

JESSIE McCLOUD

**EASY EBOOK
MONEY**



**THE EASY WAY
TO MAKE MONEY
WITH YOUR OWN
EBOOKS!**

WWW.JESSIEMcCLOUDMARKETING.COM

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Why ebooks & information products?

The ability to create ebooks places you in an incredibly powerful position. Ebook selling will allow you to make your own unique product; it will make your business different from any of the thousands of sites on the Internet competing for the same customers and selling the same products at the same prices.

Your information products will only be available from you and because of this they are easier to market. It will also be much easier to gain media attention or press coverage if or when you choose to promote your product offline.

Uniqueness aside, ebooks are also the easiest products to deliver to your customer, there are no shipping costs or returns due to damaged or lost deliveries. If, for example, you decided to sell traditional products such as books or cd's every order would incur packaging and handling costs that could eat into your profit margins. It's also likely that you would need to hold stock of these items thus incurring more costs for storage and maintenance. Ebooks are made of electronic data, simply upload your ebook to your web space and allow customers to download it – your delivery costs are virtually zero.

Even better, apart from a couple of minor costs at the outset, your business can be run without cost on a shoestring budget.

The beauty of ebooks is that they can also generate masses of visitors for your web site and create thousands of leads. If you need to find prospective customers a free ebook can be the perfect solution. Simply ask your web site visitors for their contact details in exchange for a free information product (ebook) – use this free ebook to give them a taster version or sample of your related product/s. Include details of where they can find you main products and use simple follow up tools like auto responders to turn these leads into sales. (More on the methods later) If you ensure your free ebook contains enough quality information and it offers plenty of encouragement for the reader to follow the links back to your site for more information they will come.

Allow your free ebooks to be copied and redistributed freely and they will spread like a virus across the Internet, each one of them a homing beacon leading the way back to your web site. This type of traffic generation is called viral marketing and it is one of the most cost effective ways of doing business on the Internet.

Give something away for free and watch the money follow straight in behind it – it may seem strange but it works, every time.

I hope I have wet your appetite about the benefits of selling ebooks and how with a little effort they can make you a lot of money. Read on and find out the easy way that you can develop your new products and create the perfect Risk Free Internet Business.

"As a rule...he (or she) who has the most information will have the greatest success in life."

Benjamin Disraeli (1804-81)

England's Prime Minister in 1874-80.

eBook is short for Electronic Book - (a book delivered in electronic format.) When I talk about ebooks in this guide, I am referring to a software program created to run on a PC that uses the Microsoft Windows operating system. In some instances ebooks can also be made to run on other platforms such as the Apple Macintosh or on hand held devices and while the principle of selling these other types of ebook will remain the same, we will not cover the creation of other ebook formats in Ebook Explosion.

By following the methods outlined in this ebook what you will create is a series of .html documents which will then be compiled into an .exe program ready to be sold online.

This '.exe' file will be created automatically using an ebook compiler.

Recommendation #1 -Get a copy of Activ e-Book Compiler.

Activ E-Book Compiler you can download a fully working, trial version (the only limitations of the free trial is that you are unable to sell the ebooks). It's very easy to use, has lots of great features and if you decide to upgrade to the full version it is probably one of the lowest priced, best value compilers in the market.

Importantly the program's author, Sunil Tanna, is a genuinely nice guy who is incredibly helpful if you experience any problems or have any questions along the way -<http://www.ebook-business.com/compiler.php>

"Why use ebook compiling software?"

I'm often asked this and it's for two simple reasons:

1. To present your work in a convenient and visually appealing way
2. To protect your work from those who might seek to copy it and possibly pass it off as their own.

Now did someone say .html?

That's right but don't worry if you've never created an .html document before because I'm going to show you how to do it the easy way and if you've previously created a web page or if you already operate a web site then this section is going to be a breeze.

Remember This - in reality what you will be selling, no matter how it is presented or packaged is information. The ebook format we have mentioned is nothing more than a good form of product security and packaging.

As you can appreciate "information selling" isn't a new concept, in fact billions are made everyday by organisations and individuals that sell information directly, or who provide the means and access to it.

What has changed is the phenomenal growth of the Internet which has created an arena for anyone to sell information products on a level playing field. It is the internet that holds the key to your success because of these four key factors:

1. It allows you to research your work quickly and without cost.
2. It allows you to identify potential customers and market sectors.
3. It offers a practically free marketing channel to promote your products.
4. It provides a ultra low cost method of product distribution.

The Real Truth About Selling Ebooks

Despite what you may be told the answer is and always will be yes.

People have and always will be prepared to pay for information.

One of the strongest human desires is to learn, to be educated and to better ourselves, no matter what the subject is:

To live longer and healthier, to be a better parent, partner or lover, to raise children well, to earn more money, to work fewer hours or to own a nicer home or faster car, maybe play a sport better or even just bake tastier cakes, everyone wants information and nearly all would be prepared to pay for it.

Ebooks have become desirable because of their instant nature, I pay my money and boom, three minutes later all the info I need is downloaded onto my PC. No hassle, no waiting, no fuss.

What you are now reading is the quickest proof I can give you that people will pay for information. (you bought this ebook - you paid for the information it contains)

You made a good decision! (although I'm obviously a little biased about this)

Ebook Explosion contains all the detail and information you will need, it will show you how to create ebooks, how to package your information products and how to then promote and sell them without any big financial risks.

Follow the advice I give you and you can change your life.

As an "InfoPublisher" you can earn a substantial income and put in far less hours than the average person working the 9 to 5 treadmill. You can fit in work time when it is convenient and from the comfort of your own home.

Alternatively you can put the knowledge here to work for only a couple of hours each week and you can still make a healthy second income. How hard you work and how much you make is up to you. But nothing comes for free. . .

YOU MUST BE PREPARED TO LEARN AND THEN TO PUT INTO PRACTICE WHAT I'M TELLING YOU - IF YOU DO YOU WILL BE SUCCESSFUL - IF YOU DON'T YOU WILL FAIL.

I cannot express this strongly enough, you would be amazed at just how many people FAIL simply because they do not take action -

Publish Without Writing A Word Yourself:

If your thinking that you'd love to get into this business but are daunted by the prospect of writing a book -Don't be.

Your ebook doesn't have to be of epic proportions, volume does not always equate to value. Give your readers the facts, present them well, educate your readers and enrich their lives. If you can do this in two or three pages you will achieve the same result as if you did it in two or three hundred pages - your customers will still be happy and they will buy from you again.

Your ebook(s) do not have to be original or groundbreaking either, a colleague of mine has over the last few years made hundreds of thousands of dollars by simply compiling and selling collections of other peoples essays, interviews and articles. Apart from introductions, summaries and conclusions he writes nothing and has massive success.

If you don't like to write it needn't be a problem.

A fantastic resource can be found at Bryan Winters 'PushButton Publishing" - For the "non writing" ebook publishers it offers thousand of copyright free articles from some of the biggest names in Internet Marketing - Simply pick a theme, edit the articles, compile and publish.

Bryan's Internet Marketing Database™ offers digital information marketers a practical way to create exclusive products (i.e., products that only YOU can offer) in as little as 60 minutes each.

...Products that you can sell for whatever price you like, pack with your affiliate links and give away...the possibilities are limitless!

