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eBook POWER

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Introduction

Thank you for purchasing my eBook “eBookPOWER.”

In this book you’ll discover the most important strategies that I’ve used to build a \$200,000 per annum online business.

But, before we do this, first of all let me introduce myself, so that you’ll know that you can trust what I’m about to share with you.

My name is Tom Hua. I started my own online adventure in late 1998. I tried almost every online “opportunity” I came across on the Net. I’ve made mistakes, continued to work hard... and finally I’ve “made it.”

My online businesses now generate me well in excess of \$200,000.00 per annum with 5,000+ resellers of the [FreeToSell](#) Package and 900+ active members at [eBookWholesaler](#) Network, plus many other eBook selling web sites.

What is amazing is that, through the eBooks that I have been selling, I had a lot of backend results. I have won the ClickBank’s Resellers Contest by out performing over 100,000 Clickbank affiliates. I also have become one of the top resellers of both Host4Profit (by Allan Says) and NetBreakThroughs (By Terry Dean) programs. All these have been achieved via my viral marketing machines – eBooks.

In this book I'll share with you some of my own personal experiences, and also help you to get started... so you can take the right approach and not make the same time-consuming and expensive mistakes that I've made in getting to where I am now.

What I'm about to share with you is all very true. And, it is all completely possible for you.

I've done it, and I know that if you follow the steps to success that I've taken, then...
You Can Do It Too!

I wish you success.

Tom Hua

Chapter 1 The Traffic Dilemma

Before we start on this eBook topic, let's discuss a little about online business in general. It might sound confusing to you if you are new to online business. Don't feel bad about it. To study what the problems are will help us to discover the solutions. If there is a problem, there is always a solution. It's only a matter of finding it.

Qualified TRAFFIC is the lifeblood of any website/or NetBIZ.

In offline Real estate the catch phrase is *location ... location ... location ...*

In an online business the catch phrase is *(qualified) Traffic ... Traffic ... Traffic.*

You simply must have qualified TRAFFIC to not only survive, but also to prosper online.

There are so many ways of generating traffic to your web site. There are also so many 'experts' out there teaching how to get traffic. Let's take a brief look at some of the techniques being used for online traffic generating.

Ways to get Traffic to your web sites

There are many ways to get traffic. These are just some of them.

- Search Engine positioning
- Newsletters
- Joint Venture relationships
- Affiliate systems
- Referral systems
- Stickiness systems
- Linking strategies
- Exit exchange strategies
- Browser start-up strategies
- Paid Advertising – banners, eZine ads, pay-per-click search engines
- Testimonials
- Tricks, Coupons and Promotional Gadgets
- Viral systems

Let's break each one of these down a little.

Search Engine Positioning: This is definitely a very powerful way to get qualified traffic... if you can get position 1 – 20 on the premium search engines. However, this is a master skill in and of itself. It costs time and money.

There are search engine experts out there who've been doing their stuff for YEARS. You're competing directly with them for top placement and (in many cases) for the same keywords.

Search Engines regularly change their methods of indexing pages for a variety of reasons.

Different Search Engine spider BOTS (they search and index your site) may only spider a few of your pages and/or only parts of these.

Requirements: Time, Money, Knowledge, and Commitment.

Newsletters/eZines: This is definitely a very powerful way to get qualified traffic. You create a newsletter of value and interest to visitors. They choose to subscribe to your eZine (this is called an "opt-in" subscription) and you then build a subscriber base. Once people have subscribed to your list you have the opportunity to up-sell and cross-sell to them. You also then create opportunities to engage in Joint Ventures with other eZine owners.

eZines are a powerful strategy. Virtually anyone can create one. However, it requires time and consistent effort to build a list that will generate an income.

Regular publication is a necessity. You have to continually find and/or write material of interest to your subscribers.

Requirements: Time, Money, Knowledge, Copywriting ability and Commitment.

Joint Venture Relationships: These are very common on the web. In fact JV's are much more common than you may imagine. Webmasters with compatible interests come together and cross sell each other's products to each other's customer base.

To engage in a JV of any benefit to you you'll need a LIST in the first place. JV arrangements are usually "like for like."

If you don't have something to trade (either a large subscriber list or some very special deal/hot product) then you're not going to command much leverage with a JV.

Requirements: Time, Knowledge, Something of Value to Trade, Connections, Promotional mechanism, and Commitment.

Affiliate Systems: This is where you enlist an army of folk to sell your product. Affiliate programs are very powerful ways to generate qualified traffic fast.

There are many different versions of affiliate programs (pay-per-click, pay-per-referral, pay-per-sale etc.) However all affiliate programs have one thing in common. You get to pay people *after* the sale has been made.

To run an affiliate program effectively you'll need an online or offline program to run it. It will cost you some time and/or money to set it up, and it will cost you time also to manage it and promote it effectively.

And most importantly, you will need a 'killer' product that is Unique before other web masters will take part in your affiliate program.

Requirements: Unique Killer Product, Time, Knowledge, Software and Commitment.

Referral systems: These are where you use some online system to "refer a friend." These systems are excellent for generating qualified traffic through word-of-mouth promotion. However, with the free versions of these programs what you're effectively doing is creating income for the referral system itself, because they always use some method of gathering email address for themselves. If you use these systems then use the paid version. Promote yourself, not someone else.

You need some initial traffic to your web site plus a hot product that is worth the effort for your visitors to recommend before the traffic could be built up.

Requirements: Online system or Software, Hot Product and Initial Traffic.

Stickiness systems: The purpose of these systems is to get people to come back to your site once they've visited it. You make your site "sticky" by making it valuable to the reader. Usually this is done with high-value content, games, quizzes, gifts, puzzles or screensavers etc.

This is a powerful technique, once you have all the site elements right. However, just like the referral systems, if you use a free version you'll end up promoting someone else's system.

Requirements: Online system or Software, and Initial Traffic.

Linking strategies: Google is a Search Engine that ranks the popularity of web site pages by the number of related sites that link into them.

The theory is this ... *"If many sites on the Net think that this site/page is important enough to link to, then it must be...so they rank it highly."*

More Search Engines are incorporating this logic into their ranking mechanisms. HOWEVER... **[Caution]** the linked pages must be related to the site content they're linking to, otherwise you'll be penalised.

What this means is that link swapping with related sites will improve your SE ranking, if it's done properly and ethically. There are a number of programs that can help you virtually automate this process.

An example of how this might work. Imagine your site is about exotic birds. You might link to bird breeders, bird food suppliers, or government agencies that deal with birds etc. Understand how this works with related links?

Requirements: Online system or software, and the time commitment to implement the linking strategy.

Exit exchange strategies: When visitors exit a web site, a program works behind the scenes and links the visitor to another (unrelated) web site in this exit exchange system. Other web

sites will be sending you their visitors when they exit from their web sites and you do the same on your web site to send them visitors when they are leaving your web site. You get one visit for two, or some other such variable. Obviously you need some initial traffic to your web site to be able to trade.

Requirements: Sign-up and a Cgi script on your site and Initial Traffic.

Browser start-up strategies: You change your start-up page on your browser to the online system page. When you open your browser you get to see another site in the system, as do others when they start-up their browsers. Again this works on an exchange ratio. Initial traffic is required to start with.

