

# *Building an eBook Empire*



***Discover All of the “Conveniently Forgotten” Details You Need to Know to Create and Launch a Line of Niche eBooks That Will Fund Your Continued Success for Years!***

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Internet marketing, as any other business venture, can be as successful or not depending on the efforts of the person pursuing this path of income. The examples discussed in this eBook are exceptional examples and don't apply to every average marketer. The results and income amounts do not represent or guarantee that you will have the same level of income.

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### NOTE:

I'm a firm believer in teaching by example, so you'll see tons of real examples in this eBook to show you what it is I'm teaching you. Also, when I speak of a "guru" it doesn't necessarily mean the *famous* marketers. There are **many** men and women at guru status who do not brand their name and to you, may seem like everyday newbies just participating in forums as usual, when in reality, they're making bank on niche eBook empires. They do not want their success broadcast to the world because they're not selling marketing products and don't want you tracking their every move.

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## Chapter 1: Tapping Into the Needs of an Online Consumer: Why Does One Niche Outsell Another?

As a former ghostwriter for many highly successful Internet marketers, I was kind of confused in the beginning as to the sheer span of topics they wanted me to write about. It wasn't always "how to make money" eBooks that they wanted - some ordered dozens (literally) of eBooks on the same topic, like baby naming!

I didn't understand at first why they didn't just come up with a single eBook about baby naming, or weddings, or whatever niche they were targeting - why stretch it out?

Then after years of working with these high-level marketers, they began to confide their secrets to me, teaching me the *how* and *why* of it all until I had what Oprah calls your "Ah-Ha!" moment. I got it.

The second I got it, I quit ghostwriting full-time for others because I knew where the profits were - they were in creating my own information products and securing my own niche on the 'net. So I set off on a mission to launch my own eBook empire.

Almost every successful marketer has a "how to succeed" or "how to make money" product. They weren't able to write that eBook until they actually succeeded, and the eBook Empire is how they do it - it's how they build enough profit stamina to keep them afloat as they plan their future big-time launches and joint venture partnerships.

I'm here to tell you a very ugly truth - many eBooks you'll read similar to this one will intentionally leave out crucial details that you need to succeed. Why would the author or product owner do this?

Two reasons. First, it's because it gives them the opportunity to sell to you again, and again, and again. That's why you see so many "missing chapters" or follow-up reports being sold once you're on someone's "subscriber list." I think there's a better way to create a lifetime customer, and I'm going to teach you how to do it in this guide.

The second reason is because if they *do* tell you every little detail, you might be armed with the knowledge you need to tap into *their* super secret niche. You don't hear the gurus talking about their behind-the-scenes niches. Savvy players keep *those* cards close to their chest.

The truth is, each one has dozens upon dozens of little minisites where they sell regular 50-100 page eBooks on various topics – from golf to weddings to baby care. This is evergreen stuff, which means it never goes out of style.

Internet marketing products are hot one day and “dead” the next. Those aren't what keep them financially **secure** – it's the icing on the cake. Can you imagine the stress involved of finding the best best-selling marketing idea, creating, launching, and coming up with something new on a regular basis? The shelf life for IM products is usually pretty low.

That's why niche eBook Empires are so vital to a guru's success. Evergreen ideas don't die out. Take parenting. The same problems crop up year after year – Colic, temper tantrums, potty training. New customers flood the marketplace on a daily basis because people keep having babies!

I'm here to teach you how to stake claim to one of *these* niches and build a steady increase in your income starting with *one* product and moving on from there. You can apply it to marketing products, too – as long as you take one idea and use it as your foundation.

When I first decided to blow the lid off this, I took someone who didn't know her autoresponder from her backend product line. Her first site now makes over \$4,000 a month in total passive profits. She's launched several other sites but the original continues to grow in eBook sales.

I like to keep this eBook updated, so I emailed Sandra to ask her how her online business has grown since we first paired up to do this mentoring process. I will paste it in here in her own words:



Since my newbie beginnings in IM, my business has grown. Product wise: I now have over 13 various individual or combination audio/dvd/cd/mp3 products, 11 e-product combinations, 2 large multi product combos (everything I've produced in a big box) and 8 print books and or combinations of print books.

The Women Who Love Psychopaths book won an award, first place in Women's Issues. I have several more books I hope to start this year.

Meanwhile, what has really taken off is all the contact that happened from the books. I developed a lot of Survivor Services that complimented the material in the books. I have trained dozens of coaches and therapists who now offer phone counseling for us. We even have a therapist in the UK.

We began The Institute's Magazine this year, which is the most comprehensive online magazine about pathological love relationships. We have 6 writers and extensive research and info as well as a large shopping cart.

I have begun Survivor Services face to face as well. We offer 5 day retreats, 1-1s with me, and am negotiating my first inpatient hospital program for pathological love relationships. Patients have flown here to work with me as far away as The Netherlands and Alaska.

I have designed a Coaching Training Program and trained about 10 coaches over the last year or so. This year we have started a Therapist Certification Program to do the same with therapists.

Traveled a lot this year speaking - spoke at the California Women's Law Conference on Domestic Violence, another California gathering of women on Domestic Violence & Pathology, and will go back to California again to be part of the faculty for training Domestic Violence Service Providers (victims and batterer intervention group workers).

A film crew regarding a documentary may come out this summer to film me working with my clients. I continue to do TV and radio when available.

It's hard to imagine all this came from starting to learn how to harness the power of the Internet. Thank you Tiff for all your help in getting me started so we could have touched THOUSANDS of women's lives now.

**Sandra L. Brown, M.A.,**

Wow! Sandra thanks me but I have to thank her a ton because she's what helped me realize all the details a newbie might not know. And she really used her eBooks and insight to position herself as a leader in her niche – she's the “go to person” you want to be in *your* niche.

Internet marketing is powerful. But the idea here is not to be blinded by dollar signs and buy into the hype of lounging by the pool at the Playboy Mansion. Be smart about this – this is a business, not a lottery ticket. Build it right, and you won't have to fear that the bottom will drop out from under you one day when you least expect it.

**Note:**

**This guide does not go into great detail about the “How to Write” aspect of product creation; However - I have created a special report that shows you in specific detail how to write an information product that Wows your audience from start to finish, so be sure to read your bonus!**

Where are you right now in your own Internet Marketing career? Do you do it fulltime, part-time, or are you just considering it for the time being? The system I've outlined here will allow you to follow along regardless of what level you're currently at.

If you do it fulltime, then the results will go faster. If you're just curious about the profit potential, then you'll find plenty of tips on how to conduct preliminary research to see what your odds of success may be and whether or not you have what it takes to follow through to the end. You can go at your own pace.

When I made the leap to include Internet Marketer in my résumé, the first thing I did was come up with a few measly ideas - about one every couple of months. I talked about it, but nothing more.

Then one day I was forced to watch an online video for \$4.95 ([Eric Rockefeller](#) made me do it) and for some reason, something in it resonated with me. I wasn't taking clear steps to actually make my

dreams come true. I owe Eric for giving me the nudge I needed to believe in myself.

The very moment the video ended, I contacted my clients who were experts or “gurus” in the Internet Marketing industry and discussed the issue with them and got some solid advice on what steps to take.

I started communicating with those I didn't already know (in online forums like the free [Warrior Forum](#)), but whom I had heard of before, and I boldly emailed them and asked for Joint Venture partnerships so I could learn the ropes from the other side.

A Joint Venture is when you both bring something to the table and share the profits. I would bring the writing talent, and they would bring the behind-the-scenes marketing know-how.

The first day I sent out emails, I was entering into discussions for partnerships that would bring a \$2,000 to \$20,000 minimum for a 1-month launch of a product where all I had to do was write the eBook. You may want to do the same thing - partner up with a reputable source and bring your talent to the table.

But in this guide, you'll learn how to do it on your own. Some of these JV partners were able to promise me \$20,000 minimums because they had a ready-made list where, with a single email, they could fork over a wad of cash to someone who had what they didn't - the ability to write a product.

You don't need this network to get started. I just want to explain that networking is going to help you as you grow your business. You need to know the right people. I started out not knowing anyone. Get into discussions on forums, email and PM people (don't be a gnat, but soak up whatever you can learn and put your name out there).

Even if you do bite-sized chunks of this system, one small step at a time, it will pay off for you. Exert the energy necessary for you to succeed. Start with formulating an idea the first week.

Then the next week create a potential title page and table of contents for your product. Try to flesh out a chapter every week at least. Eventually, your product will be complete and you'll be ready for a launch.



**WARNING:**

**This is NOT a “Get Rich Quick,” “Make a Million Dollars Overnight,”  
“Turnkey, Business-in-a-Box” Concept.  
It’s Work...But It Works!**

I know many of you may have seen ads online for overnight millionaire success, but even the guys who wrote that stuff had to take time to set up their system. Now once it launches, that's another thing.

One marketer (John Reese) actually launched his own product (not one that I wrote, though) that he sold for about \$1,000 - and he sold 1,000 copies in 18 hours. You do the math. But the reason he was able to do this is because he branded his name on the 'net - something I'm going to teach you to do.

## **Creating Your Very Own Cash Cow**

There are dozens of ways to earn a living online, but this guide will show you one way – the eBook creation and launch process. Non-fiction information products are big business on the 'net.

When I go into Barnes and Noble, there are just as many non-fiction books as there are fiction novels lining the shelves. **That** audience will be your target on the 'net. What sells?

Let me tell you some of the topics my clients have hired me to write and then I'll show you how to capitalize on a niche subject of your own. One thing you'll notice is that some are oddball and some are broad, repeated topics:

- Business Success Secrets
- Bird/Swine Flu Survival Guide
- Lose Weight on the Sonoma Diet
- Blogging Your Way to Big Bucks
- Credit Repair & Identity Theft
- Naming Your Baby
- A Guide to Internet Marketing
- Earthquake Survival Guide for the Middle East

Notice how some of them are trendy or time-based? When the Sonoma Diet was hot, people wanted knockoffs of it. When Blogging became popular in business, I got a big demand for that subject matter. When another earthquake devastated the Middle East, boom - and the same thing happened with Bird Flu after Oprah had a show on it.

Whatever's in the news, people will buy. Your market may not be in America or the UK. It may be Singapore or Zimbabwe. There are a lot of English speaking consumers you can access on the 'net who live in all four corners of the world. (And don't forget about having your product translated into different languages for an even larger reach - and more profits)!

Other items on the list are evergreen topics, meaning they're good all year, every year - they never go out of style. I get requests for those all through the year - credit repair and identity theft, baby naming, Internet Marketing, and general business success never go out of style.

If you have an unusual slant or updated idea for an evergreen topic, then you can still profit from it because there's always an influx of new consumers having babies, dealing with credit issues, trying to succeed, and wanting to profit online.

You always want to be on the lookout for your own slant or original idea, but there's also another way to get ideas for info products: [ClickBank](#). When you go to the site and **sign up for free**, you can click on the "promote products" link.

Choose a category that interests you (don't worry, you don't have to be an expert in any area – the bonus will show how to research and write an original product). Your categories are:

- Business to Business
- Marketing and Ads
- Health and Fitness
- Fun and Entertainment
- Home and Family
- Sports and Recreation
- Computing and Internet
- Society and Culture
- Money and Employment

When you go to one of the categories, you can get even more detailed until you find a product that piques your curiosity or is in line with something you'd like to write about.