Recommendation #2:

<http://www.ebook-business.com/pushbutton.php>

Know Exactly What Ebooks People Will Buy

The answer is simple -almost any type.

With over 300,000,000 people online there's a massive potential market for all but the most specialised type of E-Books. The best advice I can give you about the subject of your ebook is to write about what you know or about what interests you, something that you would like to discover more about yourself. Personal passion about a subject shines through in your writing and makes for a more enjoyable read, entertain and educate your reader, deliver what they want and you will have made a customer for life.

Handy Hint: Do not make the common mistake of believing that your ebook should be about making money or internet marketing – In fact, it's much easier to generate a higher income by targeting your ebook at a more generalised audience or a non marketing niche, as opposed to the small proportion who are Internet entrepreneurs.

There are thousands of people interested in thousands of topics the secret is: Discover a need, target the market and feed it.

A word of warning: Try to avoid fashionable subjects or subjects related to current news stories. You may find that what was searched for 10,000 times last month only manages a couple of hundred a month later and by the time your ebook and sales site are ready to go live you may find you have few or no customers.

Here are some excellent resources to enable you to find out what topics are hot now:

<http://www.google.com/press/zeitgeist.html>

<http://50.lycos.com/>

<http://buzz.yahoo.com/>

<http://ecommerce.internet.com/research>

Another method of establishing 'What Sells' is to visit the big guys and find out what they're selling. Check out the bestseller charts at

Amazon.co.uk

Amazon.com

Bol.com

Barnes and Noble

Once you have chosen a subject(s) you can proceed to the next stage of your research. To do this you will need to check out the overall levels of interest in your selected subject.

A great resource to discover how popular a subject is, is the search term suggestion tool available at Overture (formerly GOTO.)

<http://inventory.overture.com/d/searchinventory/suggestion/>

Simply enter some keywords relating to your chosen ebook subject and it will show you how many times in the previous month those terms have been searched for.

Remember to try various search terms and alternate wording.

If your chosen subject hasn't generated many searches you may not be able to sell many copies of your ebooks. In my experience sticking with subjects that have generated at least a five to ten thousand searches is a safer bet, this way if you work on a small percentage of the total searches it will give you an idea of how many books you could potentially sell.

You should also at this stage search for other web sites that relate to your chosen subject. I personally find that the easiest search engine to use is Google.com

It's really important to find out before you start creating your book that the information you plan to sell isn't available for free somewhere else and this is also a good time to check for potential competitors, reciprocal link sites or possible affiliates programs you can join.

Make life easier by creating a spreadsheet and note the URLs of the sites and forums you visit, add helpful notes and comments about any interesting stuff you pick up along the way - This part of your research can be a little time consuming but it will be helpful as your business develops so take some time and immerse yourself in your chosen subject, believe me it will pay dividends later.

Every author when writing a book needs to conduct research and it's no different when you're writing an ebook. You have in front of you the best tool available to carry out your research - it's called the Internet and the best thing about it is that it's absolutely free.

Here are just a few of the thousands of research resources you can find on the web:

<http://www.bartleby.com>

<http://www.brint.com>

<http://www.encyclopedia.com>

<http://www.forrester.com>

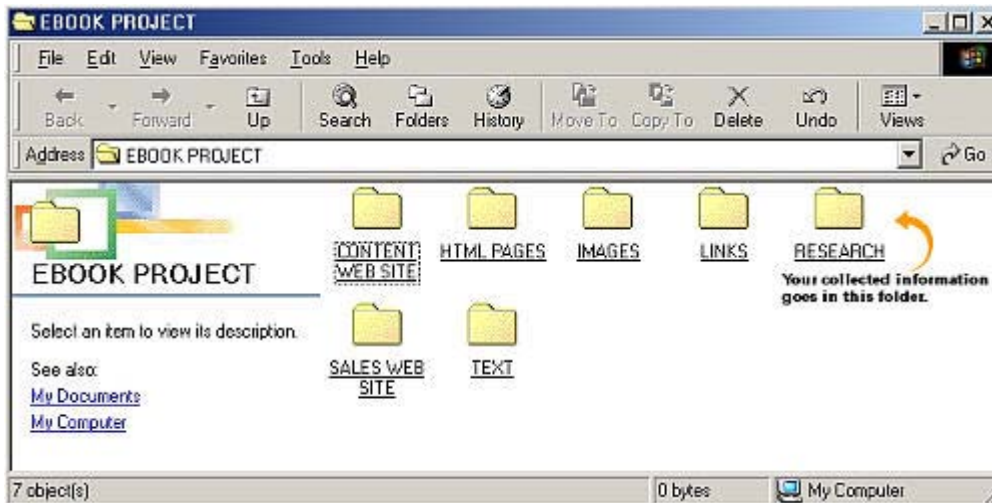
<http://www.infoplease.com>

<http://lil.org>

<http://www.refdesk.com>

GET ORGANISED: Here's my own easy ebook writing and web site management plan that will ensure you stay organised and will ultimately reduce the amount of time it takes to compile your ebooks.

Set up is based on my own tried and tested strategy of actually creating two separate web sites: A content web site, designed to generate traffic and attract potential customers and a sales web site that focuses purely on selling your ebook.



Create a new folder on your desktop (right mouse click - new - folder) and call it 'EBOOK PROJECT'.

Next create in this folder a series of sub folders and call them 'CONTENT WEB SITE' and 'SALES WEB SITE' - this is for all the information to be added to your content web site and your ebook sales web site, (read about these and why I prefer to use two sites instead of one later in this ebook).

Still within you 'EBOOK PROJECT' folder, create another called 'HTML PAGES' - this is for your finished ebook html pages before you compile them and make your book.

The next folder you need to create should be called 'IMAGES' - this is where you should keep all your cropped and ready for publishing images for both your ebook and your web sites.

Now create another folder and call it 'LINKS' - in this folder create a text file using Notepad, or a suitable alternative, and compile a list all your important reference

links in it.

Your next folder should be called 'RESEARCH' this folder will hold all the information, essays and articles you find on your chosen subject that you will include in your ebook. If you're using the web for research, copy and paste the articles you find on the net into Microsoft Word documents or again into a text editor such as notepad.

Finally create another folder and call it 'TEXT', this is where you will store your finished 'ebook ready' information to add to your html templates before you compile them.

TIP: Create a new document for each chapter of your ebook. Setting up such folders will help keep you organised and will ultimately make life easier and save you time as the project develops.

Now that you have selected a subject for your ebook, checked out the competition, found related sites to ask for reciprocal links, started to compile your raw data into an organised format and downloaded the ebook compiling software it's time to consider stage two:

Establishing your own Internet based business in which to sell your work.

Handy Hint: By considering your Internet business and your ebook as separate entities but working on both simultaneously will prevent any feelings of boredom setting in.

I've been writing long enough to appreciate just how difficult it can be to stay focussed in one particular area and to keep working on it everyday.

By combining the business set up and the ebook project together varies your workload and will make things much more interesting.

Don't panic: There's nothing here that is too difficult to master, however there's some considerable set up and sort out to do so in the table below I have listed in an approximate order of preference the individual components you will need to get your business started.

Additional information on each area follows in the coming pages.

