entertaining is easy when you write about something that has happened to you that relates to your topic. Let's say your topic is health, and fitness, specifically how to lose weight. Think about any interesting stories you have about this topic. Maybe you were enrolled in fat camp as a child? That would be a funny story to tell, did it work, did it not work? Why? Answering these questions in the form of a story will draw your reader into a reading frenzy, which is exactly what you want to happen.

Even if you haven't been to fat camp, maybe you have a funny diet story, or a funny story about how you don't need to diet. Whatever it is that can help the

reader relate to you, it will help your message to permeate deep into the readers mind. People are more trusting of those they can relate to, then those they do not understand. By writing entertaining information in a compelling story telling format you can gain the trust of your reader for this information product, and many more to come.

Beyond being an entertaining writer you should also consider what it is you are able to comment on when it comes to your topic. There are plenty of things you will be able to write about, but certainly there will be some part of your e-book that stumps you completely. This is the perfect time to do some research to back up your point.

There are hundreds of thousands of websites that offer comprehensive information on almost every topic you can think of, typically authored by experts in the field, or by followers of experts in the field. You don't need to steal or plagiarize their information, you can simply paraphrase what they are saying, or give them a block quote, and include them in a works cited page at the end of your e-book.

**Including outside works** in your e-book will not only enhance the quality of the publication itself, but give you more to write on. Think of writing an e-book in two phases, the original work, that is the writing you do from your knowledge base, and the secondary source work, this is the writing you perform dealing with outside sources. The outside source should of course offer information that backs up whatever you are writing about, and whatever your goal is that you are trying to accomplish.

Believe it or not, some e-book authors put in contradictory information in their works without giving it a second thought. Sticking with the weight loss topic, imagine an e-book on weight loss that instructed the reader to eat French fries every day, because some so called expert from a bizarre webpage suggested doing so. Offering your reader blatantly incorrect information in your e-book is one way to get them to stop reading quicker then a cook puts out a stovetop fire.

**Writing your e-book can be a rewarding experience**, and does not have to stress you out, or put you in a place of inferiority. There are plenty of amateur authors just like you that write their e-book the best they can, and give it a shot. Why not let them know what you are doing and ask some advice and even as far as asking for a review.

If you think your e-book needs a drastic overhaul to get it into tip-top shape before launch, there are hundreds of great editors that will be able to fix up your e-book for as little as a dollar a page if you feel it needs a tune up.

**Using PLR (private label rights) products can be the quick and cheap alternative** to publishing an e-book. When you acquire an e-book with PLR, you

have the rights to change and modify it in any way shape and form, thus turning it into your product. You don't have to look far to find PLR products. They can be bought very cheaply and even sometimes available for free.

There are some risks when using PLR reports to make an eBook of your own. A lot of them can be nothing more than a compilation of 'fluffy' articles that just doesn't deliver the hard facts. Sometimes, they're not even written by someone who's first language is English so there are grammatical mistakes and weird sentences through out it.

One more thing to remember is that some PLR products gets tossed around the internet like an old bag of potatoes. Be careful, if you do use PLR, that it isn't too old and it hasn't been thrashed to death. The last thing you want is to have your customers complain that they already have 'your' eBook and ask for a refund.

Public domain is a great option if you don't have a lot of time or money together an e-book. Public domain is any intellectual work that was published in the united states of America before 1923 is not legally restricted to any sort of copy right. Therefore, it is open for free use and publication to the public.

There is a whole library of written works from books to music, to jokes and autobiographies available but as you might have noticed, they can be very outdated. It depends on your topic (you're not going to find anything on 'the internet' but you will find some good books on marketing and direct sales etc. Some more good news is that any work from 1923 – 1963 that did not have the copy right renewed, also lies within the public domain, offering some more recent options.

Just remember that if you are putting your name on something, you want to **make sure its 100% great in quality**, and that your readers will be better off for reading it. If you choose to hire a ghostwriter, use PLR or public domain, make sure to go over it thoroughly. Re-write some parts, or as many as necessary, to make sure it is worthy of your name. You don't want to be known as someone who sells rubbish. If someone is impressed with your work, they'll often buy more from you.

Don't be afraid to **include personal testimony about your experience in writing the e-book**. Readers want to be able to relate to the author in a personal way, so it's okay to mention that you might have struggled with the idea of writing an e-book, or marketing an information product.

Make sure to have a clear statement in both the beginning, as well as the end of the e-book that gives your reason for the project. This should be a purpose statement to let the reader know that you aren't trying to make a quick buck, but rather genuinely care about the topic at hand; this will greatly enhance your credibility with the reader.

You can use your e-book to make back end sales. The beauty of having a digital product like an e-book allows you to add clickable URLs that lead to either another of your products or an affiliate link to someone else's product. Links to your own products is the better option as you want to promote yourself and your readers will be interested to find more publications by you if they enjoyed the first one.

But packing it with affiliate links is not recommended. One or two may be acceptable but you don't want your reader to feel like they've bought a 50 page book of ads for other products they probably don't need.

**Instead, there is no harm in loading your e-book with links to freely accessible, informative web sites.** An e-book is different to a web site, they both provide good information but you don't have to fear that you'll lose a visitor's attention from them clicking away from your site. They have a copy of your e-book saved on their hard drive (hopefully) so they can always go back to it for future reference.

**The conclusion of the e-book should never be final,** always offer room for a sequel to use a movie cliché. There is never an ending to information in general, so there is no need to offer a definitive ending in your e-book. Give your reader a feeling of conclusion, but at the same time leave the option open for another e-book on the topic. You never know how many e-books you could potentially write on that one topic.

Even though an e-book just a digital file, it can still be portrayed as a 'real' book with the help of a graphic. As the saying goes, "You can't judge a book by its cover" but the truth is, whether you agree or not, the majority of people and consumers do. On the internet, people can't feel your book like they can in a book store and can't flick through the pages. They can only read about it, read reviews and your sales page to find out what's inside it.

A graphical image of your e-book cover is mandatory for people to take notice. If you don't have one, people will not buy it. Graphic designers charge from \$30 to \$60 for a single eBook cover, and around double that price for a mini-site design which includes a header and footer graphic. If you can design your self that's great, but if you don't have the confidence, it's really going to be worth it to get a pro designer to do it for you.

You just tell your designer the title of your book, the tag line (sub title), your name, website URL and color scheme you desire. A few days later, it appears in your inbox and ready to wrap around your sales letter or web site.

When it comes to creating your e-Book's title and tag line, don't be in a hurry. As people *will* most likely judge a book by its cover, the title and tag line needs to really capture your prospect's interest. I use my friend Dee Ferdinand's services



for 95% of my graphics, shoot him an [email here](#) and say 'Hi' to him for me. He does a great job everytime.

Take a while trying out different titles, until you find one that's perfect. One direct marketer and publisher by the name of Bob Morrison, changed the title on one of his books 120 times before it started to sell. The original title was "The Entrepreneur's Guide". This title got him no sales. Only after he changed it to "Why S.O.B.'s succeed and "Nice Guys" fail in any business", had he stumbled upon a best seller. He sold more than 800,000 copies of that book.

So suffice to say, title selection is vital. And this is often the case with selecting a domain name for your website. As you would have seen, domain name for this e-book's web site is "Instantcashpayouts.com", the same as the e-book title. I can only assume that I wouldn't have had nearly half the success if I had a title and a domain like "writeanebook.com". Get people excited and although you may be writing about something that is already out there and selling, try to stick out from the crowd.

## Chapter 3: Time to Distribution: Your web site, eBay, e-Book websites, and More....

So you've crafted the best e-book known to man, now comes the fun part, you are ready to sell your work. Selling your work will prove to be the most rewarding aspect of the entire information product launch process. You have a chance to take something that was literally nothing a few weeks ago, and turn it into quick cash money.

