



Secrets to Create an Online Product and Make Thousands Daily

Introduction

Let's face it... one of the best ways to make money online is by selling ebooks. If it is your ebook it is much better!! Your best bet in making money is to find out what people want to read about and giving it to them. You will only have a really successful business venture once you find a demand and satisfying that demand by supplying a product that will eventually make so much sales it will start selling itself just by word of mouth.

There are very few overhead expenses to start making money online through selling an ebook, what you need is some planning and just follow the instructions in this ebook so you can start making some serious money without any big efforts.

First things first – at this time you may be an affiliate of some other owner of an ebook, maybe promoting his ebook, or maybe you have affiliates promoting your own ebook, but the real harsh truth is that no one except you will try harder to sell something. So based on this theory we can successfully conclude that only YOU can best market your OWN ebook, getting affiliates to help you sell it should not be your main focus, some of

you may not agree with this but in the course of this ebook I will open your eyes to the truth.

A formula that will guarantee that your ebook becomes a best seller

I will first write something about what you have to think about before you start writing your ebook if you decide to write your own ebook versus if you want to sell someone else's ebook.

The harsh truth is that most ebooks published on the internet are a flop, the owner may have invested thousands in copywriters, web designers, marketing etc. and not to be able to make half of the amount spent back. If the initial costs for him were zero, that would have been a different story because at least he would have done some good profit by doing everything himself, but many newbies (and even so called gurus!) start investing thousands before they have even made one sale from their ebook! This is wrong, why invest thousands when you can make everything yourself? Sometimes even better than the so-called professionals.

Most ebook writers base what they write about on their impulses and what they 'think' that people might be interested in reading and therefore in buying. This is a completely wrong approach. I have developed a 100% solid method to know if your ebook will be read and if you will eventually make money.

THE FORMULA : You should always try to identify a niche that satisfies one (or preferably all) of the following : A **harsh difficulty** that someone is living in or try to **satisfy an intense craving** from the target readers.

To identify such ‘niches’ you have to identify how many people are looking for such information, you start by investigating the various keyword tools and make some homework before you start writing about anything.

Two fantastic keyword tools I use are the following:

http://freekeywords.wordtracker.com/?seed=adware&adult_filter=remove_offensive

and

<http://www.keyworddiscovery.com/search.html>

I like them because they are free and provide rather good results.

So if you are thinking about writing an ebook about internet marketing (like this ebook!) you would enter the keyword “internet marketing” and the tools will let you know exactly how much people are looking for that in a particular time frame, therefore giving you a good idea and the ability to compare one niche with another.

This simple technique may save you months and months of worrying and even money before you get someone (or preferably yourself!) to write anything.

After you confirm that your niche is a good one, you should really start finding a readily available group of people interested in your ebook, they may have already congregated in a forum (taking the internet marketing niche as an example we have the warrior forum or digital points), discussion boards or they may have already subscribed to an ezine or in an email list.

You take this step to make sure that you have enough people interested in what you are selling and that they are easily reachable because one of the worst thing that may happen

to someone is to have something ready to be sold and then not being able to ‘find’ enough people to sell it to.

This is where a joint venture with the owner of the forum or owner of the emailing list comes in handy. I have contacted countless ezine owners and most of them are definitely looking to make a quick buck, so they suggest your ebook and you can make big money, whilst paying them a commission. I suggest you offer a big commission to these ezine owners or forum administrators as they will make your life much easier, so don’t be afraid to offer even up to 60% of commission!! That will definitely boost your sales.

One word of warning : If you can’t find enough people writing about your topic, or not enough forums than most probably there are not many people interested in buying your ebook. Many newbies (and even professionals) make the big mistake of choosing low competition niches because they think that they can enter into an untapped markets, whilst I acknowledge that there are untapped markets with very low competition, I am strongly against suggesting that you get in such a market, I actually suggest you get into a strongly competitive market, that is a sure fire way sign to know that there are people forking out their money about this subject.

Following this you should decide whether your target audience is actually willing to pay for the information you are offering or they prefer to get it for free if it is widely available for free on the internet or other forums. How do you get to know if people are selling anything in a particular niche. You should check the advertising results in google, if you look for “how to make investments” you will see many marketers forking out money in advertisements to google, and some of them really pay big money for this. So if they are willing to get money out in such advertisements you should take advantage about this as a sign that they are making sales therefore people are willing to fork out money for your niche. Most probably you will not find lots of blogs that show you for free how to double your money in the stock exchange but you will find tens if not hundreds of sites that are advertising and paying big money to ‘sell’ ebooks on this subject, therefore people are

‘willing’ to pay for such ‘privileged’ information. Otherwise all such sites wouldn’t continue to invest big money in advertisements if they are not making any money at all.

Another secret that I want to share with you is that you should write your sales page before even you start writing your ebook and not the other way round. In the sales page you should make the kind of promises that you are sure will help to sell your ebook and only later when you are satisfied that your sales page will evoke an emotion in your potential buyer start to write the answers to the questions you raise in your sales page. This way you will not run the risk of not living up to your promises or by writing and researching something that you know will not make any sales. Since the ebook you are writing the sales page about has not been created yet than you have no problem in letting your imagination run along with ideas and this is great because this is what will actually help you create a super ebook if you decide to write one instead of selling someone else’s ebook.

A word about ‘REFUNDS’ : You should use the sales page you have already written to be the skeleton of how your ebook is structured and this way you will reduce the amount of refunds that people ask you for. Some refunds are inevitable because some people do not even read your ebook and ask for a refund only to leave your ebook sitting in some folder on their desktop. So the fact that you are giving what you promised in the sales page will at least diminish drastically the refunds, if on the other hand you are selling someone else’s ebook you should really do this the other way round... ie. First read the ebook attentively and only later write a sales page about this.

How to Make REAL money by selling ebooks!!

Newbies always ask me, how much money can someone make by writing ebooks, 1,000 dollars 10,000 dollars? 1 million?!! I cannot ever answer such a question because there

are so many factors, but hereby I will let you know the best way to MAXIMISE your profits and diminishing your costs.