A suitable domain name & Web hosting account
Ability to accept credit cards
online Web site design software
Graphics & image manipulation software
Scripts and code and tools

As with any business there is an easy way and a hard way and at each step

along the way I will share with you the knowledge I have gained over the years to help you avoid the pitfalls and the setbacks and to make setting up your business as simple, as low cost and as problem free as possible.

Getting Your Domain Name

One of the key routes potential customers can take to find your business web site and ultimately your ebook(s) is via the search engines and an effective domain name can play a large part in convincing them to click on the search results that lead to your site.

A domain is your web site's address on the Internet. Imagine the confusion if all the major high street stores didn't have names or addresses, how would you find them or know what they sold for that matter. Just like a bricks and mortar store, your web site needs a name or a brand, a domain name that allows people to identify what you do and makes it easy for them to remember where to go next time they want to visit.

In addition to these important factors a relevant domain name can also lend credibility to your business and this in turn may eventually be enough to convince a customer to buy from you.

A good domain name is important, if not essential, take business.com or sex.com, these domain names have changed hands for millions of dollars over the years because they clearly identify the subject of the web site to potential visitors and they are easy to remember. You must try to achieve the same effect but there is a potential problem that stands in your way.

Availability. It's a difficulty that confronts all Internet start ups these days because the majority of relevant, short and memorable domain names have already been snapped up. To overcome this you'll need to get creative.

To help, here are the four key factors to consider when choosing your domain name:

- 1. Shorter the better:** Try to keep your domain name short as possible. People hate typing long domain names and are more likely to make mistakes when they do.
- 2. Make it easy to remember:** If you want people to visit again try and make your domain name easy for them to remember. If possible avoid hyphenated words or underscores(_), and steer clear of words that are commonly misspelled.
- 3. Make it professional:** If you can use .COM, .NET, or (in the UK) .CO.UK domain names. Remember unless it's a comedy or adults only site related web site to avoid humour, slang or profanity as this may deter some potential customers.
- 4. Include your keywords:** To possibly improve your search engine rankings try

to include your best keyword(s) somewhere in your domain name. I.E. improved-fishing.com. (There's more about the importance of key word placement in later chapters.)

MORE KEY FACTORS BEFORE YOU DECIDE:

- 1. Know the domain name format:** Domains can be between 2 and 67 characters long (including the extension), and contain the characters a-z, 0-9 and '-' (hyphen). Domain names cannot start or end with '-' (hyphen).
- 2. Know your target audience:** Select domain names appropriate for them. Who will you target your products at? Choose names that sound sincere, current, active, and professional to best suit your audience.
- 3. Keep domain names short and simple:** Generally, the shorter the domain name the easier it is to remember or write down, and the less chance of users noting or remembering it incorrectly.
- 4. Use words that can be visualized:** Use words that involve several of the 5 senses. This usually involves choosing more common nouns (names or objects), verbs (actions), and adjectives (descriptions).
- 5. Plan ahead:** If you are planning on releasing other information products from this domain name in the future then don't limit the relevance to your initial product or service.

The Rules To Web Site Hosting:

DON'T USE FREE HOSTING!

For any new business the cheaper options can seem like a good idea. If you're tempted to use a free host as a home for your web site or if you perhaps thought that the free web space provided by your ISP may be a good idea think again. Remember nothing rarely comes "free", here's why:

Situation #1

A potential customer enters your sales web site and notices a really eye catching banner carefully placed by your "free host" at the top or bottom of your web page, - 'Wow', they think 'I wonder what that's all about' CLICK - and as if by magic that potential customer has gone, off to spend their money somewhere else.

Situation #2

A visitor enters your web site and is then instantly subjected to a series of incredibly appealing pop up windows telling them about someone else's fantastic offer, 'Wow' they think 'I wonder what that's all about' - CLICK -you've guessed it, another potential customer gone.

There is an alternative to situation #2. The visitor may not leave your site. They may just close those pop up windows and stay on your page but now they're annoyed because they've had to shut down pop up windows, (lets face it pop ups are tiresome most of the time to say the least), so within seconds of a potential customer entering your web site you've managed to upset them - not good.

Situation #3

A visitor enters your web site, they see the banners or the pop ups, then they see your URL, which will be something along the lines of `http://www.cheapskatehosting/yourname/yoursite.htm`. It immediately smacks of amateur, I for one wouldn't put much trust in someone who was too cheap to pay a few pounds or dollars a month to have professional hosting, more importantly, neither will the majority of your potential customers.

These are just three of the reasons why you should avoid free hosting, there are more, including the fact that some free hosts will not allow you to post .exe files (your ebooks), they may limit your bandwidth usage, search engines may not list your pages or rank them poorly which means you'll lose potential customers and finally you'll have no guarantees as to whether the "free host's" server will be up or down.

I could go on but I hope you're now convinced, so lets move on to how to select a good, low cost host:

Reliability:

Your web host should offer fast and reliable hosting, they should be able to offer guarantees of server up time (when the server is working properly and delivering web pages). You should be looking for at least 99% and preferably 99.5%. This ensures that people will actually be able to find your web site. Check out their guarantees, do they offer compensation if up time falls below a certain percentage? Even though a claim may be hard to establish at least it creates an incentive for them to rectify any problems quickly.

How To Accept Credit Cards

There are many different ways to accept credit cards on your web site and it is essential that you do. (Research figures suggest that you could lose up to 90% of your sales if you are unable to accept credit cards)

Option 1 is to apply for Internet merchant account with your bank but this can be costly and many applications are refused for first time businesses. You will more than likely be asked to provide trading histories etc. and if this is your first adventure in business you will not have these. More importantly because your main product is non-tangible, (you'll be selling electronic data and not shippable goods), you may find that many banks will be reluctant to deal with you.

If they do it's likely that they will enforce high set up charges and worse, excessively high commission charges on each order.

Option 2 the easy, low cost alternative, and the route I suggest is a virtual merchant account.

There are now many companies that will act on your behalf and collect and process payments for you. You sign up with them and they mail you checks weekly, fortnightly, monthly or when your sales reach a certain value.

These companies provide what is often referred to as a virtual merchant service. I'm sure there are many excellent virtual merchant service providers around but I have been unable to find a better or more reliable service than that offered by ClickBank.

ClickBank works as an online billing solution, it's used by thousands of web businesses that deliver unique products or services over the Internet itself (via web pages, files, or email). You will be doing this yourself when you sell e-books. Here's how it works:

ClickBank enables the real-time sales of your digital goods or services and provides international fraud screening by ccScan®. To save you time and trouble they also handle all customer billing, billing inquiries, bank inquiries and process all of your sales volume. This makes it easy for people to buy your e-books and allows you to concentrate on your web site and your ebooks. I've used this service a long time and never had any problems even better set up is quick and easy.

Handy Hint: To reduce potential problems make sure you test, and test again, check all your credit card payment links before you go live on your web site. Do all the links work, is the pricing correct and does your customer get to the ebook download page when they've paid their money?

Testing everything first is vitally important so make sure everything is in full working order.

Recommendation #5

<http://www.TomeyMarketing.com/clickbank.htm>

But before you set up an account there's more you need to know about ClickBank:

One of the most impressive features of this service is the easy way you can set up your own affiliate scheme and at no additional cost.

