"How to write, create, promote and sell E-books on the Internet.

This Ebook is brought to you by:
Everest John Alexander
Click here to visit the web site

Dear Friend,

Thank you for downloading this Ebook. You're about to find out how anyone can write, create and sell an Ebook on the Internet.

I wrote these lessons from my own experience as an Ebook marketer, and I promise that once you've read this manual, you'll not only be able to write and create your own Ebook, but you'll also realize that selling Ebooks can become a profitable online business for you.

Lesson 1: "Creating your first Ebook."

Lesson 2: "How to prepare your Ebook pages."

Lesson 3: "Compose your Ebook using free services."

Lesson 4: "How to sell and promote your Ebook via the Internet -and make good money."

However, before you start off, I'd like to offer you a FREE REPORT, called: **"How To Sell 300% More of YOUR Product in 72 Hours Than You Did All Month."**

This report, written by Jimmy D. Brown, from **The Profits Vault**, is essential for anyone who wants to get involved in Internet Marketing. Regardless of who you are or what you are marketing, I GUARANTEE you this report will show you how to quickly and easily sell more. A lot more.

To receive your copy of this Free Report, click here: **vaultprofits@getresponse.com**

Don't miss this valuable and important info! And then get started using the information.

But, be prepared. Once you start using it... you are going to have a **lot of orders** to process! :-)

Good luck!

Dirk Dupon

Let me sum up the advantages of being an Ebook writer or publisher:

* You have total control over your work. You are your own boss, you decide what and when you will write, and no publishing company or editor can put you on a dead line.

* You make 100% profit on every Ebook sale. There are no profits to share with a publisher, like in the traditional world.

* You can create as many Ebooks as you like, and start selling them the next day once you know how to do it.

* Your Ebook will sell 24/7, even when you're sleeping, or on vacation. People can visit your web site, buy and download your Ebook instantly.

Does this sound attractive enough to you? ;-)

Then let's start with...

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Lesson One: Creating your first Ebook.

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It's true what they say...

Everyone can write an Ebook, or information product,

and distribute, sell, or give it away, on the Web.

Ordinary people, like you and me, do it with success, and some folks (**Jimmy Brown**, **Ken Evoy**, **Terry Dean** -to name only a few) are selling ten thousands of copies every month.

It doesn't take a lot to start, because Ebooks are easy to distribute, and you have almost no costs to cover..

All you need is some space on a web server and a way to accept credit card payments.

Once your Ebook is finished, you can make it available for download and promote it to the whole world.

You can also let other people help you promote and sell your Ebook, by setting up an affilate -or reseller- program, but I'll tell you how to do all this later.

Now, before you say: "I can't write an Ebook, because I never did any writing class, and I have nothing to write about", listen here...

ANYONE with a passion about a subject that he -or she- likes can write.

You just need to be persistent and determinated and you will succeed.

If you know a lot about dogs, gardening, scuba diving, or whatever you care about, you have... KNOWLEDGE!

And knowledge is what it takes to write!

Sharing knowledge is an extremely profitable business online. Info-Products -like Ebooks are often called- have proven to be the best selling item on the Internet.

People will always have a need for information, and if you can provide it to them, by teaching them how to do things better, you'll be rewarded.

Here are 3 examples of people selling Ebooks online...

* Example 1:

Ernie Rohrbacher is an expert in NLP (Neuro Linguistic Programming). He met his Russian wife Alla via an online dating service, where 800 other guys where trying to pick her up - but Ernie used his NLP skills to win Alla :-)

Ernie wrote an Ebook about his online experience, called: "Falling In Love Over The Internet".

In his book, Ernie shares his own personal experience with online dating, love and relationships, so you can begin to develop and maintain the kind of relationship you want. Ernie also teaches you about Neuro Linguistic Programming, the study of both subjective experience and human excellence, and how you can use it to find the one you want.

