Ewen Chia's
EBOOK MONEY MACHINE

"Secrets To Making Massive Money With Your Own Ebooks Fast...Whether You Wrote It Or Not!"

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Introduction

If you've been trying to get an online business started, but just haven't had any success yet, have you asked yourself why?

At a minimum, have you looked around, done research on the people who <u>are</u> successful in their online businesses? If you haven't, you most certainly <u>should</u>!

Take a look at people like Allen Says, Paul Myers, Anthony Blake, Willie Crawford, Bryan Kumar, Cory Rudl, John Reese, even me…can you spot the <u>one</u> thing they all have in common?

<p style="color:red; font-weight:bold; text-align:center;">They all have their own products.</p>

Sure, a lot of them are making some pretty good money telling their subscribers about other people's products now and then, but the heart of their business was originally, and still is, built around their own products.

Does that tell you something? It ought to.

Let's start where lots of people start—with affiliate marketing. That means promoting somebody else's product n exchange for a cut of the profits, which is called your *commission*. Sounds pretty easy, right? Well, it ***is*** easy.

There are plenty of very successful affiliate marketers out there. These are people who know how to make that business work for them…and they make some great money. They don't have to put in the work to actually create a product, but believe me, the great affiliate marketers have to put in a <u>lot</u> of work in order to make that great living.

But, what happens if the product you're making all of those affiliate commissions from suddenly disappears…falls off the face of the earth?

What happens if the company starts having financial problems and can't pay affiliate commissions?

Or, as happens much more frequently, what happens if you see that $100 product you've been getting good commissions from suddenly show up on e-Bay for $10?

We all know this happens, sometimes more frequently than it should. But, if you've built your business on somebody else's product, what can you do?

If you don't own the product, you don't own the business. Conversely, if you <u>do</u> own the product, you do control what happens to your business.

I'm sure you've thought about this. It's not rocket science or brain surgery. I'm just as sure that you've probably made plans to have your own product to proudly sell to the world…or at least you've had some thoughts about having a product at some point. But, something is holding you back.

That's exactly why I'm writing this book. Over the past 6-7 years, I've received literally thousands of emails asking me the same questions:

- "Can you help me write my own ebook?"

- "How can I do the same thing you're doing?"

- "I really want my own product like you…can you help me get started?"

I answered probably 99% of those emails with good, helpful advice for quite a while. But, as time went on the emails got more numerous. I simply couldn't answer all of them anymore. That's where this book comes in.

I distilled all of the advice I was giving, all of the experience that made me able to give that advice in the first place, into these pages that you hold in your hand or see on your computer monitor.

This book is the sum total of what I'd tell you if you were sitting right here in my office discussing your business with me. The advice comes from all of the mistakes I've made along the way…and all of the lessons I've learned. In the end, the book comes from my successes. It comes from my heart, because I'd <u>truly</u> like to see you succeed in your own business. I'd <u>truly</u> like to see you take control of your own future…your own family's future.

So if you really want that control over your own destiny, you can get started by learning how to create and produce your own ebook using this guide.

Together let's figure out what's holding you back, what you need to finally get started. And let's determine which tools and instructions are going to get your first ebook out there where you can start making some money with it.

The best news is this: **The entire process will take only seven days if you do exactly what I tell you to do.**

One quick note before we dive into the ebook creation process…

I'll typically review what we've covered so far at the start of each chapter. After the first couple reviews, I imagine you might be wondering to yourself, "How come we do a review at the start of each chapter?"

The reason is very simple:

Repetition helps you learn.

What you're really trying to learn here is the process of writing an ebook. It may be new to you. This first time through, I'm sort of holding your hand as we go. Next time, it's all you. So I'm trying to drill certain lessons and thought patterns into your head now that you can use later.

When you think about it, it's sort of like when you were first learning to drive.

You had to concentrate on each step as you took it…put your foot on the brake, shift to reverse, check and see if anything's behind you. I'm sure you remember having to think about all of that consciously. After a while, you just jumped in the car and took off. It became unconscious skill.

That's exactly what I want you to be able to do when you start your next book.

In the following pages, I'm going to give you a complete guide for creating and marketing your own ebook. You'll learn:

- **The right mindset for writing an ebook.** Believe it or not, you have to get your mind right before you have any hope of creating a book people will buy. And *this includes making the all-important ebook writing decision*.

- **A simple technique for mining your subconscious for bestsellers.** That might sound crazy to you, but it's VERY real. So real that it'll shock you. *You already have books in your brain*…you just don't know it yet.

- **The one vital thing you have to have to make your ebook a success.** It comes from inside your own head and heart, but it's the most powerful force in the world.

- **A 7-day, step-by-step plan for creating your ebook.** There's nothing left out, no dangling dots you have to connect. You'll learn amazingly effective (and simple) techniques for researching a market that'll buy like crazy.

You'll learn multiple techniques for creating an ebook, some of which don't require you to do ANY writing at all! And you'll also get eight solid techniques for marketing your ebook so it'll sell like hotcakes.

By the end of this book, you'll have your very own ebook you can use in a variety of ways…

You can sell it for a profit. That's a tried and true method.

You can give it away as an enticement to build a list. That's a fantastic way to make a killing in the long run.

But **you also can use your ebook as a bonus for something you promote as an affiliate marketer**, which ties together the powerful combination of having your own product and promoting products that you didn't have to create. Adding bonuses for affiliate products you promote has been proven time and time again to blast sales through the roof, because they add extra perceived value to the offer you're promoting.

Here's an example of what you might do…

There's a great program available that lets you follow three simple steps and get your own new website at no cost. All you need is your own domain, a hosting account and affiliate IDs for the affiliate programs your free site will promote.

This is truly a "business in a box", and **you can have your site up and running within 24 hours**.

You can customize your website with just a few mouse clicks, and you don't have to know squat about HTML or any other technical stuff.

Even better, you get to keep the list of subscribers the package helps you build. It's entirely yours to do with as you please (more on this later in this chapter). The package even includes 400 pre-written follow-up emails so you can convince even more of your subscribers to buy what you're selling.

This program is the #1 sales generator for things like ClickBank, Empowerism, Success University and Host4Profit. Those are _**HUGE**_ affiliate programs, and you'll be promoting them all. That's six streams of affiliate income from your own website!

Best of all, the program includes toll-free 1-800 telephone and email support. Remember, you don't pay a dime for this...that's completely unheard of.

It's a fantastic opportunity in the "work at home" or "make money online" niche that you should check out for yourself. People make all kinds of money with this program, and the guy who created it pulls in over $40,000 a month with it. But making affiliate commissions from the programs you promote is only one income stream here.

You see, when you join the **Plug-In Profit Site** program (or *PIPS*, for short), you get a free membership in the affiliate program. So not only will you make money by promoting those huge affiliate programs like Success University from your own site…you'll also be able to make money promoting *Plug-In Profit Site* itself. This is where having your own ebook can make your profits with the program really take off.

Let's assume you create an ebook in the work at home niche. All you have to do is use your ebook as a bonus to entice people to sign up for PIPS.

Remember, the program is free, so there's no need for anybody you refer to "buy" anything. Using your ebook as a bonus just makes it that much more likely people will sign up. You're giving them that little extra nudge they need to make the decision.

Now imagine signing up an army of people through your affiliate link, and then sitting back to watch the profits roll in on complete autopilot.

That's the kind of power and opportunity you'll get when you simply have your own ebook to use as a tool in your Internet business. And this book will show you how to get that competitive advantage.

Okay, hold on tight…things are gonna get real exciting here. It'll be fun. You'll see!

1.0   Get Ready…

Most people who try to write an ebook start in a ditch. Really. They have no idea what they're doing. They open their word processing application of choice (Microsoft Word, or whatever) and start typing.

That spells disaster for a book. There's a time for typing, but you need to do some things before you dive in.

1.1   Get Your Mind Right

The first thing you have to do before you get started creating your own ebook is

<p style="text-align:center; color:red;">GET RID OF YOUR STINKIN' THINKIN'!</p>

You have stinkin' thinkin' whether you know it or not. You <u>must</u> have, or you'd already have your own product out there being sold!

Somewhere, somehow you've gotten it into your head that you can't write a book, or that you don't know how to put a book together, or that you don't have any good ideas for a book. So you don't have a book at this point.

This book isn't really about changing your thought patterns, your beliefs about yourself, but I will tell you these two things:

If you think you <u>CAN'T</u> write an ebook, you're right!

If you think you <u>CAN</u> write an ebook, you're right, too!

It really is up to you! If you think you can't, you won't. If you think you can, you will. I know it's corny, but it's true.

You <u>do</u> have a book in you…probably a LOT more than that, once you get yourself started. Everybody has a book in their head or can get one planted there pretty darn quick.

I really don't care if you <u>think</u> you can't write a book…I **<u>KNOW</u>** that you can!

You've probably talked yourself into the "fact" that you couldn't write a book if someone held a gun to your head. You've done that…now, let's undo it.

Have you ever told your husband, wife, mom, dad, best friend, or anybody you relate to a story or an idea and they got it?

They understood what you were meaning to say and were affected by what you said. Maybe they laughed, maybe they cried, maybe they agreed with you. Maybe something else happened. The important thing here is that they understood and reacted to what you told them.

What I'm trying to tell you is that you're already writing a book, in a sense, every time you get an idea across to someone else.

Realize this before you go any farther…

You're already writing book chapters almost every day, probably right <u>now</u>, in fact. Every time you get an idea from your head into someone else's head, you've just finished a sentence, a paragraph…even a page!

1.2   Decide To Do It

When you think about writing a book like a just described, can <u>you</u> do it?

Maybe you're one of those people who have to have everything perfect before you even think about publishing a book. Is that you?

Well, the old story about Thomas Edison and his 10,000 failures before inventing the light bulb comes to mind. But the best story of persistence is the Wright Brothers…good old Orville and Wilbur.

They put their first airplane all together. They let everyone in Dayton, Ohio know that they were going to fly like bird. They even hired a brass band for the day of their first flight. These guys were confident.

On the announced day, a huge crowd gathered…the band played…children ran around…people brought picnic lunches…newspaper reporters were there…

…and the airplane didn't work. It never moved an inch. Not one. And the wings fell off.

It's an understatement to say this was an embarrassment for the Wright boys. But it got worse. The plane didn't work the second time they tried it…or the third…or the fourth.

It was a complete and utter public failure, despite their thinking that everything was "perfect".

But they learned from their failures—probably even more because they were so public. On their fifth try, they made history.

The point is, what's the worst thing that could happen if you wrote a book and it wasn't absolutely perfect?

It's an eye-opening experience to look at some of the ebooks that are selling right now on the Internet. Ahem…many of them stink like rotten eggs.

You won't have to look too hard to find one where you say after you read it, "MAN! Even I could do better than that!" But that book's selling and yours isn't because you're waiting to get it perfect! Don't get it perfect…just get it out there.

To sum up the right mindset you need to have before you start writing your book:

- Break the thought pattern that has kept you from writing a book before now

- Start saying to yourself, "I <u>CAN</u> write a book!" (You probably should say this to yourself in your head, unless you're alone…or you don't mind people thinking you're crazy.)

- Remember that your brain is really writing books for you every day—all you have to do is start writing them down.

That process of writing down the book in your head is that this book is all about.

Get over that perfectionist stuff. It ain't never gonna be perfect…just like that grammar. But who cares?

Get your book as good as you can for now, get it out there, see what happens and then test and tweak it till it sells.

It's never going to be completely perfect, but it can be profitable! So get ready, because we're moving on. We don't have any time to waste.

2.0   Get Set…

O kay, you're working on your stinkin' thinkin'…you <u>know</u> that you're already writing ebooks in your brain whether you want to or not…and you're not quite as afraid of failing as before. I'd say that's a pretty good start!

Now let's talk about how to get original ideas for your ebook.

2.1   Cleaning Out Your Brain

There's actually an easy method for doing that. I learned it years ago from my friend, Bryan Kumar, who's a master at this. Over the years, I've added to Bryan's original idea and have come up with a "sure-fire" way to get ideas out of anyone's mind…no matter what's going on in there.

We'll get to this technique in a moment, but, first, let's get the random ideas you already have floating around in your brain down on paper.

Oh, wait…you don't write them down? I hate to say this, but, that's really not smart. Any one of those ideas may well be a million dollar idea, the one that puts you over the top, the one that changes your life forever.

If you don't write down your ideas, you might lose them. Those ideas of yours are valuable things, so start developing the habit of recording them, whether you'll use them right now or not.

Nothing….and I mean absolutely <u>nothing</u>…ever truly exists until it's been put down on paper first. Well, we can adjust that for the technological age we're in

Nothing truly exists until it's recorded somewhere, in some form, whether that's on physical paper, in a saved document on a disk somewhere, or in audio or video form.

Think about it. An airplane, a new car model, a building, a dam, the clothes you're wearing right now…they all existed on paper before they existed in real life. I can't stress this enough. Put those ideas down on paper right away, or risk losing them forever.

Before we even get started, you <u>must</u> have a few blank pieces of paper right there in front of you…and a pen, not a pencil. You want to write your original ideas down without editing them. That's where you'll find the really valuable stuff.

Now, just write down those ideas floating around in your head. They don't have to be in any order or any format. They don't even have to be about ebooks. It can be anything. Just write them down as quickly as you can without editing them in any way. Each idea may only be a word, or it may be a whole paragraph. Doesn't matter. Just get them out of there and down on paper.

This is sort of like cleaning out your garage. There's junk in there you didn't even know was still around! If you don't clean out what's there already, there won't be enough room for new stuff, and your brain will be so cluttered you can't think well.

At this point, you have to make yourself a solemn promise that you'll hide these ideas away from everyone…even your wife, your best friend, everybody. If you don't, your brain will actually sort of shut down and not produce as many good ideas.

Sub-consciously, if you think someone will be reading your ideas, you'll naturally edit your thoughts. The main reason is that you don't want people to make fun of your ideas. So it's important that your sub-conscious knows that no one will ever see these ideas unless you want them to.

Promise yourself that these ideas are private property and that you'll put them someplace where they'll never be found by anyone else. Don't skip this step. It's vital to being able to <u>really</u> tap the energy of your brain.

Spend a few minutes…or as much time as you need…getting the ideas that are on the surface of your mind down on paper. Then we'll really get about the task of drilling for ebook ideas you can profit from.

2.2   The Kumar Technique

Okay, have you got all of that idea clutter out? Great. Now, let's start using the "Kumar Technique".

2.1.1   Preparing To Find Your Golden Ideas

First of all, you must have a minimum of 30 minutes to yourself where you won't be disturbed by anything. I mean <u>anything</u>. You can't have any distractions at all.

No phone, no IM, no TV or radio, no people. Just yourself, alone, for a full 30 minutes.

Figure out the best place to do this wherever you are. Then you'll need to gather a few supplies:

- **A blank writing pad of some sort.** Almost everybody has a yellow legal pad lying around someplace. That's good enough.

- **A timer of some kind.** A kitchen timer is great for this—you know, the type where you twist the dial and it counts down 30 minutes. But you can also use any clock or watch with an alarm you can set 30 minutes ahead of your start time.

- **A pen.** I know this might sound silly, but it's important to use a pen for this exercise instead of a pencil…or a keyboard. This needs to be a handwritten exercise with a pen you can't erase. Your brain is amazing. It instinctively knows that if you use anything other than a pen, you have the option of erasing what you're writing. That's why only a pen will work.

The only way to get the most out of this technique is for your mind to

1. **Feel completely safe in spouting out what may seem to be crazy ideas.** That's why you made yourself the promise to keep your ideas private.

2. **Be sure that you're taking these ideas seriously and intend to bring them to life.** If you're using a pencil or any other erasable writing instrument, your mind knows that you can always edit things.

Okay, let's get this out in the open right now. I know you're probably thinking, "What a bunch of mumbo-jumbo this is!"

The problem with that thought is, **you've probably already done this exercise and never even knew it!**

Have you ever awakened in the morning with a great idea…or maybe it happened in the middle of the night while you were sleeping? It happens to some people while they're driving a long distance.

Now, if an idea just pops into your mind, where do you think that idea came from? That's exactly what we're going to do right now…tap your subconscious in a controlled way, a way that allows you to capture the ideas easily.

If you're still taking this lightly, then I recommend you find out about sub-conscious writing. A good starting point is to read anything by Natalie Goldberg, author of *Writing Down the Bones*. She's the acknowledged expert on this technique. Her teachings are used by just about every big-time author you can think of.

You <u>can</u> skip this section all together…but the ideas you'll be working with won't be as exciting to you, or as powerful to you. Frankly, they probably won't be as good either. But you can still use the rest of this book.

I do urge you to try this method, though. It's amazing how well it works when you really dive into it.

What you're doing here is preparing your mind to let yourself imagine that great ebook ideas that are already in your head. These are the "golden ideas" that you can almost literally turn into gold.

Back to the Kumar Technique now…

2.1.2   Writing Without Thinking

You've got a quiet place with no interruptions, a yellow legal pad, a pen and a 30 minute timer.

Find a comfortable place to sit and relax.

Your first step is to breathe. That's right, big, slow deep breaths. In through your nose and out through your mouth while you relax your body. Go ahead and start the timer now.

The next step is to picture the most relaxing place you've ever been. Get the smells, the feelings, the tastes of the beach, the mountains, a fluffy bed… whatever helps you relax…embedded in your mind.

Now, just start writing!

Really. Turn off your inner fears and critics and write down whatever comes into your mind. Don't think about it. Don't think about anything other than that relaxing place you're in. The words will start to flow out onto the legal pad. Pretty soon, you won't even know you're writing. That's when it REALLY gets good!

This technique works so well because you've done a few things here. You've promised to keep the ideas safe; you've shown that you're taking the process seriously, you've pre-programmed your mind to work on the ideas you've already been playing around with…and then, you've turned your mind loose on them.

You'll be amazed what comes out.

The really great idea people all use some technique like this.

Edison and Bell used focused naps. They'd work like crazy on an idea and then, just take a nap. They almost always got some idea about how to proceed from that nap. That's basically what you're doing here.

Make a point to use this technique often. You'll be glad you did.

3.0 GO!!

U p to this point, you've worked on yourself.

You've gotten rid of your stinkin' thinkin'. You've found out that you've already "written" several dozen e-books in your life, but you didn't know it. You've discovered that it isn't so bad to fail. You've also learned how to work on your mind…or, rather, work with it a lot better. That's a good little bit in just 15 pages or so.

The next five chapters are much more concrete and task-oriented. They'll give you step-by-step instructions on how to actually turn an idea into a good, profitable ebook.

You'll be working pretty hard during those five chapters. If I had to pick the most important chapter in this book, though, this is it.

But before we get there, I want you to work on yourself one more time…and this is critically important.

3.1 Do You NEED To Do This?

It's time to really figure out if this is what you want to do. And I mean really.

I'm not going to lie to you and say you'll sit down at your computer and have a nice, shiny new book in 20 minutes that'll sell for $97 and make you a millionaire by next week. That's insane.

Writing a book—even using the easy, step-by-step technique I'll walk you through in the next five chapters—takes time and effort.

Are you willing to set aside 4 hours for each of the next 5 days/nights to finish up your very own product…your very own e-book? If not, then you need to take a minute and think about that.

Why are you even reading this book?

Something must've struck a chord in your brain. Something must've sparked a need in you, or you wouldn't have bought this book in the first place, right? Let's look a little deeper here.

What is it that you want? And I don't mean the "that might be nice" kind of want. I mean the "gotta have it or I'll die" kind of want.

What do you want enough to give up family time?

What do you want enough to give up your favorite TV shows, or your video games, or your books?

What do you want enough to give up <u>sleep</u> for?

Can you name it? Can you put a name to what you really want, what you <u>need</u> to have?

You have to have a concrete goal or you're never going to get what you want and need. Setting a goal helps you turn that want of yours (whether it's a new car or financial freedom for the rest of your life) into a need.

There's a world of difference between a want and a need. A person with a full stomach may say, "I want a piece of pie." But a person who hasn't eaten in a few days says, "I NEED something to eat." You have to turn your wants into needs, or your desire to accomplish your goals will disappear before you've gotten what you want.

Here's how you do that in the context of this book…

3.2   Make Your Needs Real

Remember when I told you that an idea isn't real until you write it down? That's definitely true, so let's act on that.