Affiliate Sign Ups:

I'm sure many of you have already joined other web merchant's affiliate schemes and advertised their products or services using text or banners links on your own site.

Each time a visitor on your site clicks on a banner and leaves your site you receive payment, either just for the click through or from a resulting sale. You in this example are the affiliate of the merchant supplying the goods or services. With ClickBank you can set up your own affiliate scheme and allow others to place links on their web sites to your products.

You set a commission level that your affiliates will receive when a click through results in a sale on your site.

(For ebooks sales I recommend you offer your affiliates a minimum of 50% and in my experience you should really consider offering between 50% to 75% as a good way of attracting more people to join your program - after all they will be doing all the hard work!)

ClickBank then track all the click troughs that result in sales to your site and organize payment to your affiliates directly, the balance (less ClickBank's charges) is paid into your account.

Affiliate selling is vitally important to your business and you will dramatically increase the sales of your products by utilizing good affiliates, there's no risk for you and everyone wins so it's a highly recommended strategy.

The key to running a successful affiliate scheme is to give your affiliates plenty of encouragement and the best tools to do the job. Creating banners and buttons is okay but what generates the most productive leads are personal recommendations and product reviews so encourage your affiliates to either favorably review your products on their site or offer them pre made sales copy that they can cut and past into their site or newsletters. If their visitors are pre

sold on your products before they arrive on your web site getting them to buy when they get there becomes far easier.

Creating A Website That Sells Your Products, And The Techniques To Driving Traffic To Your Site!

If you're not familiar with web page design or HTML coding don't worry. The learning curve doesn't have to be too steep and I'm going to show you plenty of tips and tricks that'll make life much easier for you.

Designing a sales website:

First up if you're familiar with web design and HTML the next few pages may seem a little basic, if you're not, then I'm guessing you're starting to get a little anxious and probably think that the going may be getting a bit tough. If you fall into the "starting to worry" camp, rest assured, within a few days or so you'll be wondering what you were worried about.

I'll let you into a little secret. Six years ago I was a Sales Manager for an engineering products manufacturer and although I could sell, and sell well, I hardly knew one end of a computer from another.

Today I earn thousands of pounds a year from Internet marketing, some consultancy work and the occasional web site design and online promotion campaign.

But here's a bigger secret - I still don't write in HTML. I've learnt how, I've had to, but I find it easier to use WYSIWYG software, it saves time and effort and in my opinion it works just as well as coding your web pages by hand.

Now don't get me wrong, I think you should try and learn at least the basics (and I've included some good places to start at the bottom of this page), and there are many purists out there who will argue that hand coding is the only way to design. To a point their arguments are valid, however we're here to publish ebooks and to make money, and to do that you don't need to do everything the hard way.
Q: What is WYSIWYG? A: What You See Is What You Get.

There are many different WYSIWYG web editors around, you could even save a Word or PowerPoint document as Html if you wish, but my own personal favorite is called FrontPage supplied by Microsoft.

I'll list many of the better programs on the next page. Some are free, some are shareware and some are offered for limited trial periods. Download a few different ones to try until you find a favorite.

FrontPage 2003: Gives you the power to develop a sophisticated Web site, design the Web site you want, and generate code more efficiently
<http://www.microsoft.com/frontpage/>

Coffee Cup HTML Editor: Really fast and easy to use editor with many great time saving tools already built in.

<http://www.coffeecup.com/html-editor/>

Mozilla is an open-source web browser and toolkit, designed for standards compliance, performance and portability.

<http://www.mozilla.org/>

Amaya is a Web editor, i.e. a tool used to create and update documents directly on the Web. Browsing features are seamlessly integrated with the editing and remote access features in a uniform environment.

<http://www.w3.org/Amaya/>

Trellian WebPages allows you to create your own web pages without having to learn complex scripting languages. WebPAGE's WYSIWYG interface makes editing pages as easy as using your favorite word processor.

<http://webpage.vendercom.com/>

WebDwarf V2 is Virtual Mechanics' free prototype editor for the design of Web content using HTML and SVG (Scalable Vector Graphics). Version 2 hosts a number of advanced features.

<http://www.virtualmechanics.com/products/dwarf/index.html>

You will also find these web sites handy to search for more free software:

<http://www.tucows.com>

<http://www.gnu.org/directory>

<http://shareware.cnet.com/>

<http://download.com.com/>

<http://www.freewarefiles.com/>

<http://www.jumbo.com/>

<http://www.nonags.com/>

<http://www.freewarehome.com/>

<http://www.free-soft.org/>

<http://www.tudogs.com/>

<http://www.webmasterfree.com/>

<http://www.webattack.com/>

The mechanics of site building falls outside the remit of this guide but there are many excellent and free resources to be found on the Internet, you can find some of the best below:

<http://www.htmlhelp.com/>

<http://www.htmlhelpcentral.com/>

<http://www.netmechanic.com/>

<http://www.helpmaster.com/>

<http://www.webreference.com/>
<http://builder.com.com/>
<http://www.sitepoint.com/>
<http://www.jimtools.com/>

What I am now going to show you is how to create a web site that sells and what you should and shouldn't include in it.

Sales Web Site Design

I personally believe that to maximize your income you should create at least two and preferably three web sites for each ebook that you plan to sell.

Your first site should be content rich with stories and news related to the theme of your ebook. Give limited but useful information within content of the site, make it a place where people interested in your ebook's subject would want to visit and at every opportunity provide snippets from your e-book and links to your sales site.

Promote your ebook but try not to make this too obvious, maybe review your e-book, focusing on the key features and benefits, tell people about the author you and build up their belief that you are an expert in your chosen field.

If you want to liven the site up create some banner advertising and graphics for your own sales site but under no circumstances provide links to other sites that offer competing products - why give away your hard earned visitors?

This content rich site will be used to attract interested people (your potential customers) and because of this it will provide your business with a good source of pre-qualified leads. This site must be designed to achieve good search engine rankings and you should use as many ways as possible to promote it. (More on promotion later)

Web site number two will be your sales web site, this is obviously the most important and it should focus purely on selling your-ebook.

Your sales site must highlight the many features and benefits your product provides and at the same time it must create a sense of urgency to but today, right now. (We'll deal with both of these subjects later).

Your sales web site needs to give some background on the author, it should offer recommendations from previous purchasers or fellow professionals in your subject area, it should offer a guarantee of satisfaction and it must explain how quick, easy and securely the product can be purchased.

It needs to build up the potential customers confidence and it should create a smooth and seamless pathway to the buy button.

Web site number three allows you to generate additional income by promoting relevant, affiliated sites and / or products to your customers.

This site can be linked from your thank you page (The one seen after a customer has purchased your book) or from an exit pop up if a visitor decides not to purchase your e-book and leaves your sales site.

For example, if your e-book offers beauty tips or makeover techniques your third web site could link to other sites that sell cosmetics and beauty products, health and well being sites etc, etc -

This strategy and the promotion of affiliated sites can double or even triple the value of each sale by generating high levels of commission for you.

One thing I have personally learned from this three web site strategy may sound a little cold blooded but it works very well.