If you see a product that's successful, don't copy their idea - that's not where the money is. You just need to know consumers are interested in that overall subject matter. Then develop your own unique slant associated with that topic.

For instance, let's visit ClickBank right now and check the marketplace to see if there are any products on PLR - Private Label Rights. Here are the results I get:

[Marketplace](#) > search results for 'PLR'

**Search the ClickBank Marketplace**

Category:	<input type="text" value="All Categories"/>	Subcat:	<input type="text" value="All Sub-Categories"/>
Keywords:	<input type="text" value="PLR"/>	Sort by:	<input type="text" value="Popularity"/>
Show:	<input type="text" value="10"/> results per page	<input type="button" value="Go"/>	<input type="button" value="Reset"/>

- 1) [My Secret Articles. Complete Internet Marketing Plr Package - \\$197 Sale With 65% Commission Paid!](#)  
\$/sale: \$70.94 | %/sale: 58.0% | %refd: 39.0% | grav: 3.87  
[view pitch page](#) | [create hoplink](#)
  
- 2) [Marketing Courses, Audio Books And More. Earn Huge Commissions From Courses, Plr Audio Books, Plr Articles, Plr EE](#)  
\$/sale: \$36.95 | %/sale: 50.0% | %refd: 4.0% | grav: 0.45  
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- 3) [Plr Dashboard For Private Label Rights! Earn Huge 75% Commissions Giving Away Our Free Private Label Rights Cont](#)  
\$/sale: \$23.08 | %/sale: 75.0% | %refd: 88.0% | grav: 0.93  
[view pitch page](#) | [create hoplink](#)
  
- 4) [Plr Full Private Label Rights - Huge 70% Pay. Stack Up Masses Of Sales Highly Optimised Plr Site Converts Like Cra](#)  
Add Affiliates.html For Tools Page.  
\$/sale: \$8.91 | %/sale: 56.0% | %refd: 79.0% | grav: 1.7  
[view pitch page](#) | [create hoplink](#)

This is just a portion of the screen, but I see that there are only ten products on PLR right now as opposed to ten pages of results. It tells me there's a market for PLR products, and there's definitely room for competitors, so I can add that idea to my list of possibilities.

But what if the idea I have, such as "Making Money on eBay" shows me a saturated marketplace? You still have options. Some people will tell you to stay away from that market completely because there's too much competition.

To me, this is a global marketplace with unlimited potential - squeeze on in and stake your claim! All you have to do to be competitive is deliver a slant no one else did, **or do it better** than the rest of the guys!

Just because there are a dozen products on eBay marketing doesn't mean even a single one is worth the money. Trust me, there's a lot of crap out there. As long as you create a valuable, no-fluff/no-filler eBook, you can steal the thunder in any niche.

Another reason to go ahead with your idea is that when I need information on something, I buy multiple products. Don't you?

If you want to know all about Spain before your upcoming trip, you might buy *three* books on it, not just one.

You might buy one on the best restaurants, another on history, one on language – all different slants.

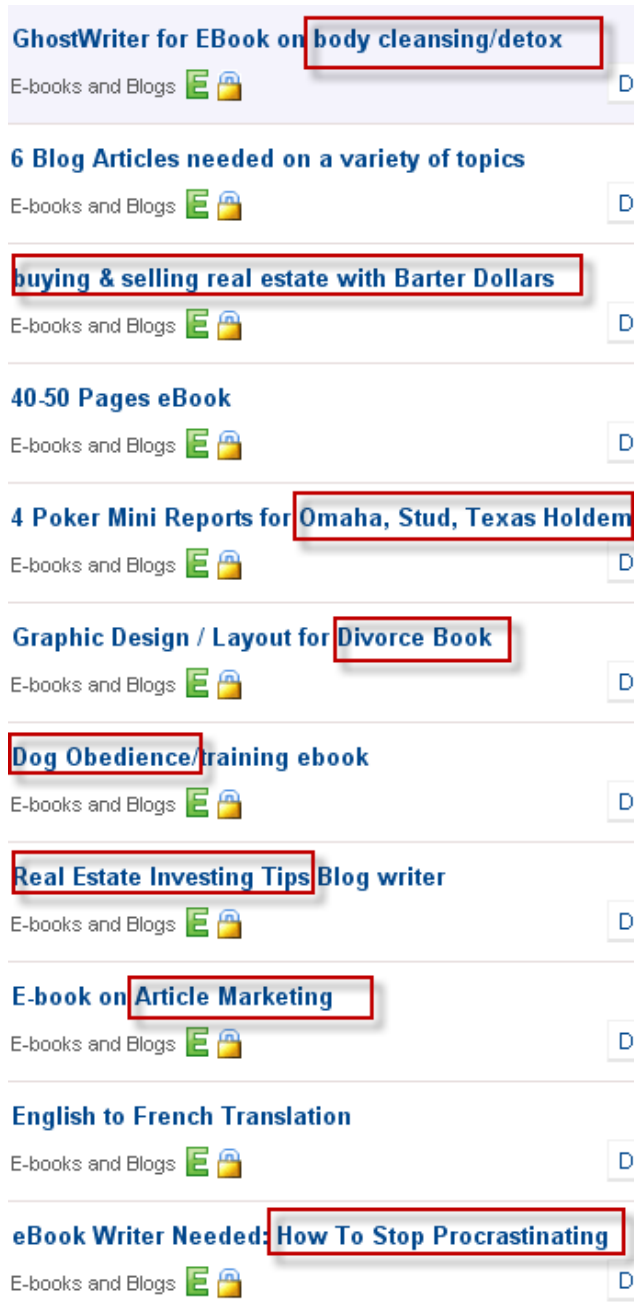
So make your eBook one of the ones your audience invests in.

**Sneaky Guru Tactic:** Marketers live by the motto “All’s fair in Internet marketing.” I used to laugh when one guru would find out I was ghostwriting for another and try to get me to spill the beans about what their niche was.

I never snitched, but it told me a lot about how hungry they are to spy on competitors and copy their success.

Want to know how else they spy on each other? They troll freelance sites like Elance and Rentacoder and view project titles to steal ideas.

If a guru sees a project titled, “50-page eBook on Potty Training,” he knows another marketer’s making bank in that niche.



Let me show you a quick snapshot of what I mean on the left image here.

I just popped into Elance and took a look at the projects posted for writers under eBooks and reports.

Look at the ones I have put red squares around.

Right there it shows me what popular niches marketers are asking for products to be created in.

Click through on one and you can see the details – some marketers post the whole outline and slant right there for all to see!

(Not smart).

### **Think Like a Business Owner**

Some topics you choose may not be what you're passionate about - but would you be willing to write about a topic you knew would bring in thousands of dollars because there's a need for it?

Some marketers I know have a problem with this. They want to spend their time focused on something that interests them - but I'm a "show me the money" kind of girl. I'll spend my free time focused on my passions - but during business hours, I'm focused on profit streams.

Plus, I feel like I'm doing the public a favor when I know I can create an informative product that they need to solve a problem. Many marketers just write eBooks on what they alone have an interest in.

They never check to see if there's a demand for it. You can follow this trend, too - or you can learn how to find a market first, fill their needs, and reap the financial rewards.

### **Writing for an Online Audience**

One reason I get hired to write for some big name 'net marketers is because I know how to have a conversational tone. It wasn't always like that. My first client that I wrote non-IM niche items for, Jimmy Brown who developed the wonderful [Affiliatenaire](#) product, told me I was too academic and said to write more like I did in our email exchanges.

So I did - and once I put excerpts of this kind of writing in my portfolio on Elance, my bids were chosen more than anyone else while I was a member. Your info product for the web has to be conversational, which in a nutshell means:

- Use contractions such as "what's" instead of "what is"
- Break up your paragraphs into easily digestible chunks of information like you see here – don't use half a page for one paragraph.
- Make your chapter headlines and subheads interesting and clear.

I've worked with other writers. I tried to outsource to people (oh how I tried), but the revision work I had to do was overwhelming, so then I just decided I could do it myself faster. The problem?

Most people write like they did for a college professor or a corporate boss. On average, consumers read at an 8th grade level. Have you been in an 8th grade classroom these days? You'd be appalled, trust me.

You have to dumb down information. Let me give you an example of what I'm talking about. This writer is a guy who is remarkably intelligent. I tried to give him a chapter of a book and even gave him the chapter I wrote beforehand to ensure continuity in the tone and voice. Here's what he wrote for a paragraph:

"If you can just accept that fact and then find ways to explore and exploit those abilities, you'll be well on the way to a more productive life. And this enhanced productivity and fulfillment will affect all areas of your life, not just your chosen career path."

Huh?!? This goes way above the regular Joe's ability to read and understand what he just wrote. It annoys me and I'm pretty proficient with the English language! It's important that the reader find value (not confusion) in your product or else you'll wake up to an inbox full of refund requests.

Here's how the paragraph **should** have been written:

"Once you accept the fact that you're a strong enough person, you can do anything you put your mind to! Working smarter will make you happy in your personal life, not just your job."

See the difference? I've "dumbed it down" and made it shorter. You don't have to drone on and on with Information products. The less fluff and filler, the better. You're not trying to achieve a certain page count...you're trying to get everything across that needs to be said, period.

Speaking of page count - I can't tell you the number of marketers who base their entire product on page count. In their minds, their page count determines the quality and price of the product. They're wrong! I have no idea how long this will be when I'm done. My Squidoo eBook started out at 14 pages, and I sold 300 copies of that.

I have seen 400 page eBooks I could use as liner for my son's hamster cage if I printed it out because they had absolutely no value whatsoever in them. Then again, I've seen 5-page special reports that taught me more in half an hour than I'd learned all year!



**Quantity does not equal quality.** Learn it and live it. I don't sit down to write my eBooks with a page count in mind. I just write it, say what needs to be said, and it's finished.

### ***Finding Your Formula to Success - a Real Life Case Study***

When you create products for online consumers, make sure you follow a basic pattern for the way your information flows. These people are seeking some sort of solution. So first, you want to identify with their problem.

Show them you understand and discuss the repercussions of them **not** getting a solution or being informed. If they don't follow your advice, what will happen to them? What won't? Will they miss out on a lot of earning potential or time with their family?

Make sure you merge into a solution for your readers. Your information should be organized well in sub-topics and don't be afraid to use bullet points like you would in a sales letter if you're an experienced copywriter.

Your solution should not be an example of you on a soapbox, shouting out your opinions to the reader. It's okay to have a unique slant, but make sure you can back up your information with solid facts and data to feed their desire for a solid solution.

Sum up your info product with a motivating ending that leaves the reader ready to put your system or ideas into practice. If they click out of your eBook and don't do something with it to improve their lives, then chances are, they'll be shooting you a request for a refund within the next couple of days.

Let's take a look at an example of a highly profitable eBook formula I did for another client, just to give you an idea of how it works. I got his permission to use this because it was a timely eBook that had its surge (made him a lot of money in a short period of time) and then petered out (it is **not** an evergreen topic, but your formula will be the same nonetheless):

**Title:** Global Catastrophe: What Every Man, Woman, and Child Needs to Know to Survive the Next Bird Flu Pandemic

**Sub-Title:** Learn How to Protect Your Family, Deal With Chaos and Disaster, and Stay Afloat Financially in a Crippled Economy When the Fourth Pandemic Breaks Out!