Write the following statements down on your yellow legal pad with a pen:

- I need to have my own ebook!

- I will have my own ebook by (insert the date 5 days from now)!

- I'll get my own ebook by taking the following steps:

    1. By following chapter 1 of the book, I'll get _____

    2. By following chapter 2 of the book, I'll get _____

    3. By following chapter 3 of the book, I'll get _____

    4. By following chapter 4 of the book, I'll get _____

5. By following chapter 5 of the book, I'll get _____

- When I get my ebook written, I'll reward myself with _____

That last statement is vitally important. That's where you pick a reward for finishing your book. It doesn't have to be huge in anybody's eyes but yours. It could be a new care, a romantic meal with your spouse, time with the kids, or just a curling up with a good book. And here's the all-important last step:

<u>Sign</u> this sheet of paper, date it and hang it up right there beside your computer and anywhere else in your home that you see a LOT every day. Maybe in your bathroom or on the ceiling above your bed.

But, before you hang up your goals sheet, go on Google and find a picture that represents what you need.

If it's the latest version of X-Site Pro, then get a picture of it and tape it to the sheet you just filled out. If it's a romantic dinner, find a picture of two gorgeous people having a fancy dinner with all of the trimmings.

Leave that piece of paper up until you get what you need.

3.3   A Commitment To You And Your Family

What I'm after here is getting you to make a commitment to yourself, and to your family, that you're definitely going to do this.

Without a commitment, you're increasing the odds that you'll never get your ebook done. That means you'll never have a product of your own. and you'll never really be in control of your own business destiny.

This is such a tiny commitment to make…four hours a night for five days. That's not really so much, is it? Don't you owe it to yourself and your family to <u>really</u> do this?

It's entirely your decision. If you've <u>truly</u> made the decision to go on, let's go.

4.0   Day 1: Find Your Niche

O kay, up and at 'em! Time to get started with the actual ebook writing process.

Make sure you have four hours today to work on this chapter and nothing else. It's important to focus on this one task until the end of this chapter. Go ahead and answer your emails and get your daily routines out the way. Then come back here and be ready to get going.

4.1   Let Your Brain Choose Your Ebook

You're back! You've got two lists lying around someplace.

The first was your list of ideas you had been consciously or unconsciously kicking around in your head.

The second was the list of words, phrases, paragraphs that came out of your timed writing exercise.

Go get those lists and let's take a look at what we have.

When you look at your first list, and then compare it to your second list, do you see any words or phrases in common? You probably won't right off the bat. But, look at each idea on your first list and then try to apply the words from your second list to that particular idea. You'll be surprised at what pops out at you!

Somewhere in there, you'll run up on an idea that has a lot of interchange between the two lists. That's the one your subconscious was working on hardest.

Pluck that idea out of your first list, take all of the applicable words and phrases out of your second list and set them aside. That idea is probably worth keeping.

You'll find that you probably know a lot about this subject already. It may be one of your hobbies or interests or something you've read or heard a lot about. The fact that your subconscious has called it up says that you need to take a greater interest in it and do something with it.

4.2   Analyze Your Niche

So, you've spent 30 minutes and come up with an idea that means something to you, personally.

Whether you know it or not, you belong to a niche. That niche covers the subject of your idea. That's pretty straightforward. But, now we need to find out if there's any money to be made in that niche.

4.2.1   What Are People Searching For?

Fist, you need to come up with one phrase of 2-4 words that sums up your idea. It may be something like, "indoor water gardens", for example.

You have to make it as clear and concise as you can. A good trick is to think of what you'd type in to the Google search bar if <u>you</u> were looking for information on the subject.

That's your keyword phrase for the next part of your niche analysis.

4.2.2   Is There Money In It?

Before you spend a bunch of time writing, you need to see if anyone is even interested in your subject. After all, the whole idea here is to make yourself some money, not just write a book!

So, your next step today is to become your own personal version of Sherlock Holmes. You're going to be doing some researching online in the niche which covers your subject.

The first step is to research the keyword phrases that surround your niche. The easiest tool to use is WordTracker®.

They have a free trial you can sign up for, and there's a free version at http://www.Featuring.com/wtt that you can use as many times as you want. You won't get the full statistics the paid version gives you, but you can get started with the free version just fine.

Speaking of that, let's get something out of the way right here…

You <u>are</u> very likely going to need to spend just a little money on your business. Not much, but some.

There are specific tools and resources you absolutely need in order to have an ongoing ebook business. And that's the entire idea, isn't it?

Having many ebook out there, all selling three or four copies a day…that's a true business you can count on, since all of your eggs aren't in one basket.

The tools and resources I'll recommend are the ones I use myself everyday. They save me time and effort, and a ton of money.

I'll always try to offer you free alternatives whenever I can, but sometimes that just isn't possible. Other times, the freebies aren't any good, so I can't recommend them.

My goal is for you to have a growing and profitable business, not to sell you stuff. But I do want you to be using the best tools so you can build your own ebook wealth stream as fast as possible.

Okay, back to niche research…Go to http://www.Featuring.com/wtt. You'll see a page that looks something like this:
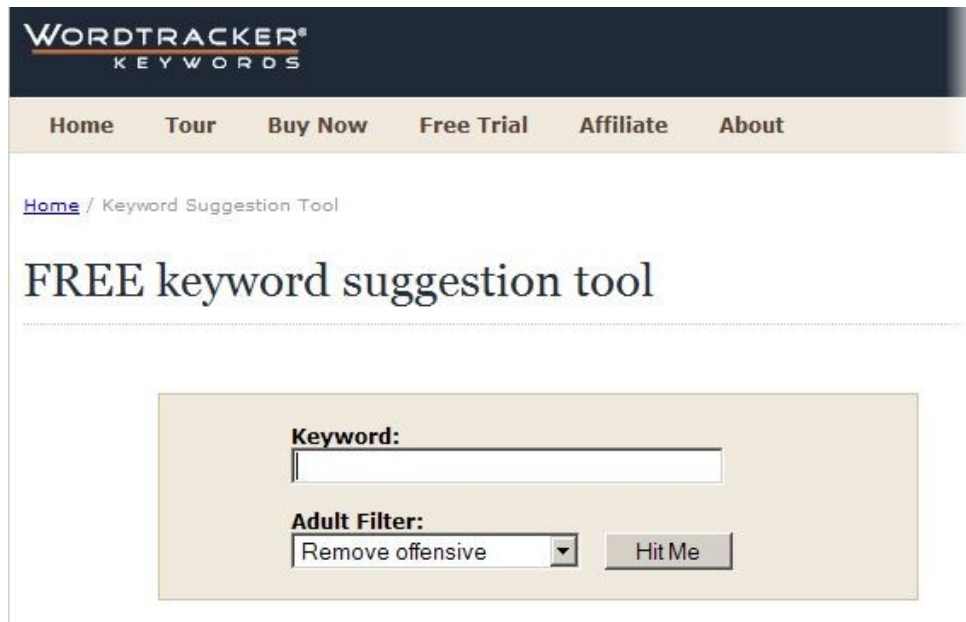
Type your phrase in the text box and see what results you get. WordTracker will show you a page that gives you estimated search volume for your term.

Keep in mind that the free version only lets you look at the search volume on MSN. That only accounts for about 22% of the daily searches on the web… because the vast majority of people use Google instead. So treat the search counts as more of a guideline. All they're really telling you is which terms get more or less searches relative to others.

All you're looking for here is a small set of maybe 5-10 search terms that people search for regularly. Nothing fancy. Tomorrow you'll refine that list to pick out the real winners.

So get that list of 5-10 search terms.

Now, here's where I'm going to save you a lot of time and frustration. You'll hear lots of people talk about fancy keyword statistics like KEI and other things. I think you can find solid niche markets without using that stuff. It's actually pretty easy, and the strategy requires only free tools. Here's what you do…

First, take those 5-10 search terms you found and drill down on those to find what are called *long tail keywords*. These are keyword phrases with three or more words.

Why look for those? Because they have two primary advantages:

1. **They have less competition.** If you try to target "lose weight" or "digital camera", you'll face massive competition. You can still make some money

there, but it'll probably be harder. If you target "lose weight woman over 40" you'll probably be able to dominate the searches in that niche much faster.

2. **They still get good traffic.** Suppose a long tail keyword gets 10 searches per day. That's not a lot, but adding it up, that's 300 searches a month. If you have 10 of those keywords, you'll get 3,000 searches a month. Not bad!

Let me illustrate what I'm talking about here, so you can see how to find keywords for yourself.

Suppose you want to target the stop smoking niche. When you search for "stop smoking" at WordTracker, here's a partial screenshot of the results you get:

stop smoking

5,546 searches (top 100 only)

Searches	Keyword
2734	stop smoking
277	stop smoking programs
134	stop smoking laser
133	ways to stop smoking
119	stop smoking shot
92	how to stop smoking
80	stop smoking injection
65	stop smoking aids
63	stop smoking cigarette
50	stop smoking tips
49	stop smoking cigarettes
41	hypnosis to stop smoking
38	hypnosis stop smoking

Notice that there are some terms with multiple words. Here are some on the list that might hold some promise:

- stop smoking programs

- ways to stop smoking

- how to stop smoking

- stop smoking aids

- stop smoking tips

- hypnosis to stop smoking

- easy way to stop smoking

- free stop smoking

Those get searches every month, and they might be good keywords to target. But let's use another free tool to help us know what the competition is like for those search terms.

You can download a free browser plugin for Internet Explorer (IE) or Firefox called SEOQuake :

This tool will show you the Google PageRank (PR) and Alexa rank for every page in the Google search results when you search for a keyword on your list.

All you have to do is click on the install button at the site that's appropriate for your browser (IE is on the right side of the page), download the tool and install it.

The results look pretty much the same in both browsers. Below each page in the search results, you'll see a set of statistics like this:

SeoQuake: |ᴳ|PR: 4 | |ᴳ|I: 199 | |ᴬ|Rank: 791221 | Sitemap: no | ?

On the far left is the Google PR for the page ("4" in this example). In the middle is the Alexa rank ("791221" in this example).

Google PR and Alexa rank aren't hard to understand.

Google ranks pages, not sites. They assign a PR to each page in their results, based on several factors. They don't make their algorithm public, but people have figured out that Google ranks pages higher that have lots of high-quality incoming links, and that clearly target a given keyword naturally (meaning they don't just cram the page full of the keyword so it looks and sounds like spam).

A page with PR 5 ranks above one with PR 2. You can think about those pages as having been voted on by people linking to them—the page with the most votes ranks higher. But that's not all that counts.

You'll notice pages with lower PR appearing higher in the Google results than pages with higher PR. Why? Because Google factors in other stuff, such as the "quality" of the page.

Alexa rank is similar to PR, but you can think of it almost as the opposite. A PR of 10 is best you can get, so it's good to rank "high" in PR terms. Well, for Alexa, it's good to be "number one", or have a low rank. That's because your site's Alexa rank is a measure of popularity. If you're the most popular site, you'll rank first.

It's easy to use SEOQuake. Enter a term and look at the statistics for pages in the results. Here's what you're looking for:

- **No pages in the top 2-3 spots with a PR of more than 5, and preferably none with more than 4.** This means it'll be easier to compete with those pages in Google's algorithm. If you happen to find a term with

no pages in the top 5-6 spots with PR over 3, that might be a gold mine. So, as an example, the term *stop smoking programs* might not be a bad one:

- **Most pages in the top 10 with Alexa rank over 50,000, preferably over 100,000.** This means those sites get visits, but they aren't crazy popular, and you should be able to compete better. The term *stop smoking programs* might be a good term here, but there are four pages in the top 10 that show Alexa ranks below 100,000, and three of them are below 50,000. That could mean some more competition…but only one of the pages in the top five is below 100,000, so it still might be good.

Now check for a few more things that don't have much to do with SEOQuake:

- **Very few pages in the top 5-10 spots with the exact phrase in their title tag.** The page title is what's in the HTML <title></title> tag for the page, and it shows up as the first line of each search result…the blue hyperlinked text. Pages that target the exact phrase in their title are probably more *optimized* for that keyword…meaning they're specifically targeting it. If there aren't many of those, you can compete better. The term *stop smoking programs* has only one page specifically targeting that exact term. I saw it in the third spot when I searched:

Stop Smoking Programs
The ultimate aim of medicare **stop smoking program** is to help the seniors to quit **smoking**.
It is one of the government initiative to help you quit **smoking**. ...
www.**stop-smoking**-updates.com/quit**smoking**/
magazine/edition/**Stop-Smoking-Programs**.htm - 36k - Cached - Similar pages
SeoQuake: |G PR: 4 |G I: 579 |B Rank: 398896 | Sitemap: no |?

- **An optimized page count of less than about 75,000.** When you search for a term, Google shows you a blue bar at the top of the results with a count of the pages matching your search term. This is the non-optimized page count:

Results 1 - 10 of about 2,470,000 for stop smoking programs. (0.27 seconds)

But if you search for the term inside double quotes (""), you'll get the optimized page count:

Results 1 - 10 of about 67,200 for "stop smoking programs". (0.24 seconds)

What you're searching for there are pages with that specific term on them. Those typically are pages targeting that term.

If you can find a term with an optimized page count under 10,000, that's very often a great one to target.

The term *stop smoking programs* has an optimized count of 67,200, so it might work.

- **A healthy number of existing AdWords ads for the term...**especially for the non-optimized flavor of the term. You'll find the AdWords ads on the right of the search results page:

The term stop smoking programs has a nice set of AdWords ads, so it's still in the running.

Finding a winning keyword to target isn't really an exact science. There's sort of a "feel" to it. But if you follow the guidelines I've given you, you should come up with a solid set of keywords.

So now you know how to use three free tools to find winning keywords you can target.

The process I just walked through takes about 5-10 minutes per keyword, if you take your time, so it's not hard. As you're developing your ebooks, you'll probably use this technique nearly every day.

In the end, you really don't need to worry too much about competition, as long as you don't pick a niche that's outrageously competitive, like the weight loss niche.

Even better, you're going to learn a method that takes that competition and makes it work FOR you instead of against you!

To review the day…

You've spent your time on research. You've found your best ideas and you discovered how often that idea is searched for each day.

That's important stuff!

Tomorrow, you'll learn how to pick up ideas that are already out there so you can target them and make more money. You'll actually write your book the day after that, and then put it all together on day five and start selling.

Okay, good work today. Get some rest and be ready to roll tomorrow.

5.0   Day 2: Prove Your Market

Well now, you've learned a powerful technique in the last chapter. It allows you to tap into your subconscious and drill for ideas. If you use that technique consistently, it will only get more powerful…just like a muscle does when you exercise it.

The "Kumar Method" is excellent for generating your own, original ideas that can be <u>very</u> profitable…but some ideas can flop big-time. That's why we spent so much time and effort on learning about niche research. With an original idea, you simply <u>must</u> find out if there is a market for your idea, meaning people out there willing to pay for it.

In this chapter, I'll tell you how to do some easy market research that will help you pick the winners and avoid the flops.

5.1   "Keyword" Doesn't Equal "Market"

A great keyword is fine, but will people buy what you're trying to sell with it?

Never forget that a keyword is simply a target you want to shoot at to get free traffic from search engines. If you rank near the top of Google's first page of search results for a given keyword, you'll probably get some very nice free traffic from that.

But your market is way more than a keyword. It's way more than all of your keywords…

Your market is the set of people who already want your ebook so bad that they're desperate to get it.

You might pick up some sales from people who didn't know they wanted your ebook, but your sales page convinced them. But that's not really your bread and butter.

Most of your sales will come from people who were just waiting for an (or another) ebook on your topic to come out so they could gobble it up.

5.2 Find Your Market Online

There are probably as many ways to find a market as you can imagine. But I want to show you a quick way to focus on a market that's likely to be a winner.

5.2.1 Check ClickBank

ClickBank.com is one of the largest online marketplaces for digital products, means products people can download from websites. Their library of products has well over 10,000 items in it, and it's growing literally every day.

Fortunately, they make it easy to research products there. That means you can use ClickBank to help you find which products are selling well in your niche. Then you can judge your competition…and get good ideas from them about how to outsell them.

You'll find ClickBank at http://www.ClickBank.com :

First, click the **Promote Products** tab at the top of the home page.

Next, click the **Marketplace** link on the next page:

You'll see the main ClickBank Marketplace search page. There will be a simple form at the top of the page that'll look something like this:

That simple form lets you enter various parameters and search the Marketplace for products that meet those criteria. Here are the criteria you care about most:

- **Category.** This should be your main niche, or as close as you get with ClickBank's nine standard categories.

- **Subcat.** This is where you can drill down within those broad categories to focus on the niche you're really targeting. For example, suppose you're targeting the stop smoking niche. You might select Health & Fitness as your category, and you might choose the Addiction subcategory:
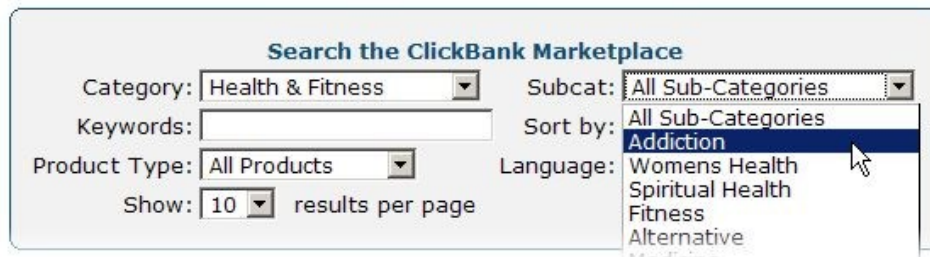
- **Keywords.** If you want to, you can refine your search by entering your main keyword here to start with. In this particular search, we could enter smoking to see only products that have something to do with smoking cessation:
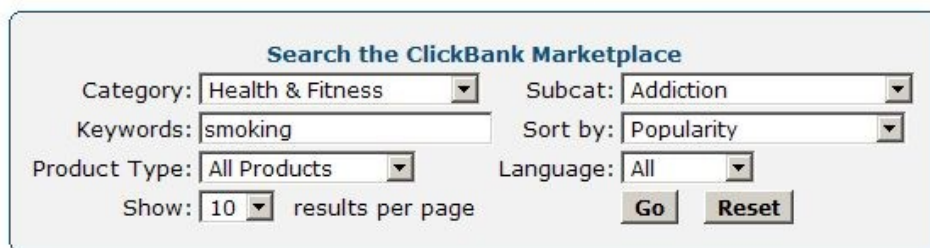
- **Sort by.** This lets you sort the results by various criteria. I suggest you sort by *High Gravity*. Gravity tells you roughly how popular a product is among affiliate marketers. The more popular it is, the better it's selling, generally speaking:

Search the ClickBank Marketplace

Category: Health & Fitness Subcat: Addiction
Keywords: smoking Sort by: Popularity
Product Type: All Products Language:
Show: 10 results per page

Popularity
High Gravity
Low Gravity
$ Earned/Sale
% Earned/Sale

When you've entered all of that information, click the **Go** button to get your results. The results page will look something like this (minus the stuff at the top I cut off to fit more results in the screen shot):

1) EasyQuit System. Quit Smoking Quickly And Easily, Without Cravings Or Willpower! Amazing New System Destroys A Smokers Will To Smoke. Complete Customer Support And Email Follow-up, 95% Customer Satisfaction.
$/sale: $31.81 | Future $: - | Total $/sale: $31.81 | %/sale: 75.0% | %refd: 88.0% | grav: 19.16
view pitch page | create hoplink

2) Hypnosis Downloads From RichardMacKenzieDirect.com. Stopping Smoking, Insomnia, Impotence, Jealousy, Anger And Stress Management, Premature Ejac, Fear Of Flying, Nail Biting, Panic Attacks, Depression, Procrastination, Motivation, Fibromyalgia, Public Speaking, Obsessive Compulsive Disorder And Many More.
$/sale: $22.30 | Future $: - | Total $/sale: $22.30 | %/sale: 50.0% | %refd: 96.0% | grav: 11.55
view pitch page | create hoplink

3) No1 - FreshStart - Stop Smoking In One Hour. Great Conversions+Tiny Refunds. ALSO!-Triple Your Ad Roi As Customers, Love To Sign Up For Our Other CB Products www.WeightLoss.FreshStartMethod.com And www.StudyHabits.FreshStartMethod.com. Simply Email Your Hoplink To Your Satisfied FreshStart Clients!
$/sale: $22.58 | Future $: - | Total $/sale: $22.58 | %/sale: 51.0% | %refd: 77.0% | grav: 11.09
view pitch page | create hoplink

4) Quit Smoking Today. The Amazing Quit Smoking Today System Package. 75% Commission Plus High Conversions.
$/sale: $31.84 | Future $: - | Total $/sale: $31.84 | %/sale: 75.0% | %refd: 85.0% | grav: 10.52
view pitch page | create hoplink

5) The Worlds Best Lung Detox Program. If You Want To Clear Your Lungs Of Tar And Toxins From Years Of Smoking Then This Is The Program You Need. It Is Also An Extremely Effective Way To Stop Smoking As It Quickly Gets Rid Of Cravings.
$/sale: $15.63 | Future $: - | Total $/sale: $15.63 | %/sale: 50.0% | %refd: 13.0% | grav: 8.07
view pitch page | create hoplink

6) QuitSmokingRightNow. Highest Priced, Highest Payout, Highest Converting Quit Smoking Program For Over 3 Years.
$/sale: $92.17 | Future $: - | Total $/sale: $92.17 | %/sale: 51.0% | %refd: 100.0% | grav: 4.99
view pitch page | create hoplink

7) Cannabis Coach Quit Smoking Program. Quit Smoking Marijuana Easily Without Withdrawals And

That's the set of products that satisfied your criteria, in descending gravity order. Each product gets its own listing, which looks something like this:

Here's what you're interested in:

- **The product name.** It's just to the right of the listing number.