In most of my online ventures I started out with zero money and most of the time I made thousands with any single ebook because I always market everything myself and rarely outsource such things because they are so easy to do. However how much money you make is tied up to the following issues: Mainly how large your target audience is, how many of these potential buyers are ready to buy and how many of these people can you reach with your sales page with a method as cheap as possible.

The most important thing you should do about selling an ebook is to devote time to it after you launch it, some marketers launch an ebook and make a \$1000 in the first week, \$500 in the second and sales keep plunging down as time goes by. If you stop and think why this happens, it really boils down to one simple thing, because these people did not even bother to try to get more sales by applying for joint ventures and some of them weren't even excited about what they are selling and did not keep producing 'buzz'

Many people ask me what are the best niches to get into right now, remember don't be close minded and think about only what people in the United States or your own country are looking for, remember that there are hundreds of millions of people right now on the internet from all the countries in the world with around 85% who can read English. Some of the best niches at the moment are:

Real Estate – and anything associated with this hot subject at the moment, such as mortgages and bank loans. So if you have some experience or maybe you bought your own house or work in a bank. Do some simple research, list down what you know and start writing your own ebook right now.

Health – well being, insurance, safety, we all know that people all over the world are getting older, therefore if you are older yourself you can start writing up your experiences and perhaps how to cope, if you are in the medical profession, a nurse or something write

some tips on how to prevent common colds or anything related to this. Everything and anything will sell in this niche and people are willing to pay good money for this.

Personal Finances – bad credit, credit cards, bank loans etc. you know something about this subject? What are you waiting to start writing about it! This is one heck of a profitable niche

Relationships – divorce rate is going up all over the world and people are reading magazines and books on how to save their relationship, so why not give them an ebook to read?

Internet Marketing – This one is tricky to get started in because people prefer to buy ebooks from gurus who say they make millions on the internet, but if you spend a couple of years on the warrior forum and digital points forum I bet you know much more than these so-called gurus!

Computers – If you know how to use a computer there is certainly something you are good at, you don't have to obtain a super degree from a university to write some tips on how to get Windows to work faster or how to easily install a new operating system. If you have a degree in computer – get your books out and start typing an e-encyclopedia about computers and start making some sales immediately with the tips in this ebook.

Employment – people are always seeking a better job and what better way to read about how to get good grades in an interview

Once you decide what niche you want to write about you have to decide on the 'view' or angle to take the story or ebook from, so keep in mind these reasons when you are starting to write about something:

The number 1 reason people buy something is because they want to start making money, so if they are buying an ebook about employment it's because they want to make more

money or start making money, if they buy something about real estate it's because they own a piece of land and want to develop it or maybe they want to invest in something. I would say that 90% of people who buy anything is because they want to make more money or start making some at least!!

The second most important is because they want to save time, so people reading a book on how to install windows want to do this because they want to save time from trying to figure out what to do. Most people will eventually find out how to install an operating system but some of them want to save time and read how to get shortcuts.

The third most important thing to write about is to help people to avoid pain and add comfort to their lives, so use these angles and when you are writing your ebook or selling it keep in mind these rules.

Once you identify a broader or general niche market try to identify the pressing problems that people looking into this niche are suffering from and try to find a 'solution' for them.

One final tip on this topic, you don't want your prospects to think of your ebook as just 'another ebook' you have to write a compelling sales page that delivers on people's needs and basic wants to make them 'need' to buy this ebook. They have to see your ebook as the only solution to their problems. No one will walk away from someone offering them a solution to their pressing problem and if the price is right anyone will buy information that will solve their predicament.

**Start planning how to sell your ebook online
without even owning a website!**

Okay, this trick is used consistently by people over time where many do joint ventures and start pre-selling their ebook way before it is launched on the internet as a proper website.

Anyone can create and market an ebook this way, ie. By paying someone after you start making sales, therefore you get nothing out of your pocket and you risk nothing this way, because you are only forking out a portion of your profits and not risking anything in advertising when you have no guarantees of sales.

Start contacting forum owners, email list owners and anyone in this niche market with an ezine to strike a deal, remember – never accept to pay any front money if you don't make any sales. If you find a big partner who is willing to send an email to his list strongly suggesting that they buy your ebook, you are already on the good way of making some really decent money.

You have to understand at this stage that I prefer to market first and strike deals and then write my ebook. Remember when I told you to write the sales page even before you start writing your ebook? So now I am asking you to strike deals even before writing your ebook, I hope this is making some sense to you now and that you are seeing the 'big' picture of what I am getting at. This is very important because you have to feel the pulse of your audience and of your joint venture partners to be sure that you provide what your target audience is seeking.

Last year I made a great joint venture with a fellow on the real estate market. I don't know much about the real estate market but this guy did in fact suggest what was hot and what was not at the moment of doing this, If I had already written my ebook I would have got to go back to the drawing board and start writing everything from scratch because this guy was really giving out some great tips, his ideas were wonderful and we both ended up doing some BIG money together, I even paid him an unexpected bonus at the end of our JV and I am sure that next time I decide to write about real estate he will be there ready to help me out even more than last time because I already have a track record with

him and you should too follow up your leads and not be afraid to pay out even a bigger commission than people deserve.

If when you are looking out to strike a deal with a joint venture partner you can only find a couple of people in this niche who have a good list (or at least say so!!) if this is the case run away from this niche, this would mean that people are not selling anything in this niche and this would have saved you lots of time from trying to write and market your ebook. This is a sure fire way to know that a niche is dead.

You may be asking yourself how do you find joint venture partners yourself in a particular niche, the first thing you should do is to look for them yourself in your own emails, so if you are subscribed already to some mailing lists don't be afraid to contact such people they may be more than willing to work with you and you will be amazed at how some people will want to offer something new to their lists and therefore look extremely forward to work with someone new, also internet marketing is sometimes a lonely business and people do like having a business partner albeit for a short period of time.

Make a quick google and yahoo search for the niche you decided to write about and start contacting the web masters for the top 20 results you encounter, these people are probably the most successful because they managed to get their business on the top results and have probably been around for a couple of years and any respectable internet marketer these days makes it a point to collect email addresses and start building massive lists.