By the way, Ernie is giving away the **first 2 chapters** of his book and you'll also receive a 12 page interview with Ernie, sharing in more detail about his book... with love :-)

* Example 2

My business friend **Paul Meyers** is an expert in Ezine publishing. Paul uses simple tips and techniques that nobody else uses to sign up thousands of new readers to his Ezine... every month.

And what did Paul do? Right! :-)

He wrote an Ebook about this subject, and because it contains so much useful info, it sells like candy.

* Example 3:

To prove that you can write a complete Ebook about a subject without being an expert, or doing much study work, I wrote an Ebook, that contains interviews with 50 Ezine Publishers.

I just had to send the Ezine Publishers my questions, and then copy and paste their answers into an Ebook. You can download the book **by clicking this link**.

(Note: This Ebook is for Windows users only, sorry Mac folks.)

Ideas for an Ebook can be found everywhere, and the Net has made it dead easy to come up with subjects for an original Ebook.

You can use newsgroups, forums and discussion lists to find out what people need, and then fill in that market.

If you do some research online, type in the keywords of your Ebook in the search engines, you'll get dozens of ideas and tips that you can use to write a whole chapter in no time.

So stop being lazy and get on the keyboard :-)

SIDEBAR

Terry Dean's **"Ebook Generating Machines"** report will show you how to come up with new Ebook ideas every single day for the rest of your life.

SIDEBAR

Now that you have your idea, you're ready to start doing the real stuff, that is... writing :-)

Some people have doubts about the creative process of writing, or think they have no writing skills.

But really, you don't have to go for the Pullitzer Prize, if you write. On the contrary!

Always try to write like you speak. Just be clear, and to the point when you make a statement. People love to read clear lines, and if you use lots of white space between your paragraphs, you'll keep the readers interested.

Don't forget... Keep It Simple!

Or even better.. Keep It **Stupid Simple!** :-)

Remember, it's not about HOW you write, it's about WHAT you have to say.

One more important thing: before you start... ask yourself if there is an audience waiting for your book, or if you are going to be your own reader? :-)

Make sure there are people willing to read or buy your Ebook before you write it.

Otherwise... DO NOT WRITE IT!

Here are some tips to keep in mind when you write:

* Be original.

* Inject your personality into your writing style.

* Use short sentences.

* Use words that don't force your readers to grab a dictionary to understand you.

* Put in some sort of illustration to prove your point.

If you should need more tips or advice concerning the creative process of writing, here are some web sites that will help you:

http://www.hiddencave.com/creative.asp

http://www.writingclasses.com

http://www.gmu.edu/departments/writing

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Lesson 2: "How to prepare your Ebook pages."

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Let's start with the very first steps you need to take before you "compose" your Ebook. If you want to have people download your Ebook, there are a few rules to follow.

The purpose in following these rules is to ensure that you will send out a perfect Ebook of high quality.

Of course you already know that your spelling, grammar structure and link relevance should be checked twice to guarantee an excellent product.

Once your Ebook pages are written (this can be in .HTML or Word), you need to compose them. Do this just like you create a web site.

* Put all your pages and images in one directory on your hard disk, give it the name of your Ebook, and make sure that you make a back up copy of them, in case the worst should happen to your PC system.

You wouldn't believe how many people forget to make back ups, and find themselves in complete dispair when bad luck strikes. Think about all those longs hours of inspiration and perspiration that get wasted! Ouch! :-(

* If you design your Ebook pages, try to focus on being consistent and informative.

* Make it easy for your readers to navigate trough your book pages, or they will skip your material.

* Put navigation links on every page if you create an .exe formatted Ebook.

* Do not use fancy colors or buttons. Or have you ever seen a newspaper or magazine with orange text on a yellow background? There’s no need to revolutionize

the way publishing is done with your Ebook. :-)

* Check and re-check to see if all the hyperlinks or forms work, and if all the images show up correctly. An often made mistake in Ebooks is not linking the images or banners to the right file or URL.

* Try to limit the use of images, because they take up a lot of space, and your Ebook should not be too large to download. Put your ad banners (if you use any) at the bottom of your pages.