- **The description.** It's the short paragraph you see after the product name.

- **The view pitch page link.** It's one of the two links you see in the last line of the listing.

Believe it or not, the product name tells you what kind of marketing is selling in your niche. This example product is called *EasyQuit System*. Smoking is a very hard habit to break, so this product emphasizes "easy". That's probably a good marketing angle.

The product description gives you some information about what the product creator thinks is the unique selling proposition (USP) for the product. This is the thing that sets you product apart. You can get a lot of ideas from other product listings.

Finally, the view pitch page link takes you to the sales page for the product (ClickBank calls the sales page a pitch page). It's a good idea to check out the sales pages, because you can see what's selling well and get ideas for your own sales page.

Here's what the pitch page looks like for the sample product I just talked about:

Read the pitch pages. See how they say things. Get some hints about other products you might be competing against, and how they present things to make theirs sell.

If you can use ClickBank to find several products in a niche that are obviously selling well, that's probably a winning niche for you.

Remember, you're looking for people who already buying what you want to sell, not for "untapped" niches nobody's discovered yet…because those really don't exist anymore.

5.2.2   Don't Forget Forums

One of the easiest ways to find people who are already interested in your topic and are likely to buy things related to that topic is to find online forums in that niche.

You've probably seen an online forum before. If not, it's simply a place where people interested in a certain topic go to post messages that everybody else in the forum can read. Somebody starts what's called a *thread*. That discussion thread contains that person's initial post, and lets other people post to it to respond.

These places can be gold mines of market information. You can note what people are talking about, what products they say they wish they could find, and so on.

Finding forums in your niche is pretty easy. All you have to do is Google (meaning search in Google) something like this:

[your topic] forum

So you might Google "stop smoking forum" and come up with results like this:

You're looking for forums with a few characteristics:

- **Lots of members.** More members typically means more activity, and that means potentially more marketing information for you.

- **Lots of posts.** The more posts there are, the more likely it is that you'll get good market research out of the forum.

- **Lots of recent posts.** Recent posts mean the forum is still active, and that market research you get from it will be current. That's obviously the best kind.

So let's look at, say, the second page in the Google results and see what's there:

Watch 64 free video quit smoking lessons

New U.S. Quitting "Guideline" released yesterday

About Us | Contact Us | Link to Us | Press | What's New?

Motivation, Education and Support for Cold Turkey Nicotine Cessation

WhyQuit.Com

Motivation

Why Quit Smoking?

We Died Young

- Bryan Lee Curtis - age 34
- Noni Glykos - age 33
- Famous victims - under 60
- Our family member died young
- Your story

Why We Died Young

- Nicotine Addiction 101
- "Nicodemon's" Lies?
- Why I use tobacco
- Nicotine - the sine qua non of smoking
- Carcinogens, chemicals and additives
- World cigarette pack warning pictures

Our Living Nightmare

- Deborah's stage IV battle - age 38
- Kim's missing lung - age 44
- Brandon's 2 missing legs - age 23

How Tobacco Destroys the Body

- Circulatory disease
- Smoking's Impact on the Lungs

Education

Joel's Library

Library Categories

- Why do people smoke?
- The real cost
- How to quit smoking
- Relapse prevention
- What about weight gain?

Highlight Articles

- My Cigarette My Friend
- Are You a Nicotine Junky?
- The Smoker's Vow
- Quit Smoking Tip Sheet
- Quitting by Gradual Withdrawal
- Is Cold Turkey the Only Way to Quit?
- Minimizing Common Side Effects

About Joel - Joel's free book & videos

- Who is Joel?
- Never Take Another Puff - pdf book
- Joel's video quitting lessons
- Daily quitting video lesson guide
- Language translations of Joel's work

Support

Freedom from Tobacco

An online quit smoking classroom

Freedom is an extremely focused and deadly serious abrupt nicotine cessation education and peer support forum. A single-minded program, all applicants must have quit smoking cold turkey (no pills, products or procedures), be 100% nicotine clean to join (no nicotine for at least 72 hours) and any nicotine relapse - even one puff, dip or chew - permanently revokes group posting privileges.

Key Freedom links

- The first 72 hours
- Freedom's relapse policy
- How to join
- Mission statement
- Index of Highlight Posts
- Free quit smoking meters

Freedom's discussion boards

- Current topics under discussion (recommended starting point)
- Planning to quit smoking
- Advice for New Quitters

The interesting part is down in the bottom right corner of that screen shot. That's where you see a link to the forum for the site:

msn Groups   Groups Home | My Groups | Help

Freedom From Tobacco - Quit Smoking Now   FreedomFromTobaccoQuitSmokingNow@www.msnusers.com

What's New   All Message Boards   View: ○ Discussions & Replies
Join Now   Choose another message board   ⊙ Discussions Only

How To Join   ◄ Prev 50   Next 50 ►   ○ New Discussion   ✉ Send to my Inbox
Mission Statement

Subject	Messages ♥	Started By	Last Reply
Rochelle's 1st post	36	😎 Rochelle2422	5/9/2008 7:14 PM
Kady's Post	23	🙂 KadyMaxh	5/9/2008 5:53 PM
Problems with new US Quitting Guidelines	7 6	Joel	5/9/2008 5:49 PM
First Post - but not the last !	17	😎 victhegood	5/9/2008 3:37 PM
Rose's first post	17	🙂 mewapiti2	5/9/2008 2:24 PM
Hi, my name is Beth..	114	😎 butterflybeth82	5/9/2008 1:34 PM
6 years	9	😎 Rickgoldx5	5/9/2008 12:48 PM
Stephen's Quit Diary	50	BrodysDad	5/9/2008 8:23 AM
Eating Healthy - Blood Sugar	50 14	John (Gold)	5/9/2008 1:54 AM
Don't Give Up!	6 1	😊 JoeJFree-Gold-	5/9/2008 1:45 AM

Courtesies & Rules
Relapse Policy
Message Boards
Joel's Library
Joel's Videos
The 1st 72 Hours
How to Post
1st Post - Diary
WhyQuit.Com

Let's evaluate how this forum compares to the list of characteristics I said we're looking for:

- **Lots of members.** Well, it's obvious that there are multiple people posting, but I can't see how many members the group has. So let's move on…

- **Lots of posts.** Yep, there are multiple posts every day. Not hundreds, but typically more than 10. That's pretty active.

- **Lots of recent posts.** Yes, there are posts on the forum from a few minutes before I started looking at it.

So this might be a good candidate.

When you find a forum that might seem like a good place to get market research, you need to determine what its membership requirements are. In this example, do have to be a smoker to join? If you're not, then you can still read the posts in the forum, but you won't be able to post there. That still could mean some great market research information, though.

You'll also find forums in other formats. Here's the fifth one on the list of stop smoking forums:

This one actually looks great. I can see at the bottom of the page that the forum has over 1,400 members:

And I can see there are literally thousands of posts from lots of different people, and some of those posts are as recent as an hour ago.

It's free to join, and it seems to be run by moderators who do a good job.

That's exactly the kind of forum you're looking for. Once you've found a few forums like that, it's time to dig into them and figure out what people want.

This isn't a science. You'll have to use your judgment. There's rarely one right answer. But that's fine, because you don't need to find "the" thing people want—you just have find something a relatively large number of people desperately want, and are already buying, then give it to them!

Here's the kind of thing you're looking for:

- **Common complaints.** If people complain that there's no answer to their questions, or no product that does what they want it to do, or nothing on the market that gives them confidence, that's a potential market for you. Desperate buyers are desperate for several reasons. One of those typically is that they can't find what they want. There's your market opportunity.

- **Common questions.** Seeing the same question asked over and over again in your forums should give you a hint: <u>Lots</u> of people WANT those questions answered. That could be a huge market for you.

- **Hidden problems.** Finding these is more art than science, but there can be some massive opportunities here. Look for the underlying problem that causes people to complain about something. Maybe they're upset about not being able to get reasonable prices for golf lessons…but the real problem is that there's no easy-to-use video that will give them what they would get from lessons for pennies on the dollar. Those kinds of hidden problems can be gold mines.

If you look for those kinds of things in forums, you'll know whether or not you have a solid market for the ideas you came up with on Day 1. If there's no market for something, move on to something where there <u>is</u> a market.

5.2.3   Can You Be "Hot"?

It's almost always profitable to ride a big trend.

A friend and exceptional marketer, John Reese, is famous for saying, "Sell what people are buying!" Now, that's so simple, you may just miss the power of the statement. Let me put it another way:

<p style="text-align:center;color:red;">Don't re-invent the wheel…just make it roll better.</p>

That's good advice, so let me show you how to find what's currently hot in the world. Then you can possibly jump on it with an ebook to tap into that buying frenzy.

Think, for a minute or two, where you'd go to find out what people are looking for…and more importantly, what they're buying.

The first part is pretty simple. There are several sites that will show you the top 100 or 500 or 1,000 searches for that week. WordTracker used to offer this free,

but now you have to become a member to get access to their reports. They're well worth the monthly fee, though, and you can even get a free seven-day trial.

Inside the members area of WordTracker, you'll find a set of reports you can analyze to find what's hot right now. One report has the "trendy" searches, as well as the searches that are continually in the top of the rankings.

The trendy list is highly influenced by holidays and news events. WordTracker calls this list its *Surge Report*.

If Brad Pitt and Jennifer Anniston are in the news, you can be sure they'll be in the trendy list. Same with hurricanes and mine disasters. All of these subjects spark very high search numbers, but they're almost impossible to predict…and usually go away so quickly that it's just as impossible to create a product and get it out in time to capitalize on them.

The second report is where the smart ones go to find hot trends you have enough time to profit from. WordTracker calls this their *Long-Term Top 1,000 Report*. These are the traditional, everyday top searches. That's definitely the list you want to work with. If a keyword is continually in the top 200 searched for items, doesn't it make sense that a <u>lot</u> of people are searching for it every day?

Let's take a look at a typical *Long-Term Top 1,000 Report*.. I have an old one from November 1, 2005 in my archives, so I can use that to illustrate how to find hot trends you can profit from. The report covers the 130 days prior to that date. Here's an extra of what it shows:

Rank	Searches	Search Term
4	159,537	Paris Hilton
10	129,888	eBay
11	129,087	Poetry
15	97,960	dogs
22	90,441	top 100 baby names

The number four position goes to the keyword phrase *Paris Hilton*. In the 130 days prior to the date of the report, 159,537 searches were done for that phrase. That means that, on average, there were 1,227 searches for that term. Since that phrase is a real person, writing a book with her name in it may get you in trouble, but the phrase is instructive because it shows you how to evaluate and interpret the list results.

The number 15 result is a good example for us to work with. It's in the top 20, it's a big, wide niche, and there are a lot of sub-niches there.

Now here's where you need to be smart…

When people search for *dogs*, what are they looking for? Probably just more information. And the real problem is, you have no idea what information they want. They could want information about:

- How often to walk a dog

- How to groom a dog

- How to potty train a puppy

The list could be endless. So you have to drill down a little bit to the long tail keywords about dogs to see if there are any good candidates for laser targeting your ebook at a sub-niche. That will almost always get you more sales, because you'll be offering exactly what those searchers are looking for. When you look at the long tail possibilities, you might find things like this:

- transport dog crates

- dog food coupons

- homemade dog food

- pregnant dog symptoms

You get the point. The "dog" topic was hot for this report, but you need to get to specific market opportunities related to dogs in order to make your ebook a hot seller. So look, out of just those five example from a simple WordTracker report, we've found a potential gem…and maybe more. See what those reports can do for you?

There are a ton of other free places to do your market research, even beyond WordTracker. Just take a moment and think about where you'd go to see what people are buying. Here are few places you might look:

- Amazon.com

- CNET.com

- Tucows.com

That will get you thinking along the right line.

The whole idea here is to find out what types of things people are already buying…and buying a lot of. That's where the ebook opportunities are.

Tomorrow, we'll refine your research even more so you can have all the information you need to write a great ebook.

6.0   Day 3: Target Your Ebook Idea

You've done a good job so far. You've learned a lot and have started to put that knowledge to use. I hope you've learned how to get ideas out of your mind and down onto paper, and how to step back and take a look at an overview of what's actually being bought out there in the market.

Maybe, you've been smart enough to try the "Kumar Method" out on your market research. If you have, you're really way ahead of most people who ever try to write an ebook.

In the last chapter, you found out ways to see what people are buying right now. In the chapter before that, you learned about tapping into your subconscious to get product ideas. Now let's put those two techniques together so you can nail down the ebook you're going to write.

6.1   Start With Keywords

Keywords are easy to understand—they're what people are searching for. So let's start there.

Do a little market research in any area that one of your initial Kumar Method ideas suggests to you. Come up with five keywords or phrases that apply to things that people are already buying in that market…and buying a lot of. You just learned about how to do this:

- Check WordTracker

- Check eBay

- Check the best sellers at Amazon.com

- And so on

Come up with a list of five potential keywords or items or topics…and only five.

6.2   Unleash Your Subconscious Mind

Now, just study that short list for a few minutes.

Think about each keyword or phrase and then write down ideas about each one of them as fast as you can, with no editing (you <u>are</u> using that pen, right?). That's your conscious mind working. Now it's time to get your subconscious kicked into gear.

Use the Kumar Method to focus your mind on those five items…the last five things you were thinking about. Relax like we talked about earlier and just let things flow out of your mind and onto the paper.

Do a 30-minute session. Most people find that after 30 minutes or so, it becomes more difficult to keep their minds focused on just the things they want to work on. So limit yourself to a half-hour.

Again, you're going to end up with two lists:

- Your conscious list, and

- Your subconscious list

Compare them like before and find which one of the five items comes out with the most things scribbled down about it. That's probably the one you should pick to write about for your first ebook.

That's an important step you just took there whether you knew it or not.

You did some good, solid research. You put some quality conscious thought into it. Then you turned it over to your subconscious to work on. If you actually went through those steps, then you are definitely in the top five percent of ebook authors (or soon-to-be authors) who will turn out an excellent product, one that people will love, get a LOT out of and tell their friends about.

Pat yourself on the back and take a break, but, don't close this chapter yet. We have more work to do today.

6.3   Find All The Information You Can

The very next thing you need to do is go out and find everything you can on your subject.

Let's say you came up with "diets for dachshunds" as your topic. You need to go out and find what's already been written on that subject. And there's an excellent free way to do it.

Go to Google and type in your keyword or key phrase. Take a look at the statistics there, but don't worry too much about them right now. The important

part for you, at this point, is the bottom part of that page…the pages in the search results.

Remember how I told you to click on the **view pitch page** link at ClickBank to check out what's selling in your market? Do the same thing here.

Click on some of the top-ranked pages and see what information they have on your topic. See what they have to say, but more importantly, note what they have to sell. Here are the kinds of things you want to find out:

- **What price points do they set for their own information products, if they sell any?** That can tell you how much your market is willing to pay for information you'll give them in your ebook.

- **Are they selling their own information products, or somebody else's?** If they're selling their own, that tells you there's probably enough of a market there for them to go to the trouble of creating a product for it. If they're selling other people's products, that tells you there's money to be made.

- **See which affiliate products they're selling.** If they're selling other people's products, check out those products too! You might find great information there as well.

You're doing two things when you're finding all this information…

First, you're seeing what's popular so you can get ideas for your own ebook.

If certain kinds of products are popular, don't you think people might be interested in learning the best way to use it, or how to use it better, or maybe how to take care of it? All of those could be great ebook topics.

Second, you're checking out your competition. You're essentially doing some reconnaissance to get the lay of the land.

You're not trying to talk yourself out of writing a book about the topic because there's competition out there. You're trying to get yourself excited about the market opportunity that exists.

While you're searching, make sure you find some sites that have free articles about your chosen topic. Copy those articles into a folder on your desktop called *ebook resources*. We'll come back to them in just a bit.

Remember to use your forums here. Read the posts, find out what people are talking about and asking about. I suggest you create a text file called *foruminfo.txt* and put it in your ebook resources folder. When you find good information in a forum, either copy and past the link to it in your foruminfo.txt file, or copy the actual post and put it in there.

6.4   Build Your "Swipe File"

Now, let's get back to that file you put on your desktop.

You should have quite a few articles in there by now if you've been copying and swiping. That's why it's called a *swipe file*.

Everybody who's really serious about marketing keeps one. If they see something that looks really cool or interesting or applicable, they just add it to their swipe file.

This is <u>not</u> a file to steal content from. That's wrong…and it's illegal.

This file is your resource file. It's a resource for ideas, methods, and techniques that you may end up using in the future.

The best way to use a swipe file for your first e-book is to read through the applicable content—articles, web pages, whatever—and internalize that information. Think about how you could use that information in what you're accomplishing. Think about what the information means to you and how you'd tell your wife, best friend, mother all about it without any notes.

So, today you should've spent almost with your nose in Google, getting a ton of information in your swipe file…and more importantly, in your brain. You've done a good job. Feel free to study your swipe file in any spare time you have today. You'll use it tomorrow.

Tomorrow, we'll start getting all of that information you've just put in there back out in an orderly and readable manner to create your ebook.

7.0   <u>Days 4-5: Write Your Ebook</u>

Well…today's the day you actually start writing your ebook. Now's a good time, before you get all involved in the writing, to think back and see what we've covered since Day 1.

Up to this point, we've talked about what you think about your writing ability…and I've given you some powerful reasons to think more highly of it.

I've also given you an exceptional strategy to grab ideas out of your subconscious and get them on paper where you can work with them and make them come to life.

You've learned ways to work in niches, to find out if your ideas are profitable, and to start filling your head with the first thoughts of your new ebook.

That's a lot of territory to cover in not very many pages. Now it all starts to pay off. Now it's time to create your actual ebook. I'm giving you a couple days to get this done, because it's a little more involved than what you've done so far. But…

7.1   Don't Be Scared

Wipe that sweat off your forehead, wipe those sweaty palms on your jeans and loosen that knot in your stomach. This is going to be a lot easier than you think, and the results are going to make your jaw drop.

Remember that "stinkin' thinkin'" thing and look up at the side of your computer monitor and see that piece of paper with those promises you made yourself back a few days ago.

Above all, relax! This is gonna be fun.

7.2   Your Ebook Title

The title of your book is essentially a commercial for what's inside. It has to capture a prospective buyer's imagination and intrigue him enough to find out more about the book. Remember this:

Your ebook title helps you <u>sell</u>.

It's not just an afterthought. Your title has to be catchy and memorable (or you might call it "sticky", because it sticks in the memory). That doesn't necessarily mean a more mundane title can't work, or that your title has to be "the best"… which really doesn't mean anything, because there is no "best" title.