If you already wrote your ebook (after making some very good successful jv deals) and are looking for new and fresh deals, please do send a review copy of your ebook to the potential jv partner because if anyone can see that your ebook is great than they will be more than willing to sell it to their list and you can even use your past experiences with other jv partners and ask your new potential to check with them, people are happy to give good references with someone with whom they already made some big money.

You need to start rolling out joint ventures as fast as you can, so that word of mouth and viral marketing will kick in automatically. I always believed that the best marketing one can get for his ebook is not what ‘hype’ the author may have generated but rather what hype the ebook will generate for the author itself by people who have already sold it.

One more tip : trying adding a small mini ebook suited to the tastes and ideas that different joint venture partners would ask this would make them look even better in the eyes of the people reading their email or ezine. So to continue with the example of the real estate ebook deal I had with this JV partner I spoke about earlier, I asked this guy if he would suggested anything for this and he suggested I should write about how to get to know bank personnel so you can get the best loans and deals ever, I ended up writing this fantastic mini ebook to go with the main ebook and it was so great that I am pretty sure that some people even bought the main ebook to get this free ebook with it! Also do not be afraid to give special discounts to such partners to offer to their lists, so if you are selling an ebook for \$50 on your website let them have it for \$30 or even for half price, this way you will make your business partner look good in the eyes of his email readers and you will in the process make BIG money.

A note on how to pay your joint venture partners... you have to pay them immediately and you have to pay them well, don’t cheat a joint venture partner as word will get out, treat them as your equal and they will give you so much in return that you will regret not being able to pay them more than they deserve later.

Sometimes joining and listing your product on clickbank for a small fee and then offering your joint venture partners a hop link is much easier and safer to track profits and therefore to pay commission, otherwise be prepared to show your earnings page to your affiliate as proof of your earnings and therefore of their share.

People always ask me how much should I give to my affiliates? Is it 10%, 25% or more? I always reply as follows ... “always give your affiliates as much as you can this will

keep your affiliates happy and willing to work with you” If you give your affiliates a small percentage they will ask what is the difference between this guy and the other guy that offered me a greater cut?!

You have to make it financially worth while to your affiliate before you start building your own list... which gets us to how to build your list...

You should always make it a point to offer something for free to the people who visit your webpage, or who decide to start downloading your ebook. Give them a small free bonus even if it's just 5 pages long people are willing to enter their name and email address in that small pop-up requesting them to do so in exchange for a small freebie!

You will have a list with thousands of subscribers before you can finish selling your first ebook. There is a myriad of advantages for the internet marketer who can sell to his own list rather than rely on affiliates or joint venture partners, but this will happen over time, so in the meantime take good care of your business partners and don't look at the money that you are paying them out as a 'cost' but look at it as an investment!

Should you give resale rights to your ebook?

If you remember the rules of why people buy ebooks, remember that at the top I mentioned that people buy ebooks mainly because they want to make money. So what better way to help your audience make money than to offer them resale rights to your ebook? Of course you could ask for that something extra for resale rights once people join in but that would have been worth it because if you are still struggling with your first few ebooks than you could make some good extra cash with this. I still offer resale rights to whoever asks for them as it is a great way of making money. If you are reading this and you are interested in reselling this ebook... what are you waiting for to contact me to buy full plr rights?

I have even sometimes wrote an ebook and sold only three or four limited copies to joint venture partners who in turn change them slightly and even change the name of the author and after that they sell the ebook to their list and they get to keep all the profit, but in the process I would have profited a lot from what these guys have paid me in initial rights, of course if you are to write an ebook with only a couple of sales in mind make sure you strike a good deal preferably with some upfront money before you start writing anything and investing your time and energy and make sure you put your deal in writing.

As with anything in life there are some disadvantages in this and I will mention them for your benefit so you are cautious : with resell rights you loose control over how your ebook is distributed and sold, sometimes people even prefer to give it out for free on the internet to maybe attract people to something else they are selling so you should be aware of this especially if you are planning to keep selling your ebook

When you resell your rights people will do all kinds of crazy stuff with your ebook... so think of the worst and expect the worst from such a deal!!!!!!

Building your own List

We already hit this topic briefly above, however I want to explain in detail how I am still working and building my list, as this is a never ending process which you keep refining everyday. First of all I want you to follow this rule of thumb : never ever buy a list from anyone I made this error when I first started out, I bought a list from a guy and I sent out my first email to the first 1,000 people on the list and I ended up with nearly 1,000 emails back complaining to me who gave me authorization to send them emails, I received threats etc. and after I started to think about it I realized that these people were right, if they signed up for an ezine by Mr. X why should they receive emails from me and later I even found out that this guy who sold me this list used some very deceiving techniques to get emails from people and never even used these emails himself but rather he sold them to people. So pay attention from entering into such a deal.

A great ingenious way to capture the names of people who are interested in your ebook but do not want to buy it immediately after following through to your website is to capture their name and email before they leave your website, this way you end up with a clear prospect and potential purchaser which you can follow up later on. Don't try to sell immediately to this list, but rather send them some follow up free information in the form of a short ezine every now and then on their email and only try to sell to them after you have proven that you are an expert, or at least 'good' in your niche this way you would have built a positive relationship and in their eyes you are the 'guru' of that niche.

Increasing the amount of people subscribed to your list is really a great idea, since you would want to use this list later, even after months when you roll out the second version of your ebook and want prospects to buy it you already know where to turn to and with a difference from joint ventures you already know that all the profits are yours to keep and you don't have to share it with anyone.

People will buy a second time and third time from you, because they already know you, they already bought from you and hopefully if you followed all the instructions in this ebook they already know that you are good in your niche.

Buying ads in ezines.

If you are talking with a prospective joint venture partner and he is particularly difficult to crack a deal with then try to get him to let you advertise in his ezine.