And remember... never distract your reader!

SIDEBAR

"Ebook Ideas Exposed" is a short 10-page report, that gives you 33 quick tips to create and market your Ebook. The short tips get to the point fast... and it's hard to believe but this is 100% free ;-) **Click here to download**

SIDEBAR

Once done, you can create a "Table Of Contents" on the first (or opening) page of your book. This page will show up first when your Ebook gets "opened".

Place your Ebook title on this page, and make a clickable index of all the different pages or chapters.

Now that all the pages and images are properly linked, you're ready to compress your book pages into Ebook format.

I'll show you exactly how to do this in the next chapter.

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Lesson 3: ""Compose your Ebook using free services."

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You may already know that Ebooks can be created in .pdf or .exe format.

The advantage of .pdf E-books is that they can be read on any computer, Macintosh included. All you need to read a .pdf file is the free Acrobat Reader software.

Ebooks in .exe format can only be used by Windows users, but the software that creates .exe books can be handy if you want to personalize -or customize- your Ebooks.

More on this subject in tomorrows lesson.

To create .pdf documents you can purchase the Adobe Acrobat program. Cost: about $250...

Now let me guess... You don't want to spend that much money, right? :-)

Don't worry... You can also create .pdf files at no cost at the **Adobe Web Site.**

Your documents will look exactly as you intended and are accessible to anyone across a broad range of hardware and software.

Here is a list of other online services that will create an Ebook for you at zero cost:

- Create .pdf files online

This isn't a program you have to download. Click on the link below and a new window will pop up where you can enter text which will be converted into .pdf format. Once the text has been converted it will be sent to you via email.
http://www.sanface.com/createpdf.html

- Gymnast

Gymnast converts text files to Adobe Acrobat PDF format without the need for any additional Adobe software.
http://www.oakworth.demon.co.uk/gymnast.htm

- Ebooks Made Easy

This is my own site, where I create .pdf formatted Ebooks for free:
http://www.ebooks-made-easy.com

- HTMLDoc

This program generates indexed HTML, Adobe PostScript, and PDF files from HTML files that you create using your favorite HTML editor.
http://www.easysw.com/htmldoc

- PDF-o-Matic

This is a simple PHP script that uses HTMLDOC to convert the web page of your choice.
http://www.easysw.com/htmldoc/pdf-o-matic.php

You can start with using these free services, to turn your Word or .HTML file into a real Ebook file.

You'll find more Ebook compilers links at:
http://www.ebooks-made-easy.com/ebooksoftware.htm

SIDEBAR

If you already own a copy of the Adobe Acrobat software, you can start your professional 'publishing empire' with the "5-Minute PDF Creator" manual.

The manual gives you easy to follow instructions to publishing Adobe Acrobat Ebooks without the hassles of learning to use the software... or the unnecessary costs of paying someone.

You can download the **"Table of Contents"**, and the first 38 pages of this great manual for free.

SIDEBAR

The last step is to upload your Ebook file to your web server, so your readers or customers can download a copy to their hard disk.

It's obvious that the first thing you need to make your Ebook available online is some space on a web server to store your Ebook file.

There are many free web hosting providers that will store your Ebook for free.

If you perform a search for "free web hosting" on **Google** you'll get a huge list of them.

However, here's a word of warning...

Free web hosting services are not always reliable, and have many downtimes... making it impossible for your visitors to get to your web site or sales page.

So if you're serious about your Ebook business, I strongly advise you to get a real web hosting account, so that you can upload your files 24/7, with full FTP access. These days you can get a web account for a small fee.

Personally, I use Bizland to store all my Ebooks. Bizland is a great place to start.

For a small monthly fee you'll get 70 MB web space without any ad banners or downtimes. That's more than enough to

get started.

And you can always upgrade to a bigger account later, if your Ebook business explodes :-)

Once you have an account set up, you'll receive a BizLand Web Domain name with your chosen company name, and a personalized business email addess!

If you already have your own domain name, Bizland will redirect it for you at no cost.

