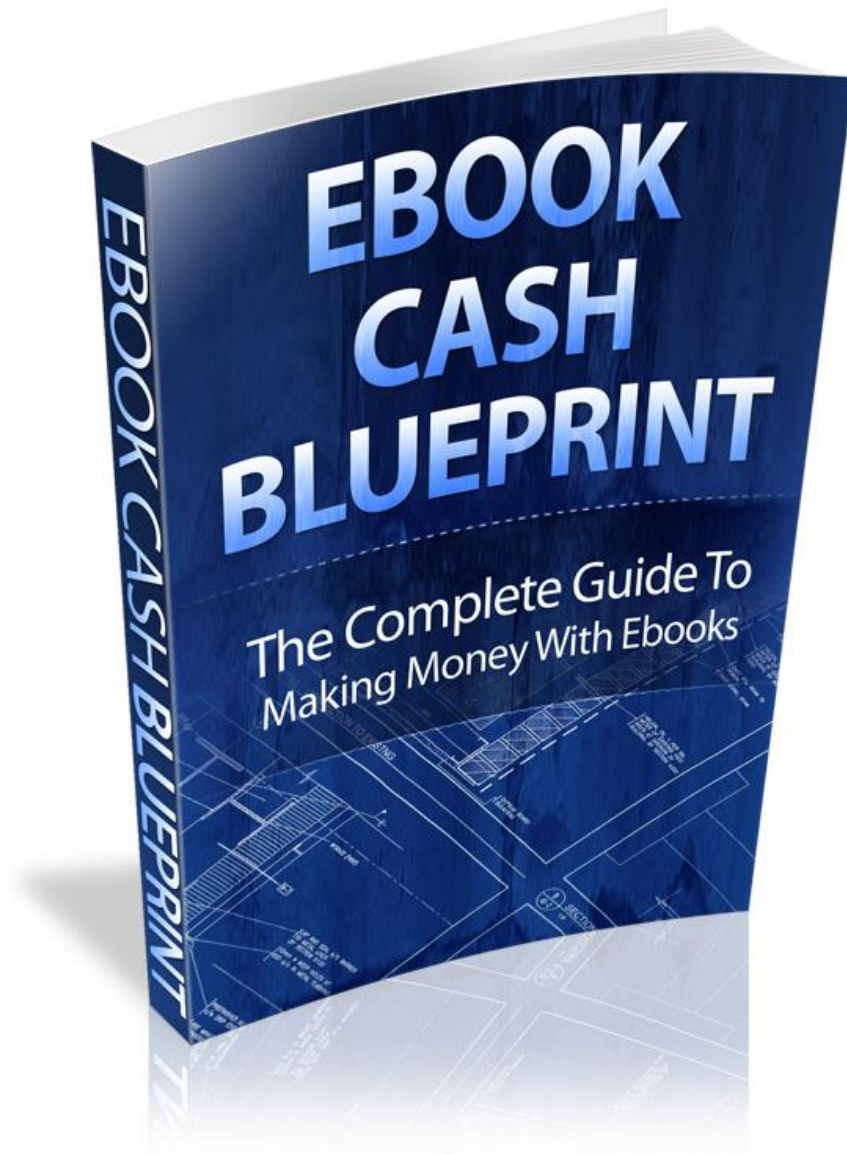


## **Ebook Cash Blueprint**



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# INTRODUCTION

The Internet has changed everything from renting movies, to taking college courses. There are so many things that have changed in just the last ten years because of the Internet. Imagine in the early nineties trying to download your favorite song, or visit your friends profile on a social networking site, this was completely impossible at the time.

The Internet isn't just rewriting the book on the way we entertain ourselves, it is also making many people wealthy, really dirty filthy gigantic bank account wealthy. One of the best ways to date to make money through the Internet is by selling information products.

Not just any information product will do though; it should be your own creation. Information products come in all shapes, and sizes on the Internet but they offer all that sells them one distinct advantage, low inventory costs, and high return on investment.

In the business world return on investment is commonly known as ROI, that funny little acronym you might see embedded in some arcane text about a business for sale, or an apartment building investment for sale on your local newspaper, or online.

The interesting thing about ROI is that most business ventures fail to ever provide any ROI at all. Think about it, return on investment means return on what you've already invested, that figure assumes that your original investment will be replenished from revenue, and that additional, returns as the name calls it, are offered up to the investor each day.

Often ROI is calculated in annual dollars, as in how much money will you make each year, but the bottom line is most people that go into business end up with 0% ROI because they don't make a nickel of profit off of their venture.

So here we are talking about the clichéd topic of how most people fail in business, and you're probably thinking why, or how, does this relate to me. The simple answer is that knowledge is power, and the more you can learn about what doesn't work, the more you will likely stumble upon a business that does work, and work can be defined as a business that becomes profitable.

There will certainly be temptations to try many types of businesses that seem to draw you in with large amounts of potential profits, and success stories from average people just like you. Well, before you jump the ship and try to do something else, it is important to understand the nature of most businesses.

Most internet businesses require sales, and investments on

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product that means you will have to spend a lot of money on something you aren't even sure if you can sell.

The fact that always gets me is this, if you buy 100 t-shirts to sell online at 50% of the retail cost, which is typical of wholesale market value, you would have to sell 50 t-shirts at full price just to break even! That's an astounding 50% sell through rate, most people would be beside themselves if they could sell half of their entire product in stock. But if you're doing the regular internet business model that would most likely be the case.

The problem is that the Internet is filled with discounters, many of them just like you, who got all their money trapped in some business idea, and now they just want to get their money and get out, so they are selling at cost, or 50% off retail.

Now if you're just starting in this business, how in the world would you compete with that? The answer of course is you can't compete with it, so you conform to the market rate to stay competitive, and end up losing money, as well as being stuck with 50 t-shirts you don't want.

There are countless examples like the one above that can be used to deter you from starting an internet business, but they all seem to have the same message, making money is hard. It's not easy, it's not even kind of sort of easy, it is hard.

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The more that you understand this concept the greater appreciation you will have for this e-book. Making money online can be possible if you focus your energy, and dollars in the right area, but if you do not, you will find it is very difficult to turn a profit online.

So what is the answer, how do you make money on the Internet without losing your hide, and your sanity in the process?

The answer is simple, information products.

The inventory cost is zero, and the profit margins are huge. The information product has been revolutionized by the growth of technology, and the amount of people on the Internet. The information product is a serious cash cow waiting to be unleashed.

This e-book will take you step by step on how to launch your own information product. This value filled text will give you all the tools you need to launch an information product successfully for little to no money.

Be sure to read this e-book all the way through in sequential order, for at least the first time, because each chapter is organized in chronological order. This is purposely done so that

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you can literally start your information product while reading this e-book, and by the time you are done you will have it selling like hot chocolate on a snowy day. So buckle up, get a pad and pen, and get ready to learn the trade of information products.

## **Chapter 1: Selecting A Topic That Sells**

The first and ultimately most important step in launching your information product is selecting a topic that is marketable.

This can be a tough chore because many people have unique interests that they are emotionally attached to, and therefore want to do an information product on.

While this is admirable, and in theory a good idea, in the competitive information product market it will never work. You must find a topic that people want to read, better yet, a topic people must read.

The more you fiddle with topic ideas the more clear it will become that most topics will not be marketable at all. If a topic isn't marketable, it will sell very few, if any copies at all. As you will read later in this book the name of the game is volume, the more copies you sell the better, and so you must find a topic that can be a real volume seller.

So where to begin, how do you find a topic that will sell like

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hotcakes and how do you know a hot one when you think of it? These questions are imperative to finding a good topic, and you deserve a pat on the back for thinking of them, you are already on your way to success for conjuring up such thoughts.

The Internet can often be best explained through comparisons to the brick, and mortar world. To address how to find a best selling topic, look no further than what is already selling. This is a timeless practice done by virtually every business in the world.

Movie studios will look at the biggest box office drawing movies in theatres now, and develop a movie off of what they think will sell. Do you think it is a coincidence that just a year after Batman Returns did great in theaters, Superman Returns is released? Of course not, the movie business is a for profit business, and thus they look at what sells, and mimic it.

This example is also applicable to television. It didn't take long after seeing American Idol dominate the Nielson ratings for rival networks to create their own talent shows. The premise for the television networks is that if one style of show is successful, then people must want to tune into that type of program, and thus if they make one, they too will have a great audience turnout.

The list could go on, and on for the mimic game, and is seen in virtually every industry worldwide. The important thing to

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remember from this is that if the most successful companies in the world practice it, isn't it worth your time? Of course it is, so the first step in selecting a topic is to find out what is selling, and then match that to your individual interests, and abilities.

The best way to track what e-books are selling is to set out on a three part expedition. The first part for you to discover what is selling is to scour eBay, the worlds leading seller of information products online.

The second is to look at the large e-book websites that rank product sales. And finally you will complete your search by browsing the requested work for hire advertisements, to gauge what the competition is trying to do.

What is the campaign, you can find it on eBay, well that has never been truer then for information products. There are more information-based products on eBay then any other site in the world.

There are literally thousands of information products for sale every day, and if you were to compound those numbers per month, the number of information products for sale on eBay would surely be in the millions. eBay may not be a gold mine for sales, but if there are that many information products listed on the site, someone must be making some money off of it.

Looking for what is selling on eBay is as easy as browsing the titles. The beautiful thing about eBay is that you can do endless queries for items for sale; items for sale buy it now, and items that have sold, or have gone unsold. More on eBay, and the art of selling information products on eBay comes later in this e-book, for now let's focus purely on the research aspect.

Searching for hot sellers on eBay is best done in reverse fashion. After arriving at that the eBay website, and putting in the word ebook into the search box at the top right corner of the page, you will be able to navigate the results on the left hand side of the screen.