You want to make sure you live up to your claims in the title of the eBook. So here's what I covered, in order:

- **Chapter 1: A Look at Previous Pandemics - What We've Learned from History Repeating Itself** - Here I explained what Avian flu is, what the past pandemics have been like, and how this one could be worse than all the others - combined. I end with a current risk assessment for each country because the audience for this product is global.
- **Chapter 2: Global Depression - What a Bird Flu Pandemic Would Mean to Your Immediate Community and Every Other Continent** - In this chapter I discuss whether you might lose your job, how your finances on a personal level would be impacted, industries that would be crippled - but I give them a solution here, too - investing in or stocking gold.
- **Chapter 3: Why Bird Flu Worries the World Health Organization - What You Don't Know Could Put Your Life in Danger** - This chapter explains the hard facts stated by WHO and other scientific organizations. It discusses how people get infected, how you can steer clear of germs, answers questions about food safety, and talks about what level of preparation you need to plan for based on your risk assessment.
- **Chapter 4: Preparing for the Future - If You Don't Plan Ahead, Prepare to Panic** - A detailed chapter outlining what you might need to prepare for: no electricity, food and comfort, currency, and who you allow into your home (The snot-nosed kid down the street who wants to play ball but looks like he's a walking germ machine might be an easy "no," but what about letting your old Aunt Sally in after she's traveled in a plane from Ohio full of infected people?) In each sub-heading, they get an answer on what to do if there's no electricity, etc.
- **Chapter 5: Treatments and Testing - Availability and Effectiveness of Medical Supplies Being Stockpiled to Offer You Protection** - I start out with why technology is out of date and what method we need and are working on to produce vaccines. I discuss how there won't be enough to go around and how greed plays a factor in production. I then talk about natural remedies and protection (herbs, etc) they can use to build immunity.

- **Chapter 6: Minimizing Your Risk - Tools You Need to Survive Among an Infected Population** - Since my client sells this stuff, I talk about the protective gear they need to order - face masks, gloves, etc. I tell them what to pack in their first aid kit and how long it should last. And I sum it up with a step-by-step system they need to do if they come in contact with an infected person.
- **Chapter 7: When Chaos Reigns - How to Protect Your Home and Family When the Rules of Society Break Down** - Discussed the past (LA riots, Katrina, etc.) and then talked about safety from fires, dangerous individuals, and ways to protect yourself, your family, and your home by communicating and keeping a low profile.
- **Chapter 8: “You’re on Your Own” - Why You Can’t Rely on the Government to Help You** - This chapter covers a US and UK preparedness plan but on every level - local, statewide, nationwide, and global. I also quickly go into other countries and give some shocking information, like which countries refuse to cull infected birds because of the money issue.
- **Chapter 9: Experts Warn We Have No Time to Waste - Putting Your Plan Into Place in an Instant** - This was a resource section showing readers where to buy their protective gear and medicinal arsenal. It ended with a sub-section on what to do the very moment it enters your street.

Notice in that last chapter where I mentioned that I referred readers to where they could buy products? Let’s say you write a wedding planning eBook. You can make a LOT of extra income just linking to resources that have affiliate programs.

For instance, you can sign up as an affiliate for Amazon (scroll to the bottom of the page and click on the link that says “Join Associates”) and earn a commission whenever anyone buys something. So if they bought a book you recommended on wedding cakes, you’d get a portion of the sale.

And it’s all hyperlinked within your eBook by using the “insert hyperlink” function in Word. By the way, it can be products and services, too - not just other books. You can link to a wedding dress on eBay or to the services of a wedding planner, for instance.

In the example above, I hyperlinked all sorts of stuff people could buy online - not just my client’s medical gloves and face masks, but also herbal supplies to increase immune system performance, fire safety

supplies, generators and other items that he profited from just for linking to other sites. He got a commission every time a reader bought supplies!

**I'd like to see a print book do THAT for you!**

With Internet Marketing, it's not about selling your solo copy of the eBook. Here, you'll be learning how to build an entire empire of products to sell to the same audience. And in the end, you'll have one large river of profits streaming into your bank account with dozens of cash-based tributaries contributing to it.

Now that you know the difference between offline and online non-fiction information products, let's move on to the actual marketing side of this kind of creation so that you can start staking claim to your niche!

## Chapter 2: Reasons Why Successful Marketers Conduct Thorough Keyword Research Early in the Product Creation Game

Before we get further into these chapters I want to explain something to you. Every single chapter you read in this eBook has dozens of eBooks devoted solely to that topic in the market.

You can find eBooks all about keyword research, those about writing sales copy, and specific books on web design. I'm giving you the basic system you need to launch your site and start selling eBooks - with a thorough understanding of each subject.

But you also need to know that Internet marketing is constantly evolving, so you'll want to join a FREE Internet marketing forum like Allen Says' [Warrior Forum](#) and stay abreast of any major changes that could impact your online business as well as have a safe place to ask questions when you're new to this line of work.

Keywords and phrases are the important elements that will help get your eBook found on the 'net. First, let's go over what those are. Keywords are words that are relevant to your product or website.

For instance, for this eBook, keywords would include "eBooks," "marketing," and "money." Keyword phrases are an extension of a single keyword, so for my eBook it might include "Internet marketing," "eBook creation," or "make money at home."

When people go online to search for information, they use keywords and phrases to find it. Google ranks sites based on relevancy, and their automatic robots crawl your site to see which keywords get repeated often so they can figure out where your site should get indexed and who should see it when a search is conducted.

My eBook won't show up whenever someone is searching for cake decorating - it has nothing to do with my keywords and phrases, but hopefully, it will turn up whenever anyone searches for anything to do with 'net marketing or becoming an entrepreneur from home.

In this chapter, I'm going to show you how to conduct your keyword research because while you may be thinking you'll be fine with a dozen or so words, you're actually going to **accumulate a list of thousands** to get the most exposure for your product.

(I know, when the first guru told me he had 10,000 keywords per product, I nearly spilled my coffee on my laptop, but now I know why).

### ***Why This Step Should Come Near the Beginning***

Keywords affect virtually every aspect of publishing eBooks on the 'net, so I'd like you to learn the ropes for this task, get it out of the way, and have a reservoir of words and phrases you can choose from as you launch your product on the 'net.

By the time you've written your eBook, you'll be anxious to get the ball rolling and get it set for sales, so you don't want keyword research to slow you down. It can be an arduous task, but there are free and cheap tools to help you do it much quicker and once it's done, you can start monetizing your product!

Keywords and phrases will need to be implemented into your sales letter, they'll get picked up in your website coding, they'll get inserted into all of your online promotions like articles and ad campaigns, and they'll help you determine backend, or subsequent, products you can launch to continue selling to the same customers time and time again.

### ***"Where Do I Begin?"***

You're going to start by brainstorming without any tools. Before you write a single keyword, I want you to know that you don't have to worry about having duplicate keywords.

I'll show you how to automatically clean your list - ridding it of repeated words and alphabetizing it for you using a free online tool where you just cut, paste, and click a button. There's no better way to learn than a case study – a real example.

Let's take a product that I developed for writers. Since my previous expertise was as a ghostwriter, I wanted to teach that sector of the public to profit from their talent. Why? Because I knew there was a major problem for this target audience - they often don't know how to make money writing professionally.

For that product, I came up with the following keywords and phrases off the top of my head:

- Writer
- Elance
- Freelance
- Rentacoder
- Ghostwriting
- Scriptlance
- Publishing
- Writing books
- Freelance writing
- Self-publishing
- Online writing jobs
- Writers Weekly
- Freelance writing jobs
- FreelanceWriting.com
- Copywriter
- Writer's Market
- Make money writing

I want you to look at the above lists and see how I did that. Some were single words, some phrases, and some were specific websites and companies related to writing and I know many writers will be searching for.

I'd love for a person who wants to start freelancing and who is looking at buying the Writer's Market to stumble on my site and see that there's another way to profit from their writing talents.

Now this is just a quick list, and I'm sure if I sat here long enough I could come up with hundreds more. But that's boring, so I want to let some tools do the job for me. A writer's best friend is a thesaurus, so I'll go there and find some more words I can add to my list:

- Author
- Ghostwriter
- Editing
- Syndicate
- Syndication

I want to turn it up a notch and get many more results, so it's time to take my research online and utilize the free and cheap tools I know can deliver results. What these tools are going to show me is how actual users search the 'net for similar information.

The funny thing is, you may think it's common sense to use "freelance writing jobs" to search for freelance writing jobs, but you'd be amazed at how people search. You might find 100 keywords or phrases that aren't commonly used, but that's 100 people (at least) who can enter an oddball phrase and wind up on your site to give you another sale!

This phenomenon is known as the "long tail" and it's a phrase someone came up with to describe what happens when the majority of users search for something under common words, but there's a long tail (like

the tail of a comet) made up of hundreds or thousands of little-used keywords and phrases that can really impact your sales significantly.

Whenever I go to Google and enter the phrase freelance writing jobs, it returns over 3 million results. But when I type in "freelance writing jobs in Dallas, Texas," using the quotation marks for a narrow search as some people do, I get only 1 result. When your site is the only page returned to the user, you have zero competition and a captured audience to market to.

Does that mean I *only* try to find rarely used words and phrases? No! But you want the entire list of possibilities - everything from the broadest words to the most microscopic phrases imaginable.

### ***How Keywords Affect Your Findability***

If people can't find your website, then they can't buy. Aside from paying for traffic (boo hiss!), the only other alternative is to get free traffic. Free traffic comes from search engines, article directories, and social networks who show a link to your site whenever people are looking for information relevant to what's on your domain.

Your keyword list helps you get found more often.

From time to time, you may stumble across more words to add to your arsenal as well as words that aren't performing for you in any way that you want to remove. You'll know this because everything is trackable so you can tell if someone finds your site using the keyword phrase, "world's best writer" or if they found it using a more generic phrase.

Let me show you an old stats image real quick on one of my domains (it's old, but it serves a purpose). My Internet Marketing blog at <http://www.TiffanyDow.com/blog> had been up just about two weeks when I captured this image, and already people were finding it through search engine queries.

Here's how I know. Whenever I logged into my cpanel (which you'll learn more about in later chapters), I could click on Web Statistics. The stats page showed me how many users came to my site, but it also showed me where they came from and how they got there.

For users who found me through a search engine like Google, this is how they found my site listed:



Search Keyphrases (Top 10)		
Full list		
5 different keyphrases	Search	Percent
tiffanydow	1	20 %
squidoo report	1	20 %
internet marketing success factors	1	20 %
free craigs list plr ebook	1	20 %
tiffany dow	1	20 %

While someone searched for my name (and notice some people search without putting spaces between the words – a tip for your keyword arsenal), others found me using random keyword phrases.

“Squidoo report” showed up because of a blog entry I used discussing free updates to my short 14-page eBook about Squidoo. Now I don’t have a “free craigs list plr ebook,” but several of those words show up on my blog.

I know I’ve talked about free stuff, including **free** updates to my own eBook. I have thanked **Craig** Desorcy for all the help he’s provided me. I have blogged about **plr** (private label rights), and I am always talking about **ebooks**, so although the searcher was looking for an eBook about Craig’s List, they found my site - and clicked on my link.

The one I was most excited about was Internet marketing success factors. That’s because my blog is targeting Internet marketers, so if I can capture that audience through natural, organic (FREE) search engine traffic, then it will help me make money as I develop more eBooks to sell about Internet marketing.

