

The eBook \$uccess Blueprint



Welcome.....

I am dedicating myself to helping people make *real* money online.

My name is Brendan Jubb, you probably haven't even heard of me, but I am the founder of MasterResaleRights.com and the fast paced membership called The MRR Club.

I put most of my success down to ebooks, reselling other peoples work, while reselling other peoples work is great, there is nothing quite like writing your own ebook.

If you were looking for an ebook full of hype and BS, then sorry, you've wasted your money. However, if you were looking for an ebook that will show you exactly how you can make serious money online by creating and selling your own ebooks, then congratulations, that's exactly what this book will show you.

This book could easily be the best money you've ever spent in your whole life and could easily change your life forever.

With that said, let's get started.....

"Every man is the architect of his own fortune." Proverb

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Mindset

This section is probably the most important section of all.

"What the power is, I cannot say. All I know is that it exists.....and becomes available only when you are in that state of mind in which you know EXACTLY what you want.....and are fully determined not to quit until you get it." Alexander Graham Bell.

You see, I am going to give you all the vital information you need to create and sell your own ebooks. However, if you don't take action and use this information, then unfortunately you will never get what you ultimately dream of i.e financial freedom, jet-set lifestyle, huge mansion, fast cars, do I need to go on?

Let's just say this to start of with:

Absolutely anything is possible if you set your mind to it and stay 100% focused and committed.

Read that again.

Don't think this is some kind of B.S way to get you hyped up and the tired old think positive, think positive nonsense. The sooner you realise that it really is possible to get what you dream of, if you just stay focused and committed, the sooner you will start achieving your goals. (Please don't be offended by my style of writing but it is vital to get this point across. You will learn that I tell it like it is. I'm not here to lead you down some fantasy path to hidden riches.)

You see, one of the main causes for not achieving your goals will be self sabotage. It is inevitable that there will be some problems on the way. It is human nature that your mind will take over and do all it can to make you avoid the pain of what these problems may cause. When your mind has you focusing on avoiding this potential pain, you have no focus at all on actually achieving what you are trying to achieve. Does this make sense?

In other words you will simply, unconsciously, throw away any chance you had of achieving your goals. So you must learn to control your doubts. I cannot stress enough, you must be 100% focused, fully committed and not let anything stand in your way.

OK, first and most important lesson over. Well done!

Just make sure you remember this:

Absolutely anything is possible if you set your mind to it and stay 100% focused and committed.

With that said, the next most important thing you must do, is print the next two pages. Keep them to hand whilst you are reading this book. They will play an important role in your success. Print them out and fill in the Personal Statement. (If you don't have a printer or cannot print them out, make sure you write down the information on seperate pieces of paper.)

Very Important!

Important , Print this page.
Place it where you can see and read it every morning.

Don't just discard this information. It is an extract from *The Science of Getting Rich* by Wallace D. Wattles. This information has changed many peoples lives:

There is a thinking stuff from which all things are made, and which, in its original state, permeates, penetrates, and fills the interspaces of the universe.

A thought in this substance produces the thing that is imaged by the thought.

A person can form things in his thought, and, by impressing his thought upon formless substance, can cause the thing he thinks about to be created.

In order to do this, a person must pass from the competitive to the creative mind; he must form a clear mental picture of the things he wants, and hold this picture in his thoughts with the fixed PURPOSE to get what he wants, and the unwavering FAITH that he does get what he wants, closing his mind to all that may tend to shake his purpose, dim his vision, or quench his faith.

So that he may receive what he wants when it comes, a person must act NOW upon the people and things in his present environment.

Important, Print this page.
Place it where you can see and read it every morning.

I am going to get RICH online selling my own ebooks.

I will stay 100% focused, will be fully committed and will never give up until my ebooks are a complete success. Then I will be able to:

1. _____
2. _____
3. _____

(i.e - Tell boss what to do with his job, buy dream house, travel the world etc)

There will be times that I will seem uncertain and have doubts but I fully realise that I am strong enough to overcome the uncertainty because I know my dreams will become reality if I work hard enough and NEVER give up.

I will remember:

PASSION + ACTION + PERSISTENCE = SUCCESS

Signed _____

The Internet Is The Way To Go

It is true, that the internet is one of the greatest ever inventions.

The ability you have to access all the information you could ever need, right there at your fingertips. The internet was invented as a means to share information between computers in colleges/universities. The principle still remains the same, only on a much greater scale.

The internet can seriously be your key to financial freedom as well as all the other benefits that come with owning your own profitable business.

[Why is the internet such a good place to start your business?](#)

Well, imagine this for minute. You have the ability to put your shopfront (website) in front of potentially millions of people at a very low cost. All these people are searching for information. If you can provide them with the information they need, for a price, you can potentially make a lot of money.

Obviously, there are certain things you must do in order to create and market the information they are looking for but I'll show you all you need to know in this book.

You also have the advantage of running your business virtually hands free. Once you've created your product and set up certain strategies (revealed later in this book) to market your product, all the sales you generate can be processed without you lifting a finger. As you will be selling digital products (i.e. ebooks), your customer will visit your website, buy your product and will instantly be able to download it. You have no staff to pay, no stock to hold and most importantly be able to spend most of your time promoting your business, instead of running your business.

The key to having a successful business online is to automate as much as you can from the beginning. I'll show you exactly how you can do that later in this book. Just think, could there ever be an easier way to start your own business? We'd really like to see it if there was!

You've shown me, by buying this book, that you are serious about starting your own business online. So now, all you have to do is follow the instructions in this book and you'll soon be on your way to achieving your goals!

So, how and where do you start?

All will be revealed in this book, however it is vital that you take one step at a time.

"Patience, persistence and perspiration make an unbelievable combination for success." Napoleon Hill.

A Few Things You Must Learn Quickly

Many people (maybe you) join endless schemes online that promise great riches but ultimately turn out to be nothing like what they advertise.

Harsh lesson to learn quickly

Do not join any programs/schemes that promise you can earn lots and lots of money without lifting a finger. It simply isn't true. (I wish it was!)

Unfortunately there is no magic bullet online. If you continue to try and find the next big thing on the internet, you will simply just follow this path for a very long time. Sorry, harsh but true. The sooner you realise this, the sooner you can start making money for yourself.

The easiest and quickest way to start earning serious money online is to create and sell your own information products. (Believe me, I've learned the hard way.) Forget all the hyped up BS online. Having your own products is truly the only way to go.

Of course, there are people earning a lot of money with affiliate programs (promoting someone else's product) but imagine what happens if you wake up one morning to find that person's business has disappeared. They've been shut down or simply decided to quit. Where does that leave you?

Exactly, so don't depend on other people. Having your own products is the way to go. Plus if you promote someone else's products, you will only earn as much as 50% in commission. With your own products you earn 100% commission.

You do the math.

How To Decide What To Write About

Choosing what you are going to write about is obviously an important decision to make.

It should not be something you rush into. You are going to have to do a little work for yourself (sorry, I can't do everything for you!)

Just go and brainstorm a little.

What are you interested in?

What do you know a lot about?

What are you good at?

Just think about this for a while.

You should try to make a list of about 10 things to start off with. Then narrow it down to about 3-4 things you could easily write quite a lot about.

If you are having problems deciding, here's a tip to help:

Go and find what people are searching for most on the internet. If you can find what people are searching for most, you know there is a large market there for a good product on that subject. You then just create an excellent ebook on that subject and sell it to that market. Simple!

So how do you find what people are searching for most on the internet?

Wordtracker

Go to Wordtracker.com and click on the Free Trial link.

You'll then be taken to a page, where you just fill in your name and email address.