Fortunately, it's not hard to come up with a title that will help you sell.

For the rest of this book, I'll use a simple example to illustrate how you'll write your ebook. I'll say your ebook will be about diets for dachshunds. Your actual ebook will probably be different, so follow along as I illustrate things, but make them specific to whatever ebook you're actually writing.

Whatever your topic is, write it down at the top of a blank yellow pad page, right in the middle and in BIG LETTERS, like this:

DIETS FOR DACHSHUNDS

Although that phrase alone may be a good title for a book, we're looking for a title that will make people desperately <u>have</u> to read this ebook.

The best way to do that is to insert some other words in there to grab their attention.

For example, for an ebook about diets, we might add words like

- delicious

- easy-to-do

- cheap

- healthy

For the book about dachshunds, we can add words like

- your darling

- your fat

- overweight

- older

Here's how to do it…

Right below that big topic title write a list of descriptive words that will work with your topic. Make the list at least 10 words long. Then, right below the big lettered topic, start writing the new titles.

- Delicious Diets For Your Darling Dachshund

- Easy-To-Do Diets For Your Fat Dachshund

- Healthy Diets For Your Older Dachshund

- And so on

Do that with your title. Have some fun with it. You probably will come up with some really funny ones, and some that are obviously stinkers. That doesn't matter. Just put them down on paper until you've used all of your words.

Now, sit back and read each of those title possibilities out loud. Yes, I really mean out loud. It's amazing how some things that you might think sound terrible written down actually sound great when you say them.

One or two of your title ideas will really sound good, meaning they'll really sound like the title of an ebook that you'd probably buy yourself. Those are the ones to work with. All you have to do now is pick your favorite and you've just come up with the title for your first ebook.

Here's a little trick that always gets me really going when I'm first starting a book. It may work for you as well.

Go to Google and type in a keyword for your topic. We could use *dachshund* for our example ebook.

Then, click on the **Images** link right above the search box. You'll find all kinds of pictures of dachshunds. Take a few minutes and pick one that really catches your eye.

You have to know right here that you probably won't be able to use that exact picture for your ebook cover since it probably is

> copyrighted. But I'll tell you a couple of places to get some great pictures that are copyright free here in a minute.
>
> Just having a picture, though, helps this title creation process along tremendously. Leave it up on your screen and continue.

But don't think your initial title is set in stone. Feel free to change it after you have the book in final form. A great idea might come to you then that you didn't originally think of, and that's fine.

7.3   Your Ebook Outline

Your next step is to start an outline.

Now, I'll bet it's been a long time since you had to do that in school, so your outlining skills might be a bit rusty.

A great way to start is to look at the *Table of Contents* for this book.

That's what you want to end up with…a list of chapters. But first, you need an outline before you can get that chapter list into shape.

The first thing to do is make a list of everything you want to tell me about diets for dachshunds:

- Do you want to tell me a little history of dachshunds?

- Do you want to tell me how many dachshunds are registered in the US?

- Do you want to tell me about the different kinds of dachshunds?

- Do you want to tell me about health problems dachshunds routinely suffer from?

Write down everything you can think of to tell me about dachshunds right there on your legal pad. Put each thing on a separate line and leave three or four blank lines between them. We'll fill those spaces in momentarily. Don't edit yourself here. Just write everything down for now.

If you look at my Table Of Contents, you'll see that I ended up with 10 content chapters. There's more there because I use an introduction, a summary chapter,

and a resource chapter in most ebooks I write. We'll cover that tomorrow in greater depth.

What you don't see there is that my list of things I wanted to say was about 30 lines long rather than 10. So, keep writing. Don't try to put anything in order right now, and don't try to pick out only the "best" ideas. This is brainstorming, so throw all of your ideas down on the page.

You should be able to come up with 20-40 things you want to say about dachshunds. Try to get at least 20 lines filled up on that legal pad.

This will take you some time, so be patient. Look at the resources you've collected and jot down any possible chapter idea that comes into your head.

Once you have your list (see, it wasn't really that hard, was it?), go ahead and use the Kumar Method one more time on that list to see if there's anything in your subconscious that needs to be added. You might just be surprised here.

The end result is your full list of possible chapters. Each idea is on a separate line, with several lines in between each. All you need to do is fill in those blank lines between each thing you wanted to say. Those are the details.

For example, if your first line was the history of dachshunds, then your detail lines could be something like

- Came from Europe

- Used for hunting ferrets

- Used by royalty

- Brought to U.S. in 1813

- Good natured dogs

- Loyal and protective

- Weak backs

Now, you see that some of those things don't fit under the history of dachshunds, do they? Weed those out and put them under another main topic. Keep doing that until you have 8-10 things under each topic. Anytime you need to refresh your ideas, go back to the resource file or use the Kumar Method again. See why those things are so important now?

Ideally, you want to end up with about 10-20 main topics with about 10 sub-topics below each one. Without even knowing it, you're actually writing the ebook!

Each of those main topics will probably end up being a chapter. The points below them will be the individual sections or paragraphs in that chapter.

One last thing before we call it quits for today…

You have quite a few main topics there. You need to get them in some kind of logical order so your reader won't feel like you're jumping around all over the place.

The absolute best way to do that is to read the topics out loud. See if the way you have them ordered makes sense to you when you're speaking them.

Once you have a decent outline for your ebook, it's time to fill in the details. But before we get to that, let me talk about two things you need to know before you dive into writing your ebook.

7.4   Selling Inside Your Ebook

You'll be selling your ebook for profit, but there's no reason you can <u>expand</u> your profits by selling inside your ebook.

This really is easy to do. All you have to do is include links for

- Other products you can promote as an affiliate, and/or

- Additional products you sell

You can include these promotional links wherever they make sense in the text of your ebook, like this:

> *If you really want to know how to solve your Dachshund's back problems without spending your life savings at the vet, get your hands on <u>The Ultimate Dachshund Back Saver Book</u> by Joe Smith. Your Dachshund…and your wallet…will be glad you did.*

See how that works? Somebody's reading along in your ebook and all of a sudden comes upon a promotion within the context of what he's reading. He's extremely likely to click that link, because it relates exactly to what he's reading about.

And speaking of the link, you have two options for how to display your promotional links:

- As a full URL, like http://www.asite.com

- As text, like I did in the example above

There's no one "right" way to do it, but keep in mind that no everybody will be reading your ebook on a computer screen. Some people like to print ebooks and read them on paper. If you include the full URL for a link, the reader can always type that into his browser, but if all you have is text, he won't know what to type in.

If you include links in your ebook, you'll find that your ebook sale will keep paying you back over time! You'll see affiliate sales (or additional sales of your own products) roll in just based on people reading your ebook that they bought months ago. That what I call <u>easy</u> money.

7.5   Your Writing Tool

To this point I haven't talked about the tools you'll use to write your ebook and get it ready to sell, so now's the time.

Most people have a word processor like Microsoft Word installed in their computer already. But if you don't, and maybe even if you do, I highly recommend the Open Office suite of tools, which you'll find at <u>http://www.OpenOffice.org</u>:

This is a great office suite. It has a <u>ton</u> of features, most of which are almost entirely identical to Word features (sometimes better). Best of all, it's <u>100% free</u>.

Please save yourself some frustration and use either Word or Open Office to create your ebook.

Now that you know what tool to use to write your ebook, it's time to put meat on the bones of your outline.

7.6   Where Your Ebook Will Come From

The ideas for your ebook will come from your head, of course. And they'll get in there through all the research you've already done. Your outline is a skeleton for those ideas.

But how will you get meat on the bones?

In other words, how will those ideas get translated into content that fills out the meat of the ebook? You'll probably be surprised to know you have lots of options here. I'll walk through a full 14 of them right here, and writing it yourself is just one option. I'm sure you can find something on this list that fits you.

Above all, remember that your goal should be a produce a great book fast. Most of these options will help you do it faster than you probably thought was possible.

7.6.1   Write It Yourself

This is the most common approach, so we'll start here.

Think of writing the content for your book as though you're writing an article for each of the detail sections in your outline.

Have you ever heard the right way to eat an elephant? One bit at a time.

That's how you make writing an ebook less daunting—write one little piece at a time.

If you're already knowledgeable about the subject, write what you know. But if you're not knowledgeable, and that's likely to be true for most people, here's a simple strategy for writing each little bit you write, perhaps each chapter:

- **Find source information for the chapter.** This could be anything in your swipe file, additional articles at http://www.EzineArticles.com, or anything else you can Google or grab in physical form (magazines, etc.) You must have at least two sources for the chapter, and ideally three or more.

- **Summarize the source material into your <u>own</u> words.** This is important. Don't simply copy what somebody else wrote. That's called plagiarism in practice, and in legal terms it's copyright infringement. Put the main ideas in your own words and you'll be fine, as long as you have at least two sources to draw from.

- **Write the chapter with a simple structure.** This will be pretty much the same every time, although you're free to modify this however you want:

  - ✓ **Tell the reader why you'll tell him.** You can also throw in why you're going to tell him (to solve his problem, help him learn, etc.)

  - ✓ **Illustrate the main concept of the chapter with a story.** This could be the problem you want to help the reader solve, or the main idea you want to get across.

  - ✓ **Offer the solution or main idea.** This is the core of the chapter. Give him what you promised you would.

  - ✓ **Tell him what you told him.** Summarize the key learning points in the chapter. And you can end with a natural lead-in for the next chapter.

- **Write at least one chapter per day.** This might seem hard, but it's really not if you'll just decide to do it. Suppose each of your ebook chapters is about 1,000 words long. That's only two 500-word articles strung together, which isn't much. If it takes you an hour to write each one, you'll be done in two hours. Now, if a chapter needs to be longer, you can stretch the writing over a couple days. But write at least a chapter's worth of material each day to keep yourself on pace.

That's all there is to it. This simple strategy will let you complete your book in as many days as you have chapters (remember, you're writing one a day). But think about it—you'll have a 10-chapter ebook done in two weeks…and that's if you take weekends off.

But you'll also want to add a few more items to complete your ebook and give it a really professional look:

- **A cover page.** This is the first page of your ebook. It should have the ebook title, your name, your website and a copyright statement. It can even have a nice ecover or other graphic. You can use the cover page of this ebook as an example.

- **A table of contents.** The one in this book is a good example. Most word processing programs will do this for you automatically, and their help system will show you how.

- **A Recommended Resources page at the end.** You'll see one in this book. It's a great way to put all of your affiliate links in one place and remind readers of them again. More on this later in the chapter.

And one last thing…

Unless you're a college professor who's writing to other college professors, don't try to sound like one. Make what you say sound exactly like what you'd say if you and I were sitting on your front porch or on your living room couch and just talking. Envision telling your Uncle Jim about dachshunds and then just write those words. Don't use a lot of big words or try to be fancy…just talk naturally to your reader.

One of the best ways I've found to do that is the use of contractions. You'll notice I use a lot of them. I don't say, you <u>will</u> notice…I say <u>you'll</u> notice. Isn't that how you speak naturally? This one little tip will help you get in the mood for typing like you talk.

Another tip is to type exactly what you think. Don't try to put it in better, fancier words. If you think something, just type it. When you're typing, don't go back and proofread it right then. You can always go back and correct things, and Word or Open Office will automatically highlight things that aren't spelled correctly.

Get the chapter done and then, if you need a break, go back and see what your word processor has to say about what you did wrong…spelling, grammar, that stuff. Fix the errors, read it out loud to yourself and then go on to the next chapter.

At first, you're going to feel a little strange typing this way, but after a while, it'll actually start to be a fun way to communicate. And, truthfully, a very profitable way to communicate. People like to have you talk <u>with</u> them, not <u>to</u> them, and especially not down to them.

7.6.2   Interview An Expert (Or Several)

What if somebody else would write your book for you, but you wouldn't have to pay him a dime?

You can get very close to that by interviewing one or more experts in your niche. All you have to do is record an audio interview and then type up a transcript.

You can ask questions that flow along with your ebook outline, or you can make your entire ebook simply a series of questions from you and answers from the one or more experts you interview. If you'll add your own personal introduction at

the beginning and summary at the end, you'll have a nice ebook when you're done.

The easiest way I've ever found to record an interview is to use a free service like http://www.TalkShoe.com :

This service lets you set up a "call", which is essentially an online conference with two or more people. You'll be the host or moderator, and everybody else, your expert or experts in this case, will be participants.

The system is based on using voice over IP (VoIP), but I highly recommend calling in with a telephone instead. VoIP audio quality can be very bad, and sometimes you'll get interruptions and "holes" in your recording. You definitely don't want that. Call in on a regular telephone isn't free, but it's not very expensive either.

You'll need a free account to host calls. Signing up is easy.

Once you have your account, you can **Start a call** from the home page (it's the green button in the screen shot above). Then you just record your interview and download the file to convert it to MP3 format. You can use a free piece of software called Audacity to do the conversion. You'll find that here:

http://audacity.sourceforge.net

The only challenge with this approach for creating your ebook is getting the interview with one or more experts. Believe it or not, it's really not that hard if you approach them the right way. Here's the biggest rule to follow:

Always make it worth their while.

If you arrange things so that your expert will get some value out of the interview, he'll be much more likely to grant that interview. What could he get? One of several things:

- He might get more publicity for himself or his website

- He might get another product to sell (the audio recording of the interview)

- He might get something free to offer his mailing list (the audio recording again)

Keep that in mind as you contact people. It's always smart to offer them the audio recording and the transcript you create. That's usually enough value to make it worth an expert's while to do the interview.

Here's how to get the interview process started:

- **Find an expert.** It makes sense to have one before you try to interview that person, right? One of the easiest places to find them is in forums in your niche. See who's known as the expert. In particular, favor experts who seem to be marketing themselves and their websites a little bit. These are the more online marketing savvy experts, and they'll probably be more open to helping you.

- **Find a way to contact your expert.** This could be an email address, a phone number or even a private message in a forum (many forums offer that feature). If you can't find any other way to contact the expert, consider posting a message in the forum asking for a conversation offline via email.

- **Propose the interview.** However you contact your expert, go ahead and propose doing the interview. Let's assume you're contacting the person via email. Your email might say something like this:

> Hi [your expert's name],
>
> We've never met in person, but I'm a frequent reader and poster at the [forum name] forum. I love your posts. They're so helpful and informative.
>
> That's why I thought you might be a great person to interview for my new ebook.

> *I can set up the interview and just have you*
> *call into a conference number. I'll give you*
> *my planned questions in advance so you can*
> *have time to prepare. And I'll record the*
> *interview so you can have a copy after we're*
> *done.*
>
> *I'll even write up a transcript and give you*
> *a copy of that.*
>
> *You could use the recording and transcript as*
> *a free item to give your mailing list, or*
> *even sell it as a product, if you'd like. I*
> *can do the same. That way, we both win.*
>
> *Please get back to me at your earliest*
> *convenience and let me know if you'd be*
> *interested in having me interview you. I very*
> *much look forward to it.*
>
> *Sincerely,*
>
> *[your name]*
> *[your email address]*

That's not a fancy email, but it gets the job done. Notice that in the middle of the email you're offering the expert something that makes this a win-win deal. That's what works the magic.

- **Conduct the interview and record it.** Use TalkShoe and Audacity to produce the MP3 file.

- **Write the transcript.** You can either write this yourself or pay a transcription service to do it. You might consider http://www.CastingWords.com or http://www.escriptionist.com.

When you have the interview and the transcript, you have your ebook! This is one of the simplest ways to create an ebook I've ever found.

7.6.3   Buy And Modify A PLR Book

This is another great technique for getting your ebook done fast.

You've already done the work of figuring out what your book needs to have in it. Now all you have to do is find some *private label rights* (PLR) material that will give you as much of that content as possible.

PLR material is stuff somebody else wrote. You can buy it and put your name on it as if you wrote it yourself.

Usually you find PLR material at websites that specialize in selling it, such as http://www.Featuring.com/infogo :

This site lets you buy PLR articles, which I'll talk about a little bit later. But what's really great is that members get two completely new PLR packages every month. Each of them has:

- A custom ebook (40-100 pages) on a popular niche topic written by a professional freelance writer

- A "public domain ebook" (50-200 pages) on a that same niche topic

- A PLR sales letter for the ebook…I'll talk about this more in the next chapter

- A professional website graphics package for the ebook

That's a perfect fit for the *Ebook Money Machine* system. It's an ebook business in a box.

Here's a simple plan for how to use PLR material from this site:

- **Buy the PLR material.** This is typically <u>much</u> cheaper than hiring somebody to write it specifically for you. It won't be absolutely unique, because other people can buy it too, but the total number of buyers is limited.

- **Modify it so it's unique to you.** <u>Always</u> modify PLR material. Never sell it as-is. There's always something you can add, or rearrange, to make PLR material your own.

- **Consider buying your own graphics.** Yes, I know you get them as part of the package you bought. But remember, everybody else who bought the same package got those graphics. Most people (believe it or not) will never do anything with the PLR material they buy, so you won't have as many competitors as there are buyers. But if you use the same graphics, you might run the risk of not standing out as much. That said, you can use the graphics you bought without changes and do very well. It's your choice.

Modifying PLR material is a great way not to have to start from scratch when you're writing your ebook. Buy PLR material as a foundation to build on, add in any good extra swipe file material and create your own unique product in a fraction of the time.

7.6.4   Buy PLR Articles And Assemble A Book

You don't necessarily have to buy a complete PLR package with a full ebook and graphics. Instead, you can buy PLR articles and assemble them to create the chapters of your ebook.

This has some advantages:

- PLR articles are almost always cheaper than full PLR product packages

- The ebook you assemble is almost guaranteed to be unique, because it's highly unlikely anybody else would ever assemble the same articles in exactly the same way

- Buying the articles gives you ready-made articles to use for your website or get traffic for your website (more on this later)

There are several excellent places online to buy high-quality PLR articles in all sorts of niches. One of the best is http://www.Featuring.com/nicheplr :

This site is wonderful. They sell what they call PLR Article Packs in just about every niche you can imagine:

Stress	Weight Loss - Diets	Camping
187 available	148 available	209 available
28 credits More Info »	67 credits More Info »	28 credits More Info »

You can click **More info »** for any article pack to see the detail page for that package:

Camping

CHECKOUT ►
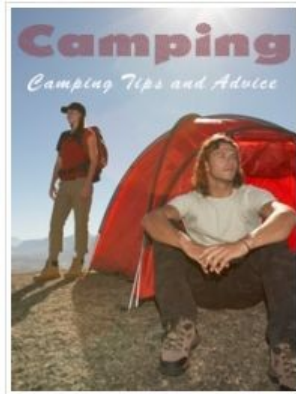
Package Includes
- 20 articles (TXT)
- 4 headers (JPG - PSD)
- 4 covers (JPG - PSD)

Cost: 28 credits
Click here to learn more about credits

There are: 209 of these available

BUY NOW! ►

Content Details | **Graphics**

Article Topics
- Camping 101
- Choosing A Tent
- How to Pick a Sleeping Bag
- What To Pack?
- Hauling Gear, How To Lighten Your Load
- Powering Your Campsite
- Stoves and Fires
- Dress for Success – Outdoors
- Choosing a GPS Receiver
- Planning Your Camping Trip
- Which Camping Style Do You Prefer?
- Bugs to Avoid
- Wildlife to Avoid
- Plants to Avoid
- Safety Tips for Camping Trips
- Basic First Aid in the Outdoors
- Weather and the Seasons
- Etiquette in the Outdoors
- Camping Around the World
- A Guide to Recreational Vehicles (RVs)

The detail page tells you:

- **How many articles you'll get.** You'll also get their titles.

- **The graphics you'll get.** This usually is a set of header graphics and ecovers.

- **How much the package costs in credits.** More on this in just a second.

- **How many copies of the packages are available.** The strictly limit this, so you know the market won't be flooded with the same articles you want to use.