The first step to marketing your product is to assume full ownership of the information product you have created. Regardless of whether you had someone else write it for you, or if you wrote it yourself, the e-book is 100% written by you, the same person that is distributing the e-book.

This is vital because right now while no one may know who you are, in the future they will, and hopefully by the fourth or fifth e-book people will buy it just because you're the author of it. Thus, name recognition is extremely important, and can not be understated; the information product must be marked with your name as much as possible.

If you're not comfortable using your own name for this product, no problem, **use a pen name**. This is author speak for a pseudo-name, or in other words, a name you go by that is not your own. After you have decided what name, or alias to use, then you can begin marketing the product.

Since the next chapter deals with affiliates, we will focus primarily on sales efforts that you put forth for this chapter. There are many different ways to sell your information product, and the revenue streams are literally endless.

While this chapter makes every attempt to discuss the most lucrative sales techniques, with technology no marketing, and sales techniques will emerge, and therefore you must constantly read up on the latest way to sell, and market your information product.

Thankfully information product sales, and marketing is still a cottage industry, with only a few major resources for learning legit techniques on the subject of sales, and marketing, so you can always find a legit website that offers new info on selling e-books, and simply check back every few weeks to see what the latest, and greatest sales, and marketing techniques are.

**Selling your e-book should start with the creation of a website to support your e-book sales.** This website will host all information products that you sell during your career as an information product innovator, thus you will need to invest a little bit of money to get your website off the ground. By investing in a solid website now, you will make it seamless later to add new e-books, and information products that you develop after your first one is selling for some time.

Some companies offer prepaid packages for e-book website builds, and hosting. This is one option for the time pressed individual that simply wants to get the product to the public as quick as possible.

The template style website will be built specifically to sell your e-book with all necessary links, and payment options. This package typically costs anywhere from a hundred to five hundred dollars, and includes a marked up monthly hosting fee, typically thirty dollars per month.

The advantages of going with a template e-book website building company is that you will have no stress about building the site, and you will rely on the companies proven techniques to build an effective site.

Downsides to the template business model are plentiful. For starters there is no guarantee that the website really is the best way to sell your e-book, and it will certainly look similar to other authors that have signed up for the service, whom may not offer the quality of e-books that you do.

The most obvious negative is the extra hundred bucks you have to spend to get it built, and the nearly two hundred extra dollars per year you must pay in hosting the site through the marked up hosting service the web building company uses.

If you choose to do a website yourself you will have the option to do it for free, or pay a small fee for a custom built site. Most freelance web builders can build you

an effective site for \$50 or less. I know this personally because just last week I had a website built for an information product service, that included a full paypal payment solution cart for \$49, we even were able to toss a picture of my dog on the site for good measure.

Building a website starts with registering a domain name. The domain name is the name of the web site URL. Try to choose and register a domain name that is related to your business or your eBook's title. I use [www.godaddy.com](http://www.godaddy.com) to register my domains. They are the leaders in domain registry and offer 15-20% discounts regularly. After you register a domain name, you'll need to host it as with your web site.

Hosting at [host gator](http://hostgator.com) starts from under \$10 a month. They are recognized as one of the best value for money hosting services on the internet. You really need a hosting service that's professional with reliability. Some cheaper hosting services suffer from frequent down time (caused by maintenance or bandwidth overload).

For qualified web builders try [scriptlance.com](http://scriptlance.com), they offer affordable freelance web site builders for fast work. A simple project can be completed in as little as 48 hours. Put in a request stating your needs and research your applicants.

**While template sites are effective to “showcase” your e-book, they're not the only style of web site you should be using.** A proven design that will really get your sales going, (you would have noticed that many in the “make money on the internet” niche use these) is a “sales letter” style web page.

There is just one sales pitch and nothing else. It's turning out to be a proven style as it forces the web site visitor to read your sales pitch and nothing else. They either take it or leave it. If you give your prospect too many choices, chances are he or she will make no choice at all.

It's in essence a “letter”. You address your audience with “Dear friend” or some other clever address and write it as you would a letter trying to “sell” your reader on your product/e-book. You close with your name and a very important “p.s.”.

Because of the high conversions of the “sales letter” format, it's spreading wildly within other niches as well. This style is highly recommended for any eBook campaign regardless of your niche. What's going to be important however, is the quality of your copy on the sales letter. If you feel capable of writing words to compel readers into buyers, then you can write the copy yourself. If not, you can always pay a copy writer but like “ghostwriters”, choosing the right (wo)man for the job needs patience.

[Sales Potion](#) is of another \$7 100% commission eBook publication of mine. In it, I reveal the essential skills regarding copywriting, among other things. Learn how to use compelling words to drive home sales and online sales techniques so

powerful, you could sell sand in a desert. Anyone interested in making more sales online should definitely take a look.

As I mentioned earlier, professional presentation using graphics is a must. You definitely want to have nice header and e-book cover graphics. What you don't want to do is to have an array of outgoing links and banners to other pages (especially if they're not your own). You don't want to give your visitor an easy way to leave your site.

Regardless of who builds your custom site or writes your sales copy, the most important thing is that you **put all important contact and marketing information on the website**. This will be an author bio including, (real name or pen name and some background on yourself), an excerpt from the e-book, a nice picture of yourself, a link to the order page or merchant to buy the e-book, and any additional information you think would help sell your e-book.

The author bio page should be robust, with a picture, and a detailed description about you. The bio shouldn't be like one you'd post on a dating site, the buyer of the e-book doesn't care if you like long walks on the beach; it should be instead about your experience in dealing with whatever topic the e-book is on.

If the e-book topic is how to get rich on the stock market, your bio page should give insightful information on your experience with stocks. I.E. you're an accomplished broker, who has passed the series 7 exam. Or you trade thousands of dollars worth of stock every day through online brokerages such as e-trade. This type of information will sell your e-book, the personal stuff will not, unless your topic has to do with the personal side of your life.

The excerpt from the e-book should also be purposeful, and is meant to sell your product as well. You shouldn't just copy, and paste page 1 of your e-book to the excerpt page of your website. Instead, offer the reader one, or two, real tips that are included in the e-book. Let them see that this e-book is so full of factual information, that you don't even mind throwing a few bones at them for free to show how great your product really is.

The picture of you should be a passport style photo, otherwise known as a headshot, or a profile shot. This picture should be warm, and classy. Try not to post the picture from last year's spring break trip to the Bahamas when you were playing a game of drop pants with your buddies. This picture should show the intellectual side of you, remember all of these elements will help you sell e-books.

Also, try not to use a picture that makes you look too serious, all too often authors of e-books post really awful pictures of themselves looking as vain as a supermodel. You don't want to look like you are into yourself, or take yourself too seriously, trust me, this will help a ton. You may wonder if it is really necessary to put a picture on the website for your information product, the answer is absolutely

yes, it is necessary. **The faceless author is one that doesn't have any sales, because no one can find him, or her.**

The link to buy the e-book can be anything from a simple [www.Paypal.com](http://www.Paypal.com) payment link to your Paypal account's email address, or as complex as full shopping cart backed by a merchant account, and a secure payment gateway. How far you want to take it is up to you.

For ease of use, try using Paypal's secure checkout shopping cart for your website, after filling in a few short fields on Paypal's website, they will give you HTML code that you can copy, and paste to your webpage. This is far easier then going with a full shopping cart, or even a web host supplied shopping cart that requires complex setup to complete.

**Important:** Because you are reading this eBook, you would have also received a copy of Jon Leger's \$7 secrets report which includes a script system you can upload to your web site host/server that runs in conjunction with Paypal. This is an unbelievably simple yet powerful script.