Here's why - Your customer had arrived at your content site hungry for information, they have proceeded to purchase your e-book and you now know four important things about them: They have a credit card, they are happy to use it on the Internet, they are interested in your chosen subject and emotionally they are in a buying mood. Fantastic - you could not wish for more.

Sell them something else! Why stop with just one ebook? What about a pro version of your e-book that offers even more features and benefits for just a few pounds or dollars extra or maybe a special 'valued customer' offer of an associated e-book at a discounted price. At the very least promote one of your affiliate sites that pays you a % commission on sales.

One of the key factors that will determine your web site's level of sales was mentioned in the paragraph above. Nine words, what were they?
"It needs to build up the potential customers confidence"

This is the real key to unlocking your web site's sales potential and making you wealthy. You must make every visitor confident enough in you, in the product and in your ability to deliver what you have promised. Here are some excellent ways to inspire confidence:

1. Write a short resume about the author. This could be placed in a side column on the sales letter page and should detail any relevant academic or professional qualifications and all relevant experience in the subject matter. Some web marketers also suggest a small photograph of the author, putting a face to the

name etc. I've never actually tried this myself but I'm assured it works. (I don't do it because I don't want to scare anyone away immediately!)

2. Provide a business contact address if you have one, or at the minimum an email address where you can be contacted. Remember to reply promptly to any emails you receive.
3. Offer money back guarantees and honor it. It's better to refund a sale if there's a genuine reason than to upset someone.
Remember in business, and especially on the Internet, where word can spread very quickly, it's better to make friends rather than enemies. If someone doesn't like your product at least let him or her like your service. You could ask why they are seeking a refund? Why they are dissatisfied? take this feedback into account and use it to improve your products.
4. Don't make exaggerated claims about your product and avoid clichés, we've all seen the 'make a million bucks overnight' copy, no one believes it and your web site will lose all its credibility. Using statements such as 'It's the best' and 'Unbelievable but true' smack of amateurism so avoid using them.
5. Page counters and gizmos - Why don't you take a trip over to Amazon.Com and see where their page counter is? You won't find one. Rest assured Amazon will know exactly how many visitors they're getting but visible page counters belong on the homepages of 12 year olds and not business web sites.
I don't want to know that I'm the 17th person to visit your site and if I did I wouldn't be too impressed.

The same rules apply with gizmos - if something on your page serves no real purpose it will only slow down the page loading time unnecessarily, so forget about those fun? Animated gifs and embedded midi files tell me what you're selling, why I should buy it and how I can buy it. Do it quickly or I'll get bored and go look elsewhere.

6. Publish any letters of thanks or references from previous customers on your site, include snippets from favorable reviews of your e-book and maybe use a pop up window to show people the review in full.

I find the best time to ask for references is just after you have made a sale or a few days later maximum. At this point your customer should be most satisfied with your services and they may be willing to supply you with a reference, maybe all they have to say is how easy they found it to download your e-book but at least this will help prove to potential customers that your system works and they will get the product when they pay for it.

7. Make sure that you tell the potential customer about all the main features of your product and provide at least 2 benefits per feature. (If you don't know about features and benefits I'll explain over the page)

8. Design your web site properly by using color effectively. This is important because people will subconsciously relate different emotions to different colours. You really can make your product more appealing by carefully choosing from good color combinations on your sales site:

BLACK AND WHITE - Very business likes and exudes authority (but can be harsh to read if there's a lot of text.)

BLUE - Inspires trust and confidence.

Neutral shades such as Browns and Greens put people at ease and make them feel more comfortable.

REDS - Can trigger subconscious warning messages and arouse suspicion but can also trigger action.

Don't make the pages hard or even impossible to read by using a dark coloured font on dark backgrounds or bright colored font on light Backgrounds. It's not easy to read is it? but you'd be surprised how many web designers do it.

Forget using that fancy font you just downloaded because it will not necessarily be installed on everyone else's computers. Putting non-standard fonts on your web page doesn't necessarily mean that everyone will see them. Their browsers will revert to a standard font and it can ruin your layout. Stick with the standard fonts that everybody has like Arial, Courier or Times New Roman or better still Verdana, which has been specially designed by Microsoft to make reading from computer screens easier. Remember to set the font size so its readable on different monitors.

Page width is important too when designing your site, I'm sure you've come across poorly designed web pages that are like watching tennis matches to read. Don't make your visitor scroll left to right to read your page by setting the page width to a maximum of 600 pixels.

9. Don't use fancy navigation systems - Not everyone has java script or images enabled so basing your navigational system on these can result in lost business. Use simple hyperlinks and underline them, make them a different colour, just make sure they're visible and put them at the top and bottom of each page. Remember that as your own experience of web site building grows you mustn't forget that many people that surf the net are newcomers. Make it easy for them to use your site and give them the chance to buy from you.

Effective Design:

1. What do I expect from this web site?

Thousands of new web sites appear on the Internet every day and each one of them has a different purpose for its existence. Its important then to address the issue of what you want your web site to do. If you want it to sell and make money use it to sell, don't educate or entertain, don't distract from its purpose - just sell.

2. What do I want my customers to get from this web site?

Make sure that your web site is informative and helpful and provides enough information to allow the customer to come to a buying decision. Don't create questions and leave them unanswered because it will lose sales. When you have proven the effectiveness of your product provide an easy way for people to buy it.

3. When will my web site be complete?

The true answer should be never! To survive and prosper in Internet marketing you must continually refine and adapt your site layout and the mechanisms behind it, seek to improve your products and the ways you promote them. Learn from the experience of others, from your own imagination and intuition and use your mistakes in a positive way.

Continually seek to improve and develop your business and give it the time and patience it deserves, if you do, you will be successful and you can make more money than you ever thought possible.

Sales Copy & Ad Writing:

Once your happy with the mechanics of web site building its time to move on to what you should actually say on your site to get people to buy your products. In business there are many ways to sell products but on the internet the cheapest and most effective way to sell is with a good sales letter.

Below we are going to look at the different areas that are important when considering what to say:

Features and Benefits:

A feature of your product is something it has; for example, your e-book has an index. That's a feature; it's something it has. The benefit is something that the feature does. A customer's buying decision is usually based on the relevance of the benefits your product offers them; the actual features of your product very rarely decide them so you must highlight the benefits.

For example: If I where to purchase a car, the fact that it had a fuel-efficient engine would not be my reason to buy it. My reason would be that the fuel-

efficient engine (a feature) meant that my petrol bills would be less (the benefit). My buying decision in this example is made because I will save money on fuel.

You should use the 'SO WHAT' method to establish benefits:

'My e-book has an index'

'SO WHAT'

'it will enable you to quickly find all the sections relevant to you'

'SO WHAT'

'it takes less time gathering the information you require'

Now you can begin to link the benefits using the words and phrases such as - SO, THIS WILL, YOU CAN, THIS MEANS, THIS WILL.

Here's what I mean.

My ebook has a fully detailed index, this will enable you to quickly find all the sections that are relevant to you, and this means it takes less time gathering the information you require.

Now you try: Create a big list of your products main features, select from the list the top ten that you think will appeal to a customers the most, then for each feature apply the 'SO WHAT' rule and list as may benefits as you can. When you have a list of 10 or more benefits pick 2 or 3 and link them together. By working this way your sales copy will practically write itself.