I mentioned credits. They let you buy credits you can use to purchase article packs. You can buy a monthly subscription for a certain number of credits, or you can purchase credits anytime you need them to buy whichever article package you want to buy:

Monthly Subscription

Credits	Cost per month	Saving	Buy Now!
84	$57	$0	BUY NOW! ▶
168	$77	$37	BUY NOW! ▶
252	$97	$74	BUY NOW! ▶

One-Time Purchase

Credits	Cost	Saving	Buy Now!
1	$2	$0	BUY NOW! ▶
25	$40	$10	BUY NOW! ▶
50	$75	$25	BUY NOW! ▶
75	$110	$40	BUY NOW! ▶
100	$140	$60	BUY NOW! ▶
200	$250	$150	BUY NOW! ▶

This credit system makes it easy to get exactly the material you need whenever you need it. Most article packs range from 25-40 credits.

If you do the math, you'll see you should definitely consider the monthly subscription…

Suppose you want to buy three article packs that total 84 credits, and you'll do that on average once per month as you write more ebooks to add to your ebook library.

If you buy those credits every time you need them, you could buy 100 credits for $140 and have some leftover for next time, or buy exactly 84 credits for $128 (a pack of 75 credits for $110, plus nine individual credits for $2 apiece).

But if you buy a monthly subscription for 84 credits for $57, you save $71-83 every month! They clearly make it worth your while to buy a monthly membership.

Here's how you can use these article packs to assemble your ebook, and you should start the process <u>before</u> you buy the article pack:

- **Look at the article titles to see how they map to your outline.** If they pretty much cover all of it, that's great! But all you really need is about 30% coverage before you know it's a good investment to buy the article pack.

- **Buy the article pack.** If the titles cover at least 30% of your outline, that's still going to save you a lot of work. It's worth buying at that point. Of course, 50-100% coverage is even better.

- **Modify the articles that fit your outline.** The same advice I gave you for PLR product packages holds for buying PLR articles—always modify the material. It doesn't have to be much. Changing a sentence here or there is probably enough. Make the articles unique to you.

- **Write articles to fill in the gaps.** For the chapters where you couldn't find articles the fit well, write those yourself.

When you're done with that exercise, you'll have your ebook.

7.6.5   Get Articles Written And Assemble A Book

I just told you how to buy PLR articles, which you'll want to modify. But you also can hire somebody to write articles for you.

You would use the same approach I gave you in the previous section. The difference is, you would hire a writer to produce the articles instead of buying them at http://www.Featuring.com/nicheplr . Doing that lets you get exactly what you want for each chapter of your ebook.

You have a couple different options here…

The first is to hire a freelancer at http://www.Elance.com . You can probably find somebody to write articles for you for $5 or less per article. That means your cost for creating an ebook this way can be very low. For example, let's say:

- You need roughly two 500-word articles per chapter of your ebook (or roughly 1,000 words per chapter)

- You have 10 chapters in your ebook

Your total cost would be $100 if you hire a writer to write articles for $5 each. That's dramatically cheaper than hiring a ghostwriter to write your ebook. Ghostwriters typically charge hundreds or even thousands of dollars.

Elance.com is easy to use, and their site gives you all the details about how to post a project. But here's what your project post might say:

```
Hi,

I need somebody to write 20 unique articles for
me on various topics related to [fill in your
subject area].

Each article should be at least 500 words long,
and the writing quality has to be excellent.
The articles should be immediately publishable
at sites like EzineArticles.com.

The style should be casual but authoritative,
and the articles should be fun to read.

Here's a list of the topics I need covered:

[list your article topics]

If I like your work, I'll be happy to give you
positive feedback at Elance.com.

Thanks for your help.

[your name]
```
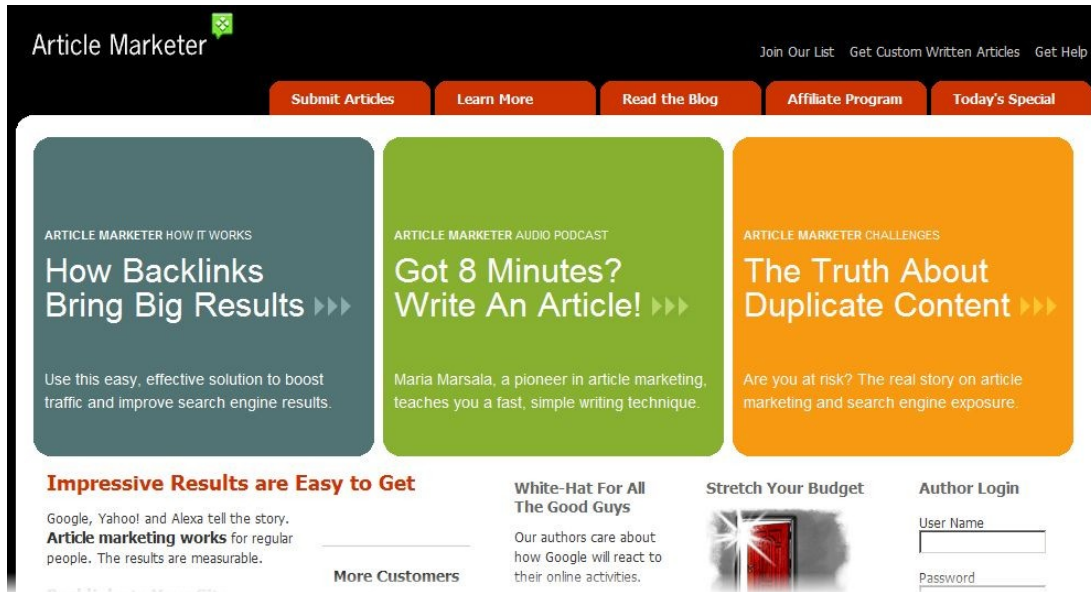
Notice a few things about this job posting:

- **It's specific.** The more specific you are, the more likely you are to get better bids from freelancers.

- **It's brief.** If you make somebody read a book, they probably will give up before they finish.

- **IMPORTANT...It doesn't say you want an ebook written.** I can't stress this enough—don't say you're writing an ebook. Don't even hint at how you're going to use the articles. If you do, people will give you higher-priced bids, because ebook writing typically costs more than article writing. Just say you need articles and don't say how you'll use them.

Another option for getting articles written is to hire
http://www.Featuring.com/articletraffic to do it for you:

This site is more for distributing articles to article sites, but they also will write articles for you.

The main drawback of this option is that the price per article is often higher. You can easily pay $30-50 per article. But it's a good option to consider if you really want high-quality writing for your ebook.

7.6.6   Assemble An Ebook From Other People's Articles

This strategy is one you have to be very careful with, so let me make that warning explicit:

Never use material written (or created) by somebody else without explicit permission. That permission could come from the creator, or from a person or website acting on his behalf…such as an article site.

That's extremely important to remember. You don't want to infringe anyone's copyright. It's simply not worth it.

Having said that, you can indeed create your ebook by assembling other people's articles. It's quite easy to do, as long as you follow the rules.

One of the most popular online article sites is http://www.EzineArticles.com :

You can reprint articles from this site, as long as you adhere to their terms of services, which you'll find at http://www.EzineArticles.com/terms-of-service.html.

I won't give you the full list, but I will note a few terms here:

- **You have to publish the entire article with no changes.** This means you <u>can't</u> modify the article to make it your own, as you did with earlier strategies.

- **You have to include the full *resource box* or *sig line* at the end of the article.** The resource box for an article is some text at the end that can include any promotional message an author wants. That typically means a link to his website. Here's an example from one of my articles:

- **You have to include an article source credit below each article your reprint.** That source credit has to include an active link to EzineArticles.com. Here's what they say it should look like:

- **You can't sell any article from the EzineArticles.com directory.** This is a gray area, admittedly, but you should be safe if you aren't directly selling the article as an article. If you're including the content in your ebook, and correctly citing your source, that's fine.

- **You can't reprint more than 25 articles from EzineArticles.com per year.** This really is a restriction on people using the articles as website content, because the rule says, "25 articles…per unique domain that you own." Your use for ebooks should be fine.

Using articles from EzineArticles.com—or from any other article site that lets you reprint articles—is easy. Here's the simple formula:

- **Find articles to fill in your ebook outline.** EzineArticles.com lets you search their directory, so it's simple to find just about any article you need for any chapter in your ebook. Type in some keywords for the article topic and look at the results to see if the article has what you need. You'll actually be able to read the entire article, so you'll know exactly if it's the content you want.

- **Reprint the article (or articles) in your ebook chapter.** This means copying the text of the article and resource box (not any author picture that shows in the resource box—that's against the rules) and pasting it into your ebook.

- **Write your own material to surround the articles.** This means you'll need to write some material that links the articles together. For example, you might write something like this before and after an article you include in your ebook:

  Caring for your elderly Dachshund can pose some special challenges. But there are lots of ways to get the specialized help you need. This article by Joe Smith lists a few resources you should add to your help file:

  [reprint the article by Joe]

  As you can see, you're not entirely on your own here. There's plenty of help to be had if you know where to look and what to look for.

That kind of "bridge material" makes your ebook flow well, instead of it looking like you just copied a bunch of articles and slapped them together.

- **Write your own Introduction and Conclusion/Summary.** This puts your own unique stamp on your ebook.

That's a quick and easy way to assemble an ebook from free material. You're offering value to your customers, because you did the work to find the relevant material and assemble it.

7.6.7   Assemble An Ebook From Forum Posts

This is very similar to assembling your ebook from other people's articles. Make sure you have permission first, but if you do, you can follow the same formula I gave you for the article assembly strategy, only slightly modified:

- **Find forum posts to fill in your ebook outline.** Most forums will let you search posts, so you can find material for your ebook.

- **Reprint the post (or posts) in your ebook chapter.** This means copying the text of the post and anything else the blog owner requires of you.

  Write your own material to surround the posts. As with the article assembly strategy, you'll need to write your own "bridge material" to tie the posts together.

- **Write your own Introduction and Conclusion/Summary.** Again, this ties everything together and makes it uniquely yours.

Every forum has different policies for reprinting posts. You'll need to find the policies for any forum you reprint from, and follow them closely. If you can't find the policies stated clearly and obviously on the blog, email the forum Administrator and ask if you can reprint posts, and what rules apply.

7.6.8   Assemble An Ebook From Blog Posts

No need to beat this one to death, because it's exactly the same as the forum post assembly strategy. The only difference is that you'll be getting your material from blogs instead of forums.

Remember, always ask permission first. Every blog owner does things differently, so you might have a send a few emails asking for permission of several blog owners. It's much better to be safe than sorry.

7.6.9   Assemble An Ebook From Public Domain Material

Last in the list of "assembly" strategies is assembling your ebook from *public domain* material.

Public domain material is written works that are available for free. They're in the "public domain", meaning anybody can use them for free. That's usually because the copyright on the work has run out, or somebody didn't include proper notice of copyright on the work. For example:

- <u>Anything</u> published in the United States before 1923 is in the public domain

- Literally millions of other works don't have proper notice, or the copyright has run out

That means there's a massive amount of material in the public domain that you can use to create your own products out of.

Some public domain material is indeed old, but that's a great opportunity to pitch it as "lost secrets" or something similar. And, in fact, some of the material is quite good and is actually lost stuff people in the modern world can benefit a great deal from.

But don't think you can use public domain material without using your brain. There are some things you'll want to keep in mind so you don't unintentionally break the law. This article gives a good summary:

http://www.copylaw.com/new_articles/PublicDomain.html

But let me add this special note so my own lawyers don't get upset with me:

I am NOT a lawyer, and I'm not giving legal advice. Using public domain material is something you should consult with your own lawyer about to make sure you don't expose yourself to legal liability.

You can find public domain material in lots of places, but here are some sites you might want to investigate:

- http://www.gutenberg.org — Large library of public domain books in text format. This is one of the best places to start. They have a very flexible search feature, and tons of helpful links. In particular, you can search their entire online book catalog for text inside each book! That's a massive time saver.

  As you search, and this goes for all public domain searching, make sure you remember that older written material sometimes used words we no longer use. You might have to get a little creative in your searches.

  And some modern topics simply aren't going to be easy to find. Nobody in the thirteenth century wrote about iPods, for example.

- http://www.banis-associates.com/pdlist — A huge list of links to all sorts of public domain material.

- http://www.booksforabuck.com/general/pubsources.html — Another list of public domain links.

- http://www.gpoaccess.gov/advancedsearch.html — Lets you search for U.S. Government official documents, which are always in the public domain.

- http://digital.library.upenn.edu/books — A list of over 30,000 free books online, and you can search them by author or title.

Once you find something you think you might want to use, you should pay a visit to http://www.copyright.gov/records/cohm.html . That site lets you do a copyright search on any work catalogued by the U.S. Copyright Office…which is everything copyrighted in the U.S.

There's really no science to assembling an ebook from public domain material. I suggest you use an approach similar to assembling articles, or forum posts or blog posts:

- Find public domain material to fill in your ebook outline

- Retype or copy the material into your ebook

- Write your own material to tie the public domain material together

- Write your own Introduction and Conclusion/Summary

In the case of public domain material, though, you can do whatever you want with it. That means you can change it at will, however you want. You can use a sentence or two as-is in one place, change another sentence and use it somewhere else, or anything else you want. You have ultimate flexibility.

The trick is finding good public domain material to use. There's no getting around the fact that you'll have to put in some grunt work to find it. But it's all free, and the process of finding public domain material often takes less time than writing your ebook from scratch, especially if you're not a writer.

7.6.10 Create A Rolodex Of Resources

The world wide web is a huge place. There are billions of web pages out there. Sometimes we're drowning in information, and it can be tough to find what you really need.

You can create an ebook to give people links to helpful resources in just about any niche. Think about the value that gives your reader:

- He doesn't have to spend time finding resources for himself

- He doesn't have to wonder if a given resource is good or not…because you can tell him which ones are good and bad

A book like this can be tremendously helpful.

For example, suppose you wanted to put together an ebook of helpful resources for people who run their own website. You might include things like:

- Where to get free photos to use on websites

- Where to find good pay per click (PPC) ads and sales copy to add to swipe files

- Where to find the best outsourcing partners for things like website graphics (or even writing ebooks!)

The list could be huge, but you get the point. Here's a sample page from a book I created using this technique:

"The Ultimate Free Directory Of Internet Marketing Tools & Resources!"

Free Web Site/Internet Tools:

- **NEW** Encrypt your email messages so the Government and others can't read them. Avoid theft of ideas! Always better to be protected.
http://www.GPG4Win.org

- **NEW** Imagine PCAnywhere or GoToMyPC as freeware. Stop imagining. It's here. Use your technical knowledge to make money on the internet. Offer your software installation or spyware cleaning services to people and do it from your home without any hassles.
http://www.Avvenu.com

- **NEW** FTP your files securely and encrypted during transfer. Make sure no one gets your content. Protect your unique content; don't let someone else steal it.
www.WinSCP.net/eng/index.php

- **NEW** Fast download manager with multiple threads and resumes where you left off. Plus many more features. Time your downloads, ask the program to shut down your system after finishing, ask for people's opinions about the files you are downloading and get many software solutions for your needs.
http://www.FreeDownloadManager.org/features.htm
http://www.LeechGet.net/en/phpBB2/route/php?my_topic_title=Home

- **NEW** Optimize your FireFox web browsing experience. Goes faster and smoother.

Notice how I structured this:

- I included a heading for the category of resources I was talking about

- Each listing has a brief blurb about what the tool does and why it's good

- Each listing has a link to the resource…and yes, this can be an affiliate link (and should be wherever possible)

This is a simple strategy for creating a helpful ebook fast.

And now that you know that this is a possibility, go back to brainstorming for a minute and consider two other options for your ebook:

1. You could create an ebook of resources <u>instead</u> of using the outline you came up with

2. You could create an additional resources ebook to include as a bonus for the ebook you already outlined

Either way, the work you did to create your outline won't go to waste. It's just additional material you can use in a variety of ways.

7.6.11 Transcribe Somebody Else's Podcast

This is another case where you'll definitely want to ask permission before you use this technique. But if you can get permission, you might find yourself with a complete ebook in a matter of days…and most of that will be simply waiting for somebody to deliver the ebook to you.

Before I get too far into this section, let me quickly define what a *podcast* is.

The term *podcast* is a combination of *[p]ortable [o]n [d]emand* and *broad[cast]*. It's essentially a downloadable audio that people can put on pretty much any device that plays MP3 files (like iPods).

You can subscribe to a podcast using a service like Apple's iTunes. You just enter the URL of the podcast in the right place, and iTunes downloads it for you.

Here's the basic strategy:

- **Find a podcast that offers valuable information to your target market.** This could be anything. You'll find lots of sites with podcast catalogs, such as http://www.digitalpodcast.com :

That site has a directory of podcast categories on the far right, and you can search in the upper right corner. Inside each category, you'll find

podcasts you can subscribe to. For example, here's the top of the listings for the **Health and Fitness** category:

Just click **Subscribe** to get the URL to paste into iTunes or whatever other podcast subscription tool you're using.

- **Listen to the podcast.** You want to make sure it's good, and that it gives you the information you want your ebook readers to get.

- **Write the transcript.** As I suggested for doing interviews with experts, you can write the podcast transcript yourself, or you can pay a transcription service like http://www.CastingWords.com or http://www.escriptionist.com .

Once you have your transcript, you have your ebook content! That's a way to get a great ebook done faster than you thought you could.

7.6.12 Get Subscribers To Submit Content

If you have your own mailing list already, you can actually have your subscribers write your ebook for you. It's easier than you think. Here's what you do:

- **Ask your subscribers to submit content.** This can be things like case studies of their experience with products (yours or someone else's), opinions about things in your niche, tips and tricks they've learned, and so on.

- **Edit the content into ebook form.** This is almost exactly what I described with articles, forum posts and blog posts. You can make your subscriber content full chapters (if it's long enough), or perhaps just additional content in chapters.

- **Write your own material to tie things together.** This is your own Introduction, Conclusion/Summary and other stuff within chapters to bridge between content submitted by various subscribers.

The question is, how will you get your subscribers to submit content? It's easy. I suggest you do something like this:

- **Offer recognition.** Say you'll mention their name and website in your ebook, and give them a live link. Or you could offer to promote their product to your list in a future email. Anything that might give the person something in return for giving you content for free.

- **Limit the submissions.** Say you'll only take the top 25 submissions, or whatever the limit is. This makes it sort of a competition, and is likely to improve the quality of the submissions you'll get.

You might send your list an email like this one to ask for their submissions:

```
Subject: {!firstname}, want a free commercial?

Hi {!firstname},

How would you like to get some absolutely free
advertising for your website?

That's what I'm prepared to give you...but I'm
getting ahead of myself.

Based on popular demand, I'm writing and ebook
about [your topic]. But I want it to be based
on "real life" experience. That's where you can
help.

My own experience is limited to me, but I know
there are plenty of people on my list who have
tons of experience with this.

If you'll submit an "experience report", I'll
pick the top 25 and include them in my
ebook...along with your name and a free live
```

```
link to your website! That link will stay in
the ebook forever, so you'll probably bee
getting free traffic from it for years.

Just send me an email with your experience
report and I'll spend the next few weeks
analyzing the feedback I get. Then I'll
announce the lucky winners.

If I use your experience report, I reserve the
right to edit it for clarity, but I'll let you
review the revised copy before I use it, just
to make sure it's still okay.

Thanks for your help.

[your name]
```

That's a great way to get some solid content for your ebook. All you have to do is read what people send in and pick out the good stuff.

7.6.13 Sell Somebody Else's Ebook

The final strategy I'll tell you about is one of the most powerful. It lets you leverage the work somebody else has already done and build your ebook empire at blazing speed.

First, let me ask you a question…

Why create your own ebook if somebody else has already done it for you?

Really, what could be easier than having somebody else do all the work? Even better, what if you could have somebody else do all the work for free, and just hand you a way to make money? That's a powerful combination.

You've gotten a taste of that when I told you about buying PLR product packages, but there's still some non-trivial work involved with that.

What I'm talking about here is buying a book already made for you. There is a way to do that:

Buy resale rights (RR) or master resale rights (MRR) to a book.

Buying RR means you have the right to resell a book with somebody else's name on it. Buying MRR means you have that same right, plus the right to sell the resell rights to whoever buys the book from you.

In either case, you pretty much don't have to do any work other than marketing the book (which I'll talk about in a later chapter).

Regardless of which ebook creation strategy you choose, once you have your ebook created, it's time to get it ready to sell. That's tomorrow's task.