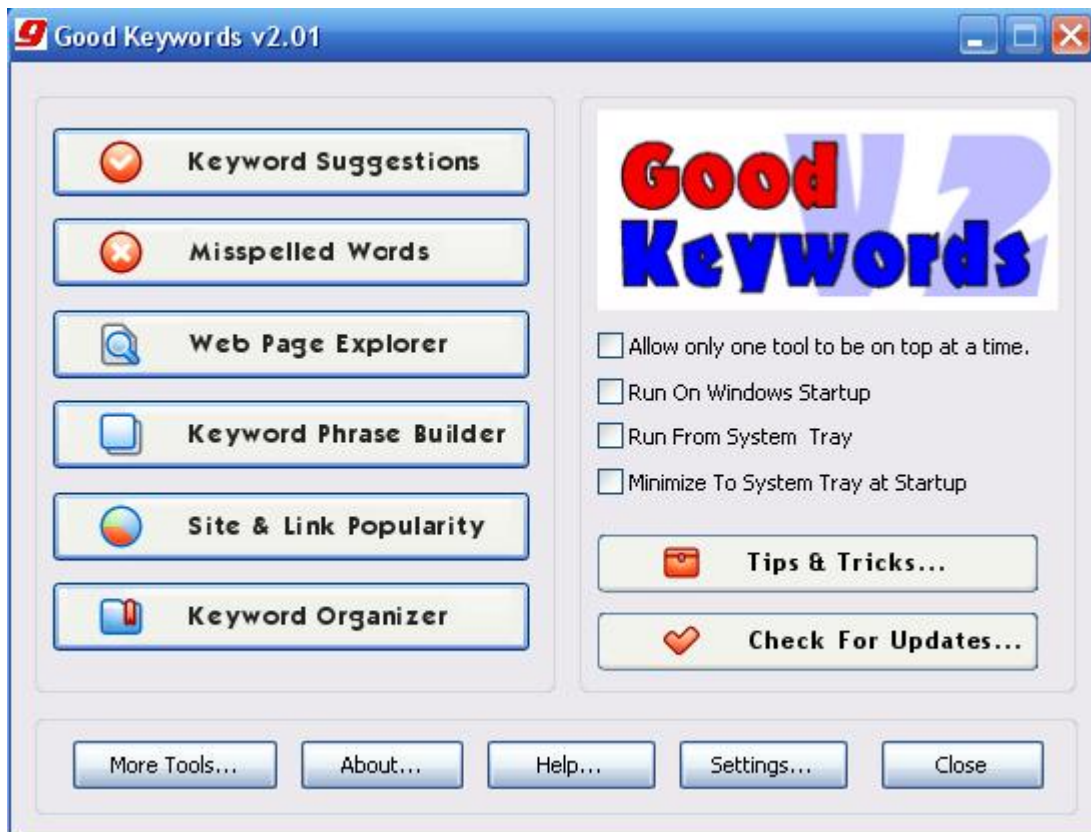
As I check my stats every day, I notice that list growing and it gives me some insight into how people are finding my site and what topics they may be interested in. (For instance, now I know someone was interested in a free Craig’s List PLR eBook, so I might find one and provide it to my visitors as an affiliate and earn a commission) – or better yet, write my own!

### **Conducting Online Keyword Research**

I’m going to give you several options and you should be using all of them because no two tools deliver the exact same results. Once you’ve amassed a gigantic list of keywords and had it cleaned and organized, you’ll be ready to use it.

I'm not going to go in depth into how to use each one, because they all have simple wizards to guide you through it, but I will explain how to use one in full and you can then apply the same strategy to each additional tool I mention.

The first one I want to show you is [Good Keywords](#). It's **free**, it downloads right onto your computer, and you can use it again and again. Here's what it looks like when you double click on the icon after you download it. I keep it right on my desktop because I use it so much:



Pull out your initial list of keywords. This is the time consuming part because you need to look in every nook and cranny for keywords you don't think your competitors have honed in on.

First, I want to click on Keyword Suggestions. When I enter "writing" I get the following results (there were several pages of results, so I'll just show you a small sampling). Notice that some words will serve no purpose for me, like "chinese writing."

writing  
grant writing

resume writing  
chinese writing

essay writing  
writing a business plan  
resume writing services  
bird by bird some instructions on  
writing  
creative writing and life  
letter writing technical writing

apa writing style  
business convincing plan writing  
business writing  
teaching writing  
cursive writing  
cuneiform writing

What I can do is when the results are shown, I can click "Menu" then "Copy to Clipboard" and finally "Copy All Words" and then I just paste it into a Word doc file. I can go through it later and remove any words or phrases that won't match my site's purpose.

Now I can click on any of the words in that list and dig down even deeper. So when I click on "online writing," I get the following results (again, a small sampling):

online writing  
purdue university online writing  
lab  
online business writing course  
free online writing class  
online writing course  
maker online sentence writing  
online writing lab  
creative writing class online  
purdue online writing lab  
free resume writing online  
freelance in job online uk writing

owl online writing lab  
online writing class  
online resume writing  
online writing jobs  
online technical writing course  
online freelance writing jobs  
online writing workshop  
free online writing course  
software writing online  
online creative writing course  
online degree creative  
writing

Then I can dig even deeper than that. It goes quickly when you're using a tool like this, but it comes up with all kinds of phrases and words that I wouldn't have considered - and these results are **from actual searches that have been made online by other people.**

The reason keyword research is so tedious is because you could probably go on forever with this - digging deeper, then going back to each list and digging deeper into each word on THAT list.

Many marketers set aside a certain amount of time each day to do keyword research - especially when they're developing new products. You can either do it that way or devote one full day to keyword research and be done with it.

When the results show up in GoodKeywords, it defaults to Yahoo results. You can click on "Research Using" and find results from Overture (US, UK, DE, FR, AU, IT) - a paid search engine, or Ask.com.

After finding out the keywords that are used correctly, I also want to search for misspelled keywords. Whenever I enter "freelance writing," in the Misspelled Words feature, it tells me that people are accidentally typing in the following sampling of phrases:

reelance writing  
greelance writing  
rfeelance writing  
rreelance writing

ffreelance writing  
treelance writing  
dreelance writing  
creelance writing

These are primarily typos, but sometimes there will be words many people can't spell correctly. If your competitors aren't catering to people who can't type perfectly, then you can capitalize on their mistake.

"Freelance writing" delivers 3.7 million results in Google. But "dreelance writing," a typical typo because the d is next to the f, only delivers 710 results - far fewer websites for you to compete with. And the consumer is lazy - if he sees a website that fits with what he needs, he won't bother to redo his search with the correct spelling.

Next I want to move on to GoodKeywords' Web Page Explorer feature. When I click on this option, it lets me type in any website address at the top. You want to type in a site similar to what yours has to offer. Even if there's no product being sold on it - if it's a free articles site, it will deliver results for keywords associated with your site.

The tool then crawls that website and picks up on the words used. Some of them may be helpful to you. When I send the tool to [www.freelancewriting.com](http://www.freelancewriting.com), it picks up on "working writers," "writing creative," and "2006 Freelance Portfolios." Those could all be useful for my keyword research.

But it also delivers things like, "directory web," "contact us," and "what's new." These have nothing to do with writing unless I include a writing word to it like, "writing directory web."

Now I want to try out the Keyword Phrase Builder. Here I'm able to enter three words related to my product and see what phrases it can come up

with. So I'll type in: "freelance," "writing," and "opportunity." This is what it delivers:

- writing opportunity
- freelance opportunity
- freelance writing
- freelance writing opportunity

You can enter more words in each box for more results. You're not limited to three - I just wanted to show you a short example. Once you're finished, go to the keyword organizer, paste your keyword list into it, and save it so that you can use it again later.

Okay - that's the free version. GoodKeywords also has a Gold version you can try out and then buy if you want to. It includes things you can't get with the freeware, such as a feature that tells you which keywords people are spending money for in ad campaigns (meaning they see a good deal of traffic), which sites will be your top competitors, and a Power Words tool that helps you create sales copy with an impact.

You can see how it can add up to thousands of keywords in no time. Don't be afraid of coming up with phrases that are lengthy. When someone enters the word "golf," they're not as interested in buying something as they are when they enter "Callaway Big Bertha FT-3 Driver." Using the term "golf" probably means they're just getting some free general information.

### ***Think Outside the Box***

You don't want to stop with basic common words and brand names. You also need to think that consumers buy solutions, not products. What solutions are they seeking?

Making more money?

Writing better?

Getting more sleep?

Those are all keyword phrases you can use (depending on the niche) to pull in an audience that may have started out seeking free information online but might be interested in buying a solution (your info product) when they see it has everything they're looking for.

Before, I mentioned that you could add competitor websites or brand names to your keyword list. You can also add celebrities who endorse similar products. Tiger Woods endorses Nike products, so if you're drilling the golf niche, you might include his name in your list.

Don't forget to use slang words associated with your product in your keyword list. For instance, golfers play on a golf course, but a slang term is "hitting the links." Writers have a phrase for editing their work that's called "killing your darlings."

That would sound terrible to anyone who wasn't a writer and didn't know that phrase only meant editing down your work, but writers would know it and may search for tips on it.

Remember my example of "Freelance writing jobs in Dallas, Texas?" I could do it for every major city in the U.S. - and abroad! Plural versions of words are important, too. Don't leave everything as singular. Instead of "Freelance writer" I need to include "freelance **writers**."

If your keyword phrase has a verb in it, make sure you use all tenses - write, wrote, writing, will write, etc. And add negative keywords to your list, too. These are words you don't want used to find your site and you really only need to use these if you're running a paid advertising campaign.

For instance, if I'm paying for my ads to show every time the phrase "writing advice" is typed into a search engine, I don't want to pay when someone types in "free writing advice" because I'm selling a product.

So I can add "-free" as a keyword in my ad campaign list so my ad won't show whenever the word free is included. Other negative words might include "scam" or "Adult" depending on what niche you're in.

Go to the top competitor websites and right click on their page. Then click on "View Source." Notepad will open up with their HTML code and in it (HTML is a computer language that for the most part, you won't need to know), you'll see something that says, **<meta name="keywords" content=** and then a list of comma separated keywords and phrases will be here>. Cut and paste those words into your list in case you've left any of them out.

Someone might search for "make money online" or "makemoneyonline." Why they do this, I don't know - but the fact is, they do it! Make sure you include run-on keyword phrases.

## **More Tools at Your Disposal**

After using GoodKeywords and your own noggin, you want to move on and utilize other tools. Remember, they all have slightly different results. Here's a list of tools you can use **for free**:

[KwMap](#) - This is one of my favorites only because it's unique. It delivers results that look like a strand of DNA and you can click on the results to create new strands of relevant words. Great for those of you who like visual information.

[Mike's Marketing Keyword Tool](#) - Get keywords extracted from metacrawlers and search engines.

[Webmaster Toolkit](#) - This tool lets you enter a keyword or phrase and choose a search engine to get results from and it gives you a list of new possibilities.

[Google Keywords](#) - This is Google's External Keyword tool that gives you stats on related phrases and even tells you possible negative keywords, global trends, and seasonal information.

All right, that should get you started with free online tools. But free can only do so much. Luckily, the fee-based tools are cheap, too! But they deliver much more so they're well worth the minimal investment.