You can read more, or sign up for an account here:
http://www.ebooks-made-easy.com/bizland.htm

Next, you'll going to upload your Ebook to your web server.

I personally use the "WS_FTP" software for this, but you can use about any FTP program to upload your files.

You can download "WS-FTP" at no cost from:
http://www.ipswitch.com

(WS-FTP runs on any Windows platform.)

To reduce the download time of your Ebook file, you can compress it into a .zip file. Open your Zip software, select the Ebook file, and name this file ebook.zip.

If you don't have WinZip already installed on your PC, get it from here: **http://www.winzip.com**

- Places to distribute your Ebook online.

If you created a trial or Demo of your Ebook, there are many places where you can submit it to.

Here's a list: (If some of these links do not work, please try again later, they may work then.)

http://www.ebooksubmit.com
http://www.thefreesite.com
http://www.virtual-ebooks.com/subsites.htm
http://www.ebookdirectory.com
http://www.ebooksnbytes.com
http://www.free-ebooks.net
http://www.ebookpalace.com
http://www.web-source.net
http://ebooks.searchking.com
http://www.stealthpromotions.com/e-library1.htm
http://marketing-resources.com/ebook.html

Software sites: (Ebooks are also considered as software)

http://www.zdnet.com
http://www.tucows.com
http://www.download.com
http://www.shareware.com
http://www.jumbo.com
http://www.filemine.com
http://www.upload.com
http://www.freewarefiles.com
http://www.softseek.com
http://www.simtel.net/simtel.net
http://www.webattack.com
http://www.freewarehome.com

Once your Ebook sample is widely spread, visitors will come to your "official" Ebook site, where you will make your sales...

But... if you're plan to sell your Ebook, you'll need to find a way to accept credit card payments from your site.

Most customers who buy products online use their credit card, so you better offer this buying option if you want to see your visitors leave their money with you :-)

I use the Clickbank service to accept credit card payments online for several years now, and they do a great job.

Thousands of Internet marketers use Clickbank to handle their online process, and you can open your own account at: **http://www.ebooks-made-easy.com/clickbank.htm**

If you think you're not ready for your own account, you can read more about the service in the **"Working Wth Clickbank"** Ebook.

This free .pdf book provides step-by-step instructions on how to set up everything you need at ClickBank.

Once you have downloaded it, you can sell it if you like, or give it away to others as a bonus gift, it's all up to you...

... but that's for next chapter!

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Lesson 4: "How to sell and promote your Ebook via the Internet -and make good money doing it."

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Now that you know how to accept credit card payments

online, it's time to set up your Ebook sales page.

The value of your sales page is extremely important if you want to sell many copies of your Ebook.

A lot of Ebook authors realize that their poor sales page is the MAIN reason why their Ebooks DON'T SELL!!

The copy on your sales page can decide if your Ebook will be a success, or a failure. Period.

A well written sales page has a catchy headline, and tells the visitors -or prospects- about all the benefits that are in it for them.

Your sales page must convince people that your book will improve their life, or help them solve a problem, and once you can do that, you're already halfway the sale...

Your sales copy will be the MOST IMPORTANT copy you'll EVER write, so you need to give it your best shot!

Take a look at my **"Web Site and Ezine Promotion Made Easy!"** Ebook, to see how I set up an effective sales page.

Sorry if I sound a bit biassed here :-) but notice how I use testimonials, talk about the benefits of my book, use white spaces to give the vistor some rest, and offer extra bonus gifts, to get closer to the sale.

SIDEBAR

If you have no clue how to write a sales page, you can use Yanik Silver's **"Instant Sales Letters"**. This fill-in-the-blank sales letter writing resource offers an arsenal of powerful, money-making sales letter templates, that you can use to sell your Ebook or service on the Web.

In less than 3 minutes you will create a winning sales letter guaranteed to sell your product... without ANY writing!

SIDEBAR

Now, I'll be honest... it took me some time to optimize the sales page.

At first, I only made a few lousy sales...