8.0   Day 6: Prep Your Ebook To Sell

First of all, you need to reach your arm up over your shoulder and pat yourself on the back. You've just accomplished something that very few people ever do—you've written your own ebook. You have your own product now. Welcome to the big leagues!

Your book still needs a little polishing, but you're nearly finished.

Before I dive into the details, let me tell you why you're going to do this stuff… What you're working on here is the reading experience. This is a huge issue.

Your goal is to write a book that people will buy…that's a given. But, what you <u>really</u> want is for those initial buyers to become long term customers…<u>your</u> long term customers. If your books are pleasant to read, are laid out well and are written in a way that sounds like you're talking with them…you <u>will</u> make them long term customers, and have a long-term business as a result.

This is an important lesson for you to learn right now, during the preparation of your first ebook. Put some time into it, it'll pay you dividends for years.

Okay, let's get to the nitty-gritty.

8.1   Does It <u>Sound</u> Good?

Go back through the entire book and read it out loud.

That may sound really stupid to you and you may feel <u>really</u> stupid doing it, but it's something you should do. Here's why…

The average reader actually "hears" the words in their head as they read. If what you've written doesn't sound right to you when you read it out loud, it probably won't sound right to your readers either. So, don't skip this step. Read it out loud and change things that need changing.

Make sure you check your spelling. Word or Open Office will do a pretty good job of this, but they won't catch everything. For example, this probably won't get flagged as an error:

> *Exercise regularly yourself so walking your Dachshund won't give you a heart at tack.*

When what you really meant was this:

> *Exercise regularly yourself so walking your Dachshund won't give you a heart attack.*

That won't get flagged because "at" and "tack" are spelled correctly…but it's not what you meant to say.

That's another reason for reading it out loud…to save yourself from some embarrassing spelling errors the built-in spell checker doesn't catch.

8.2   Is It Formatted Well?

Watch for paragraphs at the bottom of a page. Try not to split a paragraph between pages to often. Testing over the years has shown that this <u>really</u> bugs readers. Just slide that last paragraph down to the next page most of the time and your readers will thank you for it.

NOTE: I broke that rule myself in the book you're reading because the book was already longer than average, and I didn't want to scare people off by increasing the number of pages.

8.3   Do Your Links Work?

This is an important one! If your affiliate links don't work, you won't get paid. So it almost literally pays to check them.

Word and Open Office will make anything you tell them to into a link…even if it's spelled wrong. Nothing is as frustrating as wanting to click on a link that your ebook has gotten me really interested in and it doesn't work, so do your reader a favor and check them.

8.4   "Publishing" Your Ebook

I put "publishing" in quotes because the world of publishing has really changed.

You don't need to have your book professionally published and printed anymore. This the digital age!
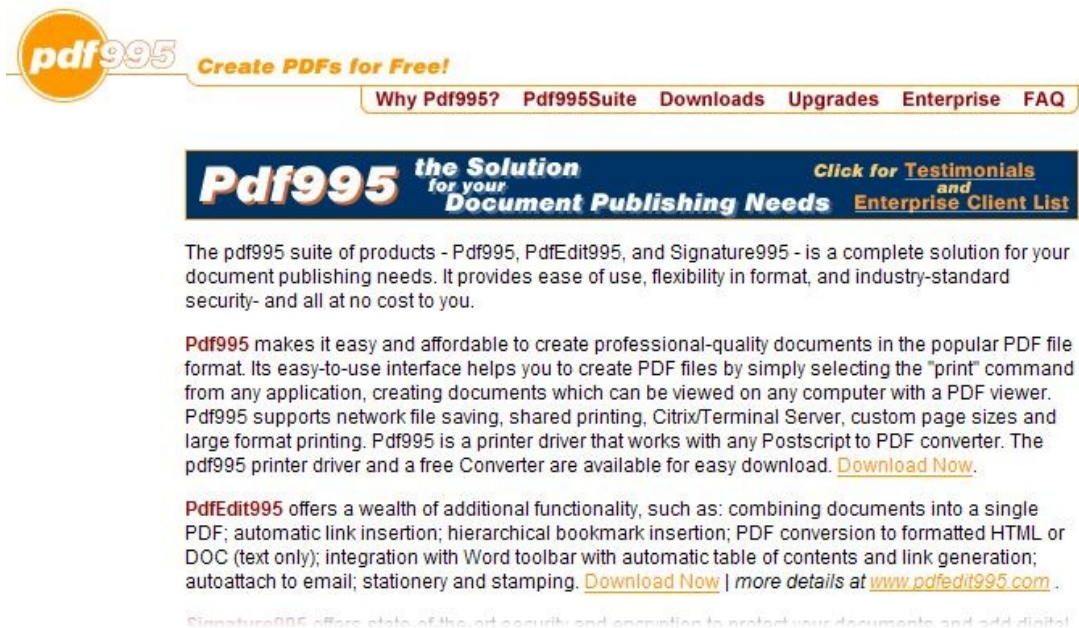
All you really need is a digital ebook people can download and read…but not change, except in ways you want them to (remember the rebranding feature of this book?)

That's why you need to know a little something about Adobe's PDF format. Those three letters stand for *[P]ortable [D]ocument [F]ormat*. It's a file anybody on any computer can read, as long as they have Adobe's free PDF reader, which you'll find at http://www.adobe.com/products/acrobat/readstep2.html .

The easy way to create a PDF is write or prepare your ebook in a word processing program that lets you convert to PDF format easily. That's yet another reason I recommend http://www.OpenOffice.org . It lets you convert to PDF automatically by pressing a toolbar button. Couldn't be any easier.

If you'd rather use Microsoft Word, you'll probably have to use a separate PDF converter, but don't worry…it's easy.

You'll find one at http://www.pdf995.com that will do everything you need done to your book simply and easily:

Now that you know how to publish your ebook, it's time to tear it apart. Let me explain what I mean…

8.5   Disassembling Your Ebook

Tomorrow I'm going to give you a very specific plan for marketing your ebook. That plan uses different pieces of your ebook for different purposes. So you're going to have to tear yours apart.

Don't worry, you'll still have the full ebook that your reader will get. But you'll also have some extra pieces you can use for various marketing purposes.

First, extract the Table of Contents (TOC) this way:

1. Go to your TOC page

2. Highlight it and copy it to your clipboard

3. Open a new document and paste the TOC onto the new page

4. Save it with a name like "MyEbookTOC" and set it aside

Second, extract the Introduction the same way. You remember, the initial chapter where you wrote your motivations, your goals, what you hoped the reader would get from the book…all of that. Save it to a new document with a name like "MyEbookIntroduction".

Now you have three different documents:

*   The complete book

*   The TOC

*   The Introduction

Convert all of those to PDF format so you can use them tomorrow.

Once you have them converted, you <u>must</u> open the PDF files and check out how they look:

*   Check to see if any links you inserted are still functional

*   Check how the paragraphs fall on the page as we discussed previously

If something's wrong, delete that PDF file and do it again after making the necessary changes to your original document.

When you have all three documents looking right, take a break until tomorrow.

9.0   Day 7: Making The Money!

Y ep, you're finally done! It's ready to go to market and make you some money.

The topic of ebook marketing could be an entire home study course, so I won't even try to cover everything in one chapter.

I'm not going to cover everything here, but I <u>will</u> give you a quick list of what's worked for me over the years and let you decide what's best for you.

9.1   Get Some Hosting

If you don't have web hosting, you need to get signed up with someone. It's a smart business decision to have your own <u>paid</u> hosting account.

If the term hosting if unfamiliar to you, don't be confused.

When you lease a domain name like http://www.somesite.com (you lease it, you don't own it), you have to host that domain somewhere so you can put files on your website and have other people see them.

A hosting company owns the servers that will make your website publicly available. In most cases, you pay them a monthly fee and they'll store your website for you.

When you're looking at hosting, you don't have to worry so much about the storage space (at least for a while) or the bandwidth.

What you do have to look at is the types of scripts that will run on the hosting company's servers…PHP, CGI, that sort of thing. You also do have to look at any extra scripts the hosting package includes.

I recommend a hosting company I use personally that charges a reasonable monthly fee and offers great service – http://www.LiveVoltage.com .

9.2   Get Graphics

You're going to need some pretty graphics to help you sell your ebook. And please, do yourself a favor and take one small piece of advice:

If you're not a pro, <u>don't</u> do your own graphics.

Really, I've seen more people than I care to count fail because their graphics looked unprofessional. Unless you're really good at it, hire somebody. Yes, it will cost a little bit of money, but it'll cost far less than the sales you'll lose because your graphics make your ebook look bad.

There are lots of different graphics you could use, but there are few you very likely should have:

1. **A website header and footer.** Again, this is if your market likes them. There's no way to know until you try. So get the header and footer and try your site with it and without it. Keep the version that sells better. To show you what I'm talking about, here's the header and footer at **Autopilot Profits™** :

2. **An ecover for your ebook.** You aren't actually physically printing your ebook, so you don't have a real "picture" of it to put on your site. But you can buy a graphic that looks like you have a physical book. You can see an example of one to the right, from **Newbie Cash Machine™** .

And you can have different flavors of that graphic as well. You might have a version that makes your ebook look like a spiral bound report, for example.

3. **An image for your order button.** This is optional. You can use a regular text link instead, but having an order button graphic can make your site look more professional. For example, here's the order button graphic for **Super Affiliates™** :

There are other images you might want to have, such as an image for your guarantee, or maybe a photo of something in your niche (a dog, a skinny person for weight loss product, etc.) But those I just listed are the big ones.

Here are a few places where you can get some great graphics for a lot less than you might pay other places:

- http://www.MiniSiteGraphics.com

- http://www.PixelOfGenius.com

- http://www.WebGraphicsCreator.com

Some of those sites offer package deals that can give you all of the elements I just talked about and then some.

You'll surround your page with your header and footer graphics, of course. Some of those graphics sites will give you a web page template with those graphics already in it.

Other graphics, like your ebook ecover, will show up in the text area of your page. Putting an image there is as easy as inserting some HTML code like this:

```
<img src="[URL for your graphic]" align="[left,right,middle]" hspace="" vspace=""/>
```

If you'll invest a little money in some professional graphics, the results will pay you back.

9.3   Get A Website

You need to have a very good website to sell your ebook. There's no getting around that. How your site looks greatly influences how well (or poorly) your ebook sells.

But for most people new to Internet marketing (which describes many people reading this book), creating their own website is a scary thought. So let me make it easier. I'm going to give you a simple way to create a website that will cost just a little money, but should help you sell your ebook like gangbusters.

I recommend you use a simple free tool called **My FREE Website Builder™** :

The package includes a user guide and step-by-step video tutorials, and you'll get over 100 professional website templates to use.

You don't need any HTML or technical experience. The software even includes everything you need to upload your website to your web server at whatever hosting company you choose.

All you'll have to do is get some sales copy to sell your ebook, and hook up a way to take credit card payments online. Let's cover sales copy first…

9.3.1   Write Your Sales Copy

Most websites that sell ebooks have what's called a *sales page* to do the selling. The words on that page are usually called a *sales letter* or just *sales copy*. This is probably the most important page of your website.

Writing a winning sales page definitely could be an entire book. Professional copywriters can charge thousands of dollars for writing sales pages that sell well, or *convert*. But I'm pretty confident of two things:

1. You don't want to spend that kind of money on sales copy

2. You probably don't think you can write your own copy that will sell well

I can understand, and I agree. So here's what you can do:

- **Modify the sales page you got with your PLR product package.** This is one of the big advantages of buying those packages in the first place from someplace like http://www.Featuring.com/infogo . They include a sales page that's already professionally written. All you have to do is modify it to be specific to you, which you can probably swing yourself.

- **You can hire a low-cost copywriter at http://www.Elance.com .** You can hire a freelancer to modify your PLR sales page instead of doing it yourself, or you can hire a freelancer to write a custom sales page for you.

  It's important to remember that with copywriting, you tend to get what you pay for. But you just might get a good bid at Elance.com if you word your job posting well. You can say something like this:

```
Hi,

I need somebody to modify a pre-written
website sales page for me so I can use it
to sell my ebook.

My book is in the [your niche] niche, and
so is the sales copy. All I need is for
somebody to adjust the copy a bit to match
some modifications I've made to my ebook.

I'll give you a copy of the ebook to
review and use as input for the sales
page.
```

```
And if I like your work, I'll be happy to
give you positive feedback at Elance.com.

My budget for this job is $X.

Thanks for your help.

[your name]
```
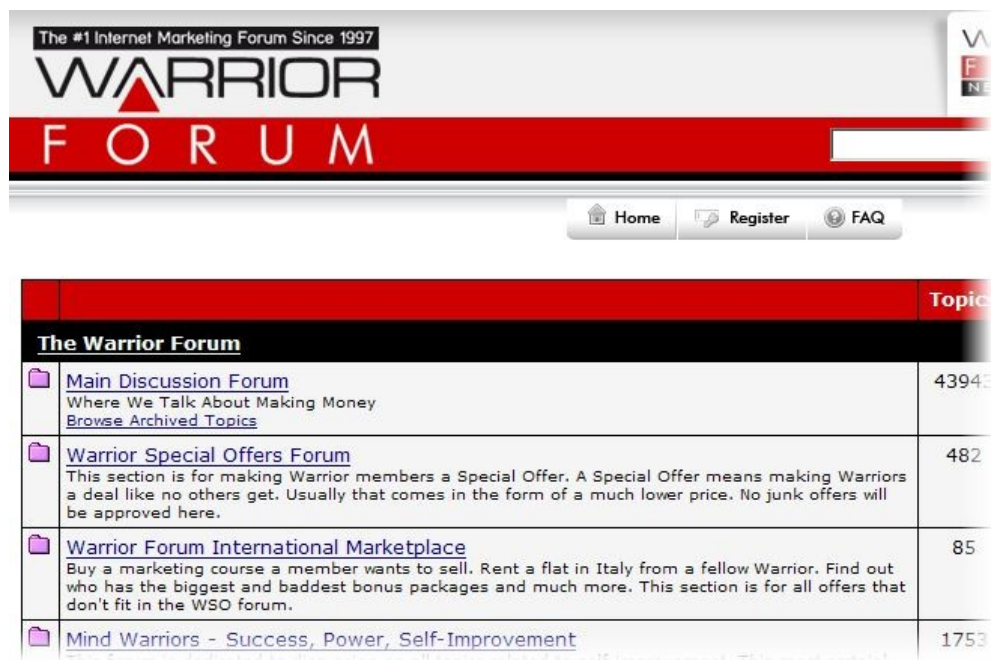
You get to set your budget and evaluate the bids to see if you want to
accept any of them. You're never required to.

- **See if there's a Warrior copywriter working for cheap.** You'll find the
  Warrior Forum (WF) at http://www.WarriorForum.com . It's probably the
  best online marketing forum there is.

  I recommend you spend some time there asking questions and learning.
  But what's important for right now is getting some sales copy. The good
  news is, lots of excellent copywriters hang out at the WF, and they
  sometimes run what's called a Warrior Special Offer (WSO) where they
  write sales pages for crazy low rates, sometimes under $200.

  The WSOs are posted in a special sub-forum you'll find on the main page
  (it's the second link from the top):

Inside you'll find all sorts of special offers. Look for ones by copywriters and you might find a great deal.

Any one of those options can get you a sales letter that's good enough to sell well, without spending a ton of money or trying to lump it on your own.

When somebody writes your sales page, tell him to include (or at least leave placeholders for) a couple items:

- **A free sample chapter of your ebook.** That's what you should use your separate Introduction PDF for. Put it in your web server, and let people download it from your sales page. You don't need to require an email address for this, because your goal is to sell your ebook…letting people have the sample chapter will help you do that.

- **Your TOC.** Tests show that this action alone can boost sales as much as 28%. That's probably because people are much more likely to buy something if they know what's inside. You can allow prospects to download this (that's why you created a PDF of it), or just show it on your sales page.

- **A guarantee.** <u>Always</u> include one. This is using the psychological tactic of *risk reversal* to help you sell—you're telling people there's no risk to buying your product, and that should make them much more likely to buy. If you're using ClickBank to sell your ebook (I'll talk about that later), you're required to have a guarantee, and it must state it as either 56 days or eight weeks.

9.3.2 Write Your Thank You Page

Your Thank You page is where you'll actually deliver your product. Some people call this your *download page* for that reason.

There are lots of different ways to do this, but I'm going to show you a simple way to create a Thank You page that will serve you well, and set you up nicely to use the payment processor I'm going to recommend in the next section.

Your Thank You page should be simple and easy to use. It might look something like this:

<div style="border:1px solid black; text-align:center; color:#a01030; font-weight:bold; font-size:2em; padding:0.5em;">Thank You For Your Purchase!</div>

You've made a very smart choice to pick up [your ebook title]. I know you're going to love it. And now I want to show you how to get it with minimal hassle.

You can download the ebook here.

To read the ebook, you'll need a copy of the free Adobe Acrobat Reader software, which you'll find at:

http://www.adobe.com/products/acrobat/readstep2.html

If you have any questions or concerns, or definitely if you have any problems downloading the book, please email me at [your email address].

Thanks again for your business, and I hope you enjoy the book!

[your name and/or signature]

Notice a few things about the page:

- **It thanks the customer.** <u>Always</u> do that. A little gratitude makes your customer appreciate you.

- **It reinforces the decision to buy.** It tells the customer that he's going to love the product and that he made a wise choice to buy it. That overcomes what's called *buyer's remorse*, where somebody almost immediately feels bad for having spent money on something.

- **It gives clear download instructions.** Save yourself some headache and just give the customer a straight link to your ebook. Don't worry too much about people stealing it at this point. Just focus on selling it.

- **It gives the customer links to any other tools he needs.** If your ebook is relatively small (less than about 50KB), you can probably just let the customer download the PDF file. If it's bigger than that, you should probably use http://www.WinZip.com or some other compression utility to shrink the file first. Then you can give your customer a link to the WinZip site to download a free trial version if he doesn't have it, so he can unzip your ebook and read it.

- **It gives the customer an email address in case there's a problem.** This is good business, and most payment processors require it (the one I'll recommend next certainly does). Make sure this is a real email address that you check frequently.

That Thank You page might not win any design awards, but it does what it needs to do to please your customer from the get-go. That's what really counts.

9.3.3   Hook Up Your Payment Processor

You have a couple options for taking online payments with credit cards, which is something you definitely want to do:

- **Use PayPal.** They let you sign up for a Premier or Business account for free and put a payment button right on your sales page. It's extremely easy to get set up, and you only pay PayPal a very small percentage of each sale.

- **Use ClickBank.com.** You already say these guys when you were researching your niche and your market. Now you can use them to sell your product. It costs $50 to sign up as a *Publisher* (somebody who sells a product through ClickBank), but it's money well spent.

Both of these work great, but to keep things quick and simple here, I'm going to recommend ClickBank. It also gives you a built-in affiliate program you can benefit from later.

Setting up ClickBank is simple…

Go to http://www.ClickBank.com and click the **Become a Publisher** image link on the home page:

That takes you a page with the Publisher sign-up instructions at the bottom:

You'll need two web pages set up before ClickBank will approve your product for sale there:

- **Your sales page.** ClickBank calls this your *pitch page*. It's where you make your sales pitch for your product.

- **Your Thank You page.** This is the page where you actually deliver your product, like I showed you before.

Once you have those pages set up, you have to tell ClickBank the URL of your pitch page and the URL of your Thank You page. That let's them check your product to see if they approve it.

To get set up to sell, all you have to do is put a ClickBank payment link on your sales page. The link looks something like this:

```
http://ITEM.PUBLISHER.pay.clickbank.net
```

Each product you set up at ClickBank to sell from your site gets a sequential item number. Since your ebook is all you're selling, its item number will be "1".

Putting that payment link on your page is easy. Just create an HTML link with code that looks like this:

```
<a href="http://ITEM.PUBLISHER.pay.clickbank.net">
Your Link Text
</a>
```

If you bought a graphical order button to use on your sales page, you would wrap it in the ClickBank payment link code, like this:

```
<a href="http://ITEM.PUBLISHER.pay.clickbank.net">
<img src="URL for your image" border="0"/>
</a>
```

That's all there is to it. But you might want to consider *cloaking* your payment link so people won't know right away that you're selling through ClickBank.