The king of all keyword tools is [WordTracker](#). You can take a free trial of it, but you'll see that it provides a lot more information than your average tool. The best thing to do is devote one day to keyword research and pay the \$8.02 for a one-day pass.

You have a couple of simple steps. First, enter your keyword or phrase. Look at the short list (if it's the trial version) - the extended version would deliver a much longer list. Then click on one of the keywords in the results. You'll get another list and on that list, you can click "dig" next to any word and it will dig down to much deeper levels.

So for instance, I entered "freelance writing" first. Then I clicked on "writing jobs." On the third list, I can dig down and see more results for "Christian freelance writing jobs" and it will tell me that 17 people searched for "Christian freelance writers writing jobs" and 4 people searched for "how to find Christian freelance writing jobs" in the last 90 days. I can continue digging deeper until I exhaust the choices.

You then add the words to your basket and have the option to email yourself the list or export it into a file. Then you click on step #4. Step 4 analyzes your keywords and tells you if it's good to target them among your competitors.

You don't want to do away with general prime keywords, but it does help when you're paying for an ad campaign because then you won't lose your money quickly on keywords that have *too* much competition. The lower the number, the more competition you'll have. You want to try to target keywords with 100 points or more.

Now you just need to clean your list and store it away as you move forward in your launch strategy. Go to [SEO Tools](#) and paste your long list into the box. Click "Clean List" and it will deliver a list with duplicates removed, alphabetized, and in whatever order you chose (comma or new line for each word). You just copy and paste it back into your own file and you're done!

### ***Using Your Keywords to Determine Product Ideas***

Okay, we've talked about the importance of keywords - now let's take researching a step further using tips that Craig Desorcy of [IdiotProofBlogging](#) taught me. If you've found a keyword that's getting lots of searches (a good benchmark for a laser focused keyword would be 10,000 to 20,000), then the next step would be to see how many closely related products are being sold in that market.

In chapter 1, I told you about checking out the competition at ClickBank. Now that you've chosen your topic and done some keyword research, go back there and see if there are a few products selling for your niche.

At first glance you may think if there's not even a single competitor, you've struck gold. But what that sometimes means is that it's not a profitable niche. Make sure you do some thorough research to see if there are any products similar to your idea selling on the 'net.

**ClickBank Note:** Be sure to go back there and note the related products because you can become an affiliate and promote them within your own information product for backend sales (chapter 10), which is a very profitable residual profit stream model.

Of course you don't want a direct competing product, but complementary products such as (for this product that you're reading



now) a comprehensive guide to web design or web graphics might be a good fit to link within my own product.

If there are a few digital products at ClickBank, that's a good sign - but we're not finished. It's now time to go over to Amazon and check for related books. Are there 10,000? Bad sign. Are there about 15? Are they selling well? Could you buy a few to get some good ideas for your product?

We're still not done.

Go to [Search Screens](#), which is one of my favorite research tools and type in your target keyword phrase in the far upper left corner of the screen. I'm going to use the keyword "golf" for an example and here is what comes up:

The screenshot displays the Search Screens tool interface. At the top, it shows the user's location as 'United States' and the keyword 'golf'. A table provides search statistics: Overture Searches (441712), Google Max Bid (\$0), and #Google Ads (1). Below this, the 'Keyword Selector Tool' offers suggestions for related terms, with 'golf' having 441712 searches and 'golf course' having 172260. A table lists 'Searches done in February 2007' with columns for 'Count' and 'Search Term'. The main search results are for 'golf', showing 'Results 1 - 10 of about 337,000,000 for golf [definition]'. The results include sponsored links like 'A Perfect Store for Golf' and 'Golf Digest Challenge', and organic results like 'PGA.com: Home' and 'PGATOUR.com'. An Amazon.com search for 'golf' is also shown, displaying 110,032 results and a book listing for 'The 7 Laws of the Golf Swing' by Nick Bradley.

**A** - This is our main keyword and the top related keyword phrase. It tells me how often each one was searched in the last 30 days.

**B** - This is the keyword searched for you in Google. This will show you sites highlighted at the top of the search called sponsor links if anyone is buying that spot. These are sites paying top dollar for advertising. On the right-

hand side you'll see advertisers paying for clicks using the Google AdWords program.

If there are about five people on the right side, then you'll be able to buy clicks cheaply and it lets you know the market is not overcrowded. If there are 10 ads on the first page and 10 on the second, you have your work cut out for you and you may want to pick another market or narrow down your niche so there aren't so many competitors.

**C** - Here is a built in Amazon search. See why I love this site? You have everything in one place. All you have to do is type in your keyword phrase. Okay, say you think you've narrowed down ideas for an info product you'd like to create but you're still not 100% sure about moving on to create the product.

Now is a good time to join related forums and groups to do a little undercover investigation. You want to find tons of related forums so you can play spy! To find forums that match your keyword phrase, type the following trick into Google:

**allintitle: keyword filetype:html forum**

Replace keyword with whatever topic you're looking for information on. Pick the top three and hang out in those forums for a few days. What you're looking for are people posting problems. This is because if you keep seeing the same problem coming up again and again in a few forums, it may be a future solution (product) that you can create.

Take note of the type of language the forum members use. This is so that when you create their product, you'll know how to write for them within your sales copy and product itself.

You're also looking for people talking about products they bought and how they feel about them. Don't post asking the members direct polling questions. They'll smell that a mile away and you'll get banned for spam.

If you want to post and interact with the group, pick a username that is related to the niche like WeekendGolfer. Then write a post saying something like, "Just found this forum and I like it, thanks for the useful info."

Other posts can be what are called "me too" posts. If you see a good tip, comment on it by posting "Now that's a good tip. Thanks for sharing that!"

~ Tiffany." After your post count goes up, you'll gain trust in that forum and can now start surveying the members - gently.

This only works in **non-Internet Marketing** niches. Marketers know this trick, so don't try it on them. Join an IM forum and beef up your post count too quickly and they'll quickly put you in your place.

People buy aspirins (solutions to problems) and this is exactly what you want to keep your eye open for. Okay, now that the hard work is done, it's time to move on. We're going to cover the compilation of your eBook now - how you literally put the product together for sale on the 'net.

## Chapter 3: The Best Way to Compile an Information Product for Easy Consumer Digestion

When it comes to info product creation, there are basically three ways to do it and since the choice is yours, I'm going to tell you all of them, not just my preference. First, you can do it yourself - and do it the free way or the fee way.

Second, you can hire someone to do it for you for a reasonable price. And third, you can barter for what you need, exchanging your talent or hard work for theirs. I never knew how prevalent bartering was until someone approached me about it. I barter all over the place now!

### ***What Does an Info Product Look Like?***

I was originally going to hire a design company to compile this eBook for me and include graphics on the header and footer of every page. But at the last minute, I decided to keep it a clean design in case my readers wanted to print it out and read it without wasting a lot of ink.

It may not mean anything to you personally, but the first product I saw that had this, [EasyChair Millionaire](#), got rave reviews just from his product compilation. He had very few refunds and people were impressed with the professionalism of it.

You can see the graphics on his page - they're sort of corny, but his header and footer matched his website and helped him build brand loyalty and an image of sorts. Since this isn't the print publishing world and you don't have a publisher helping you with the cover art for your product, you'll need to find ways of making the consumer feel they've gotten their money's worth.

When they buy your product, they won't have anything to hold in their hands, pick up, and take to bed with them to read before they're falling asleep. When I first launched my writer's product, I tested my sales copy out on some writers I knew online. I hadn't yet had the graphics designed, so it was just plain text.

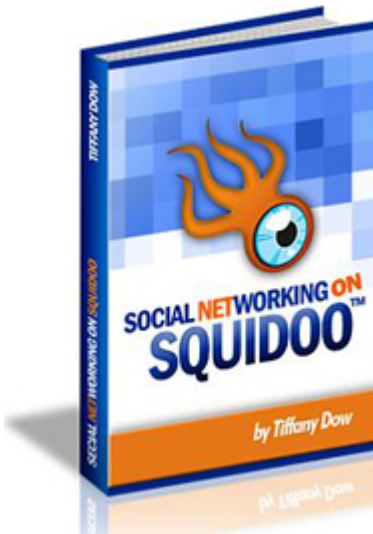
None of them knew what I was selling. They have to **see** it to know what it is, so that's where your eBook cover comes in. It's a virtual image of a book, like the one below for this product that was created by Sean at [MiniSite Graphics](#).

You want someone who can take the idea of the eBook and translate it onto the cover. Sean did this perfectly. When you think of an empire, you think of someone like Donald Trump – real estate – buildings.

Gold represents money, which he used for part of the text, and he creatively created an open book out of a computer screen. Of course it also has the obligatory money floating around, because the idea is to show you the profit potential of this concept. And make sure you're always branding your name, like he's doing for me in the bright, red block area.



Ryan at [www.DesignGuruRyan.com](http://www.DesignGuruRyan.com) did my Squidoo cover, shown below, using Squidoo's logo and color scheme (I loved it). If you're using someone else's logo, make sure it's allowed. Squidoo welcomes it, but other sites may not be so copyright-friendly.



### [Social Networking on Squidoo](#)

**It may actually just be a zip file, but you have to present it like it's a hell of a lot more than that!** Even seasoned marketers need to see an ecover because that's the norm. Veering too far from mainstream makes them uncomfortable.

#### ***Choosing Your Boundaries***

You want to create a file they can't change in any way, so whatever you use has to enable you to set security features in place. For instance, I don't want anyone reading this eBook to be able to use their mouse to right-click and copy my content for their own use.

So you have to set the security on your file to whatever lengths you want to go. Do you *only* not want people to be able to copy it or alter the text, or do you want to go one step further?

You can make it so that the product can only be downloaded *one* time, on *one* computer - preventing people from emailing it to their friends and family. You can also password protect your file. This might come in handy if a small business owner buys your eBook and then wants his right-hand man to read it and put it to use for the company.

Some eBook entrepreneurs like to restrict the document's ability to be printed out. I have no problem allowing printing, although if you have a header and footer it might take up extra ink if you include that in your product creation.

In fact, whenever I'm hired as a ghostwriter, some of my resources are inevitably in eBook format, and I print those out with 2 pages on each printed page in landscape format to save paper.

You want to see what each compilation option offers in the way of security before you use it. If you like Microsoft Word, you should know that online consumers aren't used to getting files in Word - they're used to Adobe's PDF files and EXE files.

### ***Taking the Do-It-Yourself Route***

I like to avoid work whenever possible, unless it's something I love. So when I have any extra available money, I don't mind outsourcing a task to someone else. However, there have been times when I didn't have the extra pocket change, so I had to take matters into my own hands.

As you may or may not know, the 'net is full of free and fee-based tools. First let's look at your free options. When an order comes through for your info product, your system will redirect them to where they can download the file onto their own computer.

If you want to turn your eBook into a PDF file, then you can simply go to [Adobe PDF](#) and sign up for a free trial account. This gives you five free conversions (you can create a new trial account for every email address you provide) -or, you can sign up for unlimited conversions if you want to pay the monthly fee of \$10.81. Or go nuts and buy the whole thing!

Once you get your account set up, you click on "Convert a File." The wizard walks you through it, but all you do is select the file from your computer, click Continue, and then choose the best settings - you'll choose eBook.