Now, you can access the top searched for terms from their database.

So now you know what people are searching for. All you have to do is create an ebook to match that subject and you know there is a huge market to sell it to.

Clickbank

Another great free way to find hot selling products online is to visit Clickbank.com

Once you are there, click on "Marketplace" at the top of the screen. You'll then be taken to the Clickbank Marketplace where you can then choose a category and you'll be taken to it's products:

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[Educa](#)
[Indust](#)

1) [**I Raked In \\$436,797 Online Last Year**](#)

Now you can too! Get all the insider secrets in Rosalind Ga

2) [**How To Write Your Own eBook In 7 Days!**](#)

Write and publish your own OUTRAGEOUSLY Profitable el

3) [**eBay Money System - Affiliates Wanted!**](#)

We Convert 5% of visitors to buyers, earn up to 44.36/sale!

4) [**Search Engine Cloaker!**](#)

Need Traffic? Outsmart search engines to get more listings

5) [**Paid To Drive**](#)

Drive a new car for free - and get paid to do it. 50% Affiliate

6) [**Turn Words Into Traffic**](#)

Simple 'Traffic Machine' Creates Instant Avalanche of FREE

7) [**The Web's Greatest How-To Toolkits!**](#)

Discover the TOOLKITS that are earning a fortune for our af

8) [**eBook Secrets Exposed**](#)

How to Make MASSIVE Amounts of Money In Record Time

The products are ranked by popularity. So you now know what is selling well and that there is a huge market for that type of product. So now you just go and create an excellent product for that market.

If you are still having problems deciding what to write about, here's another killer tip:

[Get someone else to write it for you!](#)

No, this isn't a joke. You can just go and get someone else to write it for you.

How do you do this?

Well, this is quite simple.

Go and approach (by phone, fax, email, whatever) someone who is an expert on a particular subject. Ask them some questions regarding their field of expertise.

It can be 5, 10, however many questions you can get them to answer. Then you just package this information into an ebook and sell it.

Take it to the next step. Interview *several* experts on the same subject and package all their answers together into an ebook and sell it.

Do you see the potential in this?

You can create your own ebook, that is filled with killer information from experts, that people will be falling over themselves to buy and you didn't even write the ebook yourself!

You should now easily be able to find a subject to write about. The possibilities are endless but make sure you take your time in deciding what to write about.

The more research you do, the more it will pay off when it turns into cold, hard cash!

[Writing Your eBook](#)

OK. You should now know:

- What you are going to write about.

How do you write an ebook?

"There's always a way - if you're committed." Anthony Robbins.

Writing your own ebook, really isn't as difficult as you may think.

You really don't have to be a good writer or in fact know anything at all about writing books, to create your own ebook.

Here's a few important points to help you:

Break your book down into sections. Then break down each section into sub-sections. Then write as much as you feel necessary in each sub-section. You'll be surprised at how much this information builds up to create a substantial ebook.

Quick example:

The Ultimate Car Guide

Introduction

Why I created this book

Why you need this book

What you'll learn in this book

etc

Choosing your ideal car

Price

Main use of car

Make/Model

Size

Speed

New/Second hand

Finance/Loan

Insurance

etc

Caring for your car

Cleaning

Polishing

Waxing

Servicing

Tyre wear

Checking oil/water

etc

Selling your car

Advertising

Pricing

Sell privately or through a dealer

Part exchange

etc

A quick example but you should get the point. Do you see just how easy it is to build up a lot of information quickly?

Keep your sentences short. Never have long paragraphs because your readers will tend to get bored and just skip to the next section.

Use your own personality in your writing. Don't just state facts and figures. Try to inject enthusiasm, comedy and really try to interact with your readers.

Add pictures and graphics to really make your book stand out.

Use bullet point lists to break your pages up.

Use **different color** text or **background color** to make certain words/sentences stand out.

Physically write everything down. Then re-read it and make necessary changes. Then keep re-reading it and making changes until you are 100% completely happy with it. Another good idea is to get a family member or friend to read it out loud and listen to how it sounds. You might be surprised at how it sounds and may need to make a few more changes.

Just make sure you are 100% completely happy with it.

Writing your ebook is simply a matter of inserting all your information in an organized, easy to follow manner.

Creating Your eBook

OK. You should now know:

- What you are going to write about.
- How to write your ebook

How do you create your ebook?

Creating your ebook is also an easy thing to do.

There are two different ways you can do this:

1. eBook Compiler

2. Adobe Acrobat

1. eBook Compiler

To use an ebook compiler, you must convert your pages of information into HTML web pages. (We'll show you how to do this a little later on in this book.)

Once you've converted your writing into web pages, you simply use the compiler to choose what order you want your pages to be shown, click a few buttons and your book is automatically created in .exe format.

This is very simple to do.

However, one of the only negatives of using an ebook compiler, is that your book cannot be used on MAC computers. It will only be able to be used on PC's only.

A good ebook compiler is eBookGenerator.com We find it has the best and most unique features you can get for your money.

Feel free to shop around.

2. Adobe Acrobat

To use Adobe Acrobat, you simply type your information into a standard word processor, such as microsoft word and save it as a

.pdf file using Adobe PDF Writer. You don't need to use HTML and can still use graphics, pictures and change the color of your text.

The main benefit of using Adobe Acrobat, is that it can be used on all platforms e.g MAC and PC compatible.

However, Adobe PDF Writer can be a little expensive. You'd expect to pay at least \$200+ to have a copy. Have a look at the Adobe.com website. Again, you should shop around to get a good price.

Here's a special alternative

You can download Open Office Writer from openoffice.org and use it to create .pdf reports for free.

Writing Your Sales Letter

OK. You should now know:

- What you are going to write about.
- How to write your ebook.
- How to create your ebook.

How do you write ad copy that sells?

We will now show you how to write a killer sales letter for your website.

Your website will consist of two pages only, your Sales letter and your Thank you page. You will lose valuable sales if you have any more pages on your site. It has been proven time and time again that long copy sells. So, you should just have one long sales letter for your site and one Thank You page, where your customers download your product.

We'll break this down into different sections from the top of your sales letter to the bottom.

- Headline
- Ad copy
- Testimonials
- Bonuses
- Guarantee
- P.S.

Headline

A headline is a short phrase, perhaps a sentence, usually no more than a dozen words or so. Your headline is the first thing a visitor reads when they visit your website.

"On the average, five times as many people read the headline as the body copy. It follows that, unless your headline sells your product, you have wasted ninety percent of your money." David Ogilvy

Your headline must answer this question - What's in it for me?

It must have a benefit so compelling and incredible that your customer is almost forced to read the rest of your ad copy.

Here are a few examples of words and phrases that are considered high on the list when it comes to writing headlines:

The truth behind..... Finally..... How to..... At last..... Secrets of..... Revealed..... How much..... Discover.....

Single powerful words:

How..... New..... Now..... Revealed..... Cash..... Incredible..... Discover..... Sex..... Uncover..... Shocking..... You..... Breakthrough..... Money..... Private..... Secret..... Easy..... Profit.....

and the most powerful of all: Free

Here are a few of the greatest headlines of all time:

How to win friends and influence people.

(this helped to sell millions of copies of Dale Carnegie's book of the same name)

How I made a fortune with a "fool idea".

How I improved my memory in one evening.

Profits that lie hidden in your farm.

Is the life of a child worth \$1 to you?

Do you do any of these 10 embarrassing things?

"I lost my bulges.....and saved money too".

You should now be able to come up with a few ideas of your own.

Ad copy

Just like your headline, your ad copy has to be just as compelling and answer the question - What's in it for me?

You must advertise the benefits of your product, not just the features.