Find the box that says show completed listings only and click it. After double clicking on the search button, you will be provided a 50 page list of the latest information product listings that have ended in the past four days or so. This list will most likely tell you exactly what you need to do an information product on, it will at the very least help to show you what doesn't work.

Looking at the completed listings search page on eBay is made very simple by the coloring of the listings. Any listing that has sold will be colored green in text, and any one that hasn't sold will be in red text. Both the listings that have sold, and have not sold are very important to helping find the perfect topic.

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First look at all the green listings, noting what information product topics are selling the most, and which ones are selling for the best dollar amount. Unless you have a photographic memory, you'll want to make some notes.

This doesn't have to be a scientific exercise, bar graphs, and hypothesis is not needed. Just take a few notes that will help you discover what topics work, and what ones do not. By creating two columns, one for the possible topics, and one for topics to avoid, you will be creating a literal do, and don't list.

After analyzing the green sold listings, and writing down the topics that seem to sell for the most money in the greatest frequency, it is time to look at the topics that don't sell. Try to ignore any listings that are not professional looking, and any bizarre listings that don't fit the general criteria of an information product. Instead focus solely on what listings seem to never sell, and what topics those listings are for.

Don't be discouraged if a topic on your do list, is also one that often comes up on the don't list. Many people list information topics several times before they sell. Simply try to see if there are any information product topics that seem to always not sell, even if its for a penny.

After you have created your list from the sold auctions, you will move on to step two, finding the top sellers on information product websites. The term most notably used for information products on the web is e-book, or ebook, and thus you should search for sites dedicated to e-book volume sales rankings.

Information product is a term used within the industry to describe the type of work done, but for this search e-book will give you a better list of websites that rank sales of e-books.

Possibly the best website to help gauge what the market is buying in terms of information products is clickbank.com. This company is a dedicated payment, hosting solution for information product sales. At a later point in this e-book clickbank.com will be explained as a marketing tool, but for now its important to look at the rankings of clickbank.com to see what information product is selling the best.

There are hundreds of thousands of information products for sale on clickbank.com's affiliate websites. The rankings are located at the bottom of the company homepage, and will sort the best selling information products by category, price, and industry. The more clickbank sales a e-book author has, the more in demand the topic of their work is, at least for the most part.

There is of course marketing efforts that may skew the actual

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total sales of a particular e-book, but for the most part the clickbank.com rankings will offer substantial insight into what buyers of information products want to know about, and thus, what they are purchasing.

Be weary of so called e-book library websites that offer inflated daily traffic estimates, and most popular download lists.

Most companies that offer such information are fudging the numbers when it comes to daily traffic, and have a most downloaded list that is really an advertisement for the authors that pay the Webmaster the most money to advertise on the site. Some of the most downloaded titles on these e-book websites are actually empty information products that do nothing but advertise an authors Internet business, and are in actuality rarely downloaded, if at all by the internet community.

There are some good e-book websites besides clickbank.com that offer information on sales, and downloads. Try to use common sense to weed out the good from the bad. At this point you should be looking for patterns. Do you see any correlation between the list you made of hot selling information product titles on eBay, and the titles you are seeing on similar websites?

Answering this question will help you secure several topics that will be most successful.

The third and final step in this process is to get a pulse on what e-book publishing companies are looking for. This is a sure fire way to find out what is selling online, because online publishers typically only contact authors to write e-books that they are sure will be bestsellers.

Try searching the work for hire websites that have projects posted for potential e-book authors, and make notes about what titles are most popular.

By now it should be apparent what topics are the most in demand, and conversely what topics are the least in demand. The process in which you searched for the most marketable topic is full proof. Most people think about a topic, and do it, worrying about the marketing at a later date.

This of course is the most foul, and unprofessional way to do things if you are trying to turn a profit, because what you want to write about isn't always what the market wants to buy. Understanding this principle will put you ahead of 99% of the information product developers today, and executing it properly will give you a leg up on almost all the information product developers on the market today.

## **Chapter 2: Crafting a Masterpiece through Entertaining Writing**

Congratulations on making through the hardest phase of information product development, the topic selection phase. The most difficult thing in making an e-book is finding the right topic, since you've done that with such grace, you are now ready to get this product written, and published.

Essentially writing the e-book, and publishing it is the same thing, although many supposed e-book gurus would tell you differently. Publishing electronic products is nothing more than saving it, and uploading it to a website, or emailing it as an attachment. So forget about that element for awhile, and focus entirely on producing the actual information product.

There are several ways that you can get your topic onto paper, from paying a freelancer, to writing it yourself, to a combination of both. While this e-book will give you each option in detail, you will find the most control over your product in writing it yourself. Some look at information products as a side job that will be more for supplemental income, and thus don't want to put all the work into writing the actual product, for those individuals, the idea of having it done by a professional is the best option.



Having a full package e-book put together by a professional can be a simple process that involves very little on your part, other than payment. The biggest problem you will encounter in contracting out the work to a professional is quality, and price. The information product market, specifically e-book writing, is not a fixed price market.

What does this mean?

It means that you won't find every professional offering the same price for one service; in fact it is a stagnated market that is often confusing, and illogical in form, and practice. Some companies will charge you less than others and be more qualified to help you, others will charge you large amounts of money, and have no real experience in writing e-books.

Worse yet, some contract workers will have little English language skills, and thus write your book in a faux language that is nothing more than jibber jabber that no one will actually be able to decipher.

To avoid the above problems happening to you, be diligent with your project posting, description, screening process, and payments. Remember that you are the employer, and thus, the boss of the project. Don't be bossed around by the provider, and

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always ask for relevant samples of the providers work before accepting a bid on a project.

When screening sample works from a potential provider make sure to not only examine the quality of the work in terms of grammar, spelling, and mechanics, but also the knowledge of the writer on your topic. If a published author with great writing skills has no knowledge about your topic, the finished e-book will be error free in mechanics, but offer the reader little new information.

Therefore it is vital to screen providers for both basic writing skills, as well as writing experience in the general topic area of your choice. The more you do this, the better your finished product will be at the end of the day.

Cost in the field of contracting information product employees is as confusing as it is to select an appropriate provider. There is really no market rate for what an e-book will cost to get made. Some excellent providers will work for as little as \$5 per page, others will want \$30 a page. Discount providers, typically from another country, may charge as little as \$1 a page.

What to pay, and what remedies will be included so you don't get ripped off is extremely important. As with most things in life, you get what you pay for in this market. Not all expensive providers

will provide the best work, but the general rule of thumb is the more you pay the more you can expect from your writer.

To help curb overly expensive bids from your potential providers, when you post the project on the internet, enter in your budget, and let the provider know what you expect from them both in terms of quality, and in terms of price.

Once the provider is hired for work, you can request a table of contents, to make sure the e-book is going to be on track with what you are looking for. Once you approve the table of contents, you should expect to wait a week, or two for the finished product.

This wait time will be in direct correlation with the length of the project. If you have a 50 page e-book, you should expect to get it in 7 to 10 days from project acceptance. If you are doing a longer project, it could be several weeks, or months before its done. A good rule of thumb is for every 50 pages, the writer should be able to do it in 10 days time.

After the project is done, review it for errors, and content, and pay the provider. At this point you should be done with creating the project at ready to put it on the market.

Writing your own e-book can save vast amounts of money, and

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assure you of top notch quality work as well. There are of course limitations to what you will be able to write about, or how well grammatically the document will turn out, but it could be as good as the writer you would've hired in the first place.

The more time you put into the e-book the better off you will be in the end. So set aside a good amount of time when writing your information product, and make it a fun process for yourself by thinking about all the money you are saving by doing it yourself.

Take the topic you selected and create a table of contents to get started on your e-book. The table of contents can be a draft, it doesn't have to be final, you will be free to add, or take away whatever you need to later in the process. The table of contents will help bring the project down to a size that is appropriate for you to handle.

Often amateur writers will become frustrated, or overwhelmed by the length of an e-book. How can I write something so massive? Is a common question that surfaces when trying to write your first information product. To help curb this thought, create a table of contents, and think in terms of chapter to chapter.

If you have a table of contents that has ten chapters, and you want to have a fifty page e-book double spaced, then you just need to write five pages for each chapter that is not that much

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writing if you think about it. Look at each chapter title as a question that you need to answer in 5 pages or less. Before you know it the e-book will be finished, and you will have saved hundreds of dollars in the process.

When writing the e-book think about making it entertaining for the reader, the more entertaining the better. You of course want to address all the information in your topic, giving the buyer the value they deserve out of your e-book, but try to do it in an entertaining way. The best way to entertain is through personal narrative, and common sense talk.

Nobody wants to be taken around the bushes all day, give the reader the information they need in a plain informational tone and they will be thankful for it. The art of writing in plain words is actually the easiest way to write anyways. There is nothing simpler then simply telling someone like it is, in plain English. This technique also helps setup the entertaining stories, and anecdotes that your readers will so greatly appreciate.

What is funny to you, may or may not be funny to the reader, however what is funny to you, that is also helpful in explaining your message, will surely be entertaining to the reader. The more you can offer the reader in terms of examples, or stories to help illustrate your point the more entertained they will be, and thus the more they will want to read on, and possibly buy

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another one of your products.

To be entertaining is easy when you write about something that has happened to you that relates to your topic. Let's say your topic is health, and fitness, specifically how to lose weight.

Think about any interesting stories you have about this topic. Maybe you were enrolled in fat camp as a child? That would be a funny story to tell, did it work, did it not work? Why? Answering these questions in the form of a story will draw your reader into a reading frenzy, which is exactly what you want to happen.