In fact, I was thinking about ending my Ebook project, until a professional copy writer contacted me and told me that he wanted to improve my sales copy at no cost... in return for a

rcommendation in my "SmartPromotion Ezine".

I took him up on his offer, let him create new sales copy, and set up the new page...

...and guess what happened?

In a matter of days I saw new sales start rolling in... only because of the appealing ad copy that was used.

Get the message here?

You better put some decent work into your sales copy if you want to cash in :-)

SIDEBAR

It's a proven fact that your OFFER will make or break your business and profits... but very few know how to create a **"Profit Pulling Offer"**.

If you have 5 minutes, you'll find out *exactly* what I did to turn a FREEBIE into a sale of $116.00, and how YOU can duplicate this EVERY DAY online...

SIDEBAR

When visitors land on your web site -or sales page- you can use a pop-up window to offer them FREE tips from your Ebook.

When you offer your visitors something for free, you can collect their name and email addresses, and later follow up on them, if they decide not to buy.

This way you'll build an "Opt-In List", and this list will be the MOST valuable tool in your marketing toolbox.

Pop-up windows may be found annoying by many surfers, but they DO WORK.

I get around 10-20 new people a day signing up for my 4 Day Ebook Email course... and hey, didn't you also sign up to this course via my pop-up window?

Well, there's the proof :-)

SIDEBAR

To create my pop-up windows, I use the **"Pop-Up Generator"**. It's the easiest pop-up software tool availabe online, and you can see screenshots at the above link.

TIP: This software comes at no cost for members of the **"Profit Publishing and Marketing Center"**.

SIDEBAR

There's another important subject I would like to point your attention to.

It's something that very few people know how to get right. It's about the look of your site or sales page.

Affilate 'clone' sites and 'replicated' web pages just don't cut it, and they never will.

If you're serious about earning money on the Net, you simply must have a unique website of your own... one that presents something 'a bit different' from what your thousands of competitors already have!

Otherwise, you'll end up being just another hopeful web marketer who will never earn a dime, and will always wonder "why?".

Sometimes it seems like everyone thinks; "If I can just get a web site up, and drive traffic to my book or service, I'll make money."

I'm sorry to tell you, but it doesn't work that way!

Ok, getting a fair amount of targeted traffic IS important, but you also need an appealing site, that will impress your visitors if you want them to purchase your products.

SIDEBAR

"**Profit Pulling Webpages"** is a complete web design package. You get 36 ready-made, professionally designed and tested web page templates, to instantly set up on your server! You can see some samples at the web site.

SIDEBAR

Next I'll show you how to create a great looking cover for your Ebook.

It's true, people DO judge books by the cover. A well designed cover will make your Ebook stand out from the rest, and you will sell more copies.

(When I placed a professional Ebook cover on the sales page for my "Web Site and Ezine Promotion Made Easy!" Ebook, I

noticed an increase in book sales within the FIRST 24 hours, and I'm not joking!)

So, if you plan to sell BIG... you better create a stunning cover for your book.

Now, creating an Ebook cover is something that most of us don't have the knowledge or talent to... and so we pay up to $100 just for ONE Ebook Cover...

So I asked a software programmer I knew, if he could create a tool that designs Ebook covers easily. And he created the **"eCover Generator"** software to help us to save lots of money...

You can now make your own custom, highly professional Ebook covers easily in MINUTES.

(You can see the 3 sided cover that I recently created for my **"How To Make Profit From An Affiliate Program"** book.)

I desinged this cover in less than 5 minutes... without any graphical talent!

The **"eCover Generator"** is NOT just a piece of software that offers a couple of worn out templates! The program actually makes 3 sided boxes, 2 sided boxes, CD-covers, etc... Here you can see step-by-step instructions on how it works

(Once you own the software, you can start up your own Ebook cover creation business if you like. There's always place for a great Ebook cover design company...)

If you don't want to purchase the software, then there are several online service that will create your breath taking Ebook cover.