Remember, it has been proved people buy what they want, not what they need.

Don't just tell them what your product does, tell them what your product will do for them.

Here are a few points to remember when writing your ad copy:

- Keep your sentences short.
- Emphasise benefits not features.
- Change the **color** of your **text** to make certain words/sentences stand out.
- Always have an image/picture of your product.
- Use bullet list points to specify features.
- Use sub-headings to break up paragraphs.
- Try and make your visitor believe that your product is the only solution to their problems.
- Create a sense of urgency. Time limited offer etc.

Testimonials

You should include testimonials scattered throughout your sales copy. These bring great credibility and will only enhance your visitors perception of your product.

Basically, if they know that other people have purchased it and are very happy, then they should be happy too if they buy it.

Testimonials eliminate doubts.

A great way to get testimonials before you launch your product, so you can add them to your site, is go and contact other webmasters/ezine owners. Offer them your product in return for an honest testimonial or even a recommendation to their list.

A great place to find hundreds of targeted ezines is the DirectoryofEzines.com

Bonuses

Bonuses are a great way to increase the perceived value of your product. Just make sure your bonuses are in some way related to your product and will be of great use to your customer.

Offer a report, ebook, service, anything you can put a price on.

Bonuses have been proved to increase sales dramatically.

Guarantee

This too is a very important part of your sales letter. You have to build credibility with your customer before they will buy from you. Having a solid guarantee is a great way of doing this.

Guarantees have been proven to increase response rates by as much as 300%.

By offering a guarantee, you are eliminating the risk associated with buying your product. Here's a few examples of strong guarantee's:

Try out my product Risk-Free for a FULL year! If at any time, you are dissatisfied with it or can't make a profit with it, then simply package it up and mail it back to our office. The moment we receive it, we will fully refund your money No Questions Asked...Plus, you get to keep All \$575 worth of FREE Bonuses as a thank you.

Put me to the test. Order < YOUR PRODUCT > now and use it for 30 days risk free. If at any time during the 30 days, you feel that this product does not contain all the tools and information you need to start your own online business, then I don't want to keep your money. I'll give you a full refund, No questions asked.

**You Simply Can't lose with my 100%
Ironclad 30 Day Risk Free Trial Offer**

P.S.

Your P.S. or Post Script also is a vital part of your sales letter.

You use this to remind your customers of certain benefits, features, remind them of your guarantee, tell them to order now etc.

It is common to use a P.S. - P.P.S. - P.P.P.S. to remind them of your main benefits and why they must order now.

Here's an example:

P.S. - Take advantage of my 30 day no risk trial offer now and if at any time during the 30 days, you don't feel that the package contains all you need to start your own business online, then just send me an email and I'll issue a prompt and courteous refund, No questions asked.

P.P.S. - Don't forget, if you want the lifetime free email consultation with me, you must act now. This could be removed at any time. **It may not be here the next time you visit this site.**

P.P.P.S. - Your order will be processed by Clickbank.com. They are a world leader in accepting 100% secure credit card payments online. You have no risk attached whatsoever with ordering now.

Creating Your Website

OK. You should now know:

- What you are going to write about.
- How to write your ebook.
- How to create your ebook.
- How to write your sales letter.

How do you create a website to sell your ebook?

This really isn't as difficult as you may think. Creating a two page website is quick and easy to do.

You don't need anything flashy or fancy. In fact the more fancy or flashy your website, the less sales you will probably make. Anything flashing or moving on screen will only distract your visitor.

So, bottom line here is, keep it simple.

First, lets talk about HTML.

HTML (Hypertext Markup Language) is the basic computer language used to make web pages. It is actually quite an easy language to learn. You'll find you can build web pages in minutes.

A web page consists of a basic layout containing tags, which looks like this:

```
<html>

<head><title>Title goes here </title>

<body>Body of page goes here </body>

</html>
```

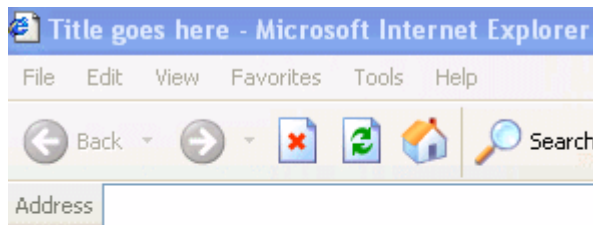
Every web page is made up of the tags above. You'll notice each tag needs to be opened `<EXAMPLE>` and closed `</EXAMPLE>`. There are many different tags that you will use to format your web page. Here are a few of the most common:

`<b>` `</b>` Anything inserted between these tags will be made **bold**.

`<i>` `</i>` Anything inserted between these tags will be made *italic*.

`<u>` `</u>` Anything inserted between these tags will be underlined.

In the HEAD section, you place your page title tags `<title>` `</title>` and your META tags. Anything that is inserted between your `<title>` tags will be displayed in the explorer bar at the top of your screen. For example, if you use the basic layout above and make it into a web page, it would look like this when viewed in Internet Explorer:



META tags are what the search engines look for when they visit your site. Most commonly, you will have META Description, which is a description of your site that is displayed on the search engine, when a search matches your keywords. Your META Keywords are the words that target exactly what your site is about. These words must be chosen carefully. Here's an example of a HEAD section:

```
<head><title>The Ultimate Beginners Guide to Profiting Online</title><meta  
name="keywords"  
content="beginner,beginners,guide,help,helping,profit,online,make,money">  
<meta name="description" content="Free help for beginners on how to profit  
online"></head>
```

We'll show you more about choosing the correct keywords, later in this book.

The BODY section is the main bulk section where all your ad copy will go. Everything inserted within your `<body>` `</body>` tag will be viewed in Internet Explorer.

Obviously, learning HTML is a book on it's own and we can't possibly go into every detail within this book. However these are the basics of how to build a web page and should give you the basic information you need.

To learn more about how to create your own pages from scratch, you'll find excellent FREE tutorials with just a quick search online.

If you may be feeling a little confused about the information above, DON'T WORRY! The easiest and quickest way to make your pages is to use a WYSIWYG HTML editor. A What You See Is What You Get editor allows you to simply write your text how you want it, add colors, change font etc and the editor automatically creates the HTML for you. So, although it is recommended that you do learn at least the basics of HTML, an editor will allow you to create your page without the need to learn it.

One of the most popular editors is Macromedia Dreamweaver. Although it is one of the best, it also carries a hefty price tag. Currently selling for \$399 but does have a free 30 day trial.

There is an even easier way.

Although it will be very beneficial to you to learn HTML, there is an even easier way to create your sales letter.

Armand Morin has yet another piece of software to help you. It is called the There are now many salesletter wizard creators that are completely template based, so all you need to do is fill in the blanks, click very few buttons and it will create a fully working edited web page that you simply just upload to your server. It automatically inserts everything for you and allows you to change colors and graphics, it's all you need to start.

If you need to make any changes to it afterwards, then just open it with your HTML editor and make the necessary changes.

Simple as that. Your Thank You page just needs to thank your customer for the purchase and contain the download link to your product, so they can instantly get access to it.

It is more professional if your Thank You page has the same layout as your Sales page (i.e. same header, background colour etc.)

Accepting Payment

In order to sell your ebook, you must accept credit cards on your site.

You have two options here.

1. A Merchant Account
2. Third Party Processor

1. A Merchant Account.

Getting a merchant account to enable you to accept credit cards, can differ depending what country you live in. In general you will go through a bank to get one but not everyone is accepted. There are various rules and regulations you must meet before you are considered for a merchant account.