When you're done go make yourself a coffee and read the paper or go for a walk. Then go back and read it through again, making any changes you think necessary or better still ask a friend to read it for you and ask them to give you an honest opinion.

Does it sound good? Are there any other benefits you've missed? Does it make sense and is it relevant? When you're happy it's done.

I would suggest that you actually create two or three alternate lists of features and benefits and trial them on your site. After a few weeks change them around and see if it affects your sales, does a particular list generate more sales? If so discard the others and create new lists based on the high sellers and again alternate them every few weeks, working this way will help you to better target the needs of your customers and will result in more sales.

What Is Your USP?

If your scratching your head you're not alone, many so called web marketers couldn't tell you the difference between a USP and an ISP. So what is it?

It's vital to the success of your online business!

A Unique Selling Proposition (USP) is a single, unique benefit that makes your business stand out from your competitors and before you go any further, before you write your sales copy and even before you start to add any words to your Sales web site you must establish what it is, it should influence everything you write and it can change the look and feel of your sales site design. -What is your USP?

Incorporate your USP in to your sales site's headlines, and in the body text, use it to reinforce your sales message, if possible use graphics that relate to your USP, do everything you can do to get the message across.

How to determine your USP?

It should be the one unique strength or advantage you and only you deliver. (It could be any of the following:)

1. Price - Are you the cheapest or do you offer the best value package.
2. Quality - You offer the best or highest quality products with guarantees to prove it.
3. Service - You offer the best after sales service or response times.
4. Reliability - You are more reliable than the competition.
5. Authority - Do you have qualified knowledge? If so tell people.

These are examples only and they will be quoted by your competitors - so be different, be unique!

Here are some more ideas to consider:

Offer more bonus reports; give free articles, additional e-books, or other freebies than anyone else.

Guarantee results (within a timeline is even better). Have the widest selection of niche content.

Offer 100% money back guarantee or give a FREE 30 day trial Get the idea? Take some time, create your USP and then use it in all your online marketing efforts including your sales copy, your web sites and in your newsletters. Then remember to integrate your USP into absolutely everything you do including your email signatures and any advertising campaigns.

On the next few pages I'm going to reveal to you some of my own closely guarded marketing secrets that will literally explode the sales of your e-books. No matter how good your product is, no matter how well designed your sales site is and how many visitors you attract to it you must always remember that success only occurs when you sell products and lots of them.

We have already discussed the need to get a potential purchaser to read and relate to your sales letter, how important it is for them to understand the advantages of buying from you related to your USP. So far, so good, but what if your sales copy and product's USP are good but you still fail to create sales in high volumes?

It happens a lot and many would be marketers are so disillusioned when it does they quit. They've worked at the site design, promoted it till it hurts and tested and retested the sales copy but nothing more spectacular occurs than a dribble of sales. If this ever happens to you then the following section might just turn the trickle into a river.

Magic Words:

Unfortunately the average web surfer's attention span is about ten seconds, someone who is really interested in what your product does or how it can help them may give you a little longer but not much so it's vital to hook them right away. Luring them in and drawing them further in as your sales copy progresses will ensure they read it to the buy button.

There are some specific words that when combined within your sales letter will magically draw in the reader. These words should be prominent in your headlines, sub headings and body text because they will propel the reader towards the buy button.

YOU -MONEY – NEW – INCREDIBLE – SEX – SECRETS – DISCOVER
– REVEALED – PRIVATE – BREAKTHROUGH – POWER – SHOCKING
– GUARANTEED – INSIDE – EASY – FREE.

There are others but these sixteen seem to generate the best results and you should position these words effectively throughout your sales letter. They will encourage the reader to continue and that is the first step in getting them to buy.

Attention Grabbing:

Now here's a little test: Can you remember the last dozen of the hundred or so advertising messages beamed at you today? Can you remember any at all? Most people can't it's a fact and this illustrates the biggest obstacle you need overcome to successfully promote your e-books on line. You must capture your

prospect's attention in the first few seconds of your web page loading or your sales message will be ignored.

Here are 2 proven techniques you can use to quickly capture a prospect's attention.

1. Make a dramatic statement: Your dramatic statement will be most effective when it describes a major benefit for your prospect.
2. Ask a provocative question: I once saw a direct mail letter that began with the question, "If you're such a good salesman why aren't you making £100K a year?" Not many salespeople could resist reading that letter; especially if they weren't making £100K a year and I have found this to work exceedingly well online.

The Shit Through a Snake Rule:

Apologies for the language but the 'Shit Through a Snake' rule of Internet marketing is something you need to know about.

The law of S.T.A.S. holds that sales web sites should streamline their design so visitors can be fast tracked through the site, buy and be gone without being befuddled by a dizzying array of branding gimmicks and sticky site tools. In and out, just staying long enough to pay for your product and leave. Once your in the snake there's only one way out. There are no alternative options or choices to be made, no weighty decisions to make or wrong turns to take, just IN - OUT BOOM.

Your web site should be just as slick. The process should be effortless; in fact my passage through it should be so smooth that my actual purchase practically precedes my decision to buy from you.

Create A Sense of Urgency:

There's nothing like the Internet, it's a world opportunities, millions of them, and there are millions of alternative information channels to lose yourself in. Because of this fact it's true to say if you loose a visitor before they become a customer you may never see them again.

Don't let it happen, use every trick in the book to make sure a potential customer stays long enough to buy from you. Create a sense of urgency to force the decision to buy right now. A time limited offers, an imminent price increase, a limited release and so on. Whichever way you decide to go make sure the need to buy right now features prominently in your sales copy.

As a back up to this rule many marketers use free newsletters or auto responder courses to retain details of visitors who for whatever reason did not buy first time.

It's additional work that you may not want to undertake straight away but it definitely works.

I use this method for various product and new promotions but you must offer useful information in your newsletters and not just blatant advertising or your list will quickly drop off.

Mistakes To Avoid:

- 1. ROLL UP, ROLL UP:** Your web site isn't really a mall or a store or even a kiosk. If anything, it's an interactive brochure. If it starts talking, flashing lights or playing music, I get scared and run away.
- 2. OFF TOPIC:** Do I follow that online casino banner after I buy your e-book? Or shall I go there first and risk blowing my entire e-book buying budget?
- 3. WE'RE NOT OLD FRIENDS:** You seem a little too happy to see me. I'm worried that if I buy something from you, you'll invite me home for supper with your family. That's more commitment than I care to make when I'm buying your e-book.
- 4. TOO MUCH INFORMATION:** You're drowning me with pop-up windows because you want my email address so you can inform me when you make changes to your e-book. Is it not good enough now? - What have you forgot to put in it?
- 5. LESS IS MORE:** Tie a heavy weight to your "Knitting E-book Buyers Forum" and chuck it overboard. Ditto with the headline news feed, the search engine access, and the design award from someone who can't even design an award. Give me the E-book! Oh, and thanks for the free email account offer, but my name @ knitting-ebook-world.com is a little too lengthy for my needs.
- 6. WHY SHOULD I CARE:** Thank you for letting me know the best monitor resolution for viewing your e-book web site. That'll come in real handy when I'm trying to think of the ninth dumb annoying thing about it.
- 7. SPILL THE BEANS:** Your customers want your e-book to provide a simple solution to their problem. They also want to see fast results and they want those results to be easy to get. Give them what they want. Promote the characteristics of book that are simple and easy to understand tell them how quickly they will get results. These are often more important to customers than price
- 8. ELIMINATE THE RISK:** Prospects often avoid buying from you because they don't want to risk the chance of getting unsatisfactory information. One way you can eliminate that risk is to guarantee their satisfaction. A money back guarantee with few or no conditions is a powerful risk eliminator uses it.