Here's a detailed list:
http://www.ebooks-made-easy.com/ebookcovers.htm

Good, now that you have a *"Profit Pulling Sales Page"*, it's time to start making those sales.

A great way to receive potential Ebook buyers to your sales page, is to promote your Ebook by... giving it away.

Now, you probably wonder how you can make money by giving away your Ebook?

It's simple...

Suppose your Ebook has 15 chapters. You might allow the reader to browse chapters 1-4, and *password protect* the

remaining 11 chapters.

To access those chapters, the reader must purchase an "unlock key" from you before proceeding.

Most Ebook software programs offer this function, and I personally use the **"eBook Creator"** software to do this.

"eBook Creator" not only includes the password protection option but also ofers the eBranding tool, so that people can automatically "brand" your Ebooks or reports with their own affiliate link.

There's also a .pdf Ebook brander available, called **"ViralPDF"**.

To prove you how effective it is, I setup a special Ebook, that you can customize with your own links, so you can see for yourself how easy "ViralPDF" is.

The Ebook is called: "5 Simple Ways To Use eBranding To Your Advantage" and can be branded with your own Clickbank affiliate links.

(The Ebook contains no less than 44 links to other books that you can sell or give away from your own site! Plus, there's an additional bonus included, so don't wait, and **download it now**!)

Imagine the sales you can make by writing a quick 5-10 page special report, promoting your own product or web site, and letting people use "ViralPDF" to change all the affiliate links in the report to their own.

You'll make a lot of people happy :-)

- Using affiliate links in your Ebook.

You can place affiliate links for other companies in your Ebook, and make money everytime someone orders a product from your link.

This sounds like making easy money, but WATCH OUT!

Be very careful not to fill up your copy with links to your affliate programs, because if you do, your readers will find this unprofessional, and think that you're out for a quick buck...

... result: your Ebook will be deleted, faster than you can say "amen" :-)

People downloading Ebooks nowadays want quality info and useful content. Never forget that they don't want to make YOU better. The only care about THEMSELVES!

So, if you have to use an affiliate link, do it sparingly, so your readers will not realize you are trying to sell them something.

You just saw an example of how to do it right, when I mentioned the "Ebook Creation" or "PDF Branding" tools above...

See how easy it is to "weave" an affiliate link in your info? :-)

Now, you may think that readers don't like this kind of "soft-selling". But it's just not true.

Folks don't mind if when you suggest a good product that can help them. In some cases, they will "thank you" for showing them the right way.

(A while ago I had one of my Ecourse subscribers asking me for my affiliate link for a product that he wanted to buy. He explained that he could also buy the product via his own affiliate link, but he didn't want to, because this was his own way of saying "Thanks for the help"...)

Remember that when you use affiliate links, you offer products that interest your target market. Don't EVER try to sell something that you wouldn't buy yourself, or your reputation well be destroyed forever.

Here are 2 good examples to use affiliate links:

* Example 1:

Suppose your Ebook contains tips and recipes to make better cakes. Your book will cater to people who like to

cook, so you can include a link to a bookstore that sells cooking books, or a company that sells cooking material.

* Example 2:

If your Ebook contains tips about building better web sites, you can include an affiliate link for a "Web Site Promotion Made Easy!" Ebook... :-)

Important! Your give away Ebook or report should help your readers solve a problem. If you keep this in mind, people will start trusting you, and sales will follow!

- How to create a Traffic Virus with a FREE Ebook.

Do you want to have an Ebook working for you 24/7, sending free traffic to your web site, and making sales automatically?

Then you need to start a "Traffic Virus". Don't worry, a traffic virus isn't harmful at all :-)

A traffic virus spreads itself around automatically without you lifting a finger. And Ebooks are the perfect tool do to this.

Here's how it works...

Let's say you wrote an Ebook with new tips on how to grow better roses. By the way, I know nothing about roses :-)

Of course you place a link inside the Ebook that links to your web site, or to the company you are an affiliate for. Then you search the Internet for publishers who publish Ezines on gardening and ask them to give your FREE book away to their subscribers or web visitors.