Even if you haven't been to fat camp, maybe you have a funny diet story, or a funny story about how you don't need to diet. Whatever it is that can help the reader relate to you, it will help your message to permeate deep into the reader's mind. People are more trusting of those they can relate to, than those they do not understand. By writing entertaining information in a compelling story telling format you can gain the trust of your reader for this information product, and many more to come.

Beyond being an entertaining writer you should also consider what it is you are able to comment on when it comes to your topic. There are plenty of things you will be able to write about, but certainly there will be some part of your e-book that stumps you completely. This is the perfect time to do some research to

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back up your point.

There are hundreds of thousands of websites that offer comprehensive information on almost every topic you can think of, typically authored by experts in the field, or by followers of experts in the field. You don't need to steal or plagiarize their information, you can simply paraphrase what they are saying, or give them a block quote, and include them in a works cited page at the end of your e-book.

Including outside works in your e-book will not only enhance the quality of the publication itself, but give you more to write on. Think of writing an e-book in two phases, the original work, that is the writing you do from your knowledge base, and the secondary source work, this is the writing you perform dealing with outside sources. The outside source should of course offer information that backs up whatever you are writing about, and whatever your goal is that you are trying to accomplish.

Believe it or not, some e-book authors put in contradictory information in their works without giving it a second thought. Sticking with the weight loss topic, imagine an e-book on weight loss that instructed the reader to eat French fries every day, because some so called expert from a bizarre webpage suggested doing so. Offering your reader blatantly incorrect information in your e-book is one way to get them to stop

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reading quicker than a cook puts out a stovetop fire.

Writing your e-book can be a rewarding experience, and does not have to stress you out, or put you in a place of inferiority. There are plenty of amateur authors just like you that write their e-book the best they can, and give it a shot. By doing so the launch of the e-book can be virtually free of charge.

There are hundreds of great editors that will be able to fix up your e-book for as little as a dollar a page if you feel it needs a tune up.

Just remember that if you are putting your name on something, you want to make sure its 100% great in quality, and that your readers will be better off for reading it.

Don't be afraid to include personal testimony about your experience in writing the e-book. Readers want to be able to relate to the author in a personal way, so its okay to mention that you might have struggled with the idea of writing an e-book, or marketing an information product.

Make sure to have a clear statement in both the beginning, as well as the end of the e-book that gives your reason for the project. This should be a purpose statement to let the reader know that you aren't trying to make a quick buck, but rather

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genuinely care about the topic at hand; this will greatly enhance your credibility with the reader.

The conclusion of the e-book should never be final, always offer room for a sequel to use a movie cliché. There is never an ending to information in general, so there is no need to offer a definitive ending in your e-book. Give your reader a feeling of conclusion, but at the same time leave the option open for another e-book on the topic. You never know how many e-books you could potentially write on that one topic.

## **Chapter 3: Avenues of Distribution: eBay, E-Book websites, and more**

So you've crafted the best e-book known to man, now comes the fun part, you are ready to sell your work. Selling your work will prove to be the most rewarding aspect of the entire information product launch process. You have a chance to take something that was literally nothing a few weeks ago, and turn it into cash money.

The first step to marketing your product is to assume full ownership of the information product you have created.

Regardless of whether you had someone else write it for you, or if you wrote it yourself, the e-book is 100% written by you, the same person that is distributing the e-book.

This is vital because right now while no one may know who you are, in the future they will, and hopefully by the fourth or fifth e-book people will buy it just because you're the author of it. Thus, name recognition is extremely important, and can not be understated; the information product must be marked with your name as much as possible.

Not comfortable using your own name for this product, no problem, use a pen name. This is author speak for a sudo-name, or in other words, a name you go by that is not your own. After you have decided what name, or alias to use, then you can begin marketing the product.

Since the next chapter deals with affiliates, we will focus primarily on sales efforts that you put forth for this chapter. There are many different ways to sell your information product, and the revenue streams are literally endless.

While this chapter makes every attempt to discuss the most lucrative sales techniques, with technology no marketing, and sales techniques will emerge, and therefore you must constantly read up on the latest way to sell, and market your information

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product.

Thankfully information product sales, and marketing is still a cottage industry, with only a few major resources for learning legit techniques on the subject of sales, and marketing, so you can always find a legit website that offers new info on selling e-books, and simply check back every few weeks to see what the latest, and greatest sales, and marketing techniques are.

Selling your e-book should start with the creation of an author website to support your e-book sales. This website will host all information products that you sell during your career as an information product innovator, thus you will need to invest a little bit of money to get your website off the ground.

By investing in a solid website now, you will make it seamless later to add new e-books, and information products that you develop after your first one is selling for some time.

Some companies offer prepaid packages for e-book website builds, and hosting. This is one option for the time pressed individual that simply wants to get the product to the public as quick as possible.

The template style website will be built specifically to sell your e-book with all necessary links, and payment options. This package

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typically costs anywhere from a hundred to five hundred dollars, and includes a marked up monthly hosting fee, typically thirty dollars per month.

The advantages of going with a template e-book website building company is that you will have no stress about building the site, and you will rely on the companies proven techniques to build an effective site.

Downsides to the template business model are plentiful. For starters there is no guarantee that the website really is the best way to sell your e-book, and it will certainly look similar to other authors that have signed up for the service, whom may not offer the quality of e-books that you do.

The most obvious negative is the extra hundred bucks you have to spend to get it built, and the nearly two hundred extra dollars per year you must pay in hosting the site through the marked up hosting service the web building company uses.

If you choose to do a website yourself you will have the option to do it for free, or pay a small fee for a custom built site. Most freelance web builders can build you an effective site for \$50 or less. I know this personally because just last week I had a website built for an information product service, that included a full paypal payment solution cart for \$49, we even were able to

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toss a picture of my dog on the site for good measure.

Hosting is only eight dollars a month, and there is no other fees associated with the site. For qualified web builders try [scriptlance.com](http://scriptlance.com), they offer affordable freelance web site builders for fast work; my project was done in 48 hours.

Regardless of who builds your custom site, the important thing is that you put all important marketing information on the website. This will be an author bio, an excerpt from the e-book, a picture of yourself, a link to buy the e-book, and any additional information you think would help sell your e-book.

The author bio page should be robust, with a picture, and a detailed description about you. The bio shouldn't be like one you'd post on a dating site, the buyer of the e-book doesn't care if you like long walks on the beach; it should be instead about your experience in dealing with whatever topic the e-book is on.

If the e-book topic is how to get rich on the stock market, your bio page should give insightful information on your experience with stocks. I.E. you're an accomplished broker, who has passed the series 7 exam. Or you trade thousands of dollars worth of stock every day through online brokerages such as e-trade. This type of information will sell your e-book, the personal stuff will not, unless your topic has to do with the personal side of your

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life.

The excerpt from the e-book should also be purposeful, and is meant to sell your product as well. You shouldn't just copy, and paste page 1 of your e-book to the excerpt page of your website. Instead, offer the reader one, or two, real tips that are included in the e-book. Let them see that this e-book is so full of factual information, that you don't even mind throwing a few bones at them for free to show how great your product really is.

The picture of you should be a passport style photo, otherwise known as a headshot, or a profile shot. This picture should be warm, and classy. Try not to post the picture from last years spring break trip to the Bahamas when you were playing a game of drop pants with your buddies. This picture should show the intellectual side of you, remember all of these elements will help you sell e-books.

Also, try not to use a picture that makes you look too serious, all to often authors of e-books post really awful pictures of themselves looking as vein as a supermodel. You don't want to look like you are into yourself, or take yourself too seriously, trust me, this will help a ton.

You may wonder if it is really necessary to put a picture on the website for your information product, the answer is absolutely

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yes, it is necessary. The faceless author is one that doesn't have any sales, because no one can find him, or her.

The link to buy the e-book can be anything from a simple Paypal payment link to your Paypal accounts email address, or as complex as full shopping cart backed by a merchant account, and a secure payment gateway. How far you want to take it is up to you.

For ease of use, try using Paypals secure checkout shopping cart for your website, after filling in a few short fields on Paypals website, they will give you HTML code that you can copy, and paste to your webpage. This is far easier then going with a full shopping cart, or even a web host supplied shopping cart that requires complex setup to complete.

Remember, time is of the essence when getting your product to the market, who knows what other authors are writing about the same thing you have, or when they'll release their competing e-book.

Once you have a fully operational website you can now start marketing your e-book all over the web with one rule of thumb, always leave your website link for users to click. Make the URL of your website like a personal signature that you don't leave a website without signing somewhere.

If you're on a forum, just add it to your signature file before posting in discussions. If you are on eBay, add the URL to your About Me page. If you are advertising with banner ads, or other types of ads, always list the URL in the ad text. The more traffic you can get to your website, the more potential sales will review your e-book for offer.

With the number one rule in mind its time to start really selling this e-book to the masses. Start with a price for the e-book, how much is it worth to you, and what outlet do you want to sell it at the most? These questions will dictate the price you choose to sell your e-book at.

The price of the e-book is extremely important because if it's too cheap you won't make any money, and if it's too expensive nobody will buy it. There has to be a middle ground, typically between \$5 and \$25 for an e-book is a good price.

Another option is to sell your e-book as a master copy, with full resale rights. This option is rare, and often would involve dealings with a publisher. The price for a master rights e-book could be anywhere from \$200 -\$1,000 depending on the topic, and anticipated marketplace for the book.

You will find most e-books are about \$14 or so, give or take a

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few dollars. For what it's worth, if you write your own e-book, and build your website on the cheap, you could have invested as little as \$80 in this e-book from start to finish. That means if you sell as little as 7 copies you are turning a profit. After that 7th sale each additional sale will be pure profit.