Requirements: Sign-up and a changing your browser start-up page and Initial Traffic.

Paid Advertising: Do you pay much attention to advertising in the offline world? “Yes” you do... if you’re actively looking for something, but most likely it’s “no” for the rest of the time. We’ve all become immune to it, and in many cases it’s become a type of familiar background noise.

The same applies with online advertising (e.g. banners) in all its forms. To have any real effect you'll have to do a lot of advertising and you'll have to do it consistently.

Again, it costs you money and time.

Requirements: Time, Money, Knowledge, Copywriting ability, and Commitment.

Testimonials: Third party endorsements. These work well because, by nature, we all tend to trust the words of a third person in preference to the words of a person who wants to "sell us something." It's a strange quirk of human nature. Testimonials can be a type of JV "You endorse my product/site and I'll endorse yours." OR (if you're smart) you'll go find a site with excellent growth potential, and you'll post them a sincere testimonial.

If they put it up on their site your testimonial will stay there for a long time. People will read it and (if you've got your URL attached) then you'll receive traffic from that site.

Requirements: Time, Copywriting ability, Connections and Commitment.

Tricks, Coupons and Promotional Gadgets: These only really work for a site that has some sort of entertainment or "fun" theme. Their purpose is to drive traffic back to the site that issues them, but as with all freebie promotional systems, unless you've got some way to actually sell somebody something, then ultimately you'll end up in the charity business. Freebie seekers are not well known for parting with their cash.

Requirements: Ideas, Time, Money, Connections and Commitment.

Viral Systems

Now, viral systems are possibly one of THE MOST POWERFUL traffic generation methods available to you on the web today. And, just like the name implies, they spread themselves.

If you think about it viral systems have been the creators of some of the web's greatest success stories; Hotmail, ICQ, Blue Mountain postcards and Geocities. Each of these examples is now worth considerable amounts of money (into the multi-millions.)

The critical elements in a successful viral system are:

- Create something of considerable value
- Give it away for free
- Make it very easy to distribute, or to pass on to another ["to virilize it"]
- Have something in the "back-end" which generates income or an action

Now, if you haven't got the considerable start-up capital that's required to create and then sustain a system (while it virilizes itself) such as ICQ, then what do you do?

You can create the mini-version of a viral system.... *an eBook*.

This is what this eBook is all about.

Chapter 2 Today's Opportunity

A Historical Perspective On The Effects Of New Technology.

Sometimes we have to look back in time to grasp the significance of the technological evolution we are currently going through.

This book is about eBooks.

However, it's also about *the power of ideas* and how ideas can change the world. And this is what the emerging eBook technology is able to do... *unleash (previously unheard) ideas*.

Who knows where this could take us?

Look what happened when another technology unleashed the power of ideas in its time.

When Johannes Gutenberg invented the printing press in 1450 he changed the world.

Quote: "No other event in the history of humans has influenced them more than the invention of the printing press constructed by Gutenberg.

The ways in which the printing press affected the growth and development of the human race are almost too numerable to count. Gutenberg's invention sparked many religious revolutions with his invention that allowed the common man to possess a Bible for his own interpretation.

The printing press allowed knowledge and ideas to be passed from one man to the other and paved the way for schools and media."

For the first time in history Gutenberg's printing press made ideas available to the masses. Gutenberg printed his famous Bibles in 1455 (Latin) and 1466 (German). These ideas led to the change of the existing religious/political order.

And, even though (at that time) only the social elite could read, Gutenberg's invention eventually created massive changes in politics, religion, education, and created the technology for the birth of the media.

What has this to do with eBooks?

Why is this event so important, and what does it have to do with the Net and an eBook on eBooks?

It's simple. Gutenberg's invention unleashed the power of ideas. For the first time in human history the masses could read new ideas, and contribute new ideas. This power changed the (then) world, sometimes violently.

And now, here, today... a revolution is silently beginning to happen on the Net with the development of an eBook technology that allows ordinary individuals to create electronic books (ideas). This new electronic publishing technology enables anybody

on a modest budget to publish their ideas, and then promote them to (potentially) millions of people across the world.

Think about that for a moment.

Electronic books and the Net itself have unleashed the power of ideas on the world. What future changes will happen we are yet to see, but somehow... just like Gutenberg's press, I suspect this technology is about to have a remarkable effect on our world. We'll see what this means in the years to come.

NOW... Back to the 21st Century

- eBooks Used For Promotion

After you've been online for some time, you begin to understand that having a website and even a product is simply just not enough.

You can very easily invest a lot of money and time getting your website up and your products in place only to find out that you have no traffic to whom you can sell these marvellous, potentially world changing ideas of yours.

How do you get prospective customers to your web site? *eBooks! eBooks can be your Best Marketing machines! They do work ... they worked for me GREATLY! Let's see how eBooks could work for You too.*

Chapter 3 The Magical Power of eBooks

eBooks and the Advantages

eBooks are electronic books which can be downloaded from anywhere on the Internet.

They can be sold easily, and unlike “real books” – they have zero reproduction cost. However, don't underestimate the value of eBooks. They're real, very useful... valuable and profitable. eBooks are being sold everywhere on the Net. Online Informational eBooks are HOT. Sales of these eBooks are skyrocketing on the Net.

Off-line information products have always sold extremely well.

This trend has continued online. The only difference now is that eBooks give people "instant gratification".

A person pays with their credit card and, within minutes, they can be reading the book they've just purchased. There are no trips to the bookstore, no browsing through catalogues.... just point, click, purchase, and get instant gratification.

Also - unlike their real world counterparts - eBooks can be updated easily, without the extremely expensive process of having to reprint them all over again. Changes/updates can be done with the simple click of a mouse button.

Another great advantage of eBooks is that they can be truly interactive.

Within these eBooks, writers can provide links to other information sources, documents, videos, and audio tutorials. Your imagination is truly your only limitation here.

This type of interactivity is just not possible with traditional books, and thus eBooks have opened up a completely new and exciting market on the web.

With eBooks ...

- There are no shipping fees
- There is no time waiting for delivery Delivery is almost instant.
- The same book can be sold over and over again
- eBooks can be sold to anyone with a computer

And... the electronic publishing revolution has just begun.

The Internet has provided us with the media and the means to market and deliver information products to people right across the world at warp speed.

Why these eBooks are so popular.

The rise in popularity of eBooks has occurred extremely fast.

At first, there were only a few eBooks online. These eBooks were produced by the BIG name online-marketers, and they were generating cash for them by the truckloads.

Then, as their secrets became better known, people started to understand how they could do this too.

In the last two years the sale of eBooks have exploded. They've become one of the hottest selling products on the Net!

Why?

- They're easy to produce.
- They can be spread across the Net at virtually no cost, like a virus.
- They can advertise your website in a variety of ways, with how-to hints on any subject, or with advertisements.

They can be used to get *any information* out to the public. The reader just clicks on any section within the book, and reads what it is that they want to know. *Information sells extremely well.*

For you this means

Opportunity

You are in the right place at the right time.

Imagine the income you could get if thousands of people bought just one HOT selling book from you!

And... with eBooks you get to keep 100% of the purchase price. *This is not a fantasy. People are doing it everyday on the Net.*

This is what you'll learn about eBooks here.