I have made great deals just by having a link to my site and two sentences in an ezine, so at the end or at the middle of an email your joint venture might write two sentences in a boxed out eye catchy colour to let people know that you have this great product. This is a great idea because whilst people are reading what this guy is talking about you can let them know what you are selling and from experience I can tell you that people do buy in

this way because they are already getting excited about what they are reading and finally they are given a solution to their problem... your product!

Just pay attention that you don't pay too much for such an advert, always do your homework and try to calculate things before you buy such an ad.

So for example let's say that from experience you know that your \$50 ebook converts at 7% from your past joint ventures and you know that your prospective JV partner has a list of 10,000 therefore you can expect 700 sales at \$50 that would be \$35,000 in pure sales. So if your partner asks for \$1,000 for such an advert I would say you would be striking a Great deal, but if your partner asks for more than you expect to make then I would say that would definitely be a bad move on your part!! So always look out and cover yourself by thinking and planning before you plunge into something like this.

Pricing

An important part of your strategy when selling an ebook is pricing, do you think that if Mercedes were to sell their cars at half the price they are doing now will sell more? I don't think so because there exists what is called price psychology. So if people see something precious and see a price tag which is cheap they will start making out all sort of questions. Why is this priced so low when other products similar to this one cost much more. People will sometime not buy anything when they think it is priced LESS than what they are actually willing to pay for it! This is crazy I know but this is the world of Internet marketing and marketing in general.

So my suggestion is the following... always see what your competition is doing if they are selling an ebook that looks really good and they are marketing it so well for \$50 then you should price your ebook in that similar area or perhaps slightly lower at say \$45 but don't go overboard and price it at \$20 because people will still buy the other book.

Some of you may at this point argue that you should sell it at a higher price than the others, well this is kind of risky because the other guy might be spending so much more than you on marketing his product, as a general rule of thumb I always sell at a slightly lower price than the average competitor.

I suggest you use the pre-launch technique... where you sell an ebook for say \$25 and see how it goes, if it went particularly good and by good I mean impressive!! You could up your price and see how it goes during the launch. I normally state that in the long run it is better to sell your ebook at a higher price after a couple of months rather than go down.

I don't know if you ever watched what the rich jerk did with his ebook... he marketed it so well and he probably did become really rich after that but made one big mistake... he kept pushing his price down in the hope of getting more sales... what happened is that he lost most of his sales and he has to create ten times as much buzz and viral marketing now than he had to do before when he was selling his ebook at 5 times the price it is now!! Why because people who are looking for an internet marketing ebook will now see that competitors who are selling at an average of \$70 are offering a 'fair' price and so now people are wary of buying an ebook from the rich jerk at a fraction of the average price others are willing to pay.

So when you reach a point of balance stick to it and only go lower if you have no intention to continue to sell your ebook after that period of time and you are looking only for a way to get a quick final buck on that product before your next BIG launch.

Using Back end sales to Maximize your profits.

I wanted to suggest this way of making money in your own ebook by using back end sales. I don't know if you ever read an ebook and then the author states that he uses such and such a product to do something. Let me give you a concrete example, let's say I am talking about ppc and I suggest that you use company X ppc. I have two options to make

money off this. I can either contact the owner of this product / service and ask him to pay me to mention his name in the ebook, this is great if you are still starting out because it will put some money in your pocket and get you going till you start making big sales, or else you can include an affiliate ID to this company and every time that someone follows this link and buys something from this company you get paid an affiliate and make some good money. Some good ideas for this are to include links (with affiliates) suggesting good Domain Hosting and perhaps a graphics or mini site designer etc. The possibilities for this are practically endless, but don't over do it in your ebook as it would look rather silly and people might even get offended!

Also I hope that by this time you started adding emails to your list and by now you should be aware that people who already purchased from you and have already received a good customer care from you should by now have some trust in you therefore you can use this trust, (I say use and NOT abuse!) to make some more money by sending out emails that recommend other people's products which you have read and you provide a small review. People buying this product will of course be redirected through an affiliate link of yours so you are paid a commission.

Upgrading your product

Another technique used by ultra successful marketers is to first sell you a product and later you receive an offer to upgrade that product. If the product in the first place was great and well received, people will have no difficulty in upgrading to something better that you are offering. Here are some fantastic techniques and ideas you can use:

A great idea to introduce with ebooks is Software that accomplishes something that you have outlined in your ebook, this is especially easy to do in the Internet Market business. So if you are selling an ebook on how to submit a new website to directories for better search engine results, what better way than to try to sell the buyer a software that automatically submits a new website to some directories? This could also be

accomplished in other niches, let us say you are selling an ebook in the health niche and you are talking about blood pressure, you can sell someone a software that keeps track of blood pressure over time and even you could sell the reader an automatic blood pressure reading machine, although this would be slightly more complicated for you as you have to use normal post etc. and I would only advise this to people who are doing lots of sales but anything is a possibility, do not stop at just selling the ebook... always offer an upgrade to maximize your profits.

Minimizing predicaments!

No one likes problems with customers and bad publicity however these are bound to happen, you can however take some preventive measures to minimize predicaments such as the ones mentioned before.

You will have lots of people who may bad-mouth your product even if they have not purchased it! Yes it's happened to me and it's happened to the best gurus! The best way to tackle this bad publicity is not to resort to some deceitful tactics such as threats or lawsuits etc. the best way is to answer each and every bad publicity you receive preferably in the same medium. So if someone posted in the digital post forum that your product is too bad and not worth the money, reply to his thread with the fact that he did not even buy it yet (if he didn't) and reply to any queries he may have done so people who are reading that particular post know that you are at least responding to such allegations and this means that if they buy they are bound to receive a reply from you. Bad publicity is still publicity after all and sometimes bad publicity did even increase my sales level, but only after I replied to the bad publicity.

A short note regarding refund requests, if you stated that there will be a money back guarantee – no questions asked, and you receive a refund request, you should refund immediately with no questions asked. You should always honor your promises on the sales page or these will come back to haunt you later.

Creating your product

We have already gone into detail how to choose a niche, how to decide if it is profitable and how to market your product, all that you need now is an ebook, a final product that you can sell and call 'yours'. It is easier than you think.... Read on...