If your e-book takes off and you sell a few thousand copies, you'll be making as much as most people make in a year. If all this money talk has you ready to beat down the walls of the internet, and sell this information product, than let's talk some business.

Selling on eBay is the most effective, and exposure wise, best way to sell your information product on the internet. eBay offers sellers a gigantic pool of potential buyers from all around the world. Beyond just having millions of people viewing your product offerings each day, there is something about the type of person that searches e-books on eBay that is similar to you.

That's right; you probably will have a lot of similarities to the buyer of your product. Most best selling e-books either offer ways for people to make money, or for them to save it, invest it, etc. Most e-books come down to money, which happens to be the same reason you wrote the thing in the first place, so keep that in mind when listing your e-book on eBay.

One myth of selling information products on eBay is that you need a fancy ad to move product out the door. This is totally false, and in some cases, is the reverse answer to the truth. Some of the flashiest eBay listings for information products offer the least amount of real information.

eBay buyers are smart, and often they notice this, and ignore some of the flashiest listings on the site today. Instead they go for an e-book that seems to offer something legit, some real, useful, information for them to connect with. This is where your listing comes into play.

Make sure your listing is authentic, and includes all the benefits that your e-book offers to the potential buyer. Things that help are money back offers, and, or samples, freebies, newsletters, etc. The more you can offer your potential customer the more likely they will find your price a deal.

Most information product sellers on eBay choose to sell their products via the Buy It Now method, allowing their customers to buy the e-book at their convenience, rather than have to wait for the end of an auction they probably wouldn't wait for anyways. This method works well for most, but for an exclusive e-book you probably want to try a little bit of both.

Think about it, you are the sole owner of this information, so why

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not try to get it out there in every way possible.

With your homepage on full force and your eBay listings running daily, your sales should be picking up steam. The next step is to go with a grassroots style promotion that will help draw your buyers to the website to make a purchase. This is the step most people ignore, and thus end up with less than optimal sales.

Start with forums that deal with your topic, not just e-book forums. Sticking with the stock market e-book example, look for forums about the stock market, and strategies for a winning investment. Try to post to every forum that seems active with at least a dozen posts relating directly to the topic being discussed.

Use the same type of tone, and expertise that you offer in your e-book to establish a relationship with members of the forum.

Just let your signature do the talking on the forum posts to inform the users you've done an e-book on stocks. If you try to blatantly promote your e-book on the forums, chances are the moderator will yank your posts for spam, so just try to stay on topic. The other members posting to the forum are smart, they will figure it out, and stop by your website for a look at your offerings.

The next step in your grass roots campaign is to start giving

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away some freebies as bait. The best way to do this is to take a good chapter from your information product and post it for free on free e-book websites.

There are plenty of these sites available, that will allow for free uploads with author bios allowed. This will give people the ultimate bait to help them bite on your product.

After all they will feel much more inclined to buy the e-book after they have read a chapter for free, and read all about your expertise on the author bio page of your homepage, as well as the author bio screen on the free e-book website.

Most free e-book websites will allow you to put your URL in the free chapter you offer, so this can be another way to get the readers toward your website.

Finally you can market your e-book on amazon.com without much effort at all. The best way to do this is to upload it for sale on the site, and then do an author profile, and have a few friends review the e-book on amazon.com as well. The more information there is the better chance someone will buy it.

Also selling your e-book on amazon.com seems to add some credibility to you as an author, so this listing can be good for potential buyers that search your credentials before buying.

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Chances are they will check amazon.com to see if you are a seller on there, when they see the positive ratings of your e-book, they are more likely to buy your information product.

The advantages to amazon.com are numerous to the writer, and best of all free to whomever wants to post the item for sale.

Recently amazon.com has started to offer a pay advertisement that will allow users to associate their product with a more popular selling one. By associating your product with one that has an established following you can gain coveted book reading traffic.

It is important when looking at the advertising of your e-book to think about your audience, are they teenagers, adults, young adults, senior citizens, or a more specific group? If you can answer this question much of your advertising can be done on niche websites, and group forums.

The more you know about your potential reader the better chance you will have of sending an ad their way, and getting sales on your website.

#### Chapter 4: The Affiliate Connection

Affiliate sales representatives can add a large punch to your

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information product sales without taking a bite out of your budget. An internet affiliate marketer is simply a person, company, or group that promotes your product, or service, and takes a percentage only when a sale occurs.

Essentially there is little to no risk involved with affiliate marketing, since there are only fees paid if, and when an item sells. This means that you will not have to worry about marketing your product in certain sectors, because a group of affiliate marketers will take the task for you.

Affiliate marketing in some cases does cost money, but it usually is for direct placement of ads, and in essence is nothing more than a collection of advertisements on websites.

Affiliate marketers are a dime a dozen on the internet today. There are thousands of people that call themselves affiliate marketers, and hundreds of thousands of people that are signed up for affiliate marketing campaigns, in hopes of some type of cash commission. Many affiliate marketers don't have any interest in marketing, or representing any particular product, rather they are interested in netting some type of income off the sales of your products, and thus spread the news about the product in hopes of a sale.

The way that affiliate marketing is monitored and tracked is as

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sophisticated as any internet application on the market today. In stark contrast to the laze fare attitude attributed to the majority of affiliate marketers, the monitoring companies are very sophisticated statistical machines that will calculate not only your sales, but the probability of more sales in the future, and how much you are spending in commissions each month.

The great amounts of statistics that affiliate marketing management companies offer help explain how effective affiliate marketing can be, and it is not a small number at that. Affiliate marketing pays some of its members as much as two to three hundred thousand dollars a year.

More typical would be a few hundred a month, or a few thousand for those that do it full time. Regardless of who is making what, the point for you to understand is that affiliate marketing is a viable business that people profit off of, thus it is worthy of your attention in relation to selling your e-book.

There are two major affiliate marketers on the internet today clickbank.com and adsense by Google. Each affiliate marketer offers promising results for your information based product, yet they are each unique in many ways. The affiliate marketing on the internet for your information product should start with one or both of these companies, and span out from there to any number of other affiliate marketers online.

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Clickbank.com is a major player in the online sales of information products. In fact, it is the most popular payment processor for information related products, and it almost exclusively sells such products online.

Unlike Paypal.com or Western Union, clickbank.com only sells information products, and services to its customers. What does this mean to you? It means that you don't have to deal with a company that doesn't understand what you are trying to sell, and further it means you will have affiliates that are experienced in selling information products.

Clickbank.com requires some money to get started. To start with a typical account you will need to pay a small setup fee, around \$50, and a commission on each sale. You will also need to setup two pages on your authors webpage that clickbank.com will use to sell your customers the products, and thank them with a receipt. These two pages can be easily programmed by you, and added to your current homepage as hidden addresses.

Once you have setup your account, you will submit your file to clickbanks file storage site, where it will be linked with your advertisements.

Once the setup is complete the ad will start to be distributed to

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clickbank.com affiliates. This is the true advantage of clickbank is that it offers a built in sales, and marketing base that is second to none. There will be hundreds of e-book sites that your advertisement will be beamed to every minute of the day, for as long as you have the campaign with clickbank.com.

There are other priority accounts that can gain you further exposure, as well as premier website links. However your campaign on clickbank.com should start modest in order to see how well the e-book does.

If you are selling several e-books a day, at a small commission of 10-30% it should be considered a successful campaign. If you take the high numbers of 30% commission on each sale, and assume you sell 3 e-books a day, you will net a profit of \$29.40. This is a solid profit for doing nothing but collecting the cash. Now if you maintained the same sales, but signed up for a premium clickbank.com campaign, you could be spending more than \$30 a day and thus nullifying any profits you would have made.

Therefore the key is to be modest about your goals, and to be conservative with your cash to make sure you are making the most out of every dollar you spend.

There are e-books, and guides on clickbank.com that review the

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inner depths of the program, and the best way to approach for each e-book genre published. There are many gurus that beg for you to subscribe to their programs to make you the next millionaire, but my motto is trial an error, slow, and steady.

If you follow that example with clickbank.com you will learn soon enough what is working, and what is not working, without breaking the bank trying to figure it all out.

Google has an affiliate marketing company called adsense. This company accepts bids for advertisements, the more you bid, the better place your ad will end up on one of adsense's affiliate websites. This is a much more direct way to sell a product, and leaves more control to you with everything from marketing, to the ad text, to the sale itself.

The adsense affiliate marketing program is the largest affiliate marketing program on the internet, with millions of websites hosting adsense advertisements. Google uses its patented technology to match the general subject of your keywords, with the closest matching websites in their affiliate network. Once a location is made it will show your ad on the affiliates website.

The most lucrative aspect of adwords is the relation it has with the worlds most popular search engine. Adsense will display your ads in its search results when a user submits a query for like

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worded phrases to your information product.

If for example you wrote an e-book on horse back riding, every time someone searches horse back riding, your website link would appear in highlighted glory.

Adsense is an incredibly powerful tool for marketing your product, but takes some expertise to really make money off of it. The advantage of adsense is you pay per click, not per sale. So you never have to pay any affiliate a commission, you simply pay whatever amount you bid per click. If you have a website that gets a lot of clicks, but few sales, this could be costly to your marketing budget.

Conversely if you don't spend enough money advertising with adsense, your link could get lost on a far page that people rarely reach when they search for your topic. This is a delicate balance that often has third party element affecting the entire process, the popularity of keywords. Some keywords are very cheap to bid on, and thus very cheap to get clicks on.

Take the word forum for example, or specifically forum posting, these keywords is directly related to a business I use to run that specialized in paid forum posts.

The average cost for someone to click that keyword phrase was

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less than a dime, it was 6 cents to be exact. This was great for business. We would advertise all day long, and only pay a few cents per click.