Before you set up the \$7 script, make sure to read the instruction manual in the .zip file of the script package you download from his report carefully as it will show you how to set it up properly to take payments and pay affiliates correctly through Paypal. It's actually no more difficult than setting up a traditional Paypal html order button and adding it to your site's sales page. Once set up, do a test run with a friend to see that it runs smoothly, then hit the town.

**After taking payments, you must find a way to capture your new customer's details** like name and email address and if necessary, their address and phone number. This is an essential step you mustn't leave out or your business is sure to fail. After they complete the purchase, take them directly to a squeeze page to capture their name and email address before sending them to the download page. For this you'll need an "auto-responder".

If you're new to auto-responders, it's a program that stores names and emails and allows you to send emails automatically at times of your choice. For example, when they submit their name and email, they'll get an automatically generated email welcoming them and thanking them for their purchase. Sure beats doing it by hand doesn't it?

There are some free auto-responders and some cheap ones but as with most things, you get what you pay for. I highly recommend Aweber auto-responders because they have a great system and great customer support. On top of all that, they have the highest delivery rate of e-mail. It's expensive but if you're serious about your e-book business, you're going to need a reliable auto-responder. After a year of business on the internet, I switched over to Aweber and I haven't looked back.

[Check Aweber out here and sign up for a 30 day free trial account.](#)

Most people don't think twice about it but there maybe some customers who would rather not give you their name and email for reasons of their own and that's fine. What you can do for these people, is have them email you with a request for a link to the download page. You can send it to them and they are happy. It's going to make it harder to get the download but not impossible. You want to get names and emails just as much as you want to get sales.

When they subscribe, you don't need to give them all the reasons in the book why they need to sign up. Just have a simple **“Complete the form below to access your downloads”**. You should make it clear that you will never spam them and that they can unsubscribe at any time they like.

Once you have a fully operational website you can now start marketing your e-book all over the web and make some money.

Start with a price for the e-book, how much is it worth to you, and what outlet do you want to sell it at the most? These questions will dictate the price you choose to sell your e-book at.

**The pricing of your e-book is extremely important** because if it's too cheap you won't make any money, and if it's too expensive nobody will buy it. There has to be a middle ground, typically between \$5 and \$25 for an e-book is a good price. It depends on your market and the quality of your product itself and your sales letter/web site.

When using an affiliate program/script such as the \$7 script, the average price for these e-books is \$7. You may think that making the price lower may increase sales because it's an even better bargain. However, if it's too low, affiliates won't be motivated enough to promote it. A good rule is not to sell it for less than \$5.

Another option is to sell your e-book as a master copy, with full resale rights. This is often a popular option for the up sell and this works particularly well with the 100% commission system. The \$7 script has settings for sales of the up sell (or one time offer – OTO) to be split 50/50 between the publisher and affiliate. The first sale to the web site owner and the next sale the affiliate makes will be his or her own taking.

You will find some other e-books are about \$14 or so, give or take a few dollars. The pricing is entirely up to you but for what it's worth, if you write your own e-book, and build your website on the cheap, you could have invested as little as \$80 in this e-book from start to finish. That means if you sell as little as 7 copies you are turning a profit. After that 7<sup>th</sup> sale each additional sale will be pure profit.

If your e-book takes off and you sell a few thousand copies, you'll be making as much as most people make in a year. If all this money talk has you ready to beat down the walls of the internet, and sell this information product, than let's talk some business.

Also remember, **timing is important** when getting your product to the market, who knows what other authors are writing about the same thing you have, or when they'll release their competing e-book.

Selling on [eBay](#) is very effective (even when using a 100% commission affiliate program) exposure wise. Perhaps the best way to show off and sell your information product on the internet. eBay offers sellers a gigantic pool of potential buyers from all around the world. Beyond just having millions of people viewing your product offerings each day, there is something about the type of person that searches e-books on eBay that is similar to you.

That's right; you probably will have a lot of similarities to the buyer of your product. Most best selling e-books either offer ways for people to make money, or for them to save it, invest it, etc. Most e-books come down to money, which happens to be the same reason you wrote the thing in the first place, so keep that in mind when listing your e-book on eBay.

**One myth of selling information products on eBay is that you need a fancy ad to move product out the door.** This is totally false, and in some cases, is the reverse answer to the truth. Some of the flashiest eBay listings for information products offer the least amount of real information.

eBay buyers are smart, and often they notice this, and ignore some of the flashiest listings on the site today. Instead they go for an e-book that seems to offer something legit, some real, useful, information for them to connect with. This is where your listing comes into play.

Make sure your listing is authentic, and includes all the benefits that your e-book offers to the potential buyer. Things that help are money back offers, and, or samples, freebies, newsletters, etc. The more you can offer your potential customer the more likely they will find your price a deal.

Most information product sellers on eBay choose to sell their products via the Buy It Now method, allowing their customers to buy the e-book at their convenience, rather than have to wait for the end of an auction they probably wouldn't wait for anyways. This method works well for most, but for an exclusive e-book you probably want to try a little bit of both. Think about it, you are the sole owner of this information, so why not try to get it out there in every way possible.

With your homepage on full force and your eBay listings running daily, your sales should be picking up steam. The next step is to go with a grassroots style



promotion that will help draw your buyers to the website to make a purchase. This is the step most people ignore, and thus end up with less than optimal sales.

Start with forums that deal with your topic, not just e-book forums. Sticking with the stock market e-book example, look for forums about the stock market, and strategies for a winning investment. Try to post to every forum that seems active with at least a dozen posts relating directly to the topic being discussed. Use the same type of tone, and expertise that you offer in your e-book to establish a relationship with members of the forum.

Just let your signature do the talking on the forum posts to inform the users you've done an e-book on stocks. If you try to blatantly promote your e-book on the forums, chances are the moderator will yank your posts for spam, so just try to stay on topic. The other members posting to the forum are smart, they will figure it out, and stop by your website for a look at your offerings.

**The next step in your grass roots campaign is to start giving away some freebies as bait.** The best way to do this is to take a good chapter from your information product and post it for free on free e-book websites. Take a look at <http://www.free-ebooks.net/>. You can submit your free 'teaser' e-book for free. You can select the category and keywords to get it picked up by viewers.

There are plenty of these sites available, that will allow for free uploads with author bio's allowed. This will give people the ultimate bait to help them bite on your product. After all they will feel much more inclined to buy the e-book after they have read a chapter for free, and read all about your expertise on the author bio page of your homepage, as well as the author bio screen on the free e-book website. Most free e-book websites will allow you to put your URL in the free chapter you offer, so this can be another way to get the readers toward your website. [Click here for a directory of e-book submission websites.](#)

Finally you can market your e-book on [amazon.com](http://amazon.com) without much effort at all. The best way to do this is to upload it for sale on the site, and then do an author profile, and have a few friends review the e-book on amazon.com as well. The more information there is, the better chance someone will buy it.

Also selling your e-book on amazon.com seems to add some credibility to you as an author, so this listing can be good for potential buyers that search your credentials before buying. Chances are they will check amazon.com to see if you are a seller on there, when they see the positive ratings of your e-book, they are more likely to buy your information product. The advantages to amazon.com are numerous to the writer, and best of all free to whomever wants to post the item for sale.

Recently amazon.com has started to offer a pay advertisement that will allow users to associate their product with a more popular selling one. This is called



the “if you liked that, you’ll sure love this” campaign. By associating your product with one that has an established following you can gain coveted book reading traffic.

It is important when looking at the advertising of your e-book to think about your audience, are they teenagers, adults, young adults, senior citizens, or a more specific group? If you can answer this question much of your advertising can be done on niche websites, and group forums.