More often than not whilst writing your ebook you will notice that you are actually solving a problem for your audience. So whatever you write about the best way to tackle it is to think upon it as a problem and solution predicament, that way you can easily sit down and start typing. It would be a great idea if you could write about something that will help people get 'more' from what they are expecting.

Most of the information you will write about is most probably already available on the internet for 'free' but one must 'know' where to look for and must spend lots of time sifting and searching through all the information they are looking for.

I start by researching some articles on ezinearticles.com and if I am writing about something really difficult I may even buy one or two ebooks on that subject from my 'future' competitors to test the waters and see what they are offering. Try to give something more than your competitors are offering, that way people who make reviews (if they are fair and unbiased) of both your products will list yours as having more information on a particular chapter or subject.

You should first of all not think of your product as a "Book" your product is an "E-Book" something completely different. In real life books are 500 pages long whilst ebooks may be something from 20 to 150 pages max!! but I feel that the more concise you keep it the more easily people will absorb information and feel that they have learnt something out of it. Most real life books go on and on about something and are written in formal ways, It is completely different in ebooks, the author can literally 'speak' to his public and show his points in simpler and more graphical ways than in real life books. So take advantage

of the technological advantage that an e-book has. On average people writing an ebook will make more money than people writing on a similar subject on a real 'book'!! I am not talking about best sellers like Dan Brown but most of the time if you compare a first timer 99% the e-book writer will have more success. First because the fees are so low to get started and also because the ebook writer will most probably get to keep most of his profits versus the real life book writer who must share most of his money with wholesalers and agents etc.

You must think of your ebook as an efficiently packaged 'solution' to people's problem and think of yourself as a 'helper'

The first step I take is that I try to see what subjects I am really knowledgeable about therefore I try to write about this first. So in real life I am a publicist therefore I already wrote an ultra successful ebook about press releases on this subject because it is second to nature for me to talk about this and therefore it came very easily and naturally. However you will soon find yourself running out of ideas, therefore you still have to make some research and try to see what your competitors are offering.

The first step as already stated is to create the sales page that entices yourself to buy your product!! Only when you have the sales page ready should you start writing... (finding a solution for the problems listed in the sales page!!) That way you will not drift around in useless babbling and find yourself spending so much precious time and space on your ebook talking about something that people are not excited about and not willing to pay you for, and if you promise something in the sales page you are writing about it therefore you reduce refund requests to a bare minimum.

Outsourcing your ebook creation process is a great idea too at elance.com you can find cheap copywriters and editors who can write just about everything and you will find yourself just sitting around and dictating what needs to be done and written for a very cheap price when compared to the enormous amount of money you will make back when you start selling your own product.

People also sometimes write ebooks in the form of interviews, you can find an expert in say health or internet marketing, preferably in real life, sit down with him and record a conversation where you ask questions and he answers as best as he could, then go back to your desktop, type the transcript and perhaps add some graphics that outline the points mentioned and fill in some gaps, you can also make email interviews. This would be a great marketing idea for the 'guru' you are interviewing and you could use his own 'buzz' to help make sales of your ebook. This of course would come at a price but why should you worry when someone else is doing you such a favor and it's a great way to start a joint venture with this 'guru' who is already in the business and in your niche and would probably have already a large email based list.

Another great source I am using at the moment is blogsearch, there are people from all walks of life blogging about any subject and this would be a great idea to start researching other people's blogs once you have identified your niche. You can also interview some different bloggers and get their opinions. The possibilities for this approach are endless and you can really make big money.

A method that I use often is to find some report that is already in the public domain and base your ebook on this research. So let's say you found a great report about the effects of smoking and how to stop smoking from a governmental agency which is 200 pages long. Why don't you summarize it for 20 pages and there you go you have a 'how to stop smoking now' ebook that could easily sell for \$50.

Another great niche that you can use for this is 'debt consolidation' and insurance. Recently I helped co-edit an ebook on this niche it is just great how debt consolidation and insurance companies will help you on this one if you just mention that you will mention their name in the ebook. Some of these debt consolidation companies pay millions yearly for advertising so they will be impressed with your willing to 'advertise' their product for free (perhaps a couple of sentences at the end suggesting that their product is really good). In this ebook I am mentioning I just sent out a couple of emails

to some local insurance companies stating that I am wishing to write an electronic book that outlines how people can spend less on insurance etc. I ended up interviewing their public relations people and really got in with some great information I gathered and the end result was just great, I invested only a couple of hours of time and made thousands in sale, that was so easy.

Another technique is to look for older books in your library (mostly pre-1922) which have no legal copyright (in the US, other countries may have slightly different laws but mostly it's easier to just 'copy' ideas from such books, there are even ebooks out there that outline such techniques. NOTE : I could have inserted an affiliate link to such an ebook here!!! ... do you remember the technique to using back end sales technique in your ebook?!!!

So if you are writing about subjects whose principles have not changed like 'how to study better' or techniques for memorizing or fast reading etc. such old books in libraries are a great idea, just do your research as mentioned above to see that it is worth writing about that particular subject,

Another method you can use is to find authors who are willing to write but have no internet marketing skills. You could post an advert into any university and you will receive hundreds of replies by want to be authors / students who are willing to work for pennies when compared to what you will make by selling the final product on the internet. Just make sure that you make some sort of written agreement that the product will be owned by you and you own full copyright on it.

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ready of people who already bought or shown an interest and an author who is willing to write without me investing any money or time on this project!

Speaking the language and keeping the audience in your mind is very important, so in the case of the divorce ebook the focus was on how we could get a better deal for prospective buyers of the ebook, for the insurance ebook was how to pay less and for the debt consolidation was how to find a solution and pay less payments every month whilst maintaining the same standard of living as before, you should really think how what you are selling will better serve your audience in terms of money saved, time or problems solved.

The trick here is to just be creative and think before you leap into something.

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2 Select the file:

Click Browse to select the file to convert

Browse...

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Wait for conversion in browser

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websites to PDF files.