Better yet, nearly half the people that would visit the website would make a purchase; therefore 50% of the paid customers were buying packages that were costing them between twenty, and two hundred dollars. So let's see here, spend a few cents advertising, a total of \$6 per month, for around \$1,000 in sales per month, sounds like a good deal. This is one way adsense, and the affiliate websites worked wonders for yours truly.

There are other less grand examples that are much more common. I have countless examples of expensive keywords, but one that isn't mine personally might suit the information product specialist the best for future endeavors. One of the most expensive keywords to bid on is lawyers, specifically personal injury attorneys.

At nearly fifty dollars a click, this subject can literally bankrupt a budget in one day. Imagine if you wrote an e-book about personal injury lawyers, and tried to advertise it on adsense?

Watch out, this would be a rocky experience at best. What's the lesson?

Adwords makes sense for some products, and not for others, and it's best to do a fair amount of research before setting up an account.

## **Chapter 5: Finding the Perfect Joint Venture Partner**

I once met a man that was nothing more than your ordinary Joe, except he had partnered with another guy who was able to take his ordinary talents, and turn them into a fifty percent owner of a money making business.

This is not just a fairytale; people every day rely on one and other to create money making partnerships that would be not profitable without the two partners.

There are many people that will tell you partnering is bad, and clashes in ego and power will inevitably tear the business down, but others can't afford to go into business for themselves, essentially they can't do it without a partner.

Join venture partners are simply business partners that start a business together with an equal stake in the business, at least for the most part.

Some partners will buy into a company, or hold a minority stake as a pure investor in the business. Most joint venture partners in small online businesses are involved in similar fields, and bring different things to the table. The idea is that while one person can only make so much with his or her skill set, two can make much more because of what they each bring to the table.

Launching an information product is an unlikely place for joint venture partners, but can be a very lucrative relationship if cultivated correctly.

Often people will look at an information product as a book, with one author, on one topic, that is sold through the author, or the publisher. This is often the case with online materials, but not always. There are many ways joint venture partners occur in the information product industry. The most common is the publisher, writer, marketer relationship, where two people share one, or more of the above duties.

A digital publisher and an online marketer is effectively the same thing in joint venture partnerships. There is little publishing in information products, because they are produced in commonly accepted formats like MS WORD, and Adobe Acrobat. This limits the work a publisher would have to do to actually get the document ready to distribute.

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Anyone with a text editor, or time to download some simple free file conversion software could effectively be a digital publisher. But yet you see these digital publishing companies all over the internet, charging hundreds, and even thousands of dollars for their services, and collecting royalties on the back end of your sales.

As unbelievable as this might sound, this is a partnership, not a dictatorship rip off as you might be thinking. That being noted, you should always be cautious before entering a relationship such as this one.

If the digital publisher is going to take so much away from your profits, what are they bringing to the table? Are they giving you an advance on your share, or offering you a sales guarantee of a certain number of units? If not you probably are best keeping all rights to your book and leaving this partnership alone.

Remember the word publish means to distribute, not to sit around, so if they are sitters, you need to get up and walk away from the deal.

Another common partnership in the information product industry is the writer, marketer partnership. This typically works as revenue split situation that allows both the writer, and the

marketer to keep their own autonomous companies, while still benefiting off of one and other.

To obtain a joint venture partner in this context is a smart idea. This allows you to focus on developing product that is in demand, and allowing your marketing partner to do the rest. There is little you can't do with a marketing partner in terms of the revenue split. Some may assume that every books sale would be split 50/50, this is not the case.

Often writers retain a bigger chunk of the revenue since they are doing the intangible work that is often harder than simply getting the word out on a product. Also the partner might buy the master rights of an e-book at a discount if the sales are strong, and the marketing partner feels they can benefit more from owning the property and selling it themselves.

Joint venture partners have also been known to form larger e-book marketplaces that involve greater webmaster knowledge, and more sophisticated sales operations. This partnership usually involves several writers, and at least one web builder.

The key with this joint venture partnership is to not let the boat get to full soon, or it will inevitably sink. There is only so many ways you can split \$14.00 up, and if it's more than 14 ways, there is a problem for all partners involved.

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Contrary to popular propaganda, an e-book is lucky to be sold a dozen times in one day, not hundreds, or thousands as some so-called guru's claim. The truth is that this industry, like any other, takes hard work, sacrifice, and a collection of successful titles to make tons of cash.

Which is good, trust me, too much money early on can sink a business faster than 14 partners would. There is a beauty in slow growth, and as a joint venture partner that should be your goal, slow, steady growth. Look at the business as part of your portfolio of investments, not the bread winning, rent paying, operation you may have hoped for.

The day you quit your real job to sell e-books with an unproven partner you will have just added unfathomable amounts of stress unto yourselves unnecessarily.

So take it slow, and reinvest a portion of each partner's profits for sustained success, and growth.

The joint venture partner system is one that can be lucrative, but also can be costly. Remember that when you hook up with a joint venture partner you will be as responsible as they will for all the tasks that the business needs, yet you will be forced to split 50% of your profits with them.

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This means that essentially you will still do a lot of the work, yet only reap a little of the reward. Keep this in mind when connecting with a joint venture partner. The plan you have should be full proof enough to overcome the profit sharing obstacle, and financially make sense for both of you.

Finding a partner for your e-book project could be a hard task. There are very few websites that specialize in partner matches, and even fewer that provide such a service for the information product community. The best way to find a business partner for your information product campaign is through old fashioned networking.

When looking for a business partner the key thing you want to locate is past track record of success. Don't worry if it's your first time launching an internet information product, that doesn't mean that it has to be your partners first time. Find a partner that has sold e-books in the past, and has proven channels of distribution.

A channel of distribution is simply an outlet where the information product is sold. The more channels of distribution you have, the better chance you will have a profitable partnership.

Also, in terms of learning to trust your partner, if they have established business partners, it shows that some people in the industry already trust your potential partner, therefore it can be inferred that you might be able to trust this individual with your business.

The perfect venture partner is one that not only has experience, but is flexible in the proposed business model. The internet as an economy is known for tossing curveballs at its pioneers, and flexibility amongst partners is a must. If your partner is not flexible on how to manage, or sell the information products you are creating, you could be in for a falling out.

## **Chapter 6: Marketing the Finished Product: Free of Charge**

So you've done all that you can do with paid, and affiliate marketing for your information product. What comes next can mean the difference between one sale a day, and five.

Thinking outside the box, putting that great hidden ingenuity to work, will make pure profits when it comes to your information product. This chapter is specifically dedicated to ways to market your product outside the box, and free of charge.

The information that follows should be a starting point for aspiring information product producers, once you have your product at this stage of the game, hopefully you can do all the innovative marketing ideas here, as well as other schemes that have come to mind after reading this chapter.

Family and friends aren't just good for the occasional phone call, and pat on the back, they like to support you in all that you do. Getting family, and friends to purchase, and market your e-book can be a huge help. This takes your electronic product, and brings it into the real world of face to face marketing. Otherwise known as word of mouth marketing, this concept works great for those with large, or extended families.

Picture this not to far off scenario of what could happen with a little grass roots marketing. You tell your brother about the information product that you have finished, and give him a link to buy it. He happily purchases the e-book, and reads it, finds it interesting, and attaches the link to your information product website to the profile of his away message.

He has a few hundred friends on his instant messenger, of which about fifty or so check his hilarious away messages daily. They see an interesting link, and decide to check it out.

They in turn buy your e-book, read it, love it, and decide to send

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out a mass email to all the people at work that are on your brothers friends email list. Several more hundred people receive the email, of which two dozen decide to check out the site, and another 10 people buy your information product.

They are bound to share the site with their friends, and the cycle continues. This is just one family member, making one purchase that spawns hundreds in sales for your information product.

Imagine if you have a dozen family members that do the same? You'd have enough cash to really promote the e-book, or take a vacation, or buy your brother a burger for his help.

Family talk can take your product from a no name thing, to a popular e-book over night, after all the family adds instant credibility to your product.

Another free way to market your information product is through the local newspaper. This is something few people know about, but can make you a ton of money. The local newspaper is usually looking for local stories of people doing interesting things from the community, and will in all likelihood print the story for its readers to check out.

To get in the local paper simply write a short press release explaining who you are, where you live, your connections to the

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town, and the title, and web address of your new information product. Put a few quotes in the press release about why you felt motivated to do the project, and send it off to your local newspaper.

This press release should find its way into a local reporter's story, if it's at all compelling, the newspaper might review your e-book for its merits on the topic, and this would be a goldmine for your website.

Even the small local newspapers are distributed to tens of thousands of people, and in most cases hundreds of thousands of people throughout the area, of which a good portion read every single day. Getting a mention in the paper would surely net a vast amount of sales for your product, and possibly some local celebrity status, a nice side perk at that.

Raised by wolves, and not good with press releases, don't fear there are other ways to market your e-book free, like craigslist.org. The largest classifieds website on the internet happens also to be the least expensive because it is 100% free for all ads posted.

This means that you can post your ad in literally every city that craigslist.org has a site for. This list includes hundreds of cities, with millions of visitors surfing the site daily. Craigslist.org is a

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great place to do a short ad with an excerpt from your information product, and a link for users to locate your website.

This is free, and simply takes one ad that gets copied once, and pasted hundreds of times to every city that craigslist.org lists on their website.

One of the latest trends in internet marketing is the blog, and with its captivating power it truly is more than a fad, it is a full blown marketing machine. The internet blog is of course nothing more than a weblog, or online journal, that is public for viewing by anyone that cares to access the blog site.

The great thing about blogs is that they are easy to update, and very easy to find. Google, as mentioned previously, the most popular search engine on the web picks up blog posts keywords better than that of website keywords. This means that posting on a blog about your topic will more likely get you free exposure than talking about it on a plain old landing page for your website.