The more you know about your potential reader the better chance you will have of sending an ad their way, and getting sales on your website.

## Chapter 4: The Affiliate Connection

Affiliate sales representatives (fancy term for affiliates) definitely add a large punch to your information product sales without taking a bite out of your budget. An internet affiliate marketer is simply a person, company, or group that promotes your product, or service, and takes a percentage only when a sale occurs.

Essentially there is little to no risk involved with affiliate marketing, since there are only fees paid if and only when an item sells. This means that you will not have to worry about marketing your product in certain sectors, because a group of affiliate marketers will take the task for you. Affiliate marketing in some cases does cost money, but it usually is for direct placement of ads, and in essence is nothing more than a collection of advertisements on websites.

Affiliate marketers are a dime a dozen on the internet today. There are thousands of people that call themselves affiliate marketers, and hundreds of thousands of people that are signed up for affiliate marketing campaigns, in hopes of some type of cash commission. Many affiliate marketers don’t have any interest in marketing, or representing any particular product, rather they are interested in netting some type of income off the sales of your products, and thus spread the news about the product in hopes of a sale.

The way that affiliate marketing is monitored and tracked is as sophisticated as any internet application on the market today. In stark contrast to the laze fare attitude attributed to the majority of affiliate marketers, the monitoring companies are very sophisticated statistical machines that will calculate not only your sales, but the probability of more sales in the future, and how much you are spending in commissions each month.

The great amounts of statistics that affiliate marketing management companies offer help explain how effective affiliate marketing can be, and it is not a small number at that. Affiliate marketing pays some of its members as much as two to three hundred thousand dollars a year. More typical would be a few hundred a month, or a few thousand for those that do it full time. Regardless of who is making what, the point for you to understand is that affiliate marketing is a viable business that people profit off of, thus it is worthy of your attention in relation to selling your e-book.

**Affiliates thrive on the amount of commission they can make from each sale.** You'll see affiliate programs offering anywhere from 10% to 100% commissions. The percentage of the sale is only relative though. For example, if a \$100 product is paying 50%, then the affiliate gets \$50. If the affiliate gets a cut of only 30% but the product sells for \$200, the payout is roughly \$66. And if the conversions of the conversion rate per visitor is just as good on the \$200 product, then it's a no-brainer to stick with the one that pays out more.

As you would have read earlier, 100% commission sales are popping up everywhere these days, especially in the 'make money online' niche. Nothing excites affiliates more than the idea of getting paid 100% commissions. It's also usually an instant payout. Other affiliate programs pay you your commission fortnightly or sometimes monthly, so it's big motivation to spread the word and many will promote it without even being asked when they see a hot little eBook like yours they can make some quick cash on.

**The "real deal" for the publisher of the \$7 eBooks is the list of customers they can acquire.** The money is in the list of buyers. The 100% commission can make you some decent money if when you promote it yourself. More times than not, there is an up sell after the first purchase. This is often shared with the affiliate if the first sale was referred from one of your affiliates. If it was your own referral, you get the front end and the up sell to your self.

Jon Leger's \$7 script takes care of your 100% commission sales very nicely. It doesn't take a long time or a degree in programming to set up. It does take a little bit of know how and if you do get stuck, you can visit the [7dollarforum.com](http://7dollarforum.com) he has set up for users of his script. His script is quite popular with the 'make money online niche' as advertising the make '100% commission deal' as part of the offer excites others to spread it quickly.

It may not work to advertise the 100% commission part to a group that has no idea what a commission is, but it can still be used in any niche for yourself and affiliates. For these 'other' niche e-book sales pages, you can place a small unobtrusive link called "Affiliates" on the bottom of your sales page with affiliate tools and information.

**IMPORTANT:** If you're using the \$7 script to power your eBook's affiliate program, don't forget to submit it to the [7dollaroffers](#) web site to get more exposure. You'll pick up sales and find affiliates there no matter what topic it's related to as there are many categories to choose from.

There are two more major affiliate marketing program options on the net today clickbank.com and Adsense by Google. Each affiliate program offers promising results for your information based product, yet they are each unique in many ways. It's best to try one or both of these companies, and span out from there to any number of other affiliate marketers online.

[www.Clickbank.com](#), although it cannot be used in conjunction with the \$7 script, you can still use it to power your eBook sales. You will need to set it up separately, dedicating it to clickbank.com's affiliate programs. It may be a little extra work to get it sorted but the results can pay off as you want to get as much exposure as clickbank is such major player in the online sales of information products.

In fact, it is the most popular payment processor for information related products, and it almost exclusively sells such products online. Unlike Paypal.com or Western Union, clickbank.com only sells information products, and services to its customers. What does this mean to you? It means that you don't have to deal with a company that doesn't understand what you are trying to sell, and further it means you will have affiliates that are experienced in selling information products.

Clickbank.com requires some money to get started. To start with a typical account you will need to pay a small setup fee, around \$50, and a commission on each sale. You will also need to setup two pages on your author's webpage that clickbank.com will use to sell your customers the products, and thank them with a receipt. These two pages can be easily programmed by you, and added to your current homepage as hidden addresses. Once you have setup your account, you will submit your file to clickbank's file storage site, where it will be linked with your advertisements.

Once the setup is complete the ad will start to be distributed to clickbank.com affiliates. This is the true advantage of clickbank is that it offers a built in sales, and marketing base that is second to none. There will be hundreds of e-book sites that your advertisement will be beamed to every minute of the day, for as long as you have the campaign with clickbank.com.

There are other priority accounts that can gain you further exposure, as well as premier website links. However your campaign on clickbank.com should start modest in order to see how well the e-book does.

If you are selling several copies of your \$14 e-book every day, at a small commission of 10-30% it should be considered a successful campaign. If you

take the high numbers of 30% commission on each sale, and assume you sell 3 e-books a day, you will net a profit of \$29.40. This is a solid profit for doing nothing but collecting the cash. Now if you maintained the same sales, but signed up for a premium clickbank.com campaign, you could be spending more than \$30 a day and thus nullifying any profits you would have made.

Therefore the key is to be modest about your goals, and to be conservative with your cash to make sure you are making the most out of every dollar you spend.

There are e-books, and guides on clickbank.com that review the inner depths of the program, and the best way to approach for each e-book genre published. There are many gurus that beg for you to subscribe to their programs to make you the next millionaire, but my motto is trial an error, slow, and steady. If you follow that example with clickbank.com you will learn soon enough what is working, and what is not working, without breaking the bank trying to figure it all out.

**Google has an affiliate marketing company called Adwords** for advertisers and Adsense for affiliates who display the ads on their web sites and get paid a small amount for ad impressions and when someone clicks on the ad. Adsense affiliates don't get paid when a sale is made at the merchant's web site.

[Adwords](#) can be used in conjunction with the \$7 100% commission script because all it really does is drive traffic to your web page. It is not directly integrated like the Clickbank.com's affiliate program.

Adwords accepts bids for advertisements, the more you bid, the better place your ad will end up on one of adsense's affiliate websites. This is a much more direct way to sell a product, and leaves more control to you with everything from marketing, to the ad text, to the sale itself.

The adsense affiliate marketing program is the largest affiliate marketing program on the internet, with millions of websites hosting adsense advertisements. Google uses its patented technology to match the general subject of your keywords, with the closest matching websites in their affiliate network. Once a location is made it will show your ad on the affiliate's website.

The most lucrative aspect of adwords is that it is the advertising medium with the worlds most popular search engine, Google.com. Adsense will display your ads in its search results when a user submits a query for like worded phrases to your information product. Not only on the Google website, but adsense affiliates put up ads on their websites increasing your ads being displayed to an amount almost impossible to number. If for example you wrote an e-book on horse back riding, every time someone searches horse back riding or visits a website incorporating adsense ads with content about horse back riding, your website link would appear in highlighted glory.