- eBooks – How to find them
- eBooks – How to create them
- eBooks – How to sell them
- eBooks – How to create income with them through Backend links.

Remember, I now make over \$200,000 per annum doing just this. If this is something you'd like to do, then read on.

eBook – The Virtual Marketing machine

There are two kinds of eBooks... those that you give away for free, and those that you sell.

Free eBooks can become your mobile, viral advertising machines. If you write or even just distribute these books, this can be your most powerful traffic generating strategy.

Apart from the promotional ability of these free eBooks you can also generate back-end income from the internal links within the eBook.

For Sale eBooks. Now these are eBooks you sell for a price. Usually they are your own work.... *but they don't have to be.*

And... you may now be thinking that you have to be a writer to complete an eBook.
NOT so.

I can hear your question now... *"Tom, this is all great stuff, but what good does it do me if I can't write a book?"*

This is not a problem! You will soon discover it is much easier than you think to become a publisher in today's ePublishing business.

Surf the Net and you'll find the seeds of change spreading across it at the speed of Bush fire.

e-books, ereports, auto-responder message-sets... information in electronic form is being given away free, bought and downloaded at astonishing rates.... There is no sign of this demand abating. It's only going to increase.

Why?

Well, because the more familiar people become with information being delivered in electronic format, the more demand there will be for all types of information.

Think of a subject. Any subject. Soon it will be in an eBook form (if it's not already.)

Add to this increasing demand the major improvements in eBook multimedia capabilities... plus the B2B trend, with more and more businesses coming online, and an increasing demand for information to be delivered at the speed of thought (to quote Bill Gates). You can see, this demand is NOT going to slow down. It is only going to increase.

eBooks can become the perfect creators of viral mechanisms because of one very powerful concept. *"They're the transporters of ideas"*

We know from the brief history lesson on Gutenberg's printing press [see, "How one technology changed the world"] just what a profound impact new ideas had on Western civilization.

Now, while I'm not about to suggest that eBooks are likely to have such a profound impact on the world, the point here is that *"the technology for these viral transporters of ideas – eBooks - is now available to all of us. It could happen."*

And, eBooks can fulfil all the key viral elements.

- Create something of considerable value – useful information.
- Give it away for free – the cost of producing eBooks is next to nothing.

[Many “name” marketers on the Net did just this to establish their reputations]

- Make it very easy to distribute, pass on to others ... “virilize it.”
[Easily done with the eBook technology that is now available.]

- Have something in the “back-end” which generates extra income and/or further actions.

[Highly qualified prospects for your other products can see them just by clicking a hyperlinks in the book]

So:

1. The technology is now available to create viral systems
2. We know that viral systems are an extremely powerful way to generate qualified traffic
3. The cost of generating these viral systems – eBooks - is miniscule. Anybody can afford them.
4. Next to nude people and software, the most in-demand product on the Net is information. eBooks are the transporters of information (knowledge, ideas.)

Now, before you go *Ho Hum* here...

This is a *small* example of the impact of a FREE eBook titled “Idea Virus” by Seth Godin. The figures below might get you thinking differently about this.

When it was released “Idea Virus” was downloaded close to 1 million times. This happened within months of its release. Apparently it is the most downloaded book in Internet history (to date.)

Shortly after the Net release of “Idea Virus” Seth Godin was approached by an offline publisher. The publishing company offered him an advance, which (reportedly) was well into six figures for the rights to publish his book offline.

At the end of the day Seth Godin probably made something well in the vicinity of 7 figures in \$USD from his *little* book. These figures are only estimates. Seth isn’t telling.

And Seth Godin has numerous books out there. Go to any search engine and type in the name Seth Godin, and you’ll be surprised how many sites you’ll find with this man’s name on it.

Mind you, Seth Godin was involved with Yahoo at a senior level, so there are other factors involved in his success here, apart from his FREE eBook. His existing reputation and knowledge of how to promote it would have also had an impact.

However, is the time investment required to create an eBook worth it? I believe so ... ask Seth.

The power of eBooks – My Story

Now, this is how I started on the Internet and it's made me a success. And remember...
YOU CAN DO THIS TOO!

It was back in 1998 when I first went online. I was a latecomer compared to many others who were already exploding the wonderful world of the Internet. I spent countless hours and thousand of dollars looking for opportunities.

But I was going nowhere until 2000. Just before I was ready to give up, I realized that *I must have my own product!*

"What could I sell?"

I began to research the Net and, as I was doing this research, the picture became clear... I was searching for information. My questions were getting answered!

Today, mores than ever before, we're in the age of information. Twenty-four hours per day, seven days per week and all around the world, there's an incredible demand for information on all manner of things. People are constantly searching for information.

It doesn't matter where you live, or what time it is. The Internet is open 24/7 and there are people are out there searching for information.

The Internet *NEVER* closes.

People crave information on all manner of things. Information that satisfies a basic need, educates them, makes their lives easier or enlightens them. The list is endless. Go

to www.askjeeves.com and watch what people are searching for. The variety will astound you.

Now the BEST news is that the Internet has provided anyone who has a computer and an Internet connection with an extraordinary medium to distribute, sell, and deliver information products like nothing we've ever seen before.

So, once I'd decided to sell information, my next question was, ... *"How do I get these informational products?"* I couldn't write a book or develop computer programs.

Then I found the solution!

As I was searching I found some products for which I could purchase the RESELL RIGHTS to. So, my search continued until I found the resale rights to 12 quality information products. With 12 good products to sell in hand I started to get excited.

The best part of this was that I realized that it wouldn't cost me one cent to produce them and they could be delivered online without me lifting a finger! And, I could make money while I was sleeping.

Then I thought, since the cost of producing eBooks is next to nothing, wouldn't it be nice if I could sell MORE products to the same person instead of just selling one product? I knew I would have to work hard to get people to my web site.

This is how my [FreeToSell](#) Package came about. The products I had found were selling for \$7.95 - \$14.95 each. I knew I had to offer some kind of discount if I was going to sell 12 eBooks with one hit. I packaged these products together and planned to offer the package for \$49.97.

The package offered good value. I had popular, quality products, and the package was unique.

Everybody else was selling these products as separate units at that time. The [FreeToSell](#) package sold for much more than any other individual product, however it was still better value than the individual ones, because there were 12 products in the package.

Next... I went through my notes and added the best resources I had found and used in the past. I then arranged the resources and download links to these products, and created a Master eBook for the package.

I then decided to really add some *excitement* to the package. I decided that I'd grant resale rights to everyone who purchased the master eBook since the eBooks in the package came with resale rights themselves.

This is why I named it "[FreeToSell](#)" I wanted people to sell the package to the others ... as many copies as possible.

This is called "Virtual Marketing." The Master eBook had made the package even more unique, because my resellers only needed to sell *one* Master eBook to be able to resell the entire package.

This master eBook saved them all the hassle of having to download and then again upload all the books to their website. All they needed to do was download and upload *one* eBook, and resell that ONE book.

The rest was my responsibility. I had to make it as easy as possible for my customers.

Next... When the package was ready to go, I purchased some eZine ads and bid heavily on Goto.com (now Overture.com) and some other Pay-Per-Click search engines. Within days, and for the very first time, I started to make a good profit online with my [FreeToSell](#) package. I saw that my approach was working.