The key to creating an effective blog is updating it daily, yes, daily. There is no replacement for hard work, the harder you work the more you will be rewarded for that hard work.

By posting daily to your blog on issues relevant to your topic you will be attracting new customers to your blogsite, which will

include a big fat link to your homepage that sells the information product you are selling. Blogs are also a good way to connect with a potential customer base by allowing for responses to posts.

Most basic blog software packages will allow readers of your blog to post responses after each post, and even respond to other readers responses. This will allow you to create some buzz, and get involved with the readers of your blog. The only thing that a blog won't do is write itself, so get creative, and start posting to your blog.

Remember offer your reader something good, and they'll be sure to repay you with a purchase of your information product.

Great things come in small packages, and your e-book can fit on almost anything that will connect to a computer. Therefore scour your home for any promotional products you may have received whether it is a USB flash drive, or a floppy disk, or even a zip disk.

Take your e-book, load it onto the promotional product, and raffle it off on your website. This will give you added exposure to a new crowd, because many internet users look for free offers daily.



By offering a free disk with your e-book on it, or a free USB drive with your e-book on it many people will visit your site, and the free offer websites will pick up the offer, and link its users to your site. The one give-away item will be far less valuable than the sales you will make because of the exposure you have received from the give-away.

The above free marketing ideas are just starting points for you to get your product out to the public. There are plenty of other ways one can get a product from no name to famous in just a few short days of work.

As technology advances, look for trends to get your e-book involved in somehow. Right now digital video is becoming more, and more popular on the internet.

There are users uploading their own homemade videos everyday to free sharing sites. Imagine somehow putting your web address on a video where you get someone to dump a bucket of ice cold water over your head, can you imagine the downloads you'd receive?

The idea is that whatever is going on, find a way to hop on the trend free, and promote your product.

## **Chapter 7: Riding the Wave: The Future of Information Product Distribution**

As the previous chapter alluded to there are new and exciting developments happening daily in the way information is being distributed. The past chapter referenced the advance in video technology, but that is only one sector of growth.

The internet is becoming more of an in demand economy, where people are spending money on convenience, like paying \$10 a month to rent DVDs by mail.

Or paying money to get your phone calls directly to your PC, and cutting the home phone off. Such technologies are not only making these more convenient for internet users, they are creating a learning curve for those that don't live, and breathe, online.

If you buy into the theory that there is in fact a learning curve, or learning gap, that is being created by the new technologies of the internet, that you will be very successful as an e-book author. Because with each technology that comes into fad online, there will no doubt be a large group of want to be users that need to

be taught.

Most e-books after all are nothing more than tutorials, or teaching guides anyways, so the fact that new technology online is creating more people that need to learn about these technologies, means that you will have more to write about in the future.

The key to success isn't just writing about something you think people want to know about, it's about finding a topic that people have to know about, and little, if anyone has tried to explain it yet. Locating this topic is not easy, but as with the internet, it's always changing in both name, and subject.

This means that with each new shuffle of the online status quo people will seek information on how to adjust, and as the internet reaches more new users globally with the advancement of wifi technology, the limits are nowhere in sight.

You can literally find a new topic someone will need to know about every day of your life, and still there would be more topics that need to be written about. This is a glass is half full statement, but it is made backed by experience.

There is an entire frontier of e-book topics waiting to be tackled, and all it takes is someone like you to take the idea, and make it

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a bestselling information product.

There are so many ways to ride the wave of your first e-book that it could take up another e-book's content entirely.

The most important thing to remember is whether your e-book is a success, or a failure the first time around, it is the lessons you learn that will make or break your long term success. The more you learn from the experience of creating your first information product, the more you can apply for the future.

The beautiful thing about information products is that once you create one, you are able to build a library of your works. This is often called a portfolio, or master copy library, that will help you reap rewards in the long run.

If you want you can take your first e-book topic, and expand on it in a second and even third addition. Once you have all three parts of your e-book released, you can take the text, and get it published in a hardcopy format, through a print on demand publisher.

The possibilities are endless when it comes to riding the wave of experience you will gain from your first effort with information products. There are many new outlets that are new in their infancy, and will be the main sources of information product

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distribution in the future. Just imagine if iTunes decided to start selling information products like amazon, or eBay.

Imagine if all the people that purchased e-books did so to put on their ipod, and the format was totally different.

Taking it a step further, if the ipod had a wireless chip in it, and they could shop for e-books from their mobile device. This could be your chance to make difference, and develop a site that caters to such potential customers.

Whatever route you take when riding the wave of your first product launch remember to build on your experiences, and only settle for information product topics that make sense to you.

If you follow these guidelines you will be around for a long time to come.

## **Notes: Disclaimer, information about theories offered in text**

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E-Books are part of the new frontier of cyberspace. They are an

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entirely new medium for sharing marketing information, ideas, techniques, and expert knowledge. Each day the number of people accessing the Internet grows, causing the exposure of your E-Book to increase incrementally. It's obvious why electronic self-publishing has become so popular so quickly.

The publishing industry, I hope, does not intend to forever banish the printed word to the dustbin of history. Books in print have their own special qualities and merits, and the world would be diminished by their disappearance.

Having said that, let's look at what makes E-Books so important and so unique.

E-Books have certain abilities and qualities that other mediums do not possess. For example, E-Books are fairly easy to produce, and their production cost is inexpensive. Just think about it: you don't need a publisher, an agent, a printing press, offset film, ink, paper, or even a distributor. You just need a great concept, the ability to write it or to hire a writer, and the right software.

Additionally, E-Books are easily and rapidly distributed online. They are also easily updated; they do not require a second print run. All you need is to go into your original creation and modify the text or graphics. Because of this flexibility, E-Books can change and grow as fast as you can type.

E-Books are also immediately obtainable. You don't have to go to a bookstore or search through endless titles at an online bookstore. All you have to do is download it from a website, and presto! It's on your computer, ready to be read.

E-Books are interactive. This is one of the most unique and specific qualities that E-Books offer. You can add surveys that need to be filled out, order forms for customers to purchase your products or goods, sound and video that draw your reader into the virtual world of your E-Book, even direct links to relevant sites that will expand your E-Book outward. The potential is virtually limitless.

E-Books have a particular kind of permanence that other mediums do not possess. Television shows and radio shows air once, and then may rerun a few times. E-Books remain on your computer for as long as you choose, and they can be read and reread whenever you choose to. They can even be printed out and stored on the shelves of your traditional home library.

Another wonderful quality is that E-Books have no barriers in terms of publishing. You don't need to go through the endless process of submitting your manuscript over and over again, and then once you land an agent, having the agent submit your manuscript over and over again. Nor do you have to shell out

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thousands of dollars for printing a self-published book. All E-Books require is a writer and appropriate software.

Figure out your market, write your book, post it on your website, and with the right business savvy, your audience will come to you.

Finally, you have creative control over your E-Book. You don't have to compromise with an editor or the publishing trends of the time. You don't have to haggle with a designer or wait for copyedited galleys to arrive by snail mail. You are in complete control of the design and the text.

### How to Use E-books for Marketing **and Promotion**

There are innumerable ways to use E-Books to promote your business and drive quality traffic to your website. Once posted on your site, you can turn them into a daily course, which brings your customer back to read the next chapter.

You can use them as a free gift for making a purchase or for filling out a survey. Put your E-Book on a disc, and you will have an innovative brochure. Blow your competition away by inserting the disc into your sales packages.

The most effective marketing products are those that are unique. Copyright your E-Book, and immediately, you have a powerful tool that you, and you alone, can offer to the public. People will have to visit your site to acquire your E-Book, which increases the flow of quality traffic and the potential of sales and affiliate contacts.

Make sure that you keep your E-Book current. Update it frequently as the market and trends change.

Add new advice and techniques to show your prospects how your goods or services can enrich their lives. By constantly keeping abreast of new trends and techniques, you can continue to see profits from your E-Book for years after your original creation.

Another phenomenal advantage of E-Books is that you can test their marketing potential without putting out hardly any cash at all. You can even produce an E-Book one copy at a time, each time you receive an order, eliminating the need for storage and inventory. By this method, you can gauge the salability of your E-Book, and make adjustments as necessary until the orders start pouring in.

E-Books allow you to learn about your market and customer habits and motivation over a period of time, without risking your

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precious financial resources. They also provide you with an invaluable way to gather marketing information, which you can use in many different facets of your business.

Use your E-Book to discover what the specific goals and problems are in your specific industry. Then figure out how to solve these problems, and publish an E-Book with this invaluable information. This will increase the value of your business, upgrade your reputation, and get you known as an expert in your field.

You can extend the value of single E-Book by breaking the book down into chapters for a serial course, into special reports available on your website, or into audio or visual tapes. E-Books can be broken down into several different promotional materials by accepting some of the articles and using them to promote your product.

You can include a catalog in your E-Book to promote all the products or services you sell. You can include a thank-you note for reading your book and an invitation to download a trial version of your product. Or you can include a form for your audience to contact you for further information or with questions, thereby building your business relationships and your mailing list.

Using E-Books in this manner helps to cut the cost of individually

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producing separate promotional materials. You can use a single E-Book to entice new prospects and to sell new products to your current customers.

No other medium has this kind of flexibility and ability for expansion. Think of your E-Book like a spider spinning a beautiful and intricate web. Now go and create that web, and see how many customers and prospects you can catch!

## **Why Sell E-Books?**

It's not true that everything that has been said has already been written. Since that unfortunate axiom came into use, the whole universe has changed. Technology has changed, ideas have changed, and the mindsets of entire nations have changed.