You can also set your security issues at this time by using the drop down menu that lets you choose how strict you want to be. Then tell Adobe if you want them to email you the file or if you want to minimize your browser and check to see when it's finished.

I recommend having it emailed to you, because then you can also check into your account at any time to see the conversion history. When you've made your decisions, you just click on "Create PDF" and it's a done deal!

Another free PDF tool is [Open Office](#) and it's also free and used widely among Internet Marketers for eBook creation. For a fee-based tool, I've heard that [Jaws PDF](#) is a good one, but it costs around \$80 at press time.

Still, it lets you manipulate the file and you can use it regardless of whether you're on a Windows or Mac platform. And it has a free trial period as well. All of these sites I'm mentioning, by the way, are ones where I've accumulated a large list of resources whenever I'd work on a project for a guru.

This is a perk of working for them. If they wanted me to write a chapter on keyword research, I'd just say, "Which tools are the best?" and I'd have my answer within minutes. It's like having a direct line to the Bat Cave!

You have another option that I'm going to tell you about, but it's not my preference. Some people create their eBook files in EXE format. I don't like it. Why? Because I don't like downloading executable files onto my hard drive by a complete stranger (which is what you are to your clients).

EXE files are responsible for many viruses being spread all over the 'net, so you might run into customers reluctant to open your eBook and who ask for an immediate refund once they see the format it's created in.

However, if you want to go for it, be my guest: A free product creator is found here at the [EXE Product Creator](#) site. I only recommend using an EXE file if you want your eBook to include audio or video files (what a great innovation of the digital age - 3 media formats rolled into one)!

### ***How and Where to Hire a Good Info Product Designer***

If you want to outsource your file creation, then you can use a freelancer who has some experience or find a reputable company on the Internet. I used someone who came as a recommendation to me from another 'net marketer, and I'm very pleased with everything he's done because he's a one stop shop (website, graphics, and eBook compilation). Sometimes I'll use a new graphic designer, too.

However, every person has different tastes, so you can either Google a company or go to [Elance](#) and post a project for free in the Basic category where freelancers bid to complete your project.



You can even ask for mock-ups, which some will provide while others will refuse. I personally use their portfolio to decide because I feel like, as a writer, I wouldn't write a sample for anyone, so I don't like asking them to do work for free, either, but it's your choice.

You want to check to see some of the person's previous work - and not just a static image. Visit a website they've created to see how long it takes to load or if you get any errors, ask them to send you an eBook so you can see how they compiled it, and see how good their graphics are.

Many people go online and launch a business not knowing anything about it, using freebie tools that don't produce a high level of quality. Make sure you don't pay in full up front (50% is reasonable) and set clear timelines for delivery or milestones in your project.

### ***Bartering Is a Common Practice in the Marketing World***

Another way to get what you need is to barter for it. If a graphic designer is too expensive, don't hesitate to email them politely asking if they'd be willing to exchange their services for yours.

What do you know how to do - write articles? Then whip up a batch they can submit to article directories. Do you write scripts? Marketers always need scripts they can use. Or, just offer to refer them in your eBook and give them a plug.

In chapter five, you'll learn what you have to do to enable your customers to instantly access your eBook at any time of the day - even while you're on vacation. Your automated system has to be fully functional or it can damage your reputation as a marketer on the 'net.

For now, though, let's get into your sales copy - you have to know how to convert the sale online. And let me tell you right now, **you're not going to like what I'm about to say...**

## **Chapter 4: Hate Hard-Hitting Sales Copy? You're Not Alone, But You'd Better Learn It Anyway!**

For some people, this is going to be the most difficult step. If you're not one to fall for blatant sales copy, then you're going to have to grit your teeth and write in a way that's uncomfortable for you, but the results will be amazing.

You can certainly hire a copywriter if you want to, but be warned - they're expensive! If you can master the task yourself, you'll save thousands of dollars per launch. If you want more information than what I teach you here, I recommend getting [Maria Veloso's book \*Web Copy That Sells\*](#) (\$14.27).

### ***How I Learned to Accept In-Your-Face Selling Strategies***

When one of my clients asked me to write sales copy for the first time, I thought I had done a great job. I'd dabbled in it offline for direct mail, but then he came back and said I needed to learn a new technique.

He ordered books, paid for a 1-on-1 consultation for me with a big name copywriting guru on the 'net, and had me pound out dozens of sales copy letters for his niche mini sites as practice. I studied all the greats, and to be honest, I'm sharpening my skills day by day.

I'll admit it right here - when I was writing it, I was thinking, "who would buy this crap?" I never like hype - as a writer I can read between the lines. And I felt insulted, too. I don't need glaring, red, bold words or superlative phrases to convince me to buy. I just want the facts, *thankyouverymuch*.

But online, it doesn't work that way.

The facts I state aren't phony, don't get me wrong. The technique isn't to **lie** about what they're going to get. The technique is to turn those facts into an irresistible offer.

When I was first launching the site for my writer's product, I crafted my online sales copy according to the formula I'm about to teach you. But the various writer's groups I belong to on the 'net reviewed it and ... well let's just say they bit my head off.

They hated the headline colors.

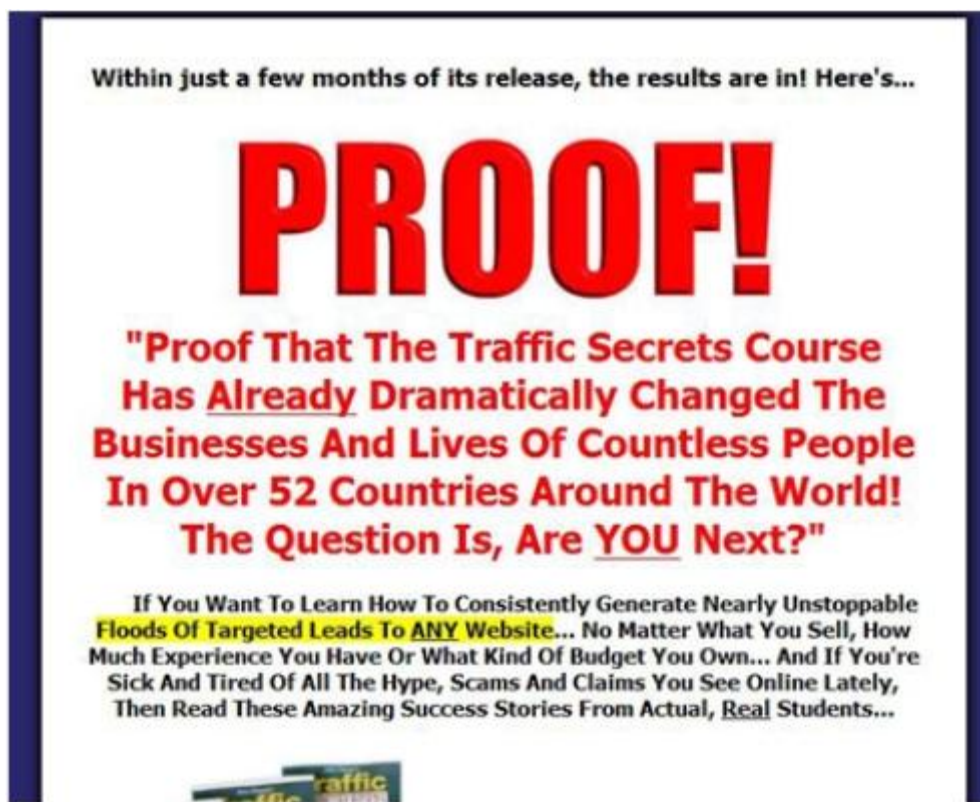
They hated the font size of my headlines.  
They didn't want it as long as I had written it.

They were turned off immediately. So I toned it down...way down.  
**And guess what?** My site didn't convert as well. You may say you hate hype, but you're used to it. If copy doesn't sizzle and sell, you won't get inspired and whip out your credit card.

Most consumers read on an 8th grade level, they like to be spoon-fed when it comes to digesting information, and they believe incredulous headlines and outrageous claims when presented to them.

How did I get rid of my disdain for hard-hitting sales copy? It was very easy when client after client showed me proof of their earnings, which were often \$500 or more per day.

Look at how John Reese's Traffic Secrets site looks at first glance.  
(This is the guy who made \$1 million in 1 day, so it pays to follow his lead):




Within just a few months of its release, the results are in! Here's...

# PROOF!

**"Proof That The Traffic Secrets Course Has Already Dramatically Changed The Businesses And Lives Of Countless People In Over 52 Countries Around The World! The Question Is, Are YOU Next?"**

If You Want To Learn How To Consistently Generate Nearly Unstoppable Floods Of Targeted Leads To ANY Website... No Matter What You Sell, How Much Experience You Have Or What Kind Of Budget You Own... And If You're Sick And Tired Of All The Hype, Scams And Claims You See Online Lately, Then Read These Amazing Success Stories From Actual, Real Students...



That's pretty "in your face," isn't it? And while YOU might be the kind of person to click out as soon as you started "seeing red" all over the place, most consumers don't - they grab on and end up buying. If you want to see the rest of the sales copy, [click here](#) and it'll take you to John's website.

I'm not on a crusade to make consumers aware of the difference between a direct approach and hyped-up one. I'm here to make money, period. And these 'net marketers are constantly testing their sales copy - so they know their sales sag when they back off and try to tone down their approach.

### **True Story:**

When I was putting together the copy for this site, I asked some marketers if they preferred the hype or no-hype approach. I had two versions posted for them to review - 1 similar to the copy that you see today on my website and another that was 1 page, above the fold, with no headlines, bold lettering, or bullet points.

Most marketers replied that although they would *personally* prefer the non-hype copy, I got tons of emails and private messages saying the traditional copy was better and "when could they buy?"

No one wants to admit in public that hard-sell copy sells. It does. Even to marketers. In fact, if I went to a site **without** it, I'd be thinking, "Newbie!!"

### **Online Sales Copy Follows AIDA**

You're going to have to learn how to use AIDA - Attention, Interest, Desire, Action - and once you understand this concept, I'll show you the actual sales copy formula used in Internet Marketing.

Grabbing the attention of the audience is usually done with your headlines. You'll have your website's primary headlines and multiple secondary headlines to break up the information within your sales copy.

Many of your visitors will only be reading the headlines to determine whether or not they'll buy. You need to make sure they're interesting, but also informative enough to let the reader know what your product is all about - even if they don't read anything else on your site.

Generating interest is the next ingredient in a profitable sales letter. You need to approach your audience in a tailor-made fashion. That means knowing what your niche has in mind when it comes to their expectations.

Sales copy on the 'net can take many different forms. You can personalize your story, empathize with your audience, instill fear in them, become a friend, and believe it or not, be extremely rude.

One of the most successful sales copy sites is one known as the Rich Jerk. He calls some of his visitors sissies, crybabies, and losers. He says you may be leading a pathetic life. His sales copy opens with "I'm better than you. Don't waste my time."

It's genius. People think it's funny and they want to know more. I know it works because when it first launched, I had literally dozens of requests for knock-off eBooks because his eBook was so successful.

People wanted their own products to be boastful and rude, and the sales copy to match. I highly suggest you visit his site right now and just read the sales copy as a learning experience.

You can take ANY approach you want on the 'net - there are no limits. This is just one example of a man who paved his own path to success and did it unlike anyone else.

For the sales copy of one of the Bird Flu eBooks I wrote, I took a "scare the pants off of them" approach - and it wasn't hard with everyone from the CDC to Oprah spouting the near end of the world.