Why the secrecy? Because if a thief comes and sees you're selling through ClickBank, he can use his own ClickBank affiliate ID (remember, they're <u>free</u>) to buy your product at a discount. That steals your profits!

So you want to hide the fact that you're selling through ClickBank by cloaking your link. The easiest way to do that is to use what's called a *meta refresh* on a page you send your payment link to. This will be a page on your site, but NOT with the URL of your ClickBank payment link.

ClickBank shows you how to do this at this page on their site:

http://www.clickbank.com/publisher_tools.html#Publisher_Tools_10

Here's the code ClickBank recommends you use:

```
<html>
<head>
<title>Loading page...</title>
<meta http-equiv="refresh"
content="2;URL=http://ITEM.PUBLISHER.pay.clickbank.net">
<script>
url='http://ITEM.PUBLISHER.pay.clickbank.net';
if(document.images) { top.location.replace(url); }
else { top.location.href=url; }
</script>
</head>
<body>Loading
<a href=http://ITEM.PUBLISHER.pay.clickbank.net>page</a>...
</body>
</html>
```

What you'll want to do is create a page (just a file with a name like *order.html*) on your web server that has that code in it.

Then you'll point your sales page order link to that page, not directly to your ClickBank payment link, like this:

```
<a href="http://[some location on your server]/order.html">
Your Link Text
</a>
```

Your `order.html` page would has that meta code in it that magically redirects the person to your ClickBank payment link. The refresh almost never takes more than 1-2 seconds, and the person won't see your payment link. That should protect you at least a little bit from thieves.

9.3.4   Website Tips

Testing has shown that certain characteristics of websites help them sell better. Here are a few things to keep in mind:

- **Whether you need a graphical page header depends on your market.** I use them, because people in my market (people like you) like headers. But that's not true lf all markets. You'll have to test and see what works in yours.

- **Keep your sales page focused on your ebook.** Don't include other distractions like AdSense, extra links, etc.

- **Focus effort on your sales page headline.** It has to grab attention and immediately tell a visitor what your ebook will do for <u>him</u>.

- **Focus your sales page on WIIFM.** That stands for *What's In It For Me*, from the perspective of your customer. Why should he buy your ebook? What's he going to get out of it?

- **Use a conversational but professional tone in your sales copy.** Don't sound like a slick car salesman, but don't sound like an inarticulate teenager either. Keep it conversational and easy to read.

- **"Chunk" your sales copy.** Anybody you hire to write your sales page should at least know how to divide it up into smaller sections using compelling sub-headlines that pull the reader through. That's a <u>must</u>.

- **Always use professional graphics.** It would be a shame to create a great ebook and then kill your sales because the do-it-yourself graphics look bad, right?

There are many other things you can do to a website to make it sell better for you. But one thing is more important than all the others:

Get the website UP!

You won't make a dime unless the website is live and trying to attract visitors, so don't study it to death or design it to death. Just put it out there and then work on it to get more sales out of it. Most people don't do this. You need to be different than most people!

9.4   Market Your Ebook

You have your ebook ready to sell and your website ready to sell it. Now you actually have to sell it.

There are several great strategies you can use, most of which won't cost you a dime.

9.4.1   Short Articles

You can write relatively short articles that talk about a subject in your niche, and use them to promote your ebook. I'm talking about articles of about 300 words here, not even 500 words. Almost anybody can write something that short.

Here's the strategy:

- **Write your article or hire a writer at http://www.Elance.com .** If you hire somebody, it won't cost you very much, because the articles you need are short.

- **Include a link to your ebook website in your resource box.** <u>Always</u> do this. That's the whole point! Link to your site, and do your best to include your targeted keywords in the link text, like this:

  If you liked this article, you should check out [The Ultimate Dachshund Back Saver Book](#) by Joe Smith. Your Dachshund…and your wallet…will be glad you did.

- **Blast the article to lots of article sites.** You can use http://www.Featuring.com/articletraffic to do this. Your article might not be approved at places like EzineArticles.com, because they typically like articles at least 500 words long, but there are tons of other sites that will accept your short articles.

Short articles are quick, easy and free. And article marketing is still a great way to get targeted traffic for your ebook.

9.4.2 Viral Videos

Audio and video are extremely hot on the web right now. You can ride that wave by creating your own viral video.

The easiest way to do it is buy yourself a cheap webcam (Google cheap webcam to find a ton to choose from), record your video and post it to http://www.YouTube.com :

You'll need to sign up for a free account. Once you do that, you can upload your video by filling out this simple form:

You're limited to 10 minutes and 1,024MB, but that's a pretty long video. Here's how to fill things out and get going:

- **Enter your title.** Do your best to include your keyword here, since that will help search engines rank you for that keyword.

- **Enter your description.** Be brief. Include your keyword at least once, but focus on making this a sales pitch for your video…get people interested in it.

- **Select your category.** There are only 14 to choose from, so pick whichever one is closest to your niche.

- **Enter your tags.** These are what the form says they are—keywords!

After that, you have the choice of uploading a video by selecting the file from your hard drive (wherever you put it), or letting YouTube record your video straight from your webcam with the **Quick Capture** feature:

So what should you put in your video? It's pretty simple:

- **Include helpful free information.** This could be a subset of what's in your ebook. Make it something very helpful and meaty, but leave them wanting more.

- **Include a URL for your ebook site.** Tell the viewer he can get more information at your site, then show him your URL.

That's all there is to it. If your video is informative and entertaining, it could go viral and get you a ton of traffic…which can lead to sales.

9.4.3   Press Releases

Lots of people assume press releases are just for big companies. Not true. You can use press releases very effectively to market your ebooks, even if you run your business as just one person out of your kitchen.

This is one marketing option that isn't free, though. What you'll want to do is use a site like http://www.PRWeb.com to distribute your press release:
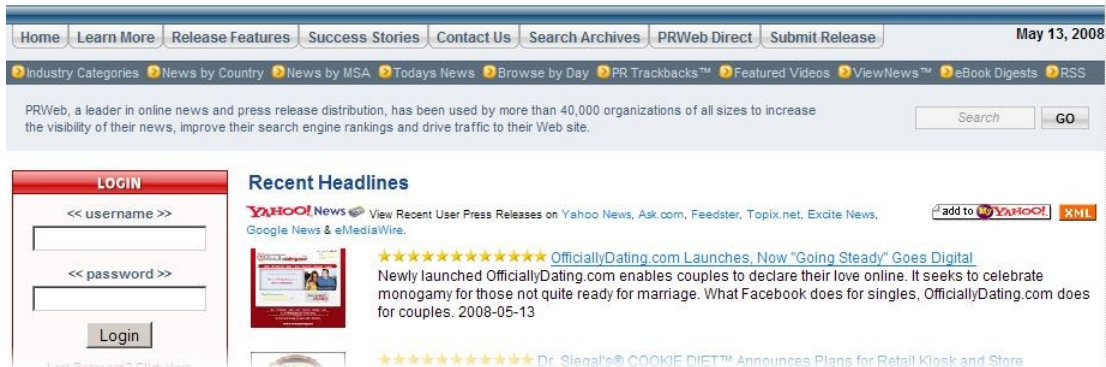
This site gets interest from some big names, like Google, CNN and local and national news networks throughout the world. These companies are always looking for fresh content and news, so creating a press release is likely to get you some very big publicity.

PRWeb.com has various types of press release packages you can purchase, but even the one with the lowest price gives you some great distribution (see the list to the right).

If you want to create a press release for your ebook launch, you need to keep a few things in mind:

1. **Press releases have to be newsworthy.** If it's a tired old "announcement" about something that's been around for years, no news outlet will pick that up, and you'll waste your money.

2. **Your press release needs to be exciting.** If it's boring, nobody will click through to your site to check out your ebook. Think of a press release like sales copy, but without being an overt sales pitch. Don't fill it full of exclamation points, but make the language engaging.

3. **You need to use a "formula" for writing a press release.** News and content organizations who look for press releases want to see certain things. If you don't give them what they want, they'll simply reject your press release, end of story. Don't worry, it's not hard to give them what they want.

Here's how to structure your press release to get it accepted…and read by lots of people…

Use A Headline That Grabs Attention In 80 Characters Of Less

Include a short subheadline (without quotation marks) that keeps interest up, perhaps mentioning a benefit of your ebook

Your first paragraph should start with your City, State (your name or company name) Month dd, yyyy. Just like that. Follow that with an announcement of the main facts, including a links to your site and the main benefit your ebook offers.

Your second paragraph should expand on the first. You might include why your ebook is newsworthy (what pressing problem does it solve? why is it important?)

Your third paragraph should talk about why your company or website is the place to go for information about your topic. Again, no hype, just facts.

Your summary paragraph should very briefly review what you covered in the press release, and emphasize your main benefit again.

Your About/Contact information should be similar to the resource box for an article you publish online, but shouldn't include an overt sales pitch like you would include at the end of an article. Focus on who you are and why you created your website.

Include a link to your site after that paragraph.

Finish up with three hash marks (###) to tell whoever picks up your press release that they've reached the end.

Remember, press releases are meant to be a little more formal than other types of marketing, but you can still get some great traffic from them.

9.4.4   Forum Posts

Posting to online forums is one of the best ways to get free advertising for your ebook. The key is your signature file, or *sig*.

Of course, that assumes you post in forums that let you have a sig that includes promotional material. Always check before you do this.

If your forum is okay with you promoting your own site in your sig, all you have to do is come up with something compelling to get people to click through to the site where you're selling your ebook. For example, you might say something like this:

> *Are your cuddly dachshund's back problems making him (and you) miserable? Your snookems might be overweight. Check out [Diets For Dachshunds](#) and stop the suffering!*

Once you have your sig created, you'll need to post in ways that are most likely to get your sig link clicked. Here are a few suggestions:
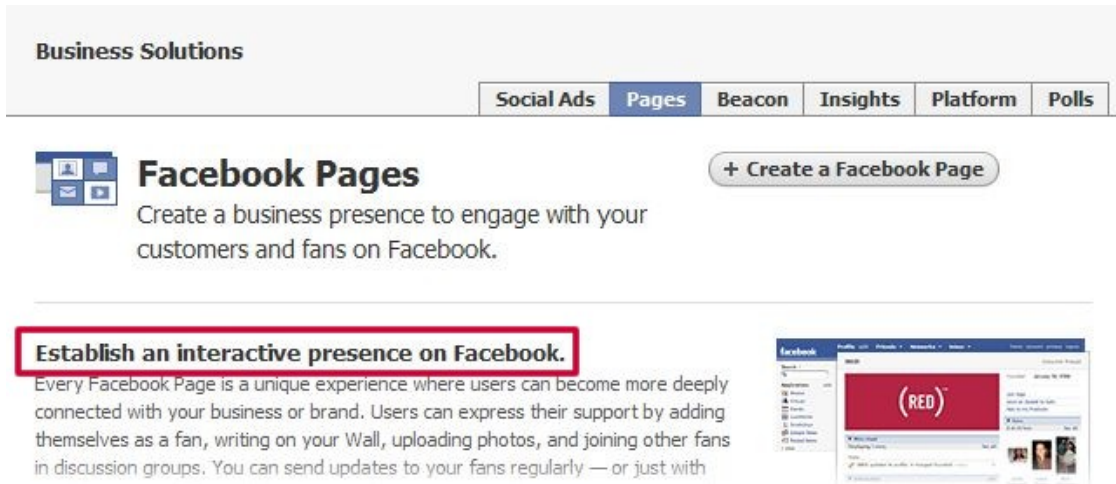
- **Comment on threads from popular posters.** These are usually people who's threads get lots of comments, and they usually have made lots of posts themselves. If you post to their threads, your sig will get more exposure.

- **Comment on threads tightly related to your topic.** Don't post randomly. That won't help you at all. Find threads that talk about your topic and post to those. If you can't find something absolutely related, get as close as you can.

- **Make your post helpful.** Offer real information for free. You don't have to spill all the beans in your ebook, but don't just post "I agree" or other things like that. Give good information and people will be much more likely to click your sig link for more.

- **Don't promote in your post.** That's what your sig is for. You might occasionally tell people to check out your sig link for more information, but keep that to a minimum.

You should try to find 3-5 high-quality, busy forums in your niche to post to regularly (the ones you used for market research are great possibilities). Post to each one a few times a week, and you'll get yourself a nice steady trickle of traffic. It won't be a ton, but it'll be regular and targeted. And <u>free</u>.

Even better, search engines love forums, because they have lots of fresh content. If you use your targeted keywords in your posts, you'll probably start seeing those posts rank pretty high on Google for those keywords. It's like getting a free traffic bonus.

9.4.5   Facebook Social Ads

Facebook is one of the most popular social networking sites on the web today. You'll find the home page at http://www.Facebook.com . It's also fast becoming an online marketing powerhouse. That's because Facebook invites businesses to create pages there:
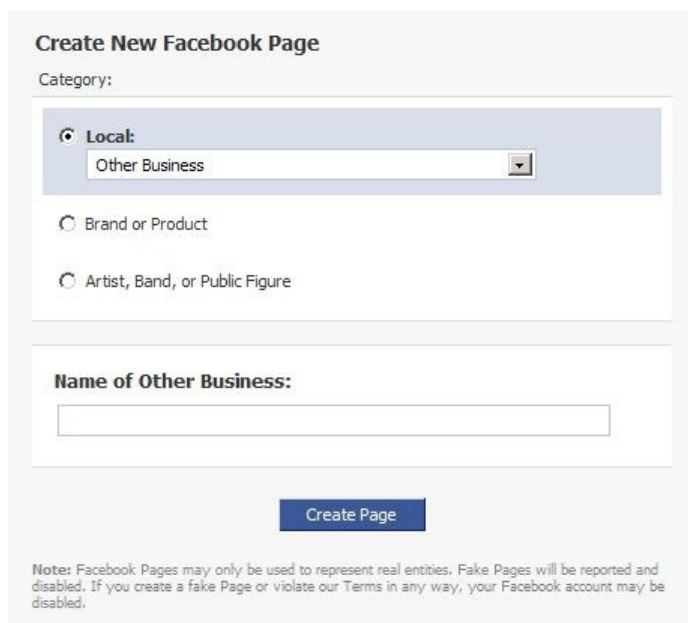
All you have to do is create a page for your ebook business, and you'll be ready to go. You can tell people about your business, and even promote things there. Creating a page is simple. You just follow the wizard Facebook gives you, which starts with identifying your business (see right).

Or if you prefer, you can set up a page specifically for your ebook, using the **Brand or Product** page category.

It's up to you how you do it.

Once you have your page set up, it's very smart to use Facebook's relatively new **Social Ads** feature:

Business Solutions

| Social Ads | Pages | Beacon | Insights | Platform | Polls |

Facebook Social Ads

Social Ads leverage the power of Facebook News Feed by serving relevant stories about friends engaging with your business.

[+ Create a Facebook Ad]

Reach the right people.

Instead of creating an advertisement and hoping that it reaches the right customers, you can create a Facebook Social Ad and target it precisely to the audience you choose. The ads can also be shown to users whose friends have recently engaged with your Facebook Page or engaged with your website through Facebook Beacon. Social Ads are more likely to influence users when they appear next to a story about a friend's interaction with your business.

Meagan Marks gave a 4-star rating to the movie **Top Gun**.
Sponsored

Blockbuster Total Access Online
Do you feel the need? The need for speed. Rent online, exchange in-store today!

Meagan

Get noticed.

Facebook Social Ads allow your businesses to become part of people's daily conversations. Ads can be displayed in the left hand Ad Space — visible to users as they browse Facebook to connect with their friends — as well as in the context of News Feed — attached to relevant social stories. The social stories, such as a friend's becoming a fan of your **Facebook Page** or a friend's taking an **action on your website**, make your ad more interesting and more relevant. Social Ads are placed in highly visible parts of the site without interrupting the user experience on Facebook.

Get started right away and learn as you go.

Creating a Social Ad is quick and easy. Simply write a creative, tell us who you want seeing your ad, and decide where you want to drive traffic. You can buy ads by number of clicks (CPC) or by number of impressions (CPM). While the ad is running, you will receive performance metrics from **Facebook Insights** including demographic data of who's engaging with your ad and feedback on how to optimize your ad.

Example Social Ad placements
Facebook Social Ads

« Facebook Polls

Facebook Pages »

The way Facebook works is to have people sign up as friends of other people in the Facebook community. The business angle is similar, except people can sign up as "fans" of a brand or product or company they like.

Social Ads let you put ads in front of the friends of people who sign up as fans of your business page. When they say something nice about your product or page by writing a review, you can pay to have Facebook can notify their friends with a Social Ad. That's like broadcasting social proof that your product is good. It's powerful advertising.

Setting up and ad is simple. Facebook walks you through the process with a four-step wizard:

Notice that last page, the one called **Set Budget**. No, Social Ads aren't free. They're very much like Google's AdWords pay per click program—you pay when somebody clicks on your Social Ad. Here's the wizard page that lets you set that up:

Fortunately, Facebook lets you set your daily budget and the price you're willing to pay for each click. This will take some experimenting to get right. Because of that, I would call this a more advanced ebook marketing technique. But if you set aside a little money to experiment, you could find yourself getting excellent targeted traffic from Facebook.

9.4.6 HubPages

One of the most exciting Web 2.0 sites to come along in recent months is
http://www.HubPages.com :

This site is really taking off in popularity, and search engines absolutely love it.

HubPages lets you create your own web page (they call it a *hub*) at their site, but…and there's a very important point…they don't want you to create what they call an "overly promotional" hub.

So if your hub is just a thinly veiled commercial for your ebook site, you'll get banned pretty quick. You'll need to be a little more creative than that. And here's an excellent hub at HubPages itself which tells you how you can create a safe hub that lets you market your ebook subtly, in a way that won't get you banned:

http://hubpages.com/hub/HubPages-Internet-Marketing

In that hub, she'll point you to an example of a promotional hub that won't get banned. Here's the top of that hub:

Here are a few key points to remember:

- **Make your hub informative.** Focus on providing information about your topic. For example, you don't have to put your entire Diets for Dachshunds ebook on your hub, but you could offer a sample chapter and present it as a hub article.

- **Include pictures.** You can pick some up for cheap at http://www.istockphoto.com . People in the hub community like pictures. If you don't have any, they'll be bored and no read your hub. It's that simple.

- **Don't link to your ebook site too much in your hub.** A link or two is all you should have. Here's one of only two in that example hub I mentioned before:

> **Best GPS Receivers: Where to Buy?**
>
> Once you have narrowed down your options for what you want in a GPS then check them out online and or at your local store. it's helpful to see and touch the units on your short-list but buying the **best GPS receiver** can be cheaper online. Check online so you know if you are getting the current model: last year's model may be just find but make sure you get a discount!

It's near the end of the article, and doesn't scream that it's a promotional link at all. That's the way to do it.

Signing up for a HubPages account is easy. Just click **sign up** on the home page to get to the page where you can create your account. Then it's as simple as creating your first hub.

Don't worry about making your hub perfect. Focus on providing good information. The goal is to get your hub approved, and get it up and running. Once it's there, search engines like Google will pick it up, and you'll start getting free traffic from search engines <u>and</u> from your hub.

9.4.7 Affiliate Programs

One of the easiest ways to market your ebook is to recruit an army of affiliates to promote it for you!

But that might be a challenge for somebody just starting out. The solution is to get your product listed in *affiliate networks* which publicize that your product is available for promotion. One of the most popular is http://www.ClickBank.com , which you've already seen in this book.

Remember, when you sell your ebook through ClickBank, you become what they call a *publisher*. That not only lets ClickBank take credit card payments for you. You get an extra bonus.

As a publisher, you let ClickBank include your ebook in the ClickBank Marketplace, where anybody who wants to can sign up to promote it. You don't even have to do anything special, except to set the commission percentage you'll give affiliates. You can do that by clicking the **My Site** link on the **Account Settings** tab inside your account:

That takes you to the page where you can set the commission percentage for your site, which will apply to all affiliates who promote your ebook for you (you can't set different percentages for each affiliate):

As of right now, tour commission percentage can be up to 75%...and you might want to consider that.

Remember, the goal is to get sales you wouldn't otherwise get on your own. Does it really matter that you only get to keep 25% of an affiliate sale? Not really, because that's money you probably wouldn't have gotten otherwise. Always keep in mind,

A small percentage of an affiliate sale is better

than getting nothing for no sale at all.