The fact is that this is the perfect time to write an E-Book. What the publishing industry needs are people who can tap into the world as it is today ñ innovative thinkers who can make the leap into the new millennium and figure out how to solve old problems in a new way.

E-Books are a new and powerful tool for original thinkers with fresh ideas to disseminate information to the millions of people who are struggling to figure out how to do a plethora of different things.

Let's say you already have a brilliant idea, and the knowledge to back it up that will enable you to write an exceptional E-Book. You may be sitting at your computer staring at a blank screen wondering, "Why? Why should I go through all the trouble of writing my E-Book when it's so impossible to get anything published these days?"

Well, let me assure you that publishing an E-Book is entirely different than publishing a book in print. Let's look at the specifics of how the print and cyber publishing industry differ, and the many reasons why you should take the plunge and get your fingers tapping across those keyboards!

Submitting a print book to conventional publishing houses or to agents is similar to wearing a hair shirt 24/7. No matter how good your book actually is, or how many critique services and mentor writers have told you that "you've got what it takes," your submitted manuscript keeps coming back to you as if it is a boomerang instead of a valuable mine of information.

Perhaps, in desperation, you've checked out self-publishing and found out just how expensive a venture it can be. Most "vanity presses" require minimal print runs of at least 500 copies, and even that amount will cost you thousands of dollars.

Some presses' minimal run starts at 1,000 to 2,000 copies. And that's just for the printing and binding. Add in distribution, shipping, and promotional costs and - well, you do the math. Even if you wanted to go this route, you may not have that kind of money to risk.

Let's say you already have an Internet business with a quality website and a quality product. An E-Book is one of the most powerful ways to promote your business while educating people with the knowledge you already possess as a business owner of a specific product or service.

For example, let's say that you've spent the last twenty-five years growing and training bonsai trees, and now you're ready to share your knowledge and experience. An E-Book is the perfect way to reach the largest audience of bonsai enthusiasts.

E-Books will not only promote your business - they will help you make a name for yourself and your company, and establish you as an expert in your field. You may even find that you have enough to say to warrant a series of E-Books. Specific businesses are complicated and often require the different aspects to be divided in order for the reader to get the full story.

Perhaps your goals are more finely tuned in terms of the E-Book scene. You may want to build a whole business around writing

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and publishing E-Books. Essentially, you want to start an e-business. You are thinking of setting up a website to promote and market your E-Books. Maybe you're even thinking of producing an E-zine.

One of the most prevalent reasons people read E-Books is to find information about how to turn their Internet businesses into a profit-making machine. And these people are looking to the writers of E-Books to provide them with new ideas and strategies because writers of E-Books are usually people who understand the new cyberspace world we now live in.

E-Book writers are experts in Internet marketing campaigns and the strategies of promoting and distributing E-Books. The cyberspace community needs its E-Books to be successful so that more and more E-Books will be written.

You may want to create affiliate programs that will also market your E-Book. Affiliates can be people or businesses worldwide that will all be working to sell your E-Books. Think about this. Do you see a formula for success here?

Figure out what your subject matter is, and then narrow it down. Your goal is to aim for specificity. Research what's out there already, and try to find a void that your E-Book might fill.

What about an E-Book about a wedding cake business? Or an E-Book about caring for elderly pets? How about the fine points of collecting ancient pottery?

You don't have to have three masters degrees to write about your subject. People need advice that is easy to read and easily understood. Parents need advice for dealing with their teenagers. College students need to learn good study skills - quickly. The possibilities are endless.

## **After you've written your E-book**

Getting your E-Book out is going to be your focus once you've finished writing it, just as it is with print books. People will hesitate to buy any book from an author they've never heard of. Wouldn't you?

The answer is simple: give it away! You will see profits in the form of promoting your own business and getting your name out. You will find affiliates who will ask you to place their links within your E-Book, and these affiliates will in turn go out and make your name known. Almost every single famous E-Book author has started out this way.



This doesn't mean you should stop here. Eventually, you will move into where most of the wealth mountains are ñ selling them, and then maybe their Resell Rights and Private Label licenses!

Another powerful tool to attract people to your E-Book is to make it interactive. Invent something for them to do within the book rather than just producing pages that contain static text.

Let your readers fill out questionnaires, forms, even crossword puzzles geared to testing their knowledge on a particular subject. Have your readers hit a link that will allow them to recommend your book to their friends and associates. Or include an actual order form so at the end of their reading journey, they can eagerly buy your product.

When people interact with books, they become a part of the world of that book. The fact is just as true for books in print as it is for E-Books.

That's why E-Books are so essential. Not only do they provide a forum for people to learn and make sense of their own thoughts, but they can also serve to promote your business at the same time.

## **How to Write an E-Book**

The hardest part of writing is the first sentence. When you look at the whole project, it seems like an impossible task. That's why you have to break it down into manageable tasks.

Think of climbing a mountain. You are standing at the foot of it and looking up at its summit vanishing into the clouds. How can you possibly scale such an immense and dangerous mountain?

There is only one way to climb a mountain: step by step.

Now think of writing your E-Book in the same light. You must create it step by step, and one day, you will take that last step and find yourself standing on the summit with your head in the clouds.

The first thing you have to do, as if you actually were a mountain climber, is to get organized. Instead of climbing gear, however, you must organize your thoughts. There are some steps you should take before you begin. Once you've gone through the following list, you will be ready to actually begin writing your E-Book.

## **Beginning Steps to Writing an E-Book**

First, figure out your E-Book's working title. Jot down a few different titles, and eventually, you'll find that one that will grow on you. Titles help you to focus your writing on your topic; they guide you in anticipating and answering your reader's queries. Many non-fiction books also have subtitles. Aim for clarity in your titles, but cleverness always helps to sell books as long as it's not too cute.

Next, write out a thesis statement. Your thesis is a sentence or two stating exactly what problem you are addressing and how your book will solve that problem. All chapters spring forth from your thesis statement. Once you've got your thesis statement fine-tuned, you've built your foundation. From that foundation, your book will grow, chapter by chapter.

Your thesis will keep you focused while you write your E-Book. Remember: all chapters must support your thesis statement. If they don't, they don't belong in your book. For example, your thesis statement could read: We've all experienced insomnia at times in our lives, but there are twenty proven techniques and methods to give you back a good night's sleep.

Once you have your thesis, before you start to write, make sure there is a good reason to write your book. Ask yourself some

questions:

Does your book present useful information and is that information currently relevant?

Will your book positively affect the lives of your readers?

Is your book dynamic and will it keep the reader's attention?

Does your book answer questions that are meaningful and significant?

If you can answer yes to these questions, you can feel confident about the potential of your E-Book.

Another important step is to figure out who your target audience is. It is this group of people you will be writing to, and this group will dictate many elements of your book, such as style, tone, diction, and even length.

Figure out the age range of your readers, their general gender, what they are most interested in, and even the socio-economic group they primarily come from. Are they people who read fashion magazines or book reviews? Do they write letters in longhand or spend hours every day online. The more you can pin down your target audience, the easier it will be to write your

book for them.

Next, make a list of the reasons you are writing your E-Book. Do you want to promote your business? Do you want to bring quality traffic to your website? Do you want to enhance your reputation?

Then write down your goals in terms of publishing. Do you want to sell it as a product on your website, or do you want to offer it as a free gift for filling out a survey or for ordering a product? Do you want to use the chapters to create an e-course, or use your E-Book to attract affiliates around the world? The more you know upfront, the easier the actual writing will be.

Decide on the format of your chapters. In non-fiction, keep the format from chapter to chapter fairly consistent. Perhaps you plan to use an introduction to your chapter topic, and then divide it into four subhead topics. Or you may plan to divide it into five parts, each one beginning with a relevant anecdote.

## **How to make your E-Book "user friendly"**

You must figure out how to keep your writing engaging. Often anecdotes, testimonials, little stories, photos, graphs, advice, and tips will keep the reader turning the pages. Sidebars are useful for quick, accessible information, and they break up the density of the page.

Write with a casual, conversational tone rather than a formal tone such as textbook diction. Reader's respond to the feeling that you are having a conversation with them. Break up the length and structure of your sentences so you don't hypnotize your readers into sleep. Sentences that are all the same length and structure tend to be a good aid for insomnia!

Good writing takes practice. It takes lots and lots of practice. Make a schedule to write at least a page a day. Read books and magazines about the process of writing, and jot down tips that jump out at you. The art of writing is a lifetime process; the more you write (and read), the better your writing will become. The better your writing becomes, the bigger your sales figures.

In an E-Book that is read on the screen, be aware that you must give your reader's eye a break. You can do this by utilizing white space. In art classes, white space is usually referred to as "negative space." Reader's eyes need to rest in the cool white oasis you create on your page. If your page is too dense, your reader will quit out of it as soon as their eyes begin to tear.

Make use of lists, both bulleted and numbered. This makes your information easy to absorb, and gives the reader a mental break from dissecting your paragraphs one after the other.

Finally, decide on an easy-to-read design. Find a font that's easy on the eyes, and stick to that font family. Using dozens of fonts will only tire your readers out before they've gotten past your introduction. Use at least one and a half line spacing, and text large enough to be read easily on the screen, but small enough so that the whole page can be seen on a computer screen. You will have to experiment with this to find the right combination.

Of course, don't forget to run a spell and grammar check. You are judged by something as minor as correct punctuation, so don't mess up a great book by tossing out semicolons randomly, or stringing sentences together with commas. (By the way, that's called a "comma splice.")

Last of all: create an index and a bibliography. That's it! You've written a book! Now all you have to do is compile and publish your E-Book online, and wait for download request from your website visitors!

## **How to Price Your E-Book**

You've written and compiled an E-Book. Now you have to decide how much to charge for it. Finding the right price is essential to

the success of your product. If you charge too little, people will think it's of little value, and they won't purchase it, or even if they do buy your book, you will have to sell thousands of copies to get to the point where you can begin to see a profit.