Adwords is an incredibly powerful tool for marketing your product, but takes some expertise to really make money off of it. If you want to see how Adwords works, there are several videos viewable for free on Youtube.com. That's how I got to know how it works before I actually signed up for an account (along with many others – Youtube.com is a treasure trove for informative videos on just about anything).

The advantage of adwords is you pay per click, not per sale. So you never have to pay any affiliate a commission, you simply pay whatever amount you bid per click. If you have a website that gets a lot of clicks, but few sales, this could be costly to your marketing budget. Google Adwords, along with Yahoo sponsored search is the leading PPC advertising program. Therefore, is very competitive. You could be up for a large bill if you are just starting out. My recommendation for PPC is going with a smaller search engine and experimenting there. You can choose the best one for you here at <http://www.payperclicksearchengines.com/> from a total of 198 PPC services.

Conversely if you don't spend enough money advertising with adsense, your link could get lost on a far page that people rarely reach when they search for your topic. This is a delicate balance that often has third party element affecting the entire process, the popularity of keywords. Some keywords are very cheap to bid on, and thus very cheap to get clicks on. Take the word "forum" for example, or specifically "forum posting", these keywords is directly related to a business I use to run that specialized in paid forum posts.

The average cost for someone to click that keyword phrase was less than a dime, it was 6 cents to be exact. This was great for business. We would advertise all day long, and only pay a few cents per click.

Better yet, nearly half the people that would visit the website would make a purchase; therefore 50% of the paid customers were buying packages that were costing them between twenty, and two hundred dollars. So let's see here, spend a few cents advertising, a total of \$6 per month, for around \$1,000 in sales per month, sounds like a good deal. This is one way adsense, and the affiliate websites worked wonders for yours truly.

There are other less grand examples that are much more common. I have countless examples of expensive keywords, but one that isn't mine personally might suit the information product specialist the best for future endeavors.

One of the most expensive keywords to bid on is *lawyers*, specifically personal injury attorneys. At nearly fifty dollars a click, this subject can literally bankrupt a budget in one day. Imagine if you wrote an e-book about personal injury lawyers, and tried to advertise it on adsense? Watch out, this would be a rocky experience

at best. What's the lesson? Adwords makes sense for some products, and not for others, and it's best to do a fair amount of research before setting up an account.

## Chapter 5: The Perfect Joint Venture Partner

I once met a man that was nothing more than your average Joe, except he had partnered with another guy who was able to take his ordinary talents, and turn them into a fifty percent owner of a money making business.

This is not just a fairytale; people every day rely on one another to create money making partnerships that would be not profitable without the two partners.

There are many people that will tell you partnering is bad, and clashes in ego and power will inevitably tear the business down, but others can't afford to go into business for themselves, essentially they can't do it without a partner.

Join venture partners are simply business partners that start a business together with an equal stake in the business, at least for the most part.

Some partners will buy into a company, or hold a minority stake as a pure investor in the business. Most joint venture partners in small online businesses are involved in similar fields, and bring different things to the table. The idea is that while one person can only make so much with his or her skill set, two can make much more because of what they each bring to the table.

**Launching an information product is not an unlikely place for joint venture partners, and can be a very lucrative relationship if cultivated correctly.**

Often people will look at an information product as a book, with one author, on one topic, that is sold through the author, or the publisher. This is often the case with online materials, but not always. There are many ways joint venture partners occur in the information product industry. The most common is the publisher, writer, marketer relationship, where two people share one, or more of the above duties.

A digital publisher and an online marketer is effectively the same thing in joint venture partnerships. There is little publishing in information products, because they are produced in commonly accepted formats like MS WORD, and Adobe Acrobat. This limits the work a publisher would have to do to actually get the document ready to distribute.

Anyone with a text editor, or time to download some simple free file conversion software could effectively be a digital publisher. But yet you see these digital

publishing companies all over the internet, charging hundreds, and even thousands of dollars for their services, and collecting royalties on the back end of your sales.

As unbelievable as this might sound, this is a partnership, not a dictatorship rip off as you might be thinking. That being noted, you should always be cautious before entering a relationship such as this one.

If the digital publisher is going to take so much away from your profits, what are they bringing to the table? Are they giving you an advance on your share, or offering you a sales guarantee of a certain number of units? If not you probably are best keeping all rights to your book and leaving this partnership alone.

Remember the word publish means to distribute, not to sit around, so if they are sitters, you need to get up and walk away from the deal.

**The most common partnership in the information product industry is the writer, marketer partnership.** This typically works as revenue split situation that allows both the writer, and the marketer to keep their own autonomous companies, while still benefiting off of one and other.

To obtain a joint venture partner in this context is a very smart idea. This allows you to focus on developing product that is in demand, and allowing your marketing partner to do the rest. There is little you can't do with a marketing partner in terms of the revenue split. Some may assume that every books sale would be split 50/50, this is not the case.

Sometimes writers retain a bigger chunk of the revenue since they are doing the intangible work that is often harder than simply getting the word out on a product. But more often as you'll see these days, the bigger chunk is going to the affiliate.

As with 100% commissions, the writer can not look at this JV partnership as a money making exercise. It is purely a list building exercise. The 100% commission offer is "bait" to get as many JV's on board as quickly as you can. In the "make money online" field, new products and latest offers come and go like the wind, so it has to stand out from the crowd. More on this subject in the next chapter.

Also the partner might buy the master rights of an e-book at a discount if the sales are strong, and the marketing partner feels they can benefit more from owning the property and selling it themselves.

Joint venture partners have also been known to form larger e-book marketplaces that involve greater webmaster knowledge, and more sophisticated sales operations. This partnership usually involves several writers, and at least one web builder.



The key with this joint venture partnership is to not let the boat get too full too soon, or it will inevitably sink. There is only so many ways you can split \$14.00 up, and if there're more than 14 ways, there is a problem for all partners involved.

When you launch your e-book, you can experience a blast of sales. It's new and different so people want to see what it's all about. However, after the "launch" is over, your e-book sales are going to drop. You'll go from 50 to 100 sales a day (if you have JV's helping you with promoting) to 5 to 10 a day for the next week, then if it's a real winner, a dozen a week.

The truth is that this industry, like any other, takes hard work, sacrifice, and a collection of successful titles to make tons of cash continuously.

The joint venture partner system is one that can be lucrative, but also can be costly. Remember that when you hook up with a joint venture partner you will be as responsible as they will for all the tasks that the business needs, yet you will be forced to split 50% of your profits with them or more...**one secret to a successful JV partnership is to keep your JVs happy**, then they won't think twice about promoting your stuff the next time around.

This means that essentially you will still have to do a lot of the work, yet only reap a little of the reward in the initial stages however. Keep this in mind when connecting with a joint venture partner. The plan you have should be full proof enough to overcome the profit sharing obstacle, and financially make sense for both of you.

The perfect venture partner is one that not only has experience, but is flexible in the proposed business model. The internet as an economy is known for tossing curveballs at its pioneers, and flexibility amongst partners is a must. If your partner is not flexible on how to manage, or sell the information products you are creating, you could be in for a falling out.

## Chapter 6: Locating JV Partners

Ok, let's look a little more at tracking down good potential JV partners!

One of the simplest and best tools to use is your favorite search engine. Think of terms (keywords) someone interested in your product or niche would type into a search box when looking for the products or more information.