Most of them will be glad to do this, because serious Ezine publishers like to offer his/her readers useful info...

When those subscribers find your Ebook interesting, they will pass the Ebook on to their friends, and that starts the ball rolling...

... your traffic virus is spread, and your web site -or sales page- will receive hits via your Ebook link or ad, and this 24/7, 100% automatically, without you lifting a finger!

TIP: If you sell your Ebook via Clickbank, you already have your own affiliate program. Now you can let other people "brand" your free Ebook with their own affiliate links for your "official" Ebook. This will motivate others to spread the Ebook around.

Don't we all love to make an extra buck? :-)

See what happens here?

Your link or advertisement will be exposed to thousands of people, you get more visitors (read sales) to your web site... and you don't need to spend a single cent on advertising!

Of course, not eeryone who visits your web site via the link in your Ebook may buy from you...

But once they land on your site, you can offer them another valuable FREE gift... in return for their email address, so you can follow up on them later.

To capture your visitors email addresses, you can set up an autoresponder.

Once you have a list of people who are interested in your freebie, you can send them valuable information and new offers... and you will start making sales, month after month after month...

A traffic virus will bring you a never-ending process of targetted traffic... and this is how the really successful people make a living online!

- About Viral Marketing

Another way to sell lots of Ebooks, is by using the "viral marketing" strategy.

You can let people share in your profit by setting up an affiliate program that offers a nice commission on every Ebook sale you make.

And guess what? Clickbank is the perfect service to set up your own affiliate program.

All the details are in the **"Working With Clickbank**" book.

- A proven example of viral Ebook marketing.

In **"Profit Pulling Ebooks"**, Jimmy D. Brown explains how you can create an Ebook that will be downloaded by thousands in a short period of time... without spending a single penny.

Now the really clever thing about this book is that when you order it, you get Full Resale Rights and a FREE sales page, so you can sell it to other people for the SAME PRICE!

"Why does Jimmy do this", you now think? "Doesn't he need the money from all the lost Ebook sales?"

Heck no, he doesn't! You see, Jimmy is a smart fellow :-)

He has placed links in the Ebook to his own products, so he earns money everytime people click on those links!

Jimmy doesn't care if people who sell his Ebook for the same price as they bought it get their money back with one sale...

... it just makes him happy! :-)

The more Jimmy's book gets distributed online, the more he makes from his other product links...

- How and where to find people to sell your Ebook?

To sell many Ebooks, you need an army of sales people, working for you 24/7.

Now, you can hire a staff of salesmen to promote your book... but who has the budget to do this?

... I don't, and I don't think you have either...

However, there is a way to get thousands of other people busting their guts to sell your products... without you spending one single cent on advertising.

The **"Free Advertising System"** shows you exactly how to sign up hundreds of people to promote your own products.

If you are interested in NEVER spending another penny on advertising and yet watching your sales skyrocket... then download the book NOW!

And pssstt... do not only download it, but READ IT! :-)

Here are a few good ways to promote your Ebook...

* Add a link to your Ebook sales page in your sig file.

* Propose a joint venture with Ezine Publishers in your target market, and ask them if they would like to promote -or recommend- your book, in return for a 50% commission through your affiliate program. (TIP: Use Clickbank.)

* Get FREE web site hits by joining the **NoMoreHits** service. You'll quickly build a steady stream of traffic to your Ebook sales page. All you do is modify your browser's startup page after sign up. Then, each time you startup your browser, you will automatically go to a member's web site.

For every 2 browser startups, your web site will receive 1 visitor back! That is a 50% conversion rate. Costing you absolutely nothing!

* You can sell your Ebook via online bookstores like: **Digibuy.com** or **Booklocker.com** etc.

* Submit your Ebook sales page to the major search engines.

* Buy clicks or leads from the pay-per-click search engines, so people will easily find your book.

* Buy advertising space in an Ezine that covers your target audience. If you don't have the money, you can give away a copy of your Ebook to the Ezine publisher in return for a prominent sponsor ad.