So I kept upgrading the package by adding more and more products into it. This package is still selling very well today. There are more than 5,000 [FreeToSell](#) resellers now. The price has remained the same, yet the package has grown to at least 6 times its original size.

And the best part of this is that the wide spread distribution of this package has brought me huge back-end sales. Remember, I've mentioned before about the value of hyperlinks and how they can bring you back-end sales, even after you have sold a product. This is a real-life example of how this works.

At the time of writing this, I've decided to check my H4P Stats, which is one of the hosting services I recommend in the master eBook. I've earned \$2,310 in commission for May 2002, and this is just one of the affiliate recommendations in the book. As you can see back-end sales are very lucrative, very powerful!

Beyond any doubt, selling information products is one of the best businesses you could ever have online.

Chapter 4 Develop Your eBook product

Now, before you rush out and buy your eBook compiler system it's best to think these things through very thoroughly.

There are a number of paths you could take here. Let's examine them.

What are your options?

Option 1: You can buy the resale rights to someone else's book (ideas) and then re-sell it.

A good option if you are not a writer, and have little "feel" for the market.

Option 2: You can find yourself a writer [on the web or elsewhere] and convince them (or pay them) to write a book for you on any subject they're knowledgeable about.

*Another good option if you are not a writer, but *do have a "feel" for the market.**

Option 3: You can write your own book.

The best option if you are confident with the written word, and know the topic you're writing about.

Option 4: Do the research on any topic and hire a ghost-writer to write your book for you.

The best option if you *do have a feel for the market*, but are not confident with the written word.

Option 5: Interview experts and collate their words into your eBook.

The best option if you *do have a feel for the market*, and have the time to *approach the experts*.

DEVELOPING Product – #1

Purchasing resale rights

Buying the resale rights of an eBook is a relatively easy thing to do. Many writers on the web offer them. Of course the more well known the writer is, the more expensive the solo resale rights become.

Alternatively you can join reseller systems such as [FreeToSell](#) or [eBookwholesaler.Net](#). These reseller systems have already bought the resale rights to the eBook products and have packaged them into either an “eBiz in a box concept” or a reseller system.

This approach is very wise if you wish to sell eBooks from your web site right now and you have very low start-up costs.

In fact, you are reading one of the many eBooks that you could have been granted resale rights to, as a member of eBookwholesaler.Net.

DEVELOPING Product - #2

Find a Writer

This is more complicated and more time consuming.

You need a writer (you can find them at sites like [Elance](http://Elance.com), [Marketing-Seek](http://Marketing-Seek.com), [Ideamarketers](http://Ideamarketers.com), or e-zines.com.)

Sift through the writers' material until you find one whose work appeals to you. It is wise to look for writers who have written a lot of articles. Usually this means that they're a prolific writer, and therefore much more capable of writing a full-length book for you.

Of course quantity is no guarantee of quality. Examine the writer's work closely.

The writer may well have enough articles to package into a book already.

Your eBook may very well be just a process of packaging the writer's articles into an eBook format... adding linking chapters, an index and your links.

Also, any capable writer should be able to expand their ideas from a short article into a book. How so? They just do additional research on their topic, on or off the Net.

Ultimately, it's just a matter of negotiating a deal with the writer.

DEVELOPING Product - #3

Write your own

While it certainly makes life easier, you don't have to have your OWN ideas to write an eBook.

This is one of the major misconceptions people have about writing an eBook. They think that they have to use their own ideas.

Ideas are literally everywhere. You just have to find them, sort them, and then decide which ones to use.

Find ideas on the Net.

Fortunately, the Net is one of the best places to find the current "hot" ideas.

Go to Amazon.com and look through their variety of hot topics.

It's important to note here *that you're not just looking for hot-selling information eBooks*. You're looking for hot selling books, period. When you do this type of research you'll see that some of these topics are perennial. Year in, year out, they're the same.

Find ideas at your local bookstore

Another place to find your hot topic is at your local bookstore. Sift through the best-seller section, and speak to the sales people about what information topics continually sell well.

Find ideas at your local newsagent

Look at the magazine racks. What magazines sell well, week in and week out?

What are the information topics that these best-selling magazines continually publish?

The point here is that it is wisest to go with the desire of the market if your purpose is profit. *“Don’t give them what they need, give them what they want.”*

IDEAS, by their nature are just IDEAS. You cannot copyright an idea... only a tangible individual expression of an idea can be copyrighted

So, if your passion happens to be “health,” and you’ve read 10 best selling books on health, you can write your own book on health, *incorporating some ideas from books you’ve read, adding your own ideas as well.*

...If these ideas are expressed in your own words... then it’s your work. Because IDEAS cannot be copyrighted.

Here's an example of this: One of the most financially successful books in recent publishing history is about "How to improve your life" which is basically a collection of positive attitude type stories written by other people.

The "authors" of this book collected the stories, wrote the editorial links for the chapters, and then gave the book an upbeat name. The book (and the series that it spawned) sold millions, and made the "authors" very rich.

As stated before, when you conduct your research you'll find (over a period of time) that these "hot" topics - remarkably - seem to remain the same.

- "How to make money" ...
- "How to do better in business" ...
- "Technology and its effect on our lives"
- "How to be better, thinner, richer, more appealing to the opposite sex"

How to... How to...

When you reduce all of these topics down they come back to the one perpetual human quest ... *"How to become a happier human being."*

Successful (factual) books, all have this one thing in common. They solve peoples' problems in new, interesting and inventive ways.

Now, if you find a topic that is marketable (a hot topic) which is also something that you happen to know a great deal about ... then you have the fundamental requirements for a successful eBook subject.

If however, you find a topic that is marketable (a hot topic) and you don't know much about it... then educate yourself on that topic and become an expert on it.

For instance, one woman realized there was a strong demand for home made soap and candles. She knew nothing about the subject when she started. However, she educated herself and then created a series of eBooks on the subject, and now these books are selling very well across the Internet.

DEVELOPING Product - #4

Hire a ghost-writer for your researched material

If you don't feel confident as a writer, but you still want the work to be "yours" then there's another way to create your own eBook " Hire a writer to turn your ideas into a book."

Basically you do the research for your hot topic, and supply the raw material to a writer who then turns it into "product." Of course you'll have to pay them.

You'd be completely surprised to know that one of the hottest selling books on the Net was NOT actually written by the person whose name is on the book's cover. Please note that this was not Seth Godin's work, but another well-known Netpreneur.

The "author" did exactly what I'm explaining here. He found his hot topic, did his research and then paid someone else to turn it into a book.

The book was released with him as the author. I'll bet the ghost-writer is ****ed if he didn't do an advance + royalty deal with this "author".

Oh, and the other part of this deal was that most of the content for this book was the original work of other established Netpreneurs.

So this “author” was very, very smart. He used other Netpreneurs’ names to establish his own name, and a writer to write the linking parts of the book. Apparently it took this entrepreneur about 4 days to “create” this eBook.

At last count, this “book” had sold about \$20,000 (USD) in a matter of months. I think the actual figure is much higher than this, but the “author” is not telling.

DEVELOPING Product – #5

Interview Experts

If you don't have the time or knowledge to write a book, but you know of a topic which would sell well, then you could take this approach, that has started several Netpreneurs on their way to great success.