What you're doing is using the search engine to see who already dominates the top listings and therefore ALREADY has the traffic coming from the search engines. Make a list of the top 25-100 websites in your niche (depending upon how many JV partners you think you'll want). Then visit each of these sites and



study what the site offers and if the website owner might be a good potential JV partner.

While at each site, also make note of items they produce and sell that you might want to later offer to organize another JV. I personally don't try to shortcut this process of doing my research at the search engines because I'm building a list of potential JV partners I will go back to again and again!

There are three tools I use frequently when researching the search engines....

The first tool is called the Google Toolbar. This is a free browser plug-in that you download to your computer and it integrates with Internet Explorer 5.0 or higher. Its popup blocker feature requires Internet Explorer 5.5 or higher.

You download and install the Google Toolbar from <http://Toolbar.Google.com>. As you surf from site to site with the toolbar installed, it will provide you with certain information about the sites that you visit.

One thing the Google Toolbar tells you is a website's or webpage's "Page Rank" (PR). This is a measure of how important the Google search engine thinks this page is on a scale of from 1 to 10. One of the factors that causes Google to rank a page high is the fact that a lot of other sites link to that site or page. You want to check a sites PR, and if time is a big factor, you want to focus on the sites with the highest PR first because these should be the sites getting the most traffic.

Another big use for the Google Toolbar is to see WHO is linking to a given site. You'll see a blue circle with the letter "I" in it. If you click on that circle, one of the pieces of information offered from a drop-down menu is who is linking to the site you are visiting.

The thought process is that there are many sites that simply link to sites offering information on a given topic. These site owners would likely be open to linking to the site featuring the product you're promoting (especially for a commission).

Another way to use the linking information is to visit a close competitor's site. Then look at who is linking to him. His biggest or most active affiliates will often be listed first. Visit these sites to see if these affiliates might make good JV partners.

Another toolbar used by many, particularly in the Internet marketing arena is the Alexa Toolbar. This is a free toolbar that you can download and install from <http://Alexa.com>.

The Alexa Toolbar offers all kinds of information on a site that you are visiting including estimated traffic statistics, information on the website owner, comments others have made about the site, and a slew of other information.

It's probably worthwhile to install both toolbars.

One caution, though, about putting too much weight on the information offered by Alexa. Alexa reports a site's traffic, but my understanding is that rating is partly derived based upon the number of web surfers with the Alexa Toolbar installed who visit a particular site. So, if a lot of surfers in your niche don't use the Alexa Toolbar, those numbers can be very misleading.

The Alexa Toolbar points out related links for the page you're visiting. It also gives you a direct link to the Internet archives called "The Way Back Machine." Clicking through to "The Way Back Machine" will allow you to verify how long a particular site has been around, and how it has changed over time. Snapshots of various websites across the Internet are taken and stored on that site. For many sites you'll find a month-by-month snapshot, for YEARS, so you can see what the site is really about and how it's changed over time. Be careful you don't waste too much time playing with this feature when you should be doing more productive research!

I mentioned earlier about Ebay.com. Don't overlook Ebay as a source for potential JV partners. The Ebay search engine is the quickest way I know of the find sellers marketing items related to what you will be looking for a JV on. There are many power features to this search engine but I just generally search through the listings in a given category and I'm primarily interested in the amount of feedback a given seller has. The more feedback he has, the more items he's sold in that niche and so the larger his/her potential list.

The other tool I use is a piece of software marketed by Dr. Neil Shearing called The Internet Success Spider. The Internet Success Spider queries the search engines using either keywords you enter or a website URL you enter. It tells you who is linking to a given site and how many links there are to a given site. Generally super affiliates have lots more links from them to an affiliate site, and also more links pointing to them. So this software, using a clever algorithm, locates 'super affiliates' so that you can approach them as potential JV partners. It will show you which affiliates are actually out there working.

Once you have made a list of potential JV partner's (names, web sites, product details, phone numbers) you'd like to approach, all that's left is a few minutes on writing a **personal** email. If you prefer to speak to them over the phone, call them. It depends on you and your prospect. Try to find the way they like best to be contacted. If they don't have their phone number displayed and just an email, they probably prefer email contact and vice versa.

The key is to be "personal" and not make your proposal a sales pitch. You're not trying to sell them into the deal but rather laying out a proposition which will

benefit you both. Don't forget manners and a little bit of "chit chat" to let them know who you are and what you've been up to.

Another sure-fire option is to join marketing forums where marketers offer/introduce new JV deals. Mark Hendricks has one of the most popular ones online these days right here: <http://www.jvdealmaker.com>. As you can see, the domain name says it all. It's a dedicated forum for making JV deals. Anyone can become a member for free. These are awesome resources to meet other marketers and strike up a deal.

There are countless other marketing forums on the net. From "general internet marketing" to affiliate marketing to adwords and adsense forums. The most popular general marketing forum would definitely be the [www.warriorforum.com](http://www.warriorforum.com). There are several topics including a "Warrior Joint Venture" topic. Many a deal has been struck up here and will continue to do so. The warrior forum is definitely a place not to go past if you're a serious marketer wanting to broaden your business opportunities.

One more method is, if you're on any marketer's list and get emails from them regularly where they promote similar products to yours, **why not email them right back** telling them that you're on their list and about your new eBook release. I have done this several times and got some very good response. Some marketers are constantly looking for new deals to offer their subscriber base and yours may be what they are looking for.

Believe it or not, there is competition to get JV's promoting your eBook. Even when you offer 100% commissions, if it's not going to be beneficial for your JV, you're going to be hard up getting people to promote it.

### **Tricks to get JV's jumping onboard:**

**Being friendly and honest.** A thing to remember is that people on the other side of your emails are real people. They will be more than happy to listen to you if you are a civilized person with an honest offer for them. If you're just starting out, tell them that. What ever it is, you can make a deal where both sides win.

**Give them the facts.** You don't have to tell everyone you approach your life story. A brief self introduction is sufficient. What they really want to know is some concrete numbers to work with. Eg. How much they can make for every 100 visitors they send to your sales page etc.

Things that will determine this are:

**High converting sales letter.** Up to 25% conversion on the front end is not impossible. This would have affiliates begging for you to let them promote it. If

you approach a JV, they really want to be able to know how much money they can expect to make for each visitor they send to your sales page.

**A high converting one-time-offer.** When using the \$7 script, there is the option to run a “one-time-offer” (OTO), where the sale is split 50/50. It's only split when the sale is referred by an affiliate. If you are the referrer, you get 100% of the front end and the back end. A common OTO is offering Master Resell Rights but I have had much success in offering a related product I had master resell rights to. They weren't my creations but they were quality products that hadn't been thrashed. When affiliates know they can get half of a well converting OTO sale as well, it makes it even more irresistible.

**JV promo tools.** A lot of products on clickbank.com you'll see, have a link for “Affiliates” at the bottom. Here you'll get access to pre-written ads, email ads, banners etc. ready for use. This makes affiliate's lives much easier. There hasn't been many \$7 script users offering these promo tools however, I make sure to have them on my thank you pages.

**Quality product.** If you want to build a good reputation for yourself, you must have a quality product/eBook. If your product is nothing but hog's wash, customers will be very unhappy. If your high profile JV partner is associated with a junky product, they'll instantly lose a lot of credibility as you will too. If on the other hand, it's a product that lives up to your claims, you'll have happy customers and happy JV's....which is key to a successful info-product business.

JV partners are like customers. It's 10 times easier to keep a JV partner than to find a new one. Treat them well and they'll be happy to continue doing business with you for life.

## Chapter 7: Marketing the Finished Product: Free of Charge

So you've done all that you can do with paid, and affiliate marketing for your information product. What comes next can mean the difference between one sale a day, and five. Thinking outside the box, putting that great hidden ingenuity to work, will make pure profits when it comes to your information product. This chapter is specifically dedicated to ways to market your product outside the box, and free of charge.