2. Third Party Processor.

A third party processor will accept credit cards on your behalf, for a certain percentage of each transaction. We recommend using a third party processor to begin with. They take all the hassle out of your order fulfillment.

Here's how they work:

1. You sign up, pay a one time set up fee and place an order link on your site.
2. Your customer visits your site and naturally (if you've followed all these steps correctly!) wants to buy your product. They click on the order link and are directed to a secure server to make their payment.
3. Once their payment is accepted, they are automatically taken to your special download page where they download your product instantly.
4. They then send both you and your customer an instant receipt.

So your customer is happy because they have instant access to your product and you have not had to process anything yourself to deliver your product.

The one I recommend is Clickbank.com They charge 7.5% and \$1 on each transaction and only have a \$49.95 one time set up fee. They are the most popular and easiest third party processor you can use. They also allow you to set up your own affiliate program for free. They mail out cheques every two weeks also, so you don't have to wait a full month to receive your money. You can be up and running in just a few minutes.

For details of other third party processors visit NoMerchantAcct.com

[Choosing Your Hosting And Domain Name](#)

OK. You should now know:

- What you are going to write about.
- How to write your ebook.
- How to create your ebook.
- How to write your sales letter.
- How to create your website.

How do you choose the correct hosting and domain name?

Once you've created your website and are ready to go, you need to make it available to the public. To do this you need a web host. A web host will allow you to put your pages on their server.

Therefore, they will be able to be viewed by anyone who enters your domain name into their browser.

It is possible to get free web hosting from many places online.

Although, free hosting has a major drawback in that your website address is incorporated in their name. Example:

`www.TheWebHost.com/YourWebsite`

Because your site is selling something, it gives you an instant lack of credibility. People know you are using free web hosting.

So, it is very important that you get professional web hosting from the beginning.

A few important things to consider when choosing your web host are:

1. Make sure your package includes enough space for what you require and that you can purchase more space if required.
2. Make sure the web host has an uptime of 99%-100%. If your hosts server is not working then neither is your site.
3. Make sure they have secure server capabilities. Especially if you are going to accept credit cards on your site.
4. Complete e-mail services. You should receive full e-mail services including POP mailboxes, e-mail aliases and unlimited

autoresponders. (You should never pay any extra than your monthly fee for these.)

5. Make sure they offer a good amount of bandwidth per month. Bandwidth is the amount of data that is sent to and from your site. So, the more traffic you get coming to your site, the higher the bandwidth will be. You should really be looking for at least 1GB of traffic per month. Also make sure you can purchase more if you need it. Some hosting companies will simply shut your site down if you exceed your monthly bandwidth, so make sure you get the facts before signing up.

One that is highly recommended is Hostgator.com

FTP

FTP or File Transfer Protocol is the means of transferring your web pages and graphics to your web host. Some web hosting control panels have a built in FTP system so you can easily just choose which files/folders you want to upload from your PC, then you just click a button to upload them.

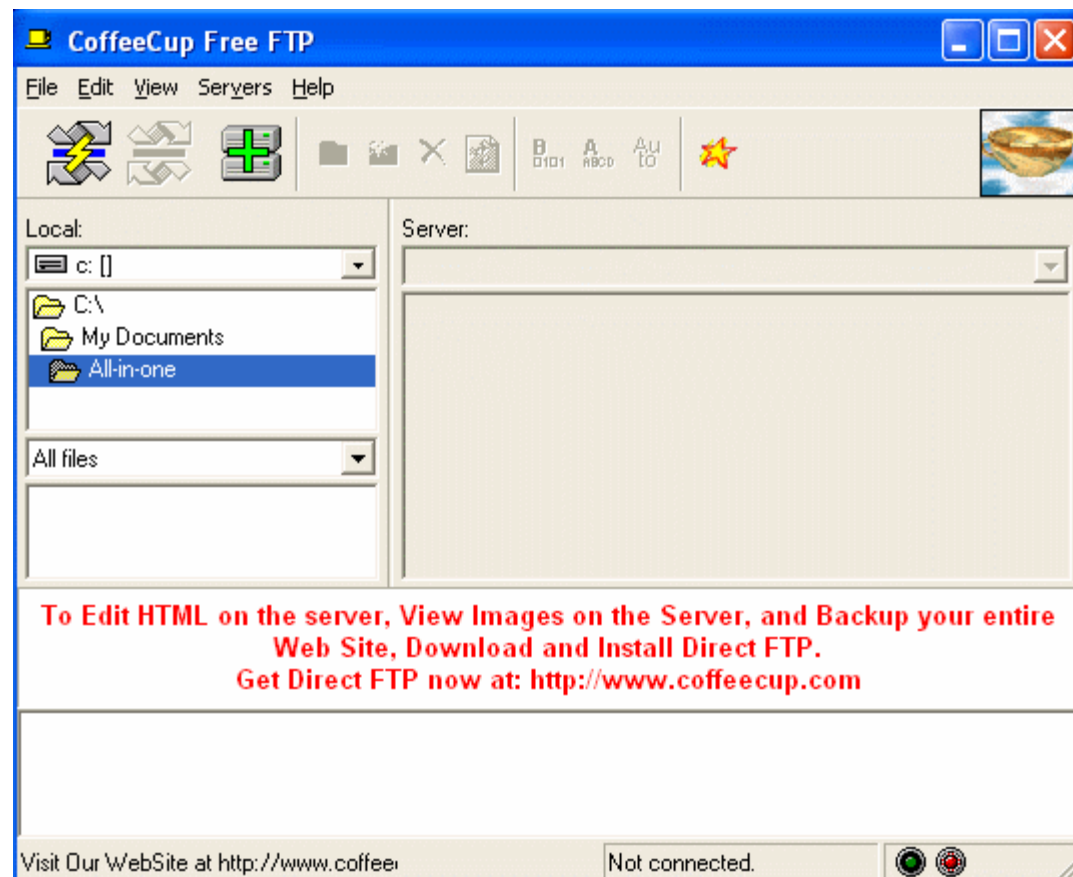
Some web hosts however, don't have their own control panel. If this is the case then you need FTP software to upload your files/folders.

These are free/inexpensive and are very simple to use. Here are the most popular:

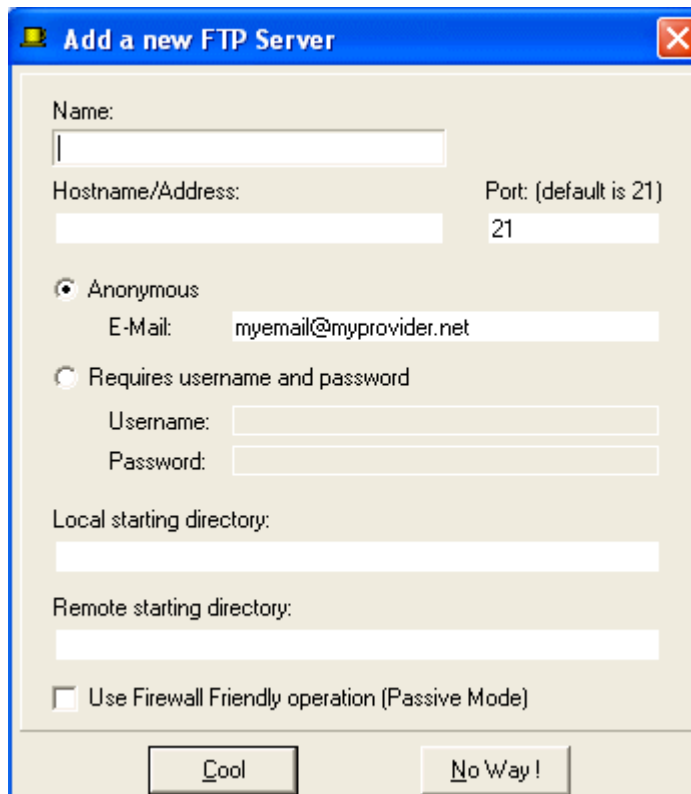
CoffeeCup Direct FTP
WS-FTP Pro

A quick demo of how to use CoffeeCup Direct FTP

Open up the software and you'll get this screen:



Click on the green plus sign to add your server details. You'll get this screen:



Add a new FTP Server

Name:

Hostname/Address: Port: (default is 21)

☒ Anonymous
E-Mail:

☐ Requires username and password
Username:
Password:

Local starting directory:

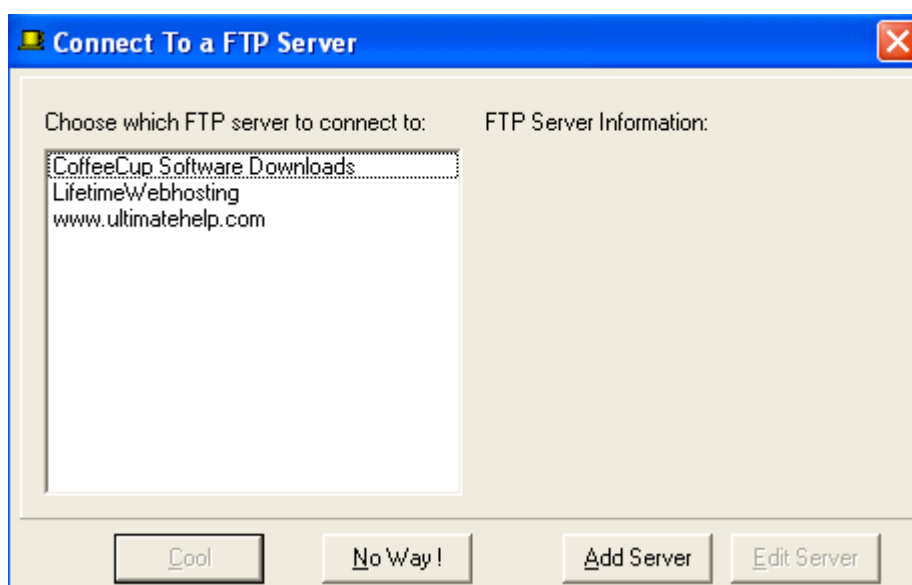
Remote starting directory:

☐ Use Firewall Friendly operation (Passive Mode)

Fill in the details that you will receive when you sign up for a hosting package.

Once you've filled in your details, click on the Cool button to save them.

You then click on the yellow lightning connect button (first picture above) and you'll come to this screen:

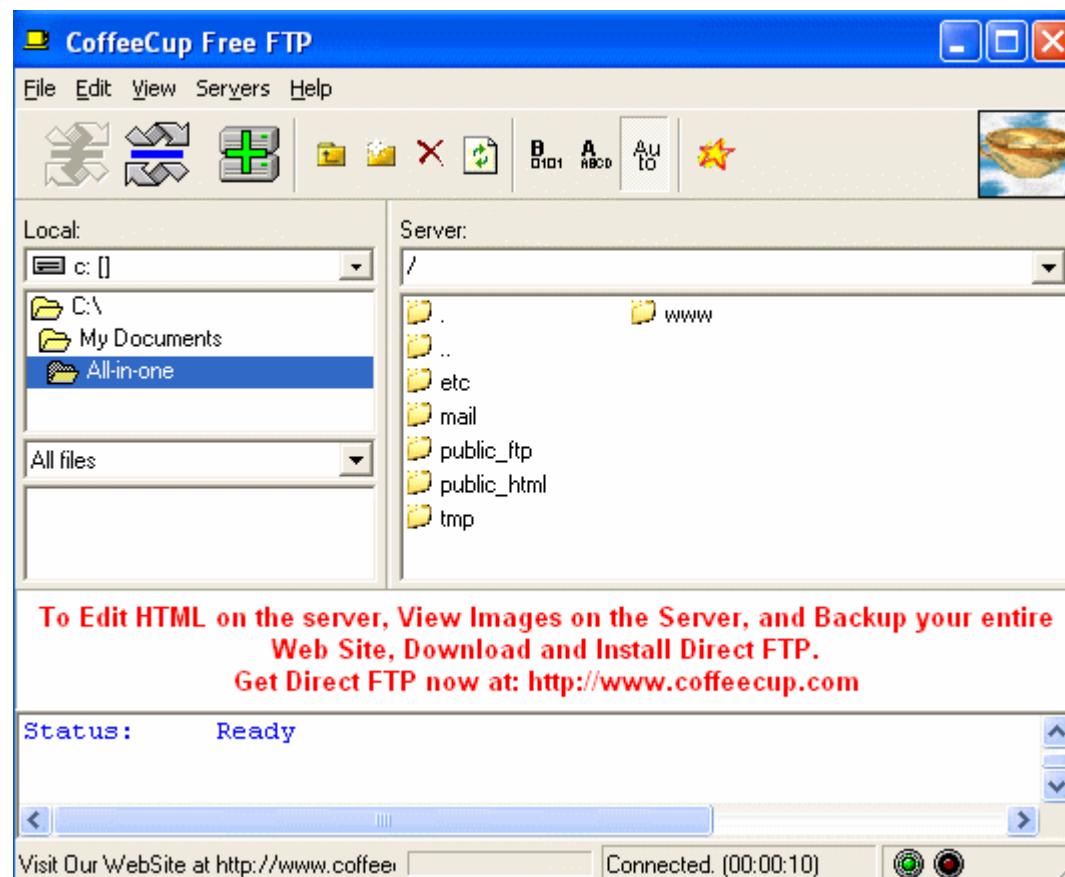


Connect To a FTP Server

Choose which FTP server to connect to: FTP Server Information:

LifetimeWebhosting
www.ultimatehelp.com

Choose the connection you've just set up and click on Cool.
It will then connect to your hosting server and you'll get this screen:



Your PC files are on the left and your server files are on the right.
All your web pages/graphics must go into the folder on the right called "www". So just double click on the "www" folder, then simply just drag and drop your files from the left side of the screen to the right side of the screen to upload them.

Just remember that images must be transferred as binary and text files should be transferred as ascii.

That's all there is to it. Very simple.

Here's a quick tip: Your home page, (which is the page that is first displayed when you enter your domain name into your browser) must be called [index.html](#) If you do not have an [index.html](#) page, then your site will just display an error, when you try to view it. So, for your website, the sales letter page must be called [index.html](#)

Domain Names

A domain name is the name people insert into their browser to view your site. It is important that your domain name is easy to remember and somehow, if possible, relates to your business.

The price on registering a domain name is falling all the time. Though it averages between \$5 - \$30 per year.

Try and choose a domain name that is catchy and easy to remember. Keep it short and to the point. Some directories rank their listings from numbers first then in alphabetical order. For instance, the name 1stWebsite.com will be listed above Website.com. So this is worth bearing in mind.

We would highly recommend you should always stick to a .com

You will almost certainly lose valuable traffic if you register, for example a .net or .biz or .us or .co.uk etc.

You should always try and register a .com

Some of the most popular domain registrars are:

GoDaddy.com

Register.com

[Pricing Your eBook](#)

OK. You should now know:

- What you are going to write about.
- How to write your ebook.
- How to create your ebook.
- How to write your sales letter.
- How to create your website.
- How to choose the correct hosting and domain name.

How do you price your ebook?

Before you start to market your ebook, you'll have to decide what price you are going to sell it for.