Find a topic that a lot of people are interested in or a problem they need solved. Write down all the questions they want answers for. Set it out as a questionnaire. Remember to make it as easy as possible for your experts to provide the answers. Ask short, clear questions. Provide plenty of space between the questions.

Find the right people - experts whose answers you can understand. You could find them just by going to any major search engine and search on the key words in your questions.

Ask the experts for permission first. Send them a short letter saying that you are putting a book together on your topic and need their help. Tell them that by spending 5-10 minutes of their time to give you their answers, you will put their names in the book as

one of the experts that you have interviewed. Ask them to send you some biographical details and information on any recent publications or awards they have received.

Send the prepared questionnaire to those who gave you permission to do so. Collect the answers.

Lay the answers out in a book format. Then send the draft version to all the experts you interviewed for final approval.

So, in summary these are the five methods.

#1 Buy off the shelf (resale rights)

#2 Entrepreneur, using someone else's written work. (Approach the writer)

#3 Write the whole book yourself

#4 Do the research. Get someone else to write it for you. (Ghost-writing)

#5 Interview with the Experts

Chapter 5 Creating your Own eBooks

There is no right or wrong way to do this. We're all individuals. This is, however, one method which works if you're writing your own book.

This method also works if you're using someone else to write the book. It's a way of organizing your thoughts.

Ten Steps to turn your idea into eBooks

Step One: Research your topic using one or a number of the previously mentioned methods.

Step Two: Brainstorm your chapter headings.

Step Three: Set up folders for you chapter headings.

Step Four: Write one, two, three articles for each chapter heading (sub headings) and save them in your chapter folders.

Step Five: Highlight resource areas in your text as you write. Later you can come back and insert your links here.

Step Six: Edit the book for flow. Ask yourself this question continuously as you write it. *“Does it flow?”*

Step Seven: Get someone else to read it. Ask them to note the places where it’s hard to read, or difficult to understand what you are saying. Edit these hard-to-read places. This may have to do with words, or it may have to do with layout. Use SPACE.

Step Eight: Spell check your book. You are a professional aren’t you?

Step Nine: Insert graphics to make the book entertaining to the reader’s eye.

Step Ten: Compile your eBook with your trusty eBook compiler, and create a cover for it.

Note: You should write your book in whatever format your eBook compiler uses, say MS Word. This will save you a lot of time.

eBook Software

eBook Compilers. What are they?

eBook compilers are those wonderful programs that turn your materials into eBooks... *they compile them.*

Once you've written your eBook you then need to compile it in a format that's accessible to people on the web.

There are two broad technical paths you can follow here.

- PDF
- EXE

PDF: Portable Document Format.

Adobe Portable Document Format (PDF) is the open de facto standard for electronic document distribution worldwide. Adobe PDF is a universal file format that preserves all the fonts, formatting, graphics, and color of any source document, regardless of the application and platform used to create it. Adobe PDF files are compact and can be shared, viewed, navigated, and printed exactly as intended by anyone with free [Adobe Acrobat® Reader®](#) software. You can convert any document to Adobe PDF using [Adobe Acrobat 5.0 software](#).

You can purchase the [Adobe Acrobat 5.0 software](#) for about \$250 USD, and the reader is available free on the Net. Both can be found at <http://www.adobe.com>

The important thing about ACROBAT is that it is cross-platform. This means that both MAC and PC users can access and read an electronic document created by ADOBE.

EXE: Executable file. This is a PC format and the most common format used by PC users.

The important point here is that EXE files can only be downloaded and accessed by PC's, not Mac computers.

PDF or EXE?

This is a line ball call. Each format has technical and usability advantages and disadvantages. Basically you'll need to do your research and decide which path you wish to go.

So, with that being said... there are numerous compilers on the market, *and basically you need chose one that suits your purpose and budget.*

There are other types of PDF compilers. These range in price from FREE to approximately \$100.00. You can search for these programs at the various sites that promote software... example tucows.com.

EXE: Here are some of the EXE compiler options available.

[ProCompiler](#)

(Cost: \$9.97 after special discount)

This is one of the most affordable and the easiest to use eBook compiler programs available.

I have negotiated a special deal with the software vendor that entitles you to an additional 50% discount off their already low price. That means you can get the full registered version of Pro Compiler for only \$9.97! It's a good choice if you wanted to 'test the water'. You can also Test drive a fully functional copy of ProCompiler before you order.

Here are some of the key features of ProCompiler

- Easy to use with a detailed, easy-to-understand instruction manual that walks you through every step of the creation process.
- Designed to work on computers with Windows 95 / 98, Windows NT or Windows 2000 operating systems. (Requires Internet Explorer 4.0 or later)
- Unlimited eBooks: You may create as many eBooks as you like with no limits set on the number of eBooks you may produce.
- Royalty Free: You never have to pay in royalties or other fees for the eBooks you create. Once you have registered ProCompiler, there is nothing additional to buy.
- Easy Distribution: Each eBook is a self-contained .exe application program. You may distribute them in a variety of media: Internet download, e-mail, diskette, CD-ROM, ZIP disks, Networks, etc.
- Popular Compatibility: eBooks created using ProCompiler use the exact same format as Internet Explorer, making them compatible with the world's most popular web browser. Supported

are HTML, DHTML, Gif images and animations, JPEG and PNG graphics, JavaScript, VBScript, Java applets, and all I.E. plug-ins including the ever-popular Flash.

- **Internet Linking:** Create web links within your eBooks to connect your readers to the Internet.
- **Password Protection:** ProCompiler has good security features to protect your information product from "prying eyes." You may select to password protect your entire eBook, or just protect certain pages and allow your readers a preview of a portion of your eBook before they register for a password.
- **Save Your Projects:** Some other eBook compilers miss the mark here. Instead of re-entering all of your settings each time you want to create a new version of your eBook, ProCompiler's system allows you to save your settings and access them anytime you need them.
- **HTML Protection:** With ProCompiler's HTML security protection feature, you can select to disable right-mouse clicking!
- **Unique Serial Numbers:** A unique serial number is generated for each eBook that you create with ProCompiler.
- **Unique Icons:** You may have your own eBook icons. ProCompiler supports 99% of 32X32 pixel .ico files.
- **Menu Customization:** You may choose to turn on or off the various buttons and features in the eBook menu bar. Toolbars, buttons, screen position, start-up screens, and more are all at your creative discretion.
- **Shareware-Style eBooks:** With this feature, you may set your eBooks to expire in either of two ways: (1) After a set number of days has passed since the eBook was downloaded, (2) After a set number of uses of the eBook. This will allow you to offer free trial versions of your eBooks. After expiration, the user will need a password to use the eBook again.
- **Splash Screens and Start-Up Messages:** You can add your own splash screen graphic that appears when the eBook is launched. Additionally, you may choose to include a message box that appears as the eBook opens.

- Built-In Search Engine: With this tool, the user inputs a keyword and the search engine lists every page within your eBook that the keyword appears on. Each listing is clickable for instant access to the page.

For the full details of this software and your special discount please visit this web page [Here](#).

[Activ E-Book Compiler](#) version 4

(Cost: \$29.95)

This is another great eBook compiler that offers many tech-related extra features and also very good value for your money.