Beyond ClickBank, you might also consider entering your site at Allan Gardyne's site, http://www.AssociatePrograms.com . His directory of affiliate programs is legendary, and you can get your site listed there for free. All you have to do is to this page and fill out the form for approval:

http://www.associateprograms.com/directory/suggest-link0.html

9.4.8   Joint Ventures

You have heard the term *joint venture* (or *JV*) before. Let me define it for you so we're sure to have the same understanding:

> **A *joint venture* (or *JV*) is an agreement between two or more individuals or businesses to partner and create mutual benefit.**

Most often, the mutual benefit is profit.

There are lots of different types of JVs, but in your case, what you'll be looking for is a partner who will promote your ebook in exchange for a cut of the profits.

Actually, that's only part of the story. Most sought after potential JV partners get literally hundreds of requests like this every single week of the year. Every day their email inboxes are full of people asking, "Will you promote my ebook?"

So you'll need to go a little beyond that in order to have a potential JV partner sit up and take notice when your proposal comes through. The easiest way to do it is to make a real proposal. Don't just drop somebody an email and ask him to promote your ebook. Be more subtle.

The process goes like this…

First, you have to track down an email address for potential partners you might want contact. As you're doing your market research at ClickBank, check each site's pitch page (remember, that's ClickBank's name for the sales page) to see if there's a way to contact the website owner. If there's a contact form or an email address, you're set.

Second, send that person an initial email something like this:

```
Subject: [potential partner name], may I send
you a proposal?

Hi [potential partner name],

I came across your website at [his URL] while I
was doing research the other day, and I was
impressed.

It's a great site. I love the way you [include
something you liked about the site]. Well done.

I'm always looking for people who like to do
things right online, because I see them as
potential partners.

After seeing your site, I wanted to introduce
myself, and tell you I have something to
propose that I think you're going to love.

I'm sure you're busy, and that you get loads of
proposals all the time, so I'd like to get your
permission before I send you one.

May I email you what I have in mind?

Thanks very much for your time.

Sincerely,

[your name]
```

That's a great way to get the ball rolling. You're sort of buttering up the prospect at the beginning by complimenting him and his website. People love that, as long as you don't lay it on too thick.

If you get a positive response to that email, it's time to send another email with your actual proposal. As I said before, you want to propose something more than just having this person promote your ebook for some commission percentage. I suggest you include the following elements in your proposal:

- **The name of your ebook and what it's about.** This gives your potential partner some context for your proposal.

- **A link to download a free review copy.** This is an absolute must. If you're not willing to let a potential partner read your ebook, he probably won't promote.

- **What you'll offer your partner.** Definitely include your commission percentage, but also include anything else you'll give your partner to reciprocate his promotion for you.

So your proposal email might say something like this:

```
Subject: [potential partner name], the proposal
I promised

Hi [potential partner name],

Thanks for your interest in my idea. I don't
want to waste your valuable time, so I'll get
right to it...

I've just finished an ebook called [your ebook
title]. It's all about [your topic]. I'm pretty
proud of it, I must say. You can download a
free review copy here (please keep this URL
private):

[your direct download link]

What I propose is simple:

1) You promote my ebook to your list for a 75%
commission (I'm selling through ClickBank, so
you'll get paid by them every two weeks)

2) I'll add a promotion for a related product
of yours to my Thank You page, so every single
customer will see it

3) I'll promote another one of your products at
a later date to the buyer list I'm building
with the ebook

Let me know what you think of that arrangement.
I think it's a win-win for both of us.
```

```
Thanks again for your time, and I look forward
to hearing from you.

Sincerely,

[your name]
```

You'll probably get a JV partner or two to bite on that. Remember, JV partnerships are partnerships, so spend some time coming up with what good stuff you can offer a partner. They'll love it.

9.4.9 Combining Marketing Strategies

Now that you know several different marketing strategies to get your ebook in front of lots of people, it's time to take it to the next level by combining the strategies.

There are probably as many different combinations as you can imagine, but here's one scenario that illustrates how you might combine strategies…

First, write a few short 300-word articles to distribute with http://www.Featuring.com/articletraffic .

Then take one of those articles and rework it into a nice meaty forum post to start a thread on one of your forums.

While you're at it, go ahead and add a similar article (reworked again) as a hub page for your ebook at http://www.HubPages.com .

From your hub page, point to your viral video at http://www.YouTube.com to get some cross-traffic going.

When you start getting some buzz about your ebook, create a press release for http://www.PRWeb.com to talk about the attention it's getting.

See how that works?

There's almost never a time when combining strategies will hurt you. Most of the time it will help. All of these marketing strategies help you create content at various sites with your keywords somewhere in that content, and many of them help you get high-quality links back to your site. Search engines will love that, which is yet another benefit of using the strategies in combination.

9.5   Do It All Again!

Once you've created and started selling your first ebook, you can use the Ebook Money Machine system to do it again…and again…as many times as you want.

Many Internet entrepreneurs got their start this way, and they've built huge ebook publishing empires.

If you're looking for **the "secret formula" for guaranteeing profits on any ebook you create** (or any product, for that matter), this is it.

But as you're expanding your ebook empire, don't forget to…

9.6   Expand Your Income

Having multiple streams of income is the best way to win financial independence for yourself and your family. Think about this scenario…

Say you've worked in the same job for 25 years. You have seniority. You're in management. You get a good salary and good benefits. And then one day they give you a pink slip and let you go.

There goes your income! Right down the drain.

Well, if you put all of your eggs in one basket with a single ebook, you're making the same mistake. It's much smarter to have multiple streams of income so the others can keep spitting out money if one goes away.

There are a few ways to build these multiple income streams. Let me cover those quickly.

9.6.1   Reuse What You've Already Got

Don't think you can use the material you've created only once and then you're done with it. Recycle! It's good for the environment, and it's good for your ebook profits.

I already mentioned recycling your articles into blog posts, but you can do other things with them too:

- **Recycle articles into other ebooks.** You can rearrange the articles, use parts of them in different ways, or write additional bridge material of your own and assemble articles differently.

- **Recycle articles into reports.** There's no rule that an ebook has to be long. You can use articles to assemble shorter reports on various topics and sell those. Interestingly enough, reports sometimes can sell for as much as ebooks do.

- **Recycle articles into forum posts.** Forums are always looking for people to post great content. You can take a portion of a custom article and post it on any forum you want (don't do this with articles from EzineArticles.com, though). That's a great way to use the content more than once, and probably get yourself some additional website traffic if you link to your site in your forum signature.

Those recycling activities are all easy to do. Let me give you one bit of advice about it:

<u>Always</u> change content when you reuse it.

This keeps search engines from potentially penalizing you or others for duplicate content, and the people reading your content will like it better. If you include exactly the same stuff in your ebook, a report and on your blog, people will think you're not offering anything new. That will hurt your profits in the long run.

Beyond that, you can recycle your ebook as well to create a membership site that will pay you cash every single month. Here's how you might do it:

- **Set up a simple membership site.** This is as easy has having an attractive website with a sales page, and using PayPal to take payments. You can set up a subscription payment in PayPal that will automatically bill a customer every month. Their help system shows you how.

- **Extract parts of your ebook into reports.** You can make each chapter a report, if that makes sense. You probably should write some additional material to introduce and end the report so it doesn't seem like a simple extract from an ebook.

- **Offer one report per month to your members.** If your ebook has 10 chapters, write another couple reports (or assemble them from articles) and give yourself an entire year of material.

- **Charge $7 per month for memberships.** That low price almost guarantees people will sign up. It's cheap! Lots of people spend more than that for gourmet coffee every single day.

That's a simple way to recycle the ebook you just wrote and make money from it again month after month.

10.0 <u>Wrapping It All Up</u>

Well, this has been quite a journey! You started out being a little afraid of writing…c'mon you can admit it now that we're friends. You started out wanting a product of your own, but only had (maybe) an idea without a plan to make it real.

You learned some great ways to get your ideas down on paper as well as get ideas out of your sub-conscious. That Kumar Method will serve you well in many areas, not just writing ebooks. Use it and you'll be amazed at what your brain can come up with.

You learned how to research a niche quickly and efficiently.

You learned to sell what people are already buying.

And you learned how to merge your ideas with your niche research to come up with an idea for your first ebook.

I showed you how to outline your ebook, and how to put meat on the skeleton of that outline.

And then I showed you how to market your ebook.

That's a lot to cover…and you did it in a week! That's quite an accomplishment.

I hope the main things you take away from this book are

- That you <u>can</u> write anything you want

- That you <u>can</u> learn how to write in a way that gets your ideas across to others…and in a way that makes them want to buy your book

If you've learned that, you've taken a huge leap towards being a successful ebook writer.

Keep using the Kumar Method…keep writing exactly as you think…keep writing like you're talking to a good friend…just keep writing!

Your next book will be a lot easier than this one was. And the next one will be even easier.

Thank you for taking this journey with me. It's been a pleasure to write it for you. It was sort of like a brain dump for myself…a chance to look at how I work and analyze how well my process works for me.

I'd love to hear about your first ebook and how the process worked for <u>you</u>. Tell me about your successes, big or small.

The main thing is, DO SOMETHING! Take action. Make a goal and achieve it. I'm confident you can do it.

Barry Richardson

Bonus Section

Even as easy as this book made it for you to actually create your own ebook, there may be some of you who really don't want to write anything at all.

Okay, then I have some great news…you don't have to, and actually, you might make more money if you do something other than writing your ebook.

I've actually hinted at a couple of these bonus strategies throughout the book, but now I'm going to make them even clearer.

I'm going to tell you how to create audio and video products that are likely to sell like crazy these days when everybody seems to be hot for audio and video.

B1.0 Audio Information Products

If the written, or at least digitally written word doesn't appeal to you, consider delivering your product as an audio product.

Many people would rather listen to a book than read it. Just go to your local bookstore or Wal-Mart and check out how many audio books they offer…and by the way, look at the prices.

The process is simple, and you've already see bits and pieces in *Ebook Money Machine*.

B1.1 Sell Your Expert Interview Recording

When you record an interview with an expert…you have your product! You don't need to proceed to the step of getting it transcribed if you don't want to. You can simply sell the recording.

Or if you've purchase a PLR ebook, you can use http://audacity.sourceforge.net to record yourself reading it.

You probably won't like your voice the first time you hear it. That's normal. But it's usually a good idea for you to do the recording yourself. It gives your product more credibility, because you're the one selling it—customers will naturally expert

to hear you on the recording. Granted, they might not know you or what you sound like, so they wouldn't necessarily be able to tell, but it's a good idea to personalize the product with your own voice.

B1.2   Record Your Ebook

Another recording option is to record your actual ebook instead of writing it all.

If you have that outline we discussed in depth in the book, you should be able to do a recording without a lot of stumbling or fumbling. At the worst, you can write out parts of what you want to say and just read it.

Remember, audacity is also a sound editor, so you can always go back and delete the stumbles and "UHHs" and make your recording sound very professional.

Once you've got your recording done, save it as an MP3 file, zip it up and digitally deliver it. Or you can put it up on a server and sign up for a free account at http://www.cd-fulfillment.com.

This service is amazing. Tell them the URL where you uploaded your recording, and they'll burn the CD for you, burn a laser label on it, put it in a case and ship it anywhere in the US for just $4.26!

That way, you're selling a physical product, which always has a higher perceived value in the customer's mind. Plus, you're getting a physical mailing address, which can be very valuable to you in the long run.

B1.3   Why Audio?

Always consider doing an audio product when there's an easy way to get it done. Audio generally sells very well, because customers get additional value out of it:

- **It's convenient.** They can listen anytime, anywhere.

- **It facilitates learning.** Hearing something is often a better way to learn it than simply reading it.

If you've done all the work to figure out what your product should be, why not make as much profit from it as you can?

B2.0 Video Information Products

An entire generation has been brought up watching television. It only makes sense that they would feel very comfortable with a video product.

The one big roadblock for most online marketers, at least until the last year or two, has been the technology needed to make viewing videos fast and easy for the consumer. That's no longer a problem.

With the advent of Flash and other formats, you can deliver your information product to your customers as easily as an ebook. And it's not rocket science to create a video anymore. In fact, there are several ways to do it for free.

If you're using Windows XP on your computer, you probably already have a great program to create video right there in your computer. It's called *Windows Movie Maker*. If you don't have it in there anywhere, you can get it here:

http://www.microsoft.com/windowsxp/downloads/updates/moviemaker2.mspx

The main screen looks something like this:
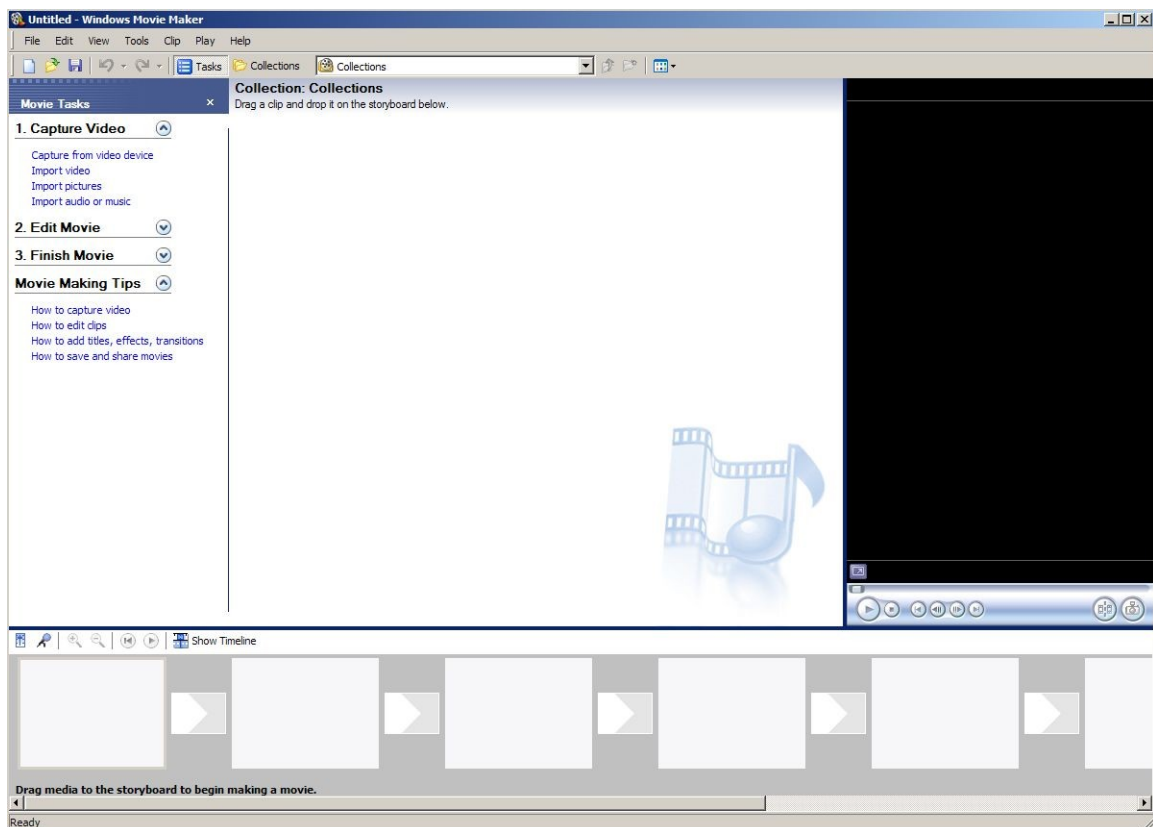
It's <u>extremely</u> easy to use. All you need to do is decide what type of movie you want to create:

- A "slide show" movie with narration,

- A movie made of separate AVI clips, or

- A movie you can make right through the program from your digital recorder or web-cam

The program generates a video file in WMV format which is all ready to zip up and send to your customers or embed in a webpage that you've set up password protection for. If you want to submit your movie to YouTube for free viewing, it's all ready to do that as well.

You can even choose to save the file to your computer and use http://www.cd-fulfillment.com like I described before to create a physical video product (they make DVDs on demand as well).

So imagine you've have a niche that looks promising, maybe landscaping.

Just go out to the backyard with your camcorder and record yourself showing me the best and easiest way to make my backyard pond look great.

Start up *Windows Movie Maker*, record a few frames of introduction, plug in the movie you just recorded, add a few frames of credits at the end and you've got a video product.

You can sell that to me as a digital product where I can view it online or download it and watch it at my leisure or you can get it burnt to CD or DVD and mail it to me.

With *Windows Movie Maker* you can add narration, background music, transitions and other things to make your video product look really professional.

A very nice way to use *Windows Movie Maker* is to combine the written word, images, video and narration to create a multi-dimensional product that appeals to everyone.

B2.1   Screen Capture Videos

Screen capture videos are videos that show you interacting with your computer… moving the mouse, selecting things, clicking, typing and so on. These are great

for tutorials on almost any topic. So this is another option for creating a video product.

A great free tool called CamStudio that lets you record screen capture videos. You'll find it at http://www.CamStudio.org :

So…if you want to show me how to format an ebook in Microsoft Word, you simply record yourself doing that, add some narration (or narrate to me as you go) and you have a video product!

CamStudio lets you save video as Flash as well, which can open up even more fantastic opportunities for using your video on your website…but that's beyond what I can teach you in this book.

CamStudio is easy to learn to use and it has a ton of free online tutorials available if you get stuck.

B2.2   Why Video?

I told you before that audio often sells better than the written word. Well, video is like audio on steroids.

Hearing something is better than reading it, for most people. But <u>seeing</u> it is the best experience of all. And a video lets you tap into that.

It's not uncommon to see people sell their ebook for something like $27, and then offer videos on the same topic as a one-time offer for as much as $97. That's how valuable video is generally perceived to be.

If you can figure out a way to include video with your product, you'll probably increase your income with very little extra effort. And as I've shown you, it certainly can be cheap.

B3.0   Combining Your Products

The absolute best way to use audio and video products is to make your ebook multi-dimensional.

Go ahead and write (yes, write) your ebook. Then, make an audio version of it <u>and</u> a video version of it. Once you have all three versions, you have some options for what you do with them:

- **Use them to justify a higher initial price for your ebook.** Throw in the audio or video version (or both) for free.

- **Offer your customers as a one-time offer.** It's almost like an upgrade to your ebook. You could charge $17 for your ebook, and offer the audio and/or video for an additional cost. Your customer will truly appreciate the many ways they can have to get your information…and will pay more for it.

- **Offer your customers later, after they've already bought your ebook.** You could send an email offering the audio and/or video as an exclusive to ebook buyers.

But always consider that first option. Remember, your goal is to sell your ebook, and audio and video can help you do that.

Your idea for a product may be right on the mark, meaning the information is <u>exactly</u> what your visitor is looking for. But if the visitor isn't wild about reading an

ebook, and certainly not wild about reading something on his computer screen, you'll lose sales.

So you can offer people a choice of formats. Here's how the message should come across, although you might present it differently in your sales copy:

> *Are you a reader? Then I have a digital book for you that you can read right on your computer screen or print out on your printer and read with your feet propped up on the couch.*
>
> *Are you a listener? Then I have an audio version of the information that you can easily load into your iPod and listen to wherever and whenever you want.*
>
> *Are you a watcher? Then I can offer you a video version of the information that you can watch on your iPod or a version you can watch on your DVD player or a version you can watch online.*

See what I mean? Don't let a visitor's preferences get in the way of your sale. Sell them your information in the format <u>they</u> are most comfortable with…or sell them all of the formats in one super package and let them choose after they've purchased.

There are absolutely no excuses left to be limiting yourself and your business by sticking to just one single way of delivering your information product to your customers.

As you can now see, the more "comfort zones" you reach, the more sales you make.

The techniques we used in the book to come up with great ideas and great niches still apply. That will never change. But how you turn your visitors into customers is highly dependent upon how many ways you are able to provide your product to them.

So get out there and start making some audios and videos and watch your sales go up!

Finally, I invite you to check out my all-in-one business automation service, TotalMarketer.com, which provides unlimited autoresponders, product and affiliate management, unlimited memberships, your own customer support desk, ad trackers, and more. Click the banner below to find out more...