If you price it too low, it might appear to be of less value than similar products. If you price it too high, you risk losing sales as you might be out-pricing your target market.

So how do you decide?

Well, one way many people do it, is to guess. They set a price and don't test it or research it and cannot understand why they aren't making any money. Their product might be of great value but is priced too high and out of reach of their target market. So one thing you shouldn't do, is just guess.

Research your competitors

A good way to decide on a price is to research your competitors products. How much are they selling similar information for? Is your ebook much better? Try and compare as many as possible and choose your price to fit in with your competition. If you do this, be sure to test your price once you have set it. Don't just set it and forget it. Just take note of how many sales you make per set number of people, then change your price and take note again. For example:

You have 200 unique visitors and make 4 sales at \$29 each. Now you should change the price and monitor how many sales you get from the next 200 unique visitors. If you keep testing, you will find your ideal price.

Hire an expert

You could hire a professional marketing expert, who will review your product and all the market variables associated with setting a price (i.e. competition, demand, industry standards etc.) This could cost you quite a bit of money, with many charging up to \$200 per hour. You will ultimately be better off, if you test it yourself, as shown above but if you have lots of money to spend then by all means hire a professional.

Marketing Your Website/Product

OK. You should now know:

- What you are going to write about.
- How to write your ebook.
- How to create your ebook.
- How to write your sales letter.
- How to create your website.
- How to choose the correct hosting and domain name.
- How to price your ebook.

How do you market your website/product?

Marketing your website is simply a means of driving TARGETED traffic to it.

If your traffic is not targeted, then you will be lucky to break even with your website yet alone make a profit.

The most effective methods of driving targeted traffic to your website are:

- Joint Ventures.
- Ezine Advertising.
- Write Articles.
- Pay Per Click Search Engines.
- Search Engines.

Joint Ventures

A joint venture is a partnership set up between two people. One has a product, the other has a list. The list owner agrees to promote the product to their list for a percentage of the profit (usually 50%+).

Joint ventures are quite simply win-win for all concerned and will certainly be your key to success online. A successful joint venture will make great profits over and over again.

So how do you find a suitable joint venture partner?

The first thing to consider here, before you start looking for a joint venture partner is, you have to find a market who are actively searching for your product. You have to find a list of people who are very targeted to your product. Once you realise and discover, who your target market is, only then can you go and find them.

One of the easiest ways to find a Joint Venture partner is to use ezine directories. These directories contain huge lists of ezines you can search through to find your ideal partners. One of the biggest online is the Directory of Ezines. It allows you to do specific searches for categories, size, publication frequency cost of ezines ads and most importantly, the contact information of the ezine owner.

Here's our ULTIMATE guide to finding the ideal joint venture partner:

Search the Directory of Ezines for your chosen category and read the detailed information on each ezine, to make sure that it matches your requirements and is highly targeted. Choose 5-10 that match your requirements. Next step:

DO NOT email these ezine owners with your offer.

Read that again.

The reason that you should not just email your offer directly is because, they almost certainly are receiving these offers every single day of the week. Your email will probably not even get read. The reason for this is nothing personal. It simply is a matter that the ezine owner will do anything to protect their list. For a high percentage of them, their list is their livelihood. So there is absolutely no way they will risk losing their reputation by sending out an offer from someone they don't even know.

Here's what to do:

Immediately subscribe to their ezines. If they have a product at a reasonable price, buy it. Review and study their products and/or ezines. Then your first email to them is to tell them how good their product/ezine is.

Tell them their product is the best you've ever seen.

Tell them their ezine is full of excellent information.

Make NO reference to your product/offer at this stage.

What you are doing here is flying under their radar. They love to be told how good their product/ezine is. They will more often than not, reply to your email.

So, what you should try and do now is build a relationship with them. Reply 1-2 more times, still just with complimentary emails. If

they keep replying, you are building their trust and confidence in you.

Here's the killer blow:

Write to them and tell them you've just created your first product and would be honoured if they could review it for you. When they agree, send them the download link so they can download it and review it.

Give them a few days to look it over, then email them again.

If they like your product, tell them you will give them 50% if they announce it to their list.

See what happens.

At the very worst, if they won't announce it to their list, they should give you a testimonial that you can place on your site.

Using this guide every time, it will greatly increase your chances of getting an ezine owner to announce your product.

Building relationships with other ezine/list owners will be your key to making lots of money online.

Ezine Advertising

This is also a great way to find targeted traffic.

Many ezines offer paid advertising. For a certain amount of money, they will run your advert in their ezine. Usually, you will have the choice of three different types of advert:

- Solo Ad
- Top/Bottom Sponsor Ad
- Classified Ad

Solo Ad

A solo ad is a long advert, usually 200-500 words long. An ezine owner will send this out to their list exclusively for you. This advert is NOT part of their ezine.

Solo ads are the most expensive of the three choices but can also bring the best response. Think about this, you get to send your advert to thousands of people, it will be personalized i.e.- contain their first name and it will be targeted because you know what the ezine is based on. You get to do this for a very small amount of money. There are ezine owners in the Directory of Ezines that will send out a solo ad to their list of 10,000+ for just \$10. As long as your advert is written compellingly and in such a way as to force people to click through to your website, how can you lose?

Top/Bottom Sponsor Ad

These ads appear in the ezine at the top of the page or at the bottom. With these ads you only get to include 4-5 lines of 65 characters or less, to advertise your product/website.

So you must write powerful ad copy in that short space to encourage people to click on your link. Use the same theory of writing your headlines, when you write your sponsor ads.

Although not as responsive as solo ads, they can also be very powerful. There are ezine owners in the Directory of Ezines that will run a Top/Bottom sponsor ad to their list of 25,000+ for just \$20.

Classified Ads

These usually appear at the very bottom of an ezine. You generally only have 2-3 lines for your advert and there are usually 5-10 classified ads per issue. So the response rates will be lower for this type of advert.

However, some ezines in the Directory of Ezines with readerships of 100,000+ will insert your classified ad for just \$20. So it is not worth dismissing this option.

Another great feature of the Directory of Ezines is that you can search for ezines that offer free advertising. There are hundreds that do.

Write Articles

This method can produce lots of targeted traffic for many years to come, once you have put the initial effort in.

It involves you writing articles based on your field of expertise and submitting them to ezine owners for them to publish in their ezines. At the bottom of your articles, you include a short bio about yourself which includes a link to your website. For example:

Your Name is an internet marketer who has dedicated himself to helping beginners profit online. If you're looking to make money online, his website has all you need.
Click here - <http://www.YourWebsite.com>

So, people read your article, which gives you instant credibility and click on the link to visit your website. Reading the article puts them in a good frame of mind when they are viewing your website. They will be more likely to buy your product or to sign up for your ezine (which we'll show you later in this book).

Writing your articles

Your articles should be formatted to 500-800 words and to 65 characters wide.

Your choice of subject is really unlimited but it is wise to stay with things you know quite a lot about. Try and write about a subject that is directly connected to your product, as this will be more targeted to the readers.

The easiest and most common form of articles to write, is a number of points about a particular subject. For example:

[10 reasons why your business is failing.](#)

[7 steps to online success.](#)

[5 things you must know about internet scams.](#)

etc.

Breaking your article down in this way, means you can write a brief amount about each point and you will soon have an article that is ready to be submitted.

A great free tool you can use to format your articles is Notetab Lite.

The best resource to learn more about writing articles is Jim Edward's - TurnWordsIntoTraffic.com

Submitting your articles

This is really simple. Once you have your article ready to be published, you simply submit it to ezine owners that accept articles. You can do a quick search in the Directory of Ezines for your category choice and ezines that accept articles. You'll immediately have a list of hundreds you can submit to.