Here are some of the key features.

- Unlimited royalty-free E-Book creation
- Internet Linking
- Password protected pages
- Icon customization, including 700 icons for you to choose from - or create your own
- Save and resume your work
- File Compression
- Expiry and Free Trial features
- Unique Serial Numbers in every E-Book
- Built-in search engine in your E-Books
- Splash Screens
- Rebrander
- PreProcessor

- Automatically include information such as when your E-Book was last compiled. You can automatically generate and insert the right values in the right places.
- Creating E-Books that look different, or link to a different page on your site depending on the day of the month, whether a password has been entered yet... or many more choices.
- Need to include a common word or phrase on many pages of your E-Book (like your company's address)? Using the PreProcessor you need only enter this information once.
- File Includes
 - Include files containing "HTML fragments" into your E-Book pages.
 - Include common information (for example, directions to your business) in each of your E-Books...
 - Do you have information in text files that you want to incorporate as part of your E-Book? The PreProcessor can even automatically convert text to HTML if that's what you need!
- Build Series
 - Create a whole series of E-Books, each containing a unique ID, with just one step.
 - Create E-Books for each of your affiliates containing their unique affiliate ID.
 - Create one E-Book with different IDs embedded. Great for tracking if you're using multiple methods of promotion.
 - Produce "numbered copies" when creating E-Books containing confidential information.
- Support for massive CD-ROM projects
 - Create CD-ROM based E-Books which access other external files on the CD. Great for videos, sound and multimedia CD-ROMs.

- Create a link inside an E-Book on the CD-ROM that starts another E-Book or program.
- Set up links to "external" HTML or image files on the CD-ROM which will always work, regardless of whether the user's CD drive is D:, E:, F:, G:, H: or whatever!
- Active Script
You can use JavaScript or Java or VBScript to include browser based games, or make your images dance across the page... but until now, it hasn't been possible to do the kinds of things that HTML web pages simply can't do...
- Run external programs
 - Read and write files
 - Read and write to INI files
 - Do searches within the E-Book
 - Generate E-Book pages dynamically
- Load, Save, and Generate Password Lists
 - Automatically generate as many hard-to-guess passwords as you like, containing upper case, lower case letters or digits (or any combination that you like), simply and totally automatically in seconds.
 - Load lists of passwords from a text file
 - Save passwords to text files, or into source/script code that you can use in conjunction with your e-commerce system
 - Save password lists in a form that's easy to integrate into your Perl, PHP, C/C++, Java, JavaScript, ASP/VBScript programs.
- Active Quick Project
Active Quick Project is a wizard-based tool to get you started quickly. It will create the folders that you need for your E-Book, and give you specific instructions on what to do next.
- Over 100 pages of detailed instructions showing every screen in the software, and:
 - Step-by-step guides to creating E-Books using:

- HTML
- Microsoft PowerPoint 2000
- Microsoft PowerPoint 97
- Microsoft Word 2000
- Microsoft Word 97
- Step-by-step guide to selling E-books using ClickBank - as a download or using passwords
- How to upload your E-Book to your web site using FTP.
- Answers to common questions and problems.
- Stacks of useful background information about free E-Book marketing, CD-ROMs, technical topics, and much more!
- Optional Advanced Multimedia Support
 - Sampled Sound, MIDI music
 - CD Audio (great for interviews, audio reports, and more)
 - Full screen Video playback.
 - Pop-up Video windows.
 - All Microsoft Media Control compatible multimedia devices
- Optional Programmer's API Tool kit
 - For the more technically orientated user (people with previous Windows programming experience).
 - Add additional Active Script commands.
 - Add new capabilities to the PreProcessor.
 - Add new features to your E-Books.

If you're not a programmer - you can use all the features of Activ E-Book Compiler without ever looking at this tool kit.

If a programmer creates a great extension module (and gives you permission to use it),

you can take advantage of whatever features he's created using a simple point-and-click operation!

For the full details of this software please visit the web site of [Activ E-Book Compiler](#).

[eBookPaper](#)

(Cost: \$47)

This is the software that I used for my early versions of the FreeToSell Master eBook. However, there are some limitations to this program; detailed branding instructions must be provided by you if you decide to let others have their personal information branded in the eBook. It is still a reliable and inexpensive software.

Here are some of the key features

- Easy to use. Forward and Back buttons allow you to go through the e-book creation process!
- Password protects certain pages in your e-book. This is so that you can give away your product (say like the first 3 chapters of your e-book) and then charge them to receive a password to unlock the rest of the e-book.
- You can also have the e-book expire in a certain number of days that you define, or set it to expire after the user opens the e-book a certain number of times.
- You choose which buttons you want in your e-book. You can allow, or not allow people to print, etc.
- Compile e-books with sub-directories. Keep your files organized!
- Use the ability to save and re-open projects for quick editing.

- You have the ability to use a splash screen that will appear right before the e-book opens for a professional feel.
- Customize the "About" box of the e-book.
- Use customized icons for your e-book for uniqueness!
- 4 different types of compression methods to choose from to keep your e-book size small and downloaded quickly!
- Let your e-book readers adjust the font size of the e-book for easy reading and read in full screen mode. Very easy for the reader to use.
- Uses the HTML 4 platform so you can use JavaScript, flash, and other multimedia in your e-book.
- You also get another software program that you can distribute with the e-book to edit the fields that you want other people to customize with.
- You can password protect the branding feature so that only people you allow can brand your e-book with their information.
- *Branding Fields are Created in the format of <%FIELD0%>, <%FIELD1%>*
...

For the full details of this software please visit the web site of [eBookPaper](#).

[E-ditor 2.5](#)

(Cost \$97)

This is a more expensive eBook compiler. Naturally it offers some features that other low cost programs don't have.

Here are some of the key features

- Unlimited creation. You will be able to create unlimited products without having to pay royalties.
- Complete portability. You can distribute your eBooks in diskettes, cd-roms, via Internet downloads or e-mail attachments. There is no need to install them, they will run by just double-clicking on them.
- HTML 4 & Plugins. Using the HTML 4 standard, you'll be able to make your eBooks come alive and fully interactive with the latest technology like Flash, Shockwave, Real-audio and Quicktime!
- Live Internet linking. You can link your eBook pages directly to the Internet.
- Shaped image skin. You can use your own shaped image and get an original look to your eBooks.
- Microsoft DirectX capability. With DirectX you can control the window size and your eBooks will look exactly as you intended them. DirectX capabilities controls the screen resolution of your reader's computer!
- Security options:
 - Open your eBooks without temporal folders!
 - List of allowed passwords with random generation!
 - User name and serial number individual protection!
 - Computer ID feature: your eBooks work in only one computer!
 - Copyright protection: no right-button mouse, no copy & paste, no view code!
 - Protect your selected pages.
 - Close eBook with password (Kiosk mode).
- True Type fonts. You can distribute your own true type fonts used in your eBook and these fonts will be installed on the user's computer!
- Create eBooks from multiple directories. You'll easily manage large projects like courses and long books by creating each chapter on a different folder of your hard drive. Also, you can open/save your projects.