The screenshot displays the PDF Online website interface. At the top, the logo reads "PDF Online™ Free PDF Online Conversion Powered by easyPDF SDK". A navigation bar includes links for "Doc2PDF Online", "PDF Service for iPhone (Beta)", "Web2PDF Online (Beta)", and "PDF2Word Online (Beta)". A "powered by easyPDF SDK" badge is in the top right.

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Step 1 | [Conversion options...](#) | [How to convert HTML to PDF?](#)

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-MS PowerPoint (PPS)	-Text (TXT)	(more formats...)

Step 2

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9. [Zamzar](#) – A free online file conversion that able to convert PDF to many document formats.

The screenshot displays the Zamzar website's user interface. At the top, the Zamzar logo is accompanied by a 'BETA' badge and the text 'Free online file conversion'. A navigation menu includes links for Home, Manage Files, Conversion Types, Tools, Blog, FAQ, and Pricing & Signup. A login/register section is also present. A large banner features two chameleons and the text: 'Have you ever wanted to convert files without the need to download software?'. Below this, there are two promotional banners: one for a 'Teen Brain Guide' and another for 'Want more from Zamzar?' which lists features like 'Convert 1GB files', 'Convert faster', '100 GB inbox', and 'No ads'. The main conversion area is divided into four steps: Step 1 (Select files or URL), Step 2 (Choose the format to convert to), Step 3 (Enter your email address), and Step 4 (Convert). Each step includes a text input field and a button to proceed.

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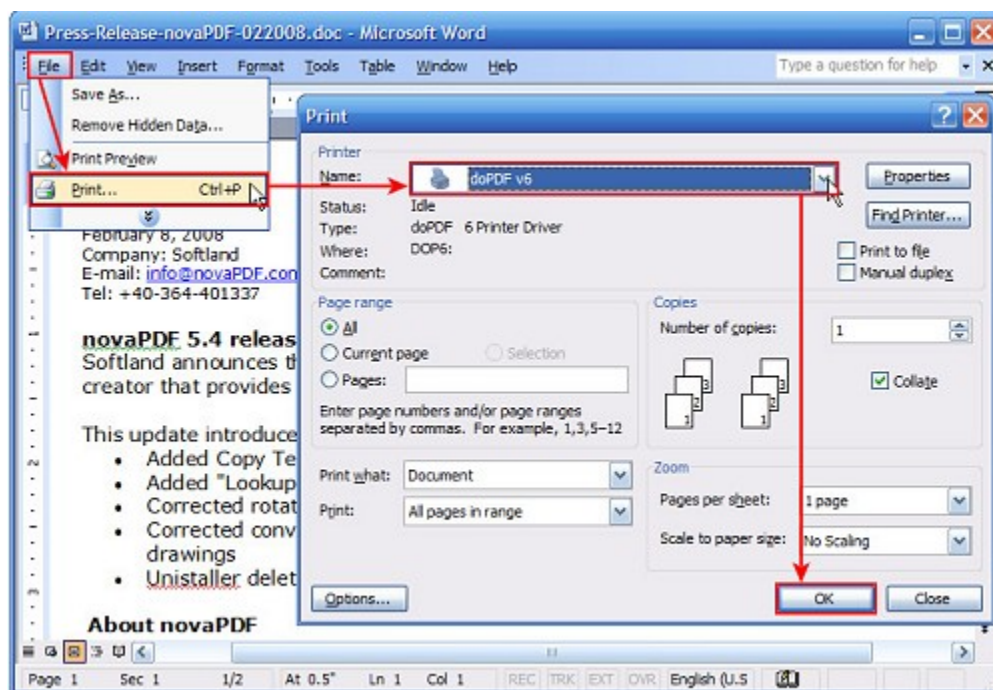