Once your articles are being published, you'll soon have a steady stream of quality targeted traffic.

Don't eliminate this option because it looks like hard work. It really isn't. You only have to create one article per week to start seeing beneficial results.

Pay Per Click Search Engines

A Pay Per Click search engine works the same way as a normal search engine.

The only difference is that you get charged money for each person that clicks on your site from the search engine.

To use these, you set up an account and deposit a certain amount of money into the account. You then choose your keywords/keyphrases and bid on these a certain amount of money. When someone searches for your keywords and click on your site, the set amount of money you have bid on, is deducted from your account.

Alternatively, you can use Google Adwords and you will be charged after your clicks have been made. This is done via monthly invoice.

Here's a good site to learn more - PayPerClickSearchEngines.com

Search Engines

2-3 years ago, search engines were a lot more effective than they are now. Although still a good source of free traffic, it is getting increasingly difficult to get a good ranking. It can take several months to even get listed at all in the major search engines. What we recommend is just to manually submit your site to the top search engines, which include:

Yahoo
Google
MSN

and spend your time working on the more effective ways above.

Here's a few tips on search engine ranking:

Domain name

Some search engines will rank you higher if you have keywords in your domain name. Example, if someone typed "business help" into a search engine, then a website named www.business-help.com might gain a high ranking.

Also some search engines prefer domain names seperated by hyphens. That's why it is a good idea to register your domain name with and without hyphens. Example, businesshelp.com and business-help.com

Link popularity

This is a major factor in search engine ranking. The more sites that place a link to your site, the higher you will be ranked.

To get more sites to link to you, simply visit different websites to see if they are suitable sites to have your link and write a personalized email to the webmaster of that site.

Obviously there are hundreds more ways to get links. Social bookmarking, blogging etc. But those are beyond the scope of this guide.

Keywords and keyphrases

Keywords and key phrases are what you enter in your Meta tags, title tags and body of your text, when making your web pages. It is important to be specific when inserting these words. An excellent site to help you with choosing keywords is Wordtracker.com

We certainly do not recommend using a free service that will submit your site to thousands of search engines and FFA (Free For All) pages. You will only receive hundreds of email replies and no results whatsoever. Anything that sounds too good to be true online, really is too good to be true. Don't expect that, just because your site is being submitted to thousands of search engines and FFA pages, that you will get lots of traffic. YOU WON'T, simple as that.

Although once effective, FFA pages and free classified ads are no longer worth spending any time on at all. You will only end up receiving lots of SPAM.

Advanced Techniques

OK. You should now know:

- What you are going to write about.

- How to write your ebook.
- How to create your ebook.
- How to write your sales letter.
- How to create your website.
- How to choose the correct hosting and domain name.
- How to price your ebook.
- How to market your website/product.

How do you take your website to the next level?

To do this, you must do the following:

- Create your own ezine.
- Use Autoresponders effectively.
- Create your own affiliate program.
- Backend products for your customers.

Create your own ezine

One of the most important and profitable things you must do is, create your own list. The saying is really true "the money is in the list." The key here is to create a warm list that will be responsive to your offers. To do this, you must create your own ezine/newsletter.

Your ezine must be based on your website topic and can include, for example:

- Latest news
- Latest offers
- Freebies
- Recommendations
- etc

How often you publish your newsletter is up to you but we recommend you publish once a month. Publishing weekly can become too much of a chore and it is generally found that publishing monthly will be more responsive.

Text or HTML?

It is possible to send HTML messages to your readers, instead of text.

However, this can cause problems as some email accounts don't allow or recognize HTML. The results can look very messy and unprofessional.

What we recommend is sending your ezine in text format only, until

a time where advancements in HTML messages are universally recognized.

Sending offers

Once you have created a list, you now have the ability to make special offers to it. For example, announce new products, recommend other products etc.

The key here is not to abuse this option. If you were to announce offers every week, your list will soon become immune to your offers and you'll simply get no response. You should send out no more than 1 offer per month. Yes, that's no more than 1 offer per month. Your readers will know that you rarely send out offers and will be greatly more responsive and acceptive of your rare offers. They realise that, what you are offering must be (and should be) very special.

Key: rare special offer + warm acceptive list = \$\$\$

Accept Paid Advertising

This is going to have to be your choice. It is possible to earn a living selling advertising in your ezine. For example, paid solo ads, sponsor ads and classified ads etc. Obviously, it depends on the size of your list as to how much you can charge.

The thing to remember here is, if you are sending out solo ads and including ads in your ezine, then your list will almost certainly be less responsive to your own individual offers. So, you'll have to decide for yourself, which way to go.

In our personal opinion, you'll ultimately earn more money sending out your own rare offers, than by offering advertising from external sources.

Another thing to bear in mind is that, without researching every advert you place in your ezine, you are open to losing credibility by having something in your ezine that may be a con, scam or fraud. Even though it may not be your advert, your readers will remember where they saw it first, your ezine.

Use Autoresponders effectively

Autoresponders are an absolute essential and killer tool that you must have.

They allow you to follow up on prospects by sending out personalized emails at any period of time you wish. The best thing here, is that once the person has been placed on your autoresponder, you have to do absolutely nothing to keep following up on that prospect. The autoresponder will send personalized emails to your prospect at any period, containing whatever message you enter into it.

How to get people to subscribe to your autoresponder

The easiest way is to offer something free. A free report, free book, free course etc. Plan out all your messages and get everything set up and tested.

A free course is probably the most effective. Offer a seven day course on something that you detail in your ebook. For example:

If your ebook is based on golf, then offer a free seven day course on improving your golf swing. Set your autoresponder up so that, once the course has been completed, it sends out a series of preset messages informing the prospect of the greater benefits they will receive if they buy your ebook. Tell them you go into greater detail and will guarantee that your information can improve their swing.

Once all your messages are set up in the autoresponder, it will run totally hands free contacting your prospects. Autoresponders are very powerful and very easy to use. The most popular are:

Aweber.com
Getresponse.com

Create your own affiliate program

Imagine having hundreds or even thousands of people out there selling your products. Your very own sales force working for you. Even better, you only pay them when they make a sale. You simply cannot lose.

Creating your own affiliate program is really quite an easy thing to do. For example, if you choose to use Clickbank to process your

credit cards on your website, then they have an affiliate system that you can use for free.

Here's what to do:

Create an affiliate sign up page on your website:

Affiliate Signup Page

Join the UltimateHelp Affiliate Program for free now and you'll be given all the tools you need to promote our hot selling products.

All you need is a [Clickbank ID \("nickname"\)](#) to join our affiliate program.

[Click here now if you don't have a Clickbank ID \("nickname"\).](#)

It's free to sign up and only takes about 90 seconds.

Once you have your [Clickbank ID \("nickname"\)](#) then fill in the simple form below and you'll be ready to start earning money in about 30 seconds.

Once you've signed up you will be taken directly to the affiliate resources page. Here you'll find all the promotional tools you need to start selling each product. You'll also receive email updates from us, informing you of the latest killer techniques you can use, that actually will work and make you money.

By filling in this form and clicking the "Sign Up" button below, you confirm that you have read and agreed to the terms and conditions of [The UltimateHelp Affiliate Agreement](#).