- Customizable user interface. You'll be able to choose the details of how your publication will look.
 - Buttons bar configurable with some functions: find, print, close, back, next,...
 - Start, Close and Security customized messages.
 - Splash screen with some view options.
 - Set the eBook dimensions.
 - Easy exit with ESC key.
 - Start on last page viewed.
 - Disable the screensaver while your eBook runs.

For the full details of this software please visit the web site of [E-ditor 2.5](#).

[eBook Edit Pro 3.2](#)

(Cost \$87.97)

This is the software that I am currently using to create my EXE eBooks. Not only does this program offer extensive features, but also it is reasonably priced. If you are prepared to give it 'your best shot' with your eBook business, this is the compiler I would recommend you consider.

Apart from most of the eBook compiler features, below are some of the distinctive features that [eBook Edit Pro 3.2](#) offers,

- Step-by-step "tab style" wizard allows you to go back and edit any information before you compile your eBook.
- Pop-up help bubbles throughout the wizard guide you through the eBook creation process and tell you what each option is for.

- Check for & Auto-Download Software Updates at Startup so that you never miss a new release when you are ready to make an eBook. If a download is available you will be provided with an instant download link. No more logging into the download page, your download username and password are saved automatically for you.
- New Project / Save Project / Open Project
This will allow you to open a layout and recompile it effortlessly because all your options are already inputted for you.
- No-temp File Extraction. This means that Your eBook contents (HTML pages, images, etc) are secure. eBook Edit Pro does not extract to any temp folder!
- Subdirectory Support. You can efficiently create an eBook with subdirectories to keep your images, audio and video files in separate folders to avoid clutter.
- Changing of Font Size
- ESC Key to Exit eBook
- Supports the HTML 4 Browser Platform (IE) with plug-ins using flash, java, midi, & many more.
- Form processing capability to allow CGI scripts to be executed within the eBook (i.e. form-mail to send users info, mailing list, etc). Simply link to the CGI scripts on your web server. A great tool to add users to your email subscriber list, by adding a web form to any HTML page inside your eBook.
- The "Set as Default" Option gives you complete control for just about every feature in eBook Edit Pro. Simply set the features you use most to default and each time you start a new eBook Project, the features will be saved.
- Search eBook Feature allowing your readers to search your eBook pages for a keyword. They can find what they want easily without reading through the entire eBook.
- Affiliate link in the about box. Any eBook you sell or give away will have your affiliate ID embedded. If someone clicks the link, you will earn commission if they purchase.
- Custom title feature. You add the title of your eBook. It will appear in the top left menu bar when the eBook is opened. The title will always be visible when the eBook is open.
- Custom "about box" text.
- Custom, high-quality icon branding

- Allow or disable resizing of eBook
- Disable right-mouse click in the eBook. This will stop others from stealing the images inside your eBook. To protect the source code of your HTML pages simply check a box to disable the right mouse click function. Your source code is also protected from ctrl c + v (copy and pasting).
- Start eBook maximized/default window size. You decide the default window size of the eBook. You also choose if the eBook should run maximized when opened. Starting or ending Pop-Up dialog box ability to allow your eBooks to display a fully customizable pop-up dialog box on open and/or close of the eBook.
- Custom starting or ending splash screen. Ability to allow your eBooks to display a fully customizable splash screen pop-up on open and/or close of the eBook.
- Custom page ordering feature makes the back & next buttons function better, for easier navigation. Your readers simply click the back & next buttons and your eBook will be navigated in the page order of your choice.
- Custom bookmarks. You can customize a list of bookmarks for your readers which are displayed in a drop down menu. You can link to internal and external pages. You could include a table of contents link or even a homepage link.
- Full screen kiosk mode. This is a great option for presentations where no toolbar is needed. To exit the eBook while in kiosk mode, simply hit the ESC key.
- Custom toolbar & icons: You choose which icons will appear in the toolbar of the compiled eBook
- Custom toolbar button text. You have full control over the text for the toolbar buttons. You can customize the text in any language of your choice.
- Enable/Disable Toolbar Button Text. You may or may not want to include text under the toolbar buttons. The choice is yours.
- Custom Toolbar Background & Font Color Feature. Ability to change the toolbar color behind the buttons and the font color on the buttons. This gives you a more customized look of the eBook, so you can match your pages or site colors.
- Custom Toolbar Logo with Web Site Linking Ability allows you to include a custom icon in the right corner of the toolbar of the compiled eBook - link it to a website of your choice, not just our affiliate site.

- Custom Toolbar Placement, Width & Height Feature. You choose where you want the toolbar to appear (top or bottom). You choose the width & height of the button images.
- Toolbar Preview Button allows you to see the outcome of the toolbar before you compile your eBook.
- Custom Security Features
 - Single Password
 - Unique Username & Serial
 - Unique 10-digit Computer Code
This feature allows your eBook to only work on a single computer.
 - Shareware. Your eBook can expire after a set number of days and/or opens.
 - Custom Dialog Text for security messages.
 - Security Pop-up Message or HTML Page. Ability to specify pop up message or secure HTML page message when secured page inside the eBook is accessed for a more customized look of your eBook.
 - Secure Certain Pages
- Test Compile. Before compiling you can test the eBook as if it were compiled. This allows you to go back and make any changes before committing yourself to saving the eBook on your hard disk.
- Run compiled eBook from wizard with Drag 'n Drop Capability so you don't have to stop what you're doing to open the folder you compiled your eBook in. Simply click the hyperlink listed after you click compile and you can run your eBook from right inside the wizard. You can also drag 'n drop the hyperlink into another program. For example, you can drag it to your email program to send to a friend.

For the full details of this software please visit the web site of [eBook Edit Pro 3.2](#)

Chapter 6 Promoting Your eBook

Okay, you've written your eBook, compiled it, and now you're ready to launch your electronic literary ship.

Now, before you go and start promoting your eBook, you're going to have to decide which way you're going to do this.

What's the purpose of your eBook?

1. Is it to promote you as a new talent on the Net in a particular subject area?
2. Is it to drive traffic to your site so you can get people to sign-up for your newsletter and/or buy your product or service?
3. Is it to sell?

Now, making money is a favorite human pre-occupation. We all want to do that, but like the proverbial saying "*There are many ways to skin a cat*". So it is with eBook marketing.

Here are some alternatives you may consider before you load this book of yours onto your server and say "BUY ME."

The FREE eBook

Statisticians tell us that there are over 2 billion web sites on the Net, and the number is increasing by the hour.

How do people find you?

Imagine this...

Everywhere you look, and as far into the distance as you can see there are billboard signs. AND ... one of them is your web site!!!

How do people find you?

You just don't have the time, money or resources to communicate with ALL the people on the Net. Your focus of attention needs to be on reaching a percentage of those who are interested in what you have to offer.

It's called Micro Niche marketing.... [*“micro meaning very small.. niche meaning the smallest part of... thus the smallest part of the small.”*]

You just can't reach your target micro-niche market by yourself. You need to enlist the aid of complete strangers who'll benefit from your knowledge, and be motivated to pass on your information.

Thus... the FREE eBook.

How does a FREE eBook make you money?

Remember this... *“The Internet is an impersonal place. People can’t walk into your store just off Main Street and talk to you. They can’t get to know you on the Net from surfing your web site, and they just won’t buy from you until they trust you.”* **It’s really a case of show me... don’t tell me.**

Now, this is where your FREE eBook comes in. It’s a way of showing people that...