I could write a whole new eBook on marketing and advertising on the internet (one day I might), but what it comes down to is this. Always leave a link to your website for users and potential customers to click wherever you go and what ever you do. Make the URL of your website like a personal signature that you don't leave a website without trying to find somewhere to signing it.

The information that follows should be a starting point for aspiring information product producers, once you have your product at this stage of the game, hopefully you can do all the innovative marketing ideas here, as well as other schemes that have come to mind after reading this chapter.

**Family and friends** aren't just good for the occasional phone call, and pat on the back, they like to support you in all that you do. Getting family, and friends to purchase, and market your e-book can be a huge help. This takes your electronic product, and brings it into the real world of face to face marketing. Otherwise known as word of mouth marketing, this concept works great for those with large, or extended families.

Picture this not too far off scenario of what could happen with a little grass roots marketing. You tell your brother about the information product that you have finished, and give him a link to buy it. He happily purchases the e-book, and reads it, finds it interesting, and attaches the link to your information product website to the profile of his away message.

He has a few hundred friends on his instant messenger, of which about fifty or so check his hilarious away messages daily. They see an interesting link, and decide to check it out. They in turn buy your e-book, read it, love it, and decide to send out a mass email to all the people at work that are on your brothers friends email list. Several more hundred people receive the email, of which two dozen decide to check out the site, and another 10 people buy your information product.

They are bound to share the site with their friends, and the cycle continues. This is just one family member, making one purchase that spawns hundreds in sales for your information product. Imagine if you have a dozen family members that do the same? You'd have enough cash to really promote the e-book, or take a vacation, or buy your brother a burger for his help.

Family talk can take your product from a no name thing, to a popular e-book over night, after all the family adds instant credibility to your product.

**Another free way to market your information product is through the local newspaper.** This is something few people know about, but can make you a ton of money. The local newspaper is usually looking for local stories of people doing interesting things from the community, and will in all likelihood print the story for its readers to check out.

To get in the local paper simply write a short press release explaining who you are, where you live, your connections to the town, and the title, and web address of your new information product. Put a few quotes in the press release about why you felt motivated to do the project, and send it off to your local newspaper.

This press release should find its way into a local reporter's story, if it's at all compelling, the newspaper might review your e-book for its merits on the topic, and this would be a goldmine for your website.

Even the small local newspapers are distributed to tens of thousands of people, and in most cases hundreds of thousands of people throughout the area, of which a good portion read every single day. Getting a mention in the paper would surely net a vast amount of sales for your product, and possibly some local celebrity status, a nice side perk at that.

Raised by wolves, and not good with press releases, don't fear there are other ways to market your e-book free, like [craigslist.org](http://craigslist.org). The largest classifieds website on the internet happens also to be the least expensive because it is 100% free for all ads posted.

This means that you can post your ad in literally every city that [craigslist.org](http://craigslist.org) has a site for. This list includes hundreds of cities, with millions of visitors surfing the site daily. [www.Craigslist.org](http://www.Craigslist.org) is a great place to do a short ad with an excerpt from your information product, and a link for users to locate your website.

It's free, and simply takes one ad that gets copied once, and gets pasted hundreds of times to every city that [Craigslist.org](http://Craigslist.org) lists on their website.

**One of the latest trends in internet marketing is the blog**, and with its captivating power it truly is more than a fad, it is a full blown marketing machine. The internet blog is of course nothing more than a weblog, or online journal, that is public for viewing by anyone that cares to access the blog site.

The great thing about blogs is that they are easy to update, and very easy to find. Google, as mentioned previously, the most popular search engine on the web picks up blog posts keywords better than that of website keywords. This means that posting on a blog about your topic will more likely get you free exposure than talking about it on a plain old landing page for your website. You can sign up for a [free Google blogger account here](#).

**The key to creating an effective blog is updating it daily, yes, daily.** There is no replacement for hard work, the harder you work the more you will be rewarded for that hard work.

By posting daily to your blog on issues relevant to your topic you will be attracting new customers to your blogsite, which will include a big fat link to your homepage that sells the information product you are selling. Blogs are also a good way to connect with a potential customer base by allowing for responses to posts.

Most basic blog software packages will allow readers of your blog to post responses after each post, and even respond to other readers responses. This

will allow you to create some buzz, and get involved with the readers of your blog. The only thing that a blog won't do is write itself, so get creative, and start posting to your blog.

Remember offer your reader something good, and they'll be sure to repay you with a purchase of your information product.

**Writing articles** and submitting them has proven it's self to drive hoards of hungry information seekers to buy info-products. Not just any article will though. It has to have your key word and phrases placed through out so search engines will pick it up and index it. Someone searches a search engine for information on a certain topic, eg. "How to sell more e-books. " And if that's the title of your article, then you just might get picked up in the top search results.

Another benefit of writing and submitting articles is that search engines love article directories. So your chances of getting traffic from them are very high. I like to use [www.ezinearticles.com](http://www.ezinearticles.com) and [www.articledashboard.com](http://www.articledashboard.com). There are so many out there, you should do some research to find which articles you are thinking about writing are already up and which directory gets picked up.

And it's not just search engines that pick these articles up. E-Zine publishers can use them in their own e-zines and send them out to thousands of readers. On the other hand, loyal members regularly use their favorite article directory as their choice as a source for information. You definitely shouldn't go past articles to get you targeted traffic and potential customers.

Don't be afraid to use specific "keyword phrases" as your title or within your article text. Often people who will buy are people looking for specific answers. Remember, if you're trying to hit everyone, you'll probably end up hitting no-one.

Articles are powerful when done correctly. The hardest part is writing them or getting ideas of what to write about, but if it's in order to promote your e-book, then you can write on complimentary topics giving just a teaser. Don't make your article a sales pitch. Make sure you offer good solid information. They can have a quick read and if they want to read more about selling more e-books, they can click on a URL in your BIO box that goes to your sales page, blog or even a squeeze page.

Press releases are also a big source of free exposure and perfect for e-you're your releases. But before you cringe and think press releases are too "professional" for just a little first timer like me, realize they are no more difficult than writing and submitting an article. As with writing articles, a press release shouldn't be a sales pitch for your e-book. Its main function is to notify the media/press of any new happening out in the world that is interesting, accurate and useful.



## Press Release Checklist

- Company Letterhead, Name, Address, Phone Number, Web Address
- PRESS RELEASE in all caps
- Contact Person's Name
- Immediate Release or Release Date(all caps)
- HEADLINE or TITLE in BOLD/CAPS
- BODY-Date/City-who,what,when,where and why.
- Catchy Text
- Sum it up...
- Basic Font, Double Spaced, Page Numbers, and ###
- Action Plan/Calendar

After making sure you have completed all the steps in the checklist, you are ready to submit it. Here are a couple of press release submission pages to use:

<http://openpr.com/news/submit.html>

<http://www.i-newswire.com/submit.php>

If you're in the I.M. make money online niche, you'll want to definitely want to be a part of this website. It's called IMmewswatch.com and works much like a press release web site. <http://www.imnewswatch.com/SubmitNews.php> is where you can submit any news or product releases relating to IM. This gets picked up by the search engines as well as having a huge following of subscribers.

And now for somethings you would have never thought of....like giving your e-Book away! Great things come in small packages, and your e-book can fit on almost anything that will connect to a computer. Therefore scour your home for any promotional products you may have received whether it is a USB flash drive, or a floppy disk, or even a zip disk.

Take your e-book, load it onto the promotional product, and raffle it off on your website. This will give you added exposure to a new crowd, because many internet users look for free offers daily.