But you can't scare them without offering hope, too - so after I made sure they were aware of the potential disaster and dangers, I let them know I had the answer to their safety and security.

Think about why your visitor is there. If you have a diet eBook, then they obviously want to lose weight. What might they be feeling as an overweight person? Shame? Guilt? Frustration? Sadness? Low self-esteem?

You want to make sure you speak to their particular needs. If it's a mom who has a colicky baby, then she's probably sleep-deprived, feeling guilty for being mad, wondering what she's doing wrong, and desperate for a solution.

The desire for your product flows from the information you divulge within your sales copy without giving away the secrets of the product. Let's look at some examples here:

You don't want to write, "How Adding 100 Pages or More to Your Site Can Help Raise Your Ranking in Search Engines." You've told them the secret - add 100 pages and you get a boost! Instead, you want to say, "7 Easy Ways You Can Catapult Your Site to the Top of the Search Engine Results Pages."

Instead of writing, "Why Pomegranates Are the Best Antioxidant to Contribute to Your Health," write this instead: "The Single Most Powerful Food on the Planet to Help Lower Your Risk of Cancer!"

Do you see the difference? You want to tease them into knowing you have this information to give them, but without giving it to them for free.

### ***Sales Copy Formula***

Feel free to use my website copy as a template for your own site. That doesn't mean steal my copy – it means copy and paste it into a Word doc and wherever I have a headline, bullet point, or storyline, replace it with your own.

Believe it or not, most sales copy is going to equal about 8-10 printed pages. Some marketers shoot for 20+ pages on a consistent basis. Imagine if you had to pay for a printed direct mailer in color - it'd break the bank, wouldn't it?

Make sure you use keywords relevant to your subject matter so that your site will get indexed in the search engines appropriately. Your headlines can be questions to the consumer, quotes from you or someone else, or strong statements that shock and astonish the reader.

Make sure you introduce yourself right off the bat. You have to convey authority – the "Why should I listen to you?" factor.

Some marketers use a changing date script so the consumer thinks the copy only applies to that specific day. This is usually done to give people a sense of urgency in buying "before the price goes up." Some marketers really do go up in pricing, though!

Throw a bit of personalized story in the mix, but try to maintain a strong thread of WIIFM (What's In It For Me). The consumer only cares about your story as far as giving him reassurance you can empathize with him. Otherwise, it's all about what you can do to provide a solution for him.

Tease them about what's in the product. Use bullet points liberally throughout the copy. Most of your consumers will skim for headlines and bullet points only. In Your Bullet Points, Capitalize the First Letter of Every Major Word, Like This. (Notice how I left out "the" and "of").

Alternate using bold in your bullet points, so that one is all bold and the next isn't. Or, bold certain powerful phrases or words within each bullet point. Your bullet points should start with powerful phrases, like "Why You Should Never..." or "17 Secrets to..."

Break your bullet point "batches" up into about 5-10 each. So you'll have a mix of the following:

- Headlines or Sub-Headlines
- Storyline
- Bullet Point Batch
- More Storyline
- Another Headline...and repeat the process.

Your headlines should talk about the benefits of your product. After each one, give a little storyline and proof, if you have it.

Before you launch your eBook, you'll want to send out a few review copies to get testimonials from some trusted people. Here's a perfect example of a testimonial (it's from my Squidoo eBook).

Notice how it has a name-dropping headline, due to the fact he's a top contender in the industry. It also has his picture and a link to his website – **both** of which lend credibility to it.

## With John Reese's Seal Of Approval!

"...an ebook on how to effectively use Squidoo to generate leads for your business, which I highly recommend."



"I don't get paid a dime for recommending her ebook to you, but I've read it and I recommend it to anyone who wants to use Squidoo as an effective marketing tool." ~  
[John Reese in his November 2006 Reese Report](#)

Truth tidbit: 9/10 marketers I've worked for have had me make up their testimonials for their niche products. Now if it's in the area of marketing, they know they'll be called on it, so they get real testimonials from friends in the biz.

But stop by a parenting or golf niche eBook minisite and I'm willing to bet you'll see testimonials from Joe Smith – Derry, N.H. All you'll ever get is a name (sometimes even initials), a city, and state.

I have to give it to some marketers, though. They pick up a \$1 image from [iStock](#) of a consumer that fits their niche profile and plop it right on their sales page. I once saw the same man's picture with two different names leaving testimonials on a website. But maybe he has a long, lost twin...

Near the finish line, toss in a few bonuses. Don't have any? Cut something from your eBook and turn *it* into your bonus. Try to have at least 2 bonuses. Sometimes, if the bonus is long, you only need one.

Most gurus hired me to write short, 5-page bonus reports. Looks like they have more to offer, but it kept their costs down for outsourcing to me. I highly suggest you start using tools like [Camtasia](#) and creating video bonuses.

For each bonus, make sure you have big, bold highlighted letters that say FREE BONUS. Give each one its own title and write a short 300-



word or slightly longer sales pitch for the bonus. You can use bullet points, too, if your bonus is long enough to warrant it.

Take it one step further. Tell the reader *why* it's the perfect complementary item for the original report. Show them how the two ideas fit together – like social networking and social bookmarking, for instance.

**Warning:** I had a client who offered a scrolling list of bonus items, which were just re-hashed free viral reports he got elsewhere. His customers complained constantly about it. They probably already had the *same* bonus items.

Don't get lazy with your bonuses. Create unique, one-of-a-kind bonuses no one else will have, period. ***Unless they order your product!***

After using as much space as needed (there's your key to length, right there), sum up your offer and give your call to action (CTA). A CTA is when you take the consumer gently by the hand and tell him what to do next.

Never assume they'll know. You have to spell it out by saying, "Order your copy by clicking here." In your summary, revisit the prime reasons they have to have your product and can't live without it.

If they're still having doubts, they soon won't, because you'll be offering a guarantee. If you're on ClickBank, it's mandatory, so you have no choice in the matter. It's 56-days or 8 weeks, no questions asked, guarantee.

Play it up like you're doing your niche audience a favor by offering this insane guarantee – and that you're only doing it because you're so super confident of your product's quality. Some marketers go another route and give lifetime refunds, double-your-money-back refunds, and so on. It's up to you.

When you end your sales copy, you can add your picture, a scanned image of your signature, or whatever you have to personalize it. Have at least 2 Post Scripts (P.S. and P.P.S.).

In the first one, give them some reason to feel empty in the pit of their stomach if they don't get it now. In the second, restate what they get, and for what *value*, not cost.

You can go to any website that you find on the 'net that you personally find compelling and copy the format. That doesn't mean copy the words. Just the layout of where headlines, bullet points, testimonials, and the other important ingredients belong.

After you write your first draft of sales copy, make sure you let it sit before you post it. You may want to edit yourself down to the fewest words possible, but online, you don't have to!

Once you have your sales copy in place, you want to split-test every element until it's performing to its best ability. For instance, let's say your index.html file (your home page) has one sales letter with a question for a headline.

You can create index2.html with a shocking statement headline and drive equal amounts of traffic to both landing pages. You can also get software to help track your changes, like the one at [Split Testing Pro](#).

You want to test to see which headline performs better. Then you go on to test another element - maybe the price point or the guarantee. Would \$67 actually sell more product than \$27?

It's possible, because the consumer may feel there's more perceived value with a higher-priced product. If you saw two television sets sitting on a shelf and one was \$25 and the other \$2,500, you'd instinctively believe the \$2,500 one was better, wouldn't you?

You always want to be testing your sales copy. Test it for about three weeks and then test a new element of the site. This is one area many 'net marketers fail to carry out, and they're missing out on more sales because of it.

When writing your sales copy, don't forget that you can be conversational. You can use slang, you can add an audio file if you want to so that you greet your prospects to your website. The possibilities are endless.

### ***How Will You Price Your eBook Empire?***

Believe it or not, I was seconds away from launching this eBook when it hit me – I forgot to talk about pricing! Once you get the hang of this business, you start forgetting what it is other people may not know, so I'm glad I caught myself.

How-to eBooks like this one aren't just books. They're investments in your business. Instead of hiring me as your mentor to guide you through this process, or shelling out hundreds of dollars to hear me speak at a seminar, you and a whole bunch of other people are getting a bulk discount for the written version. This book is tax deductible.

Your customers, whether they're buying a how-to business guide or a solution for their child's temper tantrum are paying for insight – forget traditional publishing. If Barnes and Noble didn't have bulk buying power, those \$14.95 how-to books on *their* shelves would suddenly cost you \$47, too!

A mom who's been told her son can't come back to daycare because little Johnny bites the other kids and won't play nice **will** pay \$47 for you to tell her how to cure it *if it works*. There's your litmus test.

Does your product do what you say it's going to do? Don't be like all those marketers who hype themselves into fantasyland. A few have put out so many products so fast that now, that everything their name touches is looked at by the masses as “just another hyped up product.”

Before you slap a sales page up on your domain, sit down with your sales copy and eBook side by side. I did. I went through every line and if I made a claim, I checked to see if it was in my eBook.

A guru or two told me that as long as your eBook is powerful, you have to charge at least \$47 for it to be successful. What's so magic about \$47? It's the lowest possible number that affiliates will consider when they're looking for products to promote.

After the payment processor takes their cut of fees, the affiliate and product owner will split it at no less than 50/50. Affiliates are taught in *all* of the affiliate guides not to even *look* at a product that gives them less than \$20 per sale.

Will \$37 sell more? Yes – for those who land on your site. But you won't have even a fraction of the traffic at \$37 that you will when you attract affiliates with a \$47 price point.

What about \$67, \$77, \$97 and those pie-in-the-sky \$500 and \$1,000 products? Once you have a solid following, test the higher prices. As your expertise becomes known in your niche, people may go up to those higher prices.

Forget the media you're buying. Look at the knowledge contained in the product. When you're developing a product for *your* consumers, use the reverse approach – what would you consider valuable if you were a buyer?

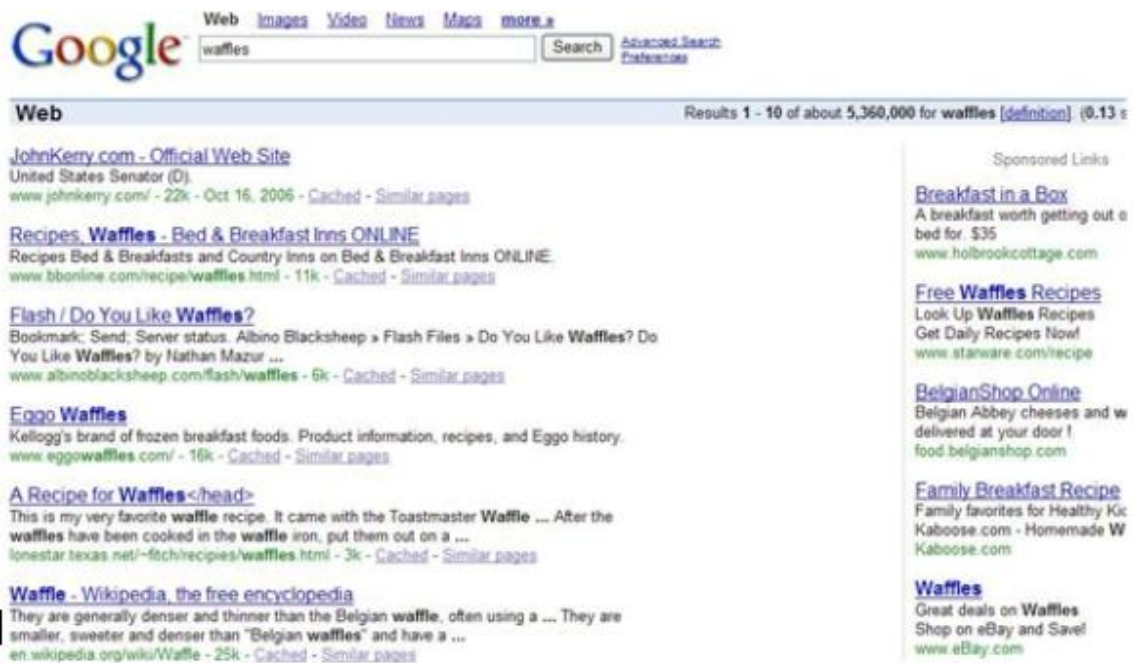
Last note: The lucky #7? It's low enough to make you feel like you got a bargain because you didn't have to go up to the next ten-buck level. \$47? At least it's not \$50. \$97? Whew! Just under a hundred! You're a marketer – you're savvy enough to know better. Your average buyer? He's not.