If you price it too high when compared with your competition, you will find yourself steadily lowering the price, which will cause you all kinds of new problems in the future. For example, if you sell your E-Book at first for \$39.99, and later reduce it to \$24.95, don't you think the people who bought it for \$39.99 are going to be PISSED?

Choosing the right price for your E-Book is one of the most critical parts of the marketing process. The first rule of pricing E-Books is to never underprice. Determine the highest price your audience can afford, and then if you find your book isn't selling, you can always reduce the price. Before you take that step, make sure you are promoting your book like crazy on the Internet and on websites. The price should be aimed at bringing in profits, but you should never forget that price is one of the factors that people use in judging the value of your E-Book ? before they buy it. So always start with the highest price, and then launch a mega-marketing campaign.

Pricing an E-Book is particularly difficult because E-Books are a fairly new commodity. Since they are digital, the value of an E-



Book is as confusing as the understanding of what digital actually is to the average layperson. This means that we must look at E-Books in a different light in order to determine their actual worth in this brave, new cyber world.

Let's look at the difference between a book in print and an E-Book. A printed book is an object you can hold in your hand, store on your bookshelf, even hand down to the next generation. It is priced on factors such as paper stock, design and production costs, and marketing.

But the fact that unites E-Books and print books is that they are composed of ideas. It is the ideas in these books that have the ability to change, or possibly transform, people's lives.

What do you think an idea is worth when evaluated against the cost of paper and ink?

It is the IDEAS that are valuable! That is how you determine the cost of your E-Book.

## **What should I charge for my ideas?**

There are all different formulas and methods for determining the

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correct price for your E-Book. Let's begin with honing in on your ultimate goals.

Decide if your goal is to get wide distribution and maximum exposure. This goal is aimed at drawing customers to your business or service, or to establishing the credibility of your reputation. If this is your main goal, you should aim to keep your price on the low side.

Some authors have even priced their E-Books at a profit loss to draw a high number of new customers. The key is to find a price that maximizes your profits and the number of books you sell.

This is an excellent pricing strategy if you are looking to acquire long-term customers. Long-term customers are extremely likely to buy from you again and again as long as the first E-Book they buy is of exceptional quality and beneficial to the customer.

However, if your book contains valuable and more importantly NEW information, references, or techniques then you should aim to price it on the high end.

After you figure out your goal, you must figure out what your audience's need is for your E-Book. For example, does your book solve a particular problem? If it does, and solves it in a way that hasn't been written about in one hundred other E-Books, you will

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be able to achieve high sales at a high price.

If your book solves a problem or answers questions in a new and unique way, you should price your book as high as you can go. You will achieve larger profits this way, but bring in fewer customers. Just make sure the question or problem that your book solves is one that is important and relevant to the majority of your market audience.

If your ideas are not common knowledge, or you are presenting a brand new technique, you will be able to sell books at a high price. Just be prepared for your competition to undercut you on price as soon as they hear about your book.

Keep in mind that the above pricing strategy is temporary. Eventually, you will cease to sell books at this high price. So figure out in advance how long you plan to offer your E-Book at this high price, and when that time is up, change your pricing strategy.

If you want to see large profits over customer draw, aim for an audience that is looking for easy solutions to their problems at a low price. If your book is aimed at solving one particular problem rather than general advice, then you can charge more.

Start at the highest price the market will bear to bring in the

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largest profits, and plan to discount the book a number of times throughout the year.

## **Marketing Strategies**

The key that unlocks the sales potential of your E-Book is to find a single sentence that becomes your selling handle.

This sentence states what question or problem your book answers and the benefits your E-Book can provide. Then be sure to use that sentence in every piece of sales and promotional material, and every time anyone asks you about your E-Book.

Besides promoting your books assiduously online, there are several other strategies that can help you sell more books.

One is to give something away for free with your book, such as a valuable bonus item. Or bundle several E-Books under one price, which lowers the price for each E-Book if they were sold separately.

An effective technique for figuring out a price is to send out a survey to your current customers. If these customers have already bought an E-Book from you, ask for their opinion in terms of price. Do this by creating a sales page for the new book, but don't include a price on that page. Instead, add a number of

links to survey questions that ask pointed questions to aid you in assigning a price to your E-Book.

Another strategy is to test out prices by creating a number of duplicate sales pages with different prices on each page. Make sure your sales copy is exactly the same on every page, and includes your selling-handle sentence. Then figure out for each page the conversion ratio between visitors to your site and sales of your book. This will tell you what your optimum price is.

Ultimately, if you've written a book that solves a problem or presents a new technique, your book will bring in both traffic and profits. So be sure to write that selling-handle sentence that sums up what problem your book solves and what the benefits of your book will be to the customers who purchase it. And then watch your market come to you!

## **Steps to Publishing Success**

Even if your best friend owns a top publishing company, giving you an immediate "in," this does not guarantee publishing success.

First, you have to write a quality book that has a clear target audience. And your book must answer a common problem or

need that audience shares. Then you have to develop a marketing plan, and stick to it for at least two years.

Let's begin with the process that should commence before you write your first word. Begin by reading A LOT. Read both books you passionately love and books you can't seem to make it past page five. Then figure out what the author did in the book you loved, and what was wrong with in the book you couldn't finish.

Write down these points so they are crystal clear to you. Read other people's books for inspiration and to discover what you should avoid as a writer.

The next step is to plan out your book. Narrow down your subject, and then divide it into chapters. Each chapter should address a specific aspect of the problem your book is going to solve. In each chapter, break the specific aspect down into several parts.

This will help your readers take in your information a bit at a time instead of overwhelming them with every bit of information clogging up the pages until they feel like they're about to go blind. It's not quite spoon-feeding the information to your readers, but it's close.

The next two steps are obvious. Write your book and then revise

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it. And then revise it again. And perhaps again. Of course, writing is extremely hard, and writing a book can seem like an impossible task. There are many books out there that give you guidelines to help you become familiar - and even love - the process of writing and revision.

Find a number of books about writing. Better yet, find a number of books about writing the specific type of book you aspire to write. These can serve as roadmaps on your writing journey.

Once you've written your E-Book and revised it at least twice, show it to someone else whose opinion you respect. If you're lucky enough to know a good editor, see if you have something to barter for him or her to go through your manuscript. Or join a writing group and let the other members critique your work.

Then take all these ideas from other people, and revise your manuscript one last time. And then stop! Put down that pen! Get your hands off the keyboard!

One of the most important steps to actually producing a book is to know when to stop writing and tinkering with it.

You've finally written your E-Book! Pop open the bubbly! Give yourself a night out on the town!

Okay, now that this necessary celebration is out of your system, what do you do next?

## **How to turn your E-Book into Profits**

E-Books are a revolutionary way to publish your book without incurring the costs of print production. All you need is a relevant and targeted subject and some inexpensive software, and you can transform your manuscript into a book.

The problem, in terms of actually seeing any profits from your E-Book, is that the market is overwhelmed with E-Books, and many of them are not worth the time it takes to download them. Just because the ability exists to easily produce an E-Book, doesn't make it good writing.

Make sure your book does not simply rehash old material. You will injure your credibility as an author by claiming to offer valuable new insights and disappointing your audience with material they've read a zillion times before.

So spend enough time writing and revising your book to make sure it's of the highest quality and presents the most current information. A good book will eventually sell itself; false claims about your book will make it extremely difficult to sell any future books you may write.



Assuming you have determined that you do indeed have a quality product that answers some question or need of your target audience with NEW information, how do you know how much to charge for it?

**Rule number 1:**

Set a price for your book equal to its value.

An under-priced book will only give the impression that your book isn't worth very much.

To figure out a fair price, estimate how much time you put into creating it and how difficult it was to transform the necessary information into understandable and engaging writing. Figure out how much your time and effort is worth, and then price it accordingly. The goal is for you to be adequately compensated for your talent, your time, and your effort.

Once you've figured out a price that is high enough to convey the value of the book, but not so high as to be out of the reach of your target audience's mean budget, then it's time to offer it for sale on your website. To attract sales, you will need to develop a promotional campaign, particularly if you are an unknown author.

There are multitudes of books about self-promotion that will

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guide you in your efforts. Choose a plan that is both creative and professional. Learn how to write a catchy yet informative press release, and send copies of your E-Book to sites that specialize in E-Book reviews.

Learn how to write powerful sales copy, or hire someone to write it for you. This is an essential. You absolutely need excellent sales copy to sell your book. Make sure the copy includes all the reasons your target audience needs your book, and the benefits they will derive from buying it.

Use graphics in your promotional materials. Beautiful graphics have the power to instantly convey the quality and value of your E-Book. Graphics can also convey the amount of valuable information the book contains, and your careful attention to detail. Professional graphics sell professional books. They reassure the customer that the product is what it claims to be.

Consider excerpting chapters for articles. You can offer these tidbits for free on your website as a sort of demo of your book. Include an order form for your E-Book at the end of the excerpted articles.

Finally, when you set-up your download link, make sure to simplify the process. It's a good idea to offer a few bonuses that make your book even more enticing to purchase, but make sure

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the bonuses are valuable and high quality.

Too many bonuses that are basically a load of useless stuff will compromise the impression your audience has of your E-Book. The goal is to convey to your audience that they are getting a quality product for a good deal. That means applying restraint, especially when it comes to adding bonus items. Too much free stuff offered diminishes your credibility.

Make sure your book is a quality product. Make sure it is relevant and current. Develop an effective marketing plan that includes excellent sales copy and excerpted articles. Then offer your book for sale, and wait for your audience to discover you!

To your info product success!