Sales Copy and Ad writing Final Tip: Any Internet marketer worth their salt will tell you that success is very rarely a first time thing. In fact the majority of today's successful marketers could write a book about the mistakes they've made (In fact some do - and they sell well) so don't get disillusioned too quickly.

Learn from your mistakes, treat the set backs and pitfalls as a learning curve, change your sales site, re-write your sales copy and give persistence a try. When you do, everything will eventually fall into place and your products will sell.

In the next chapter I'm going to show you how to attract visitors to your web site without spending a penny in advertising...
Web Site Promotion:

You could create the best sales site on the Internet. You could have a fantastic information product that will solve problems for thousands of potential customers and what's more you've priced it to sell.

So why isn't it?

Well no matter how good your site is if people don't know where it is or can't find it amongst the millions of other web sites on the Internet they cannot buy from you. Simply uploading your site onto a server will not guarantee your success, you will have wasted a lot of time, a lot of effort and a lot of money.

Promotion is the final hurdle where many potential web marketers fall because they possess neither the know how nor the patience to give their web sites the chance to succeed, they just give up too early - stick with it and you will succeed.

I'm now going to show you how to generate high volumes of qualified visitors to your web site, what you'll need to do is convert the visitors into customers by using the information I gave you in the previous chapters. There are many ways to create masses of web site traffic but your aim should be to attract targeted visitors, (only the ones who are looking for the type of information you are selling).

It's pointless driving masses of unqualified traffic to your site if they don't convert to customers, this practice only serves to stroke the egos of web page designers not business people.

Give me a thousand pre-qualified visitors to ten thousand duped clicks any day of the week, sure maybe one in a thousand may actually decide to buy from me but I'd much prefer a 1 in 10 conversion from the pre-qualified leads.

Before we go further into this and it is such a big topic let me tell you about my latest book.

It's called... "**Traffic Explosion**" You can take a look at it by going to:
<http://www.tomeymarketing.com/products2/trafficexplosion>

While this book concentrates on ebooks, Traffic Explosion focuses on one of the most critical parts of your success quality traffic.

In **Ebook Explosion** I give you a basic break down of the key parts to promotion but would recommend **Traffic Explosion** as a further reading manual.

Let's now take a look at the basics:

Search Engines: Search engine promotion is often seen as something of a black art and it's true that very rarely will you 'crack the engines' 1st time round.

Keywords and Meta Tags

One subject that raises itself over and over again when people talk about search engine promotion is the use of KEYWORDS and meta tags.

Meta tags are those curious elements of an HTML document that search engines rely on to gather information about your web site. While there are no hard and fast rules about these tags they offer immense benefits when you depend on search engines for most of your traffic. I'm going to tell you about only three of the main tags, all of which should be placed within the <head> <head> section of your site.

The Title Tag: Probably the most important of all, it can be up to 100 characters long (including spaces and hyphenation marks) and whether you're dealing with a directory or a search engine, it is the single most important aspect of your listing. For search engines, the text found within the title tags of the page is given more weight than any other single factor on that page (i.e., keyword density, keyword frequency, heading tags, etc.). In a directory, your entire listing is comprised of two things: your title, and your description. You should include at least 1 of your most important keywords or phrases in title tag and try and repeat this keyword or phrase at least twice.

E.G. if your e-book contains instructions on how to build model boats your title should be along these lines:

<TITLE>model boats, Boat-guides.Com supply full build instructions to make low cost model boats</TITLE>

The Description Tag: Is also important, it is what is seen by the searcher along with your page title on the results pages of their search, because of this you must make it appealing, intriguing and irresistible - use some of the magic words we discussed previously and be sure to include all your main keywords and phrases.

The description tag can be up to 200 characters in length (including spaces and hyphenation marks), use it well and draw in potential customers to your site.

`<META NAME="description" CONTENT="put your description here">`

The Keywords Tag: Afforded less relevance now by the search engines because of spamming but it's still useful to include. You should use no more than 1000 characters in this tag (including spaces and hyphenation marks) and you should not repeat any keyword more than twice or the engine may deem your page Spam and ignore it.

`<META NAME="keywords" CONTENT="model boats,toy boat instructions,etc.etc">`

(Use only lower case)

Choosing the right Keywords: Now you know what to do with them, it's important you get the right ones so select your keywords carefully and use only those which relate to your subject material. (This will help deliver more targeted traffic to your web site and in turn it will lead to better conversions to sales.)

You can use single words but I always advise people to use short 3 or 4 word phrases because it creates better-targeted traffic. Choose your Keywords carefully. Put yourself in your potential customer's shoes, what will they type into a search engine to find the information they're looking for? Make a big list of at least a hundred or so words and phrases then narrow it down to around 10 or 20 good keywords, try to avoid high usage words such as and, the and in. Now fine tune your list and select the top five or so as your main keywords.

It is very important that you position your main keywords into the visible sections of your web pages as well as in your Keywords, Title and Description tags. (You should repeat them as much as possible without losing relevance or destroying the selling impact of your text.)

Use one of your best key words or phrases in the heading text on your page, I.E. between the `</h1>` `</h1>` and use the main ones in your sub headings - use them again in the main body text. You should also use your main keywords in the linking text like this:

`More keywords as link text`
(This will display the keywords on hover in IE.)

You should also use them in your ALT IMAGE TAGS:

``

Another good tip is to include keywords in Comment Tags in your HTML code, a visitor to your site will not be able to see these but search engines will:

`<!-- put some keywords here -->`

Try using variations on words, or use synonyms to gain more exposure.

e.g. if you're site is about model boats, instead of always saying "boat" as a keyword, try "vessel" or "ship" etc.

Important: Don't try to stuff your page with too many keywords it will read strangely for your visitors and could result in your page being classed as Spam by the search engine. Remember never attempt to fool the search engines by placing keywords with the same color text as the background, this old trick is now recognized and you will be penalized for doing it.

Finally in this section I'd just like to give a quick mention to the Robots. Robots are electronic "spiders" that roam the Internet looking for pages to index to search engines. If you allow Robots to "Index" your page, that means you allow them to log your pages for inclusion in search engine listings. If you allow Robots to "Follow" that means you are letting them spider other pages on your site to index those as well. You may want to exclude Robots, for example, on administrative pages that you don't want people to find.

`<META NAME="ROBOTS" CONTENT="index, follow">`

Other Methods Of Promotion:

The search engines are a fantastic way to promote your web site but they are by no means the only way. You are limited only by your imagination for ways to generate traffic so here's a quick list of alternate forms of traffic building:

Promote your web site by email: Every email you send out can be used to promote your web site, include a catchy tag line or signature and a link to your site with every email you send out. (Don't forget to include your USP within the tag line)

Promote yourself and your web site in forums and on discussion boards: You shouldn't blatantly Spam forums or message boards but if someone is looking for information from your chosen field or area of expertise offer some advice and then offer a link to your site and again include a catchy tag line and signature with a link to your site.