* Let people personalize a copy of your Ebook demo with their own affiliate link, and let them give your Ebook away from their own web site.

* Use a pop-up window on your web site, and ask your visitors to leave their name and email address in return for a Demo copy of your Ebook. (If they don't buy the first time, you can follow up on them later. It's been proven that most people never buy a product after the first contact. Following up is essential if you want to make many sales.)

SIDEBAR

If you don't know how to set up, or use, a pop-up window on your web site, you can check out 3 sample chapters from the **"Amazing Pop-Ups"** Ebook

SIDEBAR

- How to get FREE ads for your Ebook in other Ezines.

You can place free ads for your Ebook in other Ezines, by using the **"EzineADventure System"**.

It's a FREE system for Ezine owners to share their ad space with other Ezine publishers... and it works!

You will never again waste time looking for and trading your ad for someone else's, based on readership levels in your Ezines.

Why make it difficult when it can be done much easier? :-)

With the "EzineADVenture System" you can get your ad

in front of an extra thousand Ezine readers overnight...

There's no catch. I'm doing this myself, and my Ebook ad is going out to hundreds of people every day, resulting in many click throughs... and it doesn't cost me one cent!

- Where to place your Ebook ads effectively?

Placing paid Ezine ads can be a tricky thing. It can cost you a lot of advertising dollars if you do it wrong! But how do you know if your ad will be seen by the total number of subscribers that the list owner says he has?

Where do you find a 100% "opt-in" list, where people have requested to receive the mailings? And are Ezine ads really "worth" the ad-rates they charge?

Well, you can "exactly" discover how to write a killer ad that will give you result EVERY time, and you can find out "exactly" which Ezines are the BEST places to publish in.

It's all written down in the **"Ezine Ad Profits"** report.

The report tells you how to send your ad to over 10,000 opt-in subscribers for ONLY $2.00, and shows you how to purchase an ad in 30 of the best E-zines for only $5.00!

And even better, you can resell the report to other people. You'll get a terrific sales page, and all the images!

SIDEBAR

Here's a tool that will make it easy for you to promote your Ezine. **"The Ezine Promotion Toolbox"** contains a list of all the biggest Ezine directories on the Web! Use this handy submission tool to submit your Ezine to the biggest directories.

SIDEBAR

- Using Ebooks to get traffic to your web site.

Ebooks are also a perfect tool to promote your web site and sign up more subscribers to your newsletter.

TIP: If you write or publish articles, why not compile your best articles into an Ebook, and make it available for free from your web site? You can offer this Ebook as a gift to sign up new leads to your autoresponder or Ezine.

Ok, we're almost finished now... you can almost relax :-)

Sorry if I overwhelmed you with all this info. But you wanted

to know how Ebook marketing works, and I have explained it to you as simple as I could...

It's been said many times, Ebook publishing will be BIG and you should be seriously considering jumping into this new medium. It's a great way to build an extra income.

Ok, I think you know by now how to get started as an Ebook author and Publisher...

... now get to work, and start hitting those keys :-)

And finally, I'm going to leave you with another free Ebook that will show you how ordinary people can create their own automated Ebusiness and make a full time living from the Net in 8 easy steps. It's called the **"Internet Success Ladder"**.

The book contains an animated movie, so this alone is worth the download -just kidding :-)

You may give this book away to your own web site visitors or Ezine subscribers, and believe me, they will also find it useful. (Windows users only, sorry Mac people...)

Okay, before I go, there's one more thing...

It was a real pleasure for me to teach you the basics about this fantastic medium.

I also want you to know that I am always available to answer any questions you may have about this course or about Ebooks in general.

Contact me via the link below and I will offer you all the help I can.

Sincerely,

Dirk Dupon,

Contact:
editor@ebooks-made-easy.com
http://www.ebooks-made-easy.com

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you the latest tips, Ebook reviews and tools to profit from your Ebook, plus FREE contests to win Ebooks, software and access to useful Ebook services.