Now let's talk about staking claim to your new home on the 'net. The great thing about virtual real estate is the affordability of it all. Next, I'm going to show you the most cost-effective way to set up shop online and start selling your creations.

## Chapter 5: How and Where to Set Up Shop and Take Your Site Live for sales

If you already have a website on the 'net and are considering skipping this chapter - **STOP!** I want you to read it anyway. The strategies I'm about to teach you will help your marketing because it's going to increase traffic to your site and help you rise in the search engine results pages (SERPs).

I've talked about SERPs before, so just in case anyone doesn't understand what they are, I'll show you a picture of one and why it's important to monitor:



The screenshot shows a Google search results page for the keyword "waffles". At the top, the Google logo is on the left, and navigation links for "Web", "Images", "Videos", "News", "Maps", and "more" are on the right. Below the logo is a search bar containing the word "waffles" and a "Search" button. To the right of the search bar is a link for "Advanced Search". Below the search bar, the text "Results 1 - 10 of about 5,360,000 for waffles [definition] (0.13 s)" is displayed. The main content area lists several search results:

- JohnKerry.com - Official Web Site**  
United States Senator (D)  
www.johnkerry.com/ - 22k - Oct 16, 2006 - Cached - Similar pages
- Recipes, Waffles - Bed & Breakfast Inns ONLINE**  
Recipes Bed & Breakfasts and Country Inns on Bed & Breakfast Inns ONLINE.  
www.bbonline.com/recipe/waffles.html - 11k - Cached - Similar pages
- Flash / Do You Like Waffles?**  
Bookmark: Send: Server status. Albino Blacksheep » Flash Files » Do You Like Waffles? Do You Like Waffles? by Nathan Mazur ...  
www.albinoblacksheep.com/flash/waffles - 6k - Cached - Similar pages
- Eggo Waffles**  
Kellogg's brand of frozen breakfast foods. Product information, recipes, and Eggo history.  
www.eggowaffles.com/ - 16k - Cached - Similar pages
- A Recipe for Waffles</head>**  
This is my very favorite waffle recipe. It came with the Toastmaster Waffle ... After the waffles have been cooked in the waffle iron, put them out on a ...  
lonestar.texas.net/~fitch/recipes/waffles.html - 3k - Cached - Similar pages
- Waffle - Wikipedia, the free encyclopedia**  
They are generally denser and thinner than the Belgian waffle, often using a ... They are smaller, sweeter and denser than "Belgian waffles" and have a ...  
en.wikipedia.org/wiki/Waffle - 25k - Cached - Similar pages

On the right side of the page, there is a "Sponsored Links" section with several advertisements:

- Breakfast in a Box**  
A breakfast worth getting out of bed for. \$35  
www.holbrookcottage.com
- Free Waffles Recipes**  
Look Up Waffles Recipes  
Get Daily Recipes Now!  
www.stanware.com/recipe
- BelgianShop Online**  
Belgian Abbey cheeses and w delivered at your door!  
food.belgianshop.com
- Family Breakfast Recipe**  
Family favorites for Healthy Kic Kaboose.com - Homemade W Kaboose.com
- Waffles**  
Great deals on Waffles  
Shop on eBay and Save!  
www.eBay.com

This is what pops up when I go to Google and conduct a search for waffles. The ads are on the right side of the screen, which people have paid for, but under the word Google are the natural results.

Now, look at the #1 position for the keyword "waffles." John Kerry comes up. Don't worry, George W. Bush didn't fare much better - the White House site comes up #1 when you enter the phrase, "miserable failure."

Now how did these two sites secure a top position in search engines like Google, MSN, and Yahoo when the keywords and phrases shouldn't

be connected to them? It was an experiment to see how Google's algorithm works, and it's known as Google-bombing, when tons of other sites point to yours to help it get higher ranking for a particular keyword.

An algorithm is like a math equation where X amount of the ranking depends on your relevant keywords, X amount depends on how many incoming links point to your site, X amount depends on how well the site was designed, and so on.

Google won't divulge their formula, in an effort to keep things fair, and they change it up from time to time, which is a process known as the Google Dance, where some sites rise and some fall due to the new formula.

So now let's look at some steps you can take when you create your eBook sites on the 'net that will help you secure a top spot for one of your keywords or phrases. You can have one primary domain, like a store for your entire product line, but **it's best if each eBook also has its own domain.**

For instance, I have [www.TiffanyDow.com](http://www.TiffanyDow.com), but I also have individual domains registered for each eBook I launch or have in the planning stages, including the one for my writer's guide and one for my Social Networking on Squidoo eBook.

You don't have to register all of them at once, just take it one step at a time.

### ***Registering the Right Domain Name***

Owning a piece of virtual real estate is an affordable option for anyone. **Do not go with a free website.** You need to have complete control and ownership over your domain.

Launching an information product from someone else's domain, known as a sub-domain, such as [www.Squidoo.com/YourProductName](http://www.Squidoo.com/YourProductName) isn't going to lend you the credibility you need to succeed - and you want control over every element of the site.

A lot of hosting companies will promise a "free domain" with the purchase of hosting, and what they mean is that you'll get a domain called: [www.HostingCompanyName.com/YourDomainName](http://www.HostingCompanyName.com/YourDomainName) - it isn't truly your own website.

So first go to a site like [GoDaddy](#) or [Name Cheap](#) where you will **ONLY register your domain name**. Do NOT sign up for any extras like hosting - and here's why:

A lot of people are complaining about their ability to hold your domain name hostage if your site ever receives a spam complaint, so I'm going to show you where to host your site in the next section.

When you get to GoDaddy, you'll see a box where you can enter a domain name and see if it's available. You always want to get a .com extension - don't even bother with the other domain extensions because most consumers are used to entering .com, not .biz, .info, or even .net (although some well-known sites have made it with these, you want to be as easy to find as possible).

Try to keep the domain short. It doesn't have to be one word, but don't make it seven words, either. If your niche is wedding planning, then those two words plus dot com would be perfect, although I'm sure it's already taken.

When you enter the domain name you want, which hopefully had one or two of your keywords in it, you'll click Go and it will tell you if it's available.

Don't bother backordering your desired domain name - most people get a million notices when it's about to expire and it's rare they let a good domain go. Instead, look at the list that says, "More Options." See if anything there is worthwhile.

I happen to know there's another Tiffany Dow who's an artist and is online, so the domain [www.TiffanyDowArt.com](#) might be perfect for her. You just have to play around with your keywords and find something that works.

Once you hit an available domain, you get the chance to register it. At GoDaddy, the 1-year domain registries are only \$6.95. They run a \$1.99 special if you sign up for hosting, **but don't do that**.

If possible, register for more than 1 year - only because Google actually gives your site more points towards your ranking if you have a long-term registry. If you're watching pennies, get a year and go back and make it longer once your profits start coming in.

## ***How Hosting Affects Your Profit Margin***

Hosting is what keeps your site live. Have you ever gone to a website to find something and couldn't even find the site itself? Bad hosting is the likely culprit, and it can be devastating if your site goes down one night and you miss out on 15 sales of a \$47 eBook. Not many people would like to lose out on \$705 for the day.

You want a reliable, yet affordable host. Initially, I was using GoDaddy to host all of my domain names. I didn't know any better. I was paying \$3.99 per month PER domain to get my sites hosted, plus more money to get Traffic Facts added on so I could see where my traffic was coming from and another \$2.99 for a blog, because at the time, I didn't know I could import a free WordPress blog using cpanel.

Then a more experienced 'net marketer, [Craig Desorcy](#), set me straight and told me to go to HostGator and for \$9.95 a month (their "Baby" plan), I could get unlimited hosting, meaning I can host all of the domains I want to for that amount! Plus, you can see reports for FREE about where your traffic is coming from.

[HostGator](#) has 99.5% uptime, which is what you want out of a hosting company, because it means your site doesn't go down very often. You also get to use their site builder, and have access to 24/7 support (which is great for you marketers who want to work after the kids are in bed and you have ME time).

There's a whole host (no pun intended) of other benefits, but I'm not going to list them all here. You'll find them on the website when you visit. By the way, don't sign up for the hatchling plan, which seems cheaper at \$6.95/month, because then you have to shell out a year in advance and you don't get the same benefits as you get with the baby plan.

## ***Simple Site Design Anyone Can Do***

You'll be happy to know that you don't have to have a degree in web design to get started on the 'net. You also don't have to have a big budget. All you're looking for is a template for a minisite.

A minisite is a single page domain (sometimes it has extra pages for affiliate information, legal disclaimers, etc., but the main page is all anyone usually looks at). When you go to [www.guide2ebooks.com](http://www.guide2ebooks.com), you



see an example of a minisite. John Reese's Traffic Secrets site was another example.

If you're like me, you like FREE stuff! So I found a great resource where you can download free minisite templates. There's an entire toolkit located at [DIY Minisites](#).

Go to the site and enter a valid email address (for those who don't like giving out their primary email, create an email just for programs where you sign up for freebies). They'll send you a confirmation email and when you confirm, you'll get to go to the member's area.

Once there, click on the Downloads page. That's where the goodies are. There are 12 free templates, plus he gives you videos on how to set them up, and a free eBook on minisite strategies.

**Here are some more freebies:**

- [OSWD](#) - It's called the open source web design and there are over 1600 free designs there for you to download.
- [Layouts 4 Free](#) - which some say has more business style templates in it.
- [Open Web Design](#) - Slightly different from oswd.org.
- [Virtual Promote](#) - Another site where, in exchange for your email address, you get access to templates.

A minisite isn't limited by space - your visitors just scroll down to read the information. Still, there are some design specifications that you want to use to help Google rank your site higher.

I don't care what your site looks like, but you may want the theme to reflect your niche. For instance, an info product on wedding planning might have a border with wedding bells in it or interlocking rings.

Some sites have the name of the product repeated all throughout the frame. Some are a plain color. What you want is for your sales letter to stand out in the middle of the page.

Your site should have a header to it. And in the future split test without the header because some tests have shown you will get more

sales without the header. When you look at David Cooper's [Affiliate Avalanche