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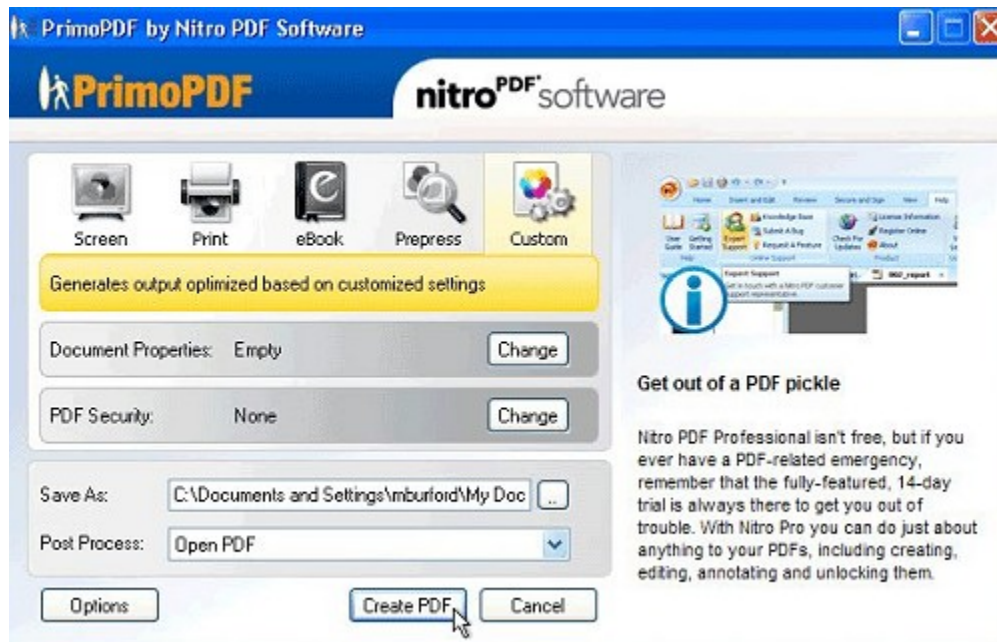
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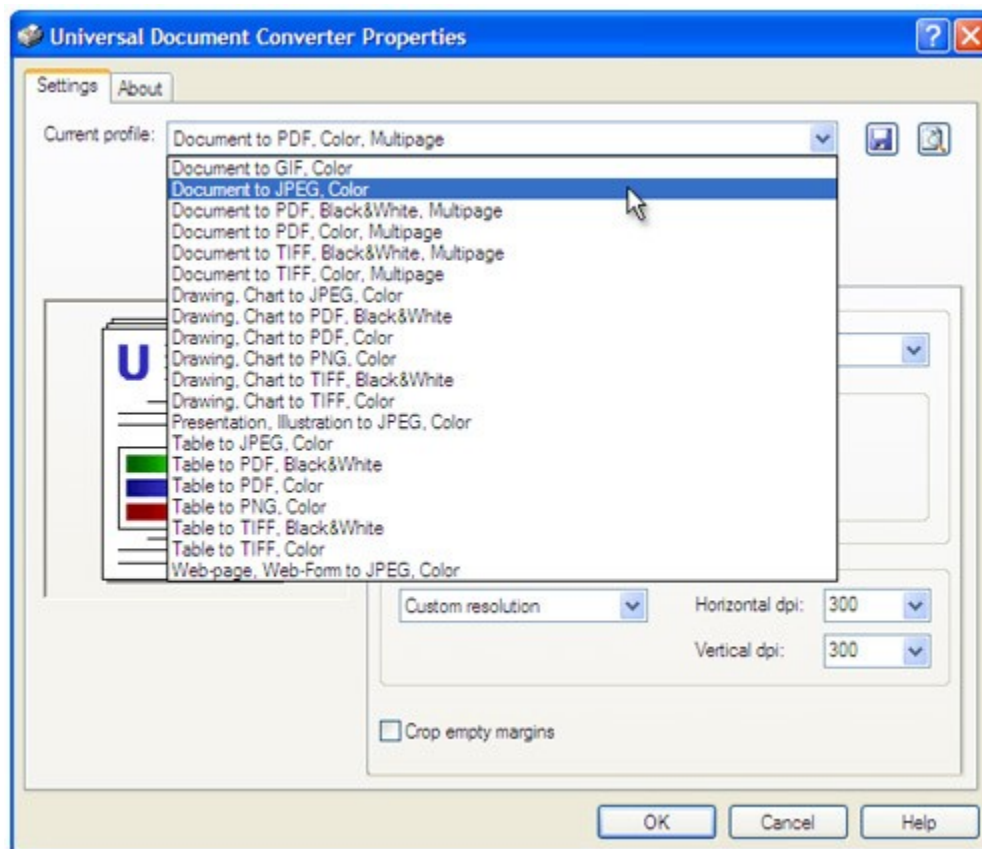
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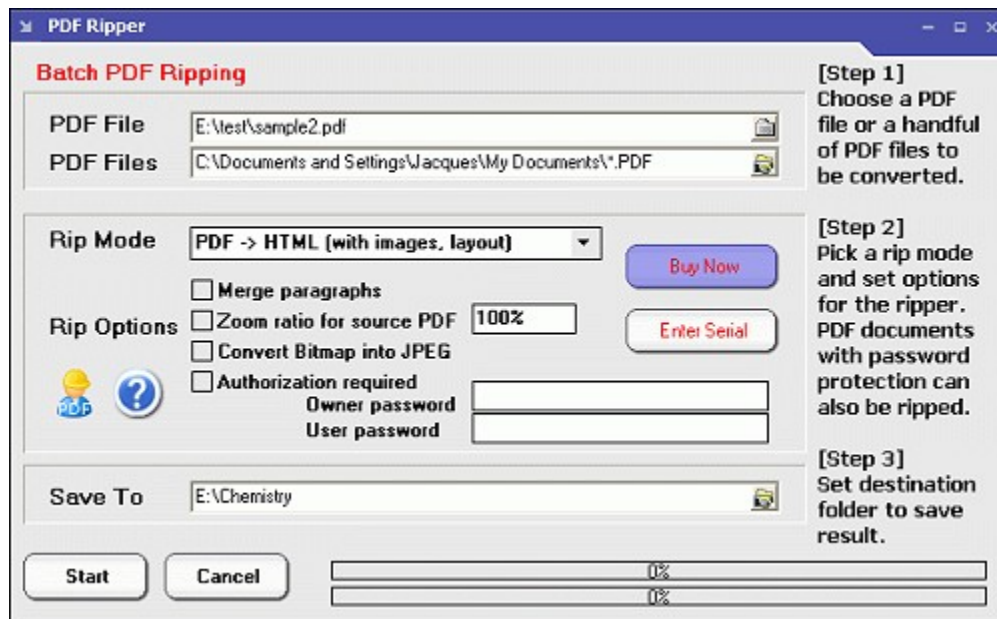
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Setting up your system to work on Auto-Pilot

Even though I suggest that you should always have a hands on experience on your sales process and reply to questions from your readers and help them with any problems they may encounter, you should always try to minimize the work you do so you can set up at least an automatic product delivery system. In my opinion clickbank and paypal are the best.

Let's tackle clickbank first, they have a system where they charge you a one time up front fee for each ebook and then charge a percentage of each sale for handling of credit cards etc. and as an added bonus they even gives you the possibility to easily work with thousands of affiliate marketers already on the internet and eases the process of joint ventures and even helps you to find joint ventures by advertising on the clickbank site itself!

Paypal is simpler and does not charge any upfront fee however paypal account are limited when compared to clickbank in the service they offer, because you have to keep in mind that paypal was primarily designed as a way to ease transaction payments that were being done in the past on ebay and only later emerged as a payment platform whilst clickbank was created with affiliate marketers and product promoters in mind.

A quick note about autoresponders: You should also invest in a good autoresponder and a program that grabs emails, this will set you back like \$100 if you invest in a good one, but this is a one time investment and the payback time is minimum when you even take in consideration how much you will save using one.

For those of you who do not have an idea of what an autoresponder is, An autoresponder is a computer program that automatically answers e-mail sent to it. They can be very simple or quite complex. The first autoresponders were created within mail transfer agents that found they could not deliver an e-mail to a given address. These create bounce messages such as "your e-mail could not be delivered because..." type responses. Today's autoresponders need to be careful to not generate e-mail backscatter, which can result in the autoresponses being considered E-mail spam. Autoresponders are

often used as e-mail marketing tools, to immediately provide information to their prospective customers and then follow-up with them at preset time intervals, but to delve further into this issue is beyond the intention of this ebook.