By offering a free disk with your e-book on it, or a free USB drive with your e-book on it many people will visit your site, and the free offer websites will pick up the offer, and link its users to your site. The one give-away item will be far less valuable than the sales you will make because of the exposure you have received from the give-away.

Although you might not get sales directly out of this, make sure you tell them about your 100% commission offer. They might promote it and send sales and subscribers your way.



The above free marketing ideas are just starting points for you to get your product out to the public. There are plenty of other ways one can get a product from no name to famous in just a few short days of work.

As technology advances, look for trends to get your e-book involved in somehow. Right now digital video is becoming more, and more popular on the internet.

There are users uploading their own homemade videos everyday to free sharing sites. [www.Youtube.com](http://www.Youtube.com) comes to mind. It's not difficult to put your web address on a video where you get someone to dump a bucket of ice cold water over your head, can you imagine the downloads you'd receive? Or simply do a quick review of your e-book. I saw one good example the other day. This guy printed out his e-book, and put it in a file so it looked like a real book. He went over the contents of it and did a pretty good job.

The idea is that whatever is going on, find a way to hop on the trend for free, and tactically promote your product.

If you're using the \$7 script I added to this package as a bonus, there are a few marketplaces popping up dedicated to the late on surge of \$5 - \$7 eBooks. The biggest one that gets huge amounts of traffic is the creator of the \$7 script, Jon Leger's [www.7dollaroffers.com](http://www.7dollaroffers.com). You can place your eBook in there for free as long as it is powered by his script. It has been quite successful for some, but really depends on the quality of your eBook as to how successful it will be. There are categories for many topics so you have options there.

Another high traffic resource to display your eBook is on [www.Squidoo.com](http://www.Squidoo.com). Squidoo is a free to join community of loyal members who contribute great information according to their own niche. There is a treasure trove of information on any topic and anything new is received open armed. It's very much worth your while. Squidoo is affectionately known as the modern Myspace.com. If you're interested to know more about Squidoo, you can find a short .pdf report briefly outlining what Squidoo is all about [here](#) for free.

And I almost forgot...

How could we make any sales without the power of **on-line forums**?

Specific niche forums are a goldmine when it comes to free traffic. And not just any traffic, its hard-core laser beam targeted traffic. You can post and leave replies to your hearts content, leaving a trail of URLs and a brief description about you or your e-book in your signature. You can even add a banner if the forum is compatible. Forums are great for getting known as an expert and getting to know other like minded/interest people.

Another place to leave your signature is on eBay. Add the URL to your “About Me” page. If you are advertising with banner ads, or other types of ads, always list the URL in the ad text. The more traffic you can get to your website, the more potential sales will review your e-book for offer.

The more times your prospect sees a name and is able to relate it with a product, the more they’ll be inclined to make a purchase because they’ll be able to say, “I’ve seen this name/guy/url/website/e-book before.” It basically all comes down to branding through public exposure, the more of it the better.

## **Chapter 8: Riding the Wave: The Future of Information Product Distribution**

As the previous chapter alluded to there are new and exciting developments happening daily in the way information is being distributed. The past chapter referenced the advance in video technology, but that is only one sector of growth. The internet is becoming more of an in demand economy, where people are spending money on convenience, like paying \$10 a month to rent DVD’s by mail.

Or paying money to get your phone calls directly to your PC, and cutting the home phone off. Such technologies are not only making these more convenient for internet users, they are creating a learning curve for those that don’t live, and breathe, online.

If you buy into the theory that there is in fact a learning curve, or learning gap, that is being created by the new technologies of the internet, that you will be very successful as an e-book author. Because with each technology that comes into fad online, there will no doubt be a large group of want to be users that need to be taught.

Most e-books after all are nothing more than tutorials, or teaching guides anyways, so the fact that new technology online is creating more people that need to learn about these technologies, means that you will have more to write about in the future.

**The key to success isn’t just writing about something you think people want to know about,** it’s about finding a topic that people have to know about, and little, if anyone has tried to explain it yet. Locating this topic is not easy, but as with the internet, it’s always changing in both name, and subject.

But why should it just stay with e-books? Information can be transmitted in many forms. A little while ago, audio became a huge hit with the iPod explosion. **Audio** e-books are coming out of the woodwork slowly but by all means, there is still a

massive market for them. **Video** has also had a massive following with Google recent purchase of Youtube.com for a cool \$1.65 billion. I mentioned before that youtube.com is full of instructional videos on just about any topic. Video is just another vehicle used to relay information but the technology of the internet has made it much easier and faster to get it and watch it...almost instantly.

This means that with each new shuffle of the online status quo, people will even start to seek information on how to adjust, and as the internet reaches more new users globally with the advancement of wifi technology, the limits are nowhere in sight.

You can literally find a new topic someone will need to know about every day of your life, and still there would be more topics that need to be written about. This is a glass is half full statement, but it is made backed by experience. There is an entire frontier of e-book topics waiting to be tackled, and all it takes is someone like you to take the idea, and make it a bestselling information product.

There are so many ways to ride the wave of your first e-book that it could take up another e-book's content entirely. The most important thing to remember is whether your e-book is a success, or a failure the first time around, it is the lessons you learn that will make or break your long term success. The more you learn from the experience of creating your first information product, the more you can apply for the future.

**The beautiful thing about information products is that once you create one, you keep it forever. You are able to build a library of your works.** This is often called a portfolio, or master copy library, that will help you reap rewards in the long run. If you want you can take your first e-book topic, and expand on it in a second and even third addition. Once you have all three parts of your e-book released, you can take the text, and get it published in a hardcopy format, through a print on demand publisher.

The possibilities are endless when it comes to riding the wave of experience you will gain from your first effort with information products. There are many new outlets that are new in their infancy, and will be the main sources of information product distribution in the future. Just imagine if iTunes decided to start selling information products like amazon, or eBay.

Imagine if all the people that purchased e-books did so to put on their ipod, and the format was totally different. Taking it a step further, if the ipod had a wireless chip in it, and they could shop for e-books from their mobile device. This could be your chance to make difference, and develop a site that caters to such potential customers.

Whatever route you take when riding the wave of your first product launch remember to build on your experiences, and only settle for information product

topics that make sense to you. If you follow these guidelines you will be around for a long time to come.

### **To your Instant Cash Paying eBook Success!**

Stuart Stirling

PS – Like to leave feedback? Have a question or a comment? Need some assistance or help with anything you read in this report? [Email me](#) :)

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Step B: Put it on the back of the URL below ->

<http://www.instantcashpayouts.com/?e=>

So it should look like this example->

<http://www.instantcashpayouts.com/?e=yourpaypal@address.com>

(It's long and ugly, I know. Try [www.tinyurl.com](http://www.tinyurl.com) or [www.clickaudit.com](http://www.clickaudit.com) to make it shorter or get a [free report here](#) that shows you 5 ways to cloak your affiliate links!)

Step C: Share your personalized affiliate link with as many people as you know. Put it in emails or on your website or blog. It will take them to the main sales page so all you have to do is sit back and let the sales page do the work. Your email inbox will be flooded with multiple \$7 Paypal payment notifications! Then tell even more people!

(NOTE: Don't be a SPAMMER! If there are notices of anybody spamming, they will be reported and their email address will be blocked forever)

### **Notes: Disclaimer**

The Publisher has strived to be as accurate and complete as possible in the creation of this report, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

This book is a common sense guide to pursuing wealth on the internet. In practical advice books, like anything else in life, there are no guarantees of income made. Readers are cautioned to rely on their own judgment about their individual circumstances to act accordingly. The term “lazy” is not intended to portray that money can be made by doing nothing. Like most things, success is the outcome of working for it.

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