First Name:	
Your E-Mail:	
Clickbank ID:	
Sign Up	

Then create a page of promotional materials that your affiliates can use instantly to promote your product. These should include solo ads, classified ads, graphics they can put on their website etc. Most importantly, show them how to set up their affiliate links to your product. They will look like this:

<http://www.hop.clickbank.net/?TheirClickbankID/YourClickbankID>

Then set your commission amount in your clickbank account as to how much you pay your affiliates per sale. This should be at least 50%. For example:

Payment Settings:

- ☒ Accept Credit Cards
- ☒ Accept Online Checks

% you offer to affiliates

Advanced Settings:

Cgi [purchase validation](#) (for experienced programmers only):

Secret key (up to 16 letters & digits)

So they can know instantly start promoting your products. When they make a sale, clickbank immediately credits their account. That's all you need to do to have your own affiliate program.

If you are not using clickbank, then there are many affiliate software programs you can use but some can be quite expensive, so it is worth looking around.

Backend products for your customers

This is where many people lose huge profits that can easily be made.

They go to great lengths to get a customer to buy from them and then once they have bought something, they simply forget about that customer and concentrate on finding new customers.

BIG MISTAKE.

This is why many people don't succeed online. They spend 80%-90% of their time, money and efforts to get new customers instead of re-selling to the customers that they already have. You see, these customers have already taken the risk of buying one of your products, sharing their credit card details and trusting you. As long as everything went smoothly for them i.e. they paid, instantly downloaded your product and were very, very happy with your product and the process of ordering it, then they will be more likely to purchase additional products from you, that you are selling or recommending.

They associate little risk in ordering from you because you have already gained their trust.

So, the key here is to announce new products or recommend other peoples products to your list, as long as they are related and would be of great value to the first product.

Again, only make rare announcements to gain more response and always thoroughly review anything you are going to refer to your list.

You must always protect your highly trusted reputation.

Testing and Tracking

OK. You should now know:

- What you are going to write about.
- How to write your ebook.
- How to create your ebook.
- How to write your sales letter.
- How to create your website.
- How to choose the correct hosting and domain name.
- How to price your ebook.
- How to market your website/product.
- How to take your website to the next level.

How do you test and track to get the most profit?

"Half of what I spend on advertising is wasted - the trouble is, I don't know which half." Lord Leverhulme.

Testing and tracking is another vital part of your success.

In all advertising you do i.e. website copy, headline, ezine ads etc, you must test all variables to find out which are most profitable.

Testing web copy/headline

In order to test your web copy, headline, you must first work out your hits-sales ratio. This basically means, how many unique visitors does your website get, before you make a sale. Most hosting packages now come with reliable graphical stats and logs, so you can easily see how many visitors your site gets per day. Example of working out your hits-sales ratio:

$$\frac{\text{Unique visitors}}{\text{Sales}} = \text{Sales ratio}$$

If your site receives 200 visitors a day and you make 4 sales, this means your sales ratio is:

$$\frac{200 \text{ (Unique visitors)}}{4 \text{ (Sales)}} = 50 \text{ (Sales ratio)}$$

So this means, it takes 50 unique visitors to make one sale. So now you have enough information to start testing your web copy/headline.

The key here is to make one change at a time and see what difference it makes to your sales ratio. If you change more than one thing at a time, you will not know exactly which thing increased or decreased your sales ratio.

So make one change at a time, until you find the most profitable.

Testing ezine ads

Testing your ezine ads is slightly different because you need to track exactly how many people clicked on your ad and how many sales it produced.

You can easily do this in two ways:

- Buy the software to run on your server/hosting package
- Use a tracking service and pay monthly

Buy the software to run on your server/hosting package

This is what you can use to deadly accuracy and efficiency.

You can use Proanalyzer.com to track clicks and sales and then AffiliateLinkCloaker.com to hide the affiliate link to prevent people stealing our commissions and also tidies up an ugly looking, long affiliate link.

Here's exactly what to do:

Create a new campaign in Proanalyzer:

Campaign Information:	
Campaign ID:	?
Campaign Title:	?
Description:	?
Start Date:	Sep 30 2003 ?
End Date:	Sep 30 2003 ?
Campaign URL's:	
Redirect Traffic To:	?
Split Tester:	No Split (off) ?
And Also To (2):	?
And Also To (3):	?
System Override:	☒ Allow ☐ Block ?
Campaign Cost	
Cost:	?
Type:	One Time ?
Optional Information:	

Fill in your campaign title, campaign ID, start date, end date, affiliate link, cost and type. Then click create and it will give you a tracking URL:

Tracking URL
http://www.1stwebsitehelp.com/cgi-bin/proanalyzer/p.cgi/CIIM1

Instead of promoting this long affiliate link, you then enter it into the Affiliate Link Cloaker to create a secure page:

Steps 1-3 | Steps 4-5 |

Step 1

Enter the link you want to hide:

NOTE: Link must start with http://

Step 2

Enter the name of the "cloaked" page: .

Step 3 - optional, leave blank if not used

Enter page Title (50 characters):

Enter page Keywords (100 characters):

Enter page Description (200 characters):

Enter page Body Text with HTML formatting:

[Fresh NEW Affiliate Marketing Idea of the Month](#)
[>> Click Here Now](#)

Next >>

Copyright (c) Affiliate Link Cloaker

[Online Support / Help](#)

Just fill in the long affiliate link that Proanalyzer created, the name of the page you want to promote and the title of the page. Click next and you'll get this page:

Steps 1-3 | Steps 4-5 |

Step 4 - Create "cloaked" page:

Step 5 - Upload "cloaked" page - you must be connected to the Internet:

Choose an FTP site to upload to:

Site name	FTP Host	

Status: no page created yet

Copyright (c) Affiliate Link Cloaker

[Online Support / Help](#)

Choose secure and click on Create page. It will then create a web page for you that you can instantly upload to your server/hosting package using the Affiliate Link Cloaker. That's all there is to it.

So now instead of promoting the long affiliate link, you will promote this link:

<http://www.YourWebsite.com/Test.html>

Or whatever you decide to call the Test page.

Whenever someone clicks on the link, it will automatically take them to your affiliate page or whatever page you are tracking and it will also register on Proanalyzer. Here's the stats page of Proanalyzer:



As you can see, it logs unique clicks, unique hits, sales, profits and displays them in easy to use tables and graphs.

Using Proanalyzer and Affiliate Link Cloaker together make an unbeatable combination and will give you 100% accurate facts and figures, so you can easily work out which ads are profitable and which are not.

Use a tracking service and pay monthly

If you don't want to pay for the software above, then you can always use a tracking service to track your ads. The only downside is you pay a monthly fee that in just a few months will account for buying the software above, so the choice is obviously yours.

Summary

OK. You should now know:

- What you are going to write about.
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- How to create your ebook.
- How to write your sales letter.
- How to create your website.
- How to choose the correct hosting and domain name.
- How to price your ebook.
- How to market your website/product.
- How to take your website to the next level.
- How to test and track to get the most profit.

What do you do next?

TAKE ACTION.

"The great end of life is not knowledge but action." Thomas Henry Huxley

Most people don't succeed in anything they do because they fail to take enough action.

You have now, in this ebook, all the information you need to start getting rich online selling your own ebooks. All you have to do is take ACTION.

Go back and read each section one at a time.

Then take some ACTION and use the information exactly how it is written.

You simply cannot fail if you take enough ACTION.

The biggest favour I can do for you is to tell you that, if you simply don't use this information and continue sitting around passively, waiting for the next big thing to happen, you will almost certainly be waiting around forever.

This doesn't just refer to this ebook but for every aspect of your life. If you want something so badly, you've just got to take the appropriate action to get it and most importantly NEVER GIVE UP until you do get it.

You'll thank me later for telling you this.

The biggest favour you can do for me is to print out and fill in the pages at the beginning of this ebook and place them where you can view them every morning and especially where you will be working on your own ebook. Then actually use the information in this ebook.

Remember:

Passion + Action + Persistence = SUCCESS