- You know your subject.
- You can be trusted.

Once you can demonstrate to people that you know your subject and that you can be trusted they’ll buy from you.

So, an eBook is like a credibility certificate. It’s your own Awards Program stamped with YOU. It’s a way of you demonstrating to your potential buyers that *you’re worthy of buying from.*

And... it makes you money by selling your back-end.

The secret is in the backend

What does this mean?

The back-end can be either:

Context links you place within the book itself to various affiliate programs you have joined, or

- Links to your own products on your site

The key phrase here is “in-context.”

The subject matter of your eBook determines the in-context links you’ll use. Do not write an eBook, and attempt to use it as a transparent method of getting people to click through to your affiliate or site links. It just doesn’t work.

People are not this stupid, and if you choose to do this then basically you’ll insult them. This approach is a total waste of time, and completely counterproductive.

If you want to turn your FREE eBooks into a money machine that promotes you, your services and/or products then you have to *give value*... nothing less will work.

Remember this... Always provide quality information in your FREE eBook. There’s to be no skimming here.

It’s a fundamental law... To receive, first give.

If you do recommend *quality* products and services in your eBook via your affiliate links which are; 1> related to the topics you are covering in the book and 2> solve your readers problems, these affiliate links are going to make you a lot of money.

If you give quality information in the eBook, the readers will click on the link to visit your web site to see what else you have to offer and this will make you even more money.

Remember the secret is in the backend links. The secret is also in the quality of what you recommend and offer!

Sharing the opportunity.

If you want complete strangers to promote you and your business then you have to give them something. Personal self-interest is still the greatest human motivator for action. Add value to this and you've just released a monster virus.

How do you do this?

Well, there are numerous ways. Here are two...

1. Allow people re-branding or co-branding rights for free or for a small fee.
2. Allow people to change the links within the book to theirs, so they can derive income from it too.

The important point to remember here is that as long as your name is on your eBook you're benefiting from it. Your name is out there... and all the important eRoads lead back to your site, *because you're the source of the knowledge.*

If you look at ALL the successful Netpreneurs, they've all employed a strategy that is similar to this... and they continue to do so. Why? Well, obviously it works.

Re-branding

Re-branding/co-branding's basic purpose is to create an incentive that motivates the distributor of your book.

This motivation is created through re-branding of the title, and the ability of the distributor to include their own backend links in the book.

The way this works is like this example...

“Title of Your Book
by
‘you’

“Brought to you by ‘distributors name.’”

This sharing of the credit creates an incentive for the distributor.

With re-branding, the important thing here is to make sure that *everything you produce has your name on it and links back to you*. Then, whatever happens all roads lead back to you.

ALL good eBook compilers include a re-branding feature in their packages that permits the distributor to re-brand sections of the book that you've decided can be re-branded when you produce your eBook.

Remember, it's a fundamental law in life that you have to give before you get. Re-branding is the eBook version of this idea.

Fire up Your Viral marketing Machine

FREE certainly helps, but it's not the only way to go.

- You can put a FREE eBook up on your site.
- You can advertise it,
- Register it with sites that promote eBooks, or
- You can write articles for eZines about it.

This will start your viral machine, but what if you don't have much traffic, not much of an advertising budget, and can't write ads or articles for eZines?

Adopt a different strategy!

If your eBook is a Free eBook then approach the web site that has a lot of traffic to give it away or approach eZine owners to announce it to their thousands of subscribers.

If your eBook is a for sale book, then approach the 'big guys' for Joint Venture. Put up an offer that they can't refuse by offering them 50%, 60%, 70%... even more commission. In some of the cases, you could consider to offer complete resale rights, i.e. 100% commission!

Sounds crazy?

Yes, you might think that you are going to lose out on the profits of selling the eBook. But don't forget you are utilizing their established customer base to get your name out to the market place. People who have high traffic web sites or large eZines worked hard for years to establish their reputation on the Internet. They are not going to let you sell your products to their customer base for no reason.

Let's face it. Business is business. Your offer has to be attractive!

On the other hand, if you do have a good quality eBook that is informative, well written, and solves people's problems, then there is no reason for them not to give it away from their web sites to thousands of their visitors or enter into a joint venture with you.

It gets even better if you allow these 'heavy hitters' to re-brand the eBook that you want them to give away or to sell with their name, web site links, even some of the affiliate links in the eBook. This will give them more incentives to promote your book.

This approach will be sure to get your eBook marketing fired up at almost no cost to you.

eBook Reselling Systems.

If you have a topic that's of interest and value to people, and you don't have the time or resources to really promote it, consider using established eBook Reselling Systems. These systems promote Your Book through their established successful networks, and because these Networks have other Networks that source their product from them, your book can be read by thousands of people virtually overnight.

Enter the eBook reselling systems like...

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This is one of my eBook web sites. We accept quality free (or to sell) eBooks. If your eBook meets our quality standards, we will then include it in our next upgrade.

Your eBook will be distributed to 5,000+ of our resellers and their customers as soon as we release it. If your eBook has quality information, then many readers will start to remember your name and even come to your web site to see what else you have to offer simply by clicking on a link in your eBook.

If you are interested in taking this approach, please go to our web site and look for the link

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If your eBook is listed on nearly a thousand of our members' sites, you can leverage their hard-earned reputation and traffic at no cost to you.

Smart Move!?

And... you'll get to keep the back-end links in your book, so (ultimately) all roads will lead back to you anyway... *which was your purpose in the first place, right?*

AND.... With eBookwholesalers.Net you don't actually have to be a gifted writer. All you need to have is some unique knowledge, because EBW's editorial staff will whip your words into glamorous bytes.

If you have an eBook on some unique topic and you are interested in this method of promotion then submit your eBook at our web site eBookWholesaler.Net by clicking on the link 'Offer Products' at the left bottom corner of our home page, or contact me directly at support@eBookWholesaler.com.

Summary -Make it Happen

- eBooks are about ideas. Make sure they're good ideas. There's enough rubbish already polluting the planet.
- There are many ways to promote yourself on the Net. eBooks, as a viral mechanism, are one of the most potent forms.
- Five ways to create an eBook. Choose one that suits your personality, style, ability and interests.
- eBook compilers. Choose one that suits your purposes and budget.
- The power of FREE
- Share the Opportunity through branding
- Utilize eBook reseller systems

As with Gutenberg's printing press, eBooks hold the promise of great change. The technology now allows any of us to express ourselves in whatever way we wish.

Hopefully this will be to the benefit of us All!

Having ideas is one thing, but taking action to make it happen is another matter. The electronic publishing industry is still in its early years. What we already have access to today might not be the best solutions to the challenges we are going to face in the years ahead of us. However, it's certainly the Right Time for us to get in and be a part of it Today.

I don't know everything about eBooks. I have written this in hope of sharing my personal experiences with you to give you some inspiration.

I would like to hear from you if you have any questions or suggestions.

Once again, if there is a problem, there is always a solution.

If you foresee a *potential problem* with the electronic publishing industry, then seek the *solution!*

If you can provide the *Right Solution* for the problem, and take the right approach to promote your idea or solution, then I have no doubt you will be successful.

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I wish you every success in your eBook adventure, and your Internet career.

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Tom Hua

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