Use viral marketing: Use a recommend us to a friend java script on your page to make it easy and to remind people to tell their friends and colleagues about

your site. You can find such scripts at free script resource sites such as <http://javascript.internet.com>

Give away a sample ebook: Everyone loves a freebie, if you use ebook compiler as I recommend you'll find that it allows you to password protect all or some of your ebook. Actively promote your 'free/taster' copy and encourage people to pass it on to their friends. Once you've whetted their appetites make them pay for a password to unlock the rest of the ebook.

Alternatively give away a free ebook that offers some useful information aimed at your target market. Use the free book to promote your sales site or your other ebooks. If you ensure the content of your free ebook is useful and relevant it will bring in paying customers for your other products.

The rule to follow when you create a Free Ebook is that blatant advertising is wrong and will lose potential sales, (no one wants to download your advertising if it offers them no useful information). Simply refer to your other products and provide links that allow people to find your sales site. If done well this tactic can generate many additional sales.

Use other media: Write a short email press release about your web site and your ebook. List the main features and benefits your product offers and describe the audience it is aimed at. (Include your USP) Include your email address and your URL and offer to provide more information if it is required. Send your press release to the News Editors of any relevant publications including magazines, newspapers and local radio stations. (Find their names from the publication's web site and address it to them personally)

Use Snail Mail: If your product appeals to a broad section of the community why not create a mail shot on your PC, print a few hundred off at home and distribute them around your local area. I've done this myself in the early days and you'd be surprised just how much traffic this can create from a small drop. Remember to use good sales copy and hook the reader into visiting your site. Not only can this create additional traffic but it's good exercise too, especially if you've just spent the last month in front of your PC.

Exchange links with relevant and complimentary sites: Not only can a good linking strategy generate traffic to your site it can also boost your search engine listings on engines such as Google. Understand the main purpose for the site you wish to link to and if it is not in direct competition to your site then email the site owner with a link exchange request.

Tell them who you are, what you do and why you think a link exchange with them would be relevant. If you have chosen to use Clickbank as your merchant processor and have set up an affiliate scheme point this out and suggest they

could earn additional income by signing up as an affiliate before they link back to you.

Another approach is to find a product that a linkable site offers that will appeal to your chosen market.

Buy the product and list all the key features and benefits that it offers you. Then write a specific endorsement for the product and submit it to your selected sites owner. Allow them to use your endorsement and request that they allow you to add your name and URL at the bottom of the endorsement. This works great, not only does it create additional traffic but it will build up your credibility, as your name becomes more known.

In all link exchange requests you must think first about how a reciprocal link will benefit them, point this out in your email. Sell your site and yourself.

If you created a second site as I suggested use these linking methods to draw in additional traffic but avoid reciprocal links on your sales letter page so as not to distract a potential customer from their purchase.

These are only a few suggestions and there are many more you could use that will be relevant to your chosen subject material.

Put your thinking cap on and try them all. Remember the lifeblood of your business depends on attracting visitors to your web site.

Jessie's Four Really Important Tips:

1. Ebook Covers -Create an eye catching ebook cover and you are 50% to generating a sale. Now that's a bold statement but in my opinion it's true.

Packaging and presentation play a critical role in sales and often an average sales letter can be balanced with a great looking ebook cover.

Think about it have you ever made a buying decision in your local store based on the packaging of a product? I'm sure you have. Packaging design is a multi-million dollar industry for a good reason - Packaging Sells Products.

I use a great program called eCover Studio to design all of my ebook covers and software covers, it's easy to use and an important tool in your publishing box:

<http://www.ebook-business.com/ecover.php>

2. The Public Domain -I want to tell you a 100% true story about how a simple man with seemingly no ambition (and was constantly teased for too often 'day dreaming' while in school) created a business empire worth billions (yes, billions) using books that were in the "public domain".

But first, if you're not familiar with the term "public domain" allow me to help give you at least a general idea of the legal and business power contained in these two words. At a very basic level, "public domain" means...

...anything that is NOT protected under US copyright law. This includes ALL works published before 1923 AND, under certain conditions, works published up to 1978. A 'work' can be anything: a book, a play, music, photographs, movies, instruction manuals, courses, reports, posters, etc...

Re-publishing and re-packaging public domain information and other creative works can make you a lot of money. The reason is fairly simple: If you find, re-package and sell information that has fallen into the public domain you do not have to pay royalties or copyright fees on that work.

If you love the idea of publishing information as a business model but you don't want to or can't create your own book or manual...what do you do?

Not every kind of work in the public domain will have a market but here are some examples of books you could be re-publishing that have an excellent market right now:

- Books on mind reading, thought transference, etc
- Books on marketing, advertising and copywriting
- Books on trading stocks and commodities

- Books on collecting: figurines, Wedgwood, pottery, etc
- Books on hand writing analysis, palmistry and the occult
- Books on herb remedies and natural healing
- Children's books and stories (especially those with colour illustrations)
- and so much more!

Not convinced yet?

I started at the beginning of this tip to tell you about a fellow who built a billion dollar empire using works that had recently fallen into the public domain. He based his entire business on fairy tales that were popular in the early 1800's, The Grimm Fairy Tales.... can you guess who it is?

It was Walt Disney. Yes, he knew that the Grimm Fairy Tales were wonderful stories and he also knew they were recently added to the treasure of 'public domain' works. He changed the names of some of the characters and 'modernized' them a bit, but essentially copied them and made a large fortune selling the stories to a new generation!

Want to know more about public domain? Just visit:

<http://www.tomeymarketing.com/products/publicdomainreport>

3. Resell Rights Products -A great way to almost force your customer to buy from you is to offer a package of products too tempting to resist.

But where can you find enough products to do this? Resell Rights is the answer. You buy a book or a software program that comes complete with Master Resell Rights, this means you can sell it or offer it as a bonus to add to your own offer. So where do you find this type of product? Well you could pick them up individually or you could go straight to the source at sites like MyOriginalEProducts.com

4. This is probably the most important tip I can give you and it applies not only to your Internet business but to everything you do in life. This idea isn't my own but when I started to apply it amazing things have happened to my business and my life. . . you have heard it before:

Give And You Shall Receive.

Once you realize the real power behind this simple phrase and start to put it into practice your business and your life will change. In everything you do you give good value, give good service, give your time and make the effort because it really will come back to you. A hundred times over.

I was a little skeptical at first but gave it a try - you may be too but just give it a go for a little while and you'll see for yourself.

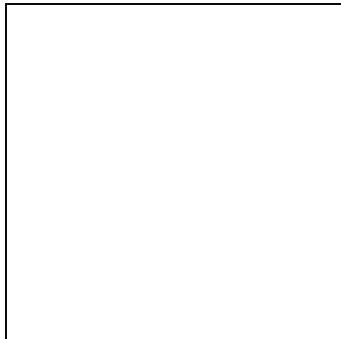
I hope you enjoyed the book, if you have any feedback or comments I'd love to receive them: Just drop me an email to jessie@jessiemccloudmarketing.com

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