Writing a great sales letter

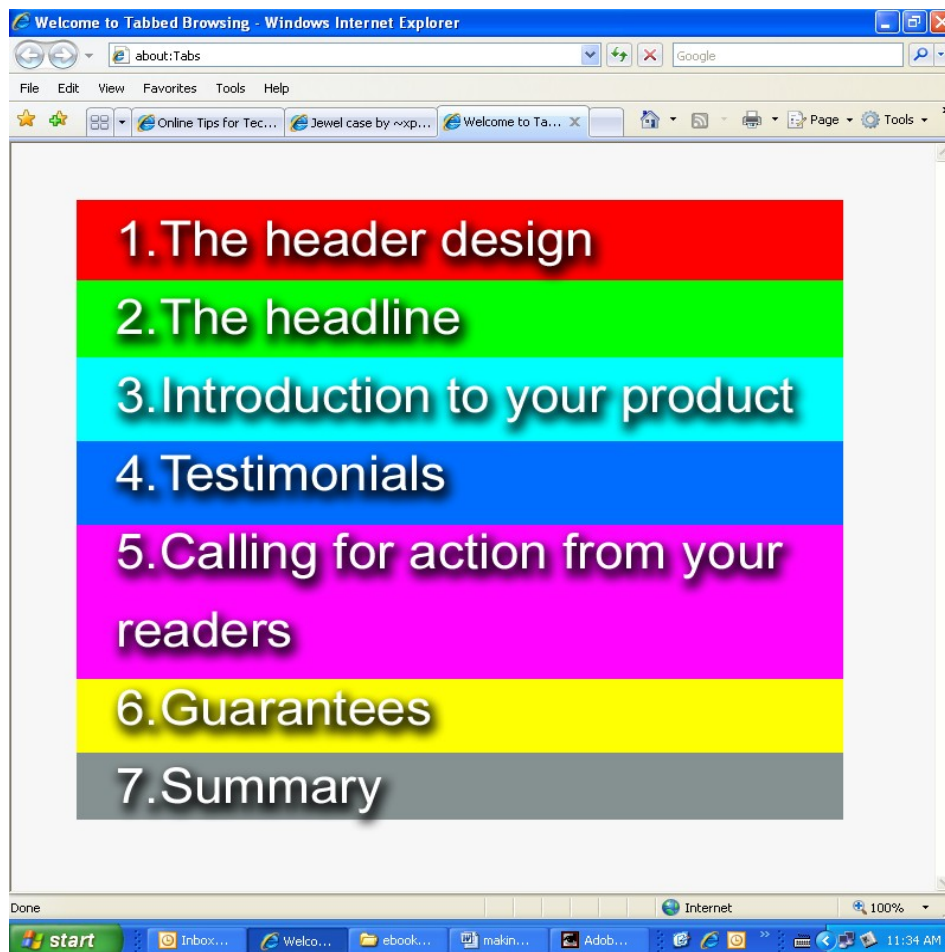
When starting to contact prospects with a proposition to sell something you should take this process very seriously. First you should understand that 50% of the sales will come from the headline you choose to your sales letter, this is the most important part of the sales letter and will decide if people will read the rest of the sales letter or not. In the sales letter I prefer to use a lot of bullet form points that literally ‘hit’ the audience most where it hurts so I can get most of what I want said in a minimum space possible.

I personally am against sales letter that are longer than a page or a maximum of two as this will annoy the reader instead of making them eager to want to know more and therefore to buy. People do not really read all the sales letter, they just scan around the text, so you should really highlight and bold the most important part.

Each point you mention in the sales letter should focus on some perceived benefit that the reader will obtain, so you may state that ‘you will help the reader make extra sales’ or ‘pay less in mortgage payments’ or ‘avoid the divorce trap that thousands fell into’ this method will ensure that people find what they ‘need’ in your sales letter and therefore feel that they have to buy your ebook. Remember most of the sales you will make are impulsive selling therefore you will make an easy buck on impulsive buyers who read just one line and ‘find’ their solution. Always point out the advantages for what you are offering, do not annoy your potential customer with endless testimonials.

Designing a successful Mini Site to Sell your Ebook

If you are going to create a mini site to sell your ebook it should be structured as follows:



Let's go into some detail on the following:

1.The header design

This is the most important part of all your site design, you should make this as eye catchy as possible and should match the theme of your ebook, so if you are writing about debt consolidation for example you should perhaps put a picture of someone worrying sitting

on a table full of bills, which the potential reader immediately emphasizes with, do not put a happy face for such a theme.

Think of a great name for your ebook, spend some time and try to get feedback on your name if possible. This may be the most important single part you will do with all your ebook.

2.The headline

This is where you make PROMISES, so if you are selling an insurance ebook this is where you should promise that people will pay less for their car insurance or home insurance. You should make this catchy and passionate.

3.Introduction to your product

A couple of sentences to explain what the main benefits are, bullet points are preferred at this stage. Let's say you are doing the divorce ebook you should write – discover the secret techniques that will let you spend half on lawyers and bank fees etc. etc.

4.Testimonials

If you have received testimonials add them in this block, if your ebook is new, send it to me and a couple of your friends for some testimonials.

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Include some more details about your ebook in this segment and let your potential buyer think that your offer is time barred and that the price may go up anytime and if you are including some 'secret' or sensitive information say that government agents are working to take your website down so create 'time urgency' for your potential buyers

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7.Summary

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Final Thought

Ok, we are not on Jerry Springer here :) but I will let you have my final thoughts about what we have learnt together today in this ebook. For me it was a fantastic experience writing this ebook having both the experienced internet marketer in mind who would like to get into the ebook product placement industry and of course having in mind the newbie who is just eager to start making money online. Whatever you do in internet marketing don't rush things, I made that mistake myself years ago and I lost money big time. However whenever I sit down, jolt down a few notes and make myself a half decent plan I always succeed with an online venture.

Good luck to you all... and remember the realization of any project is to have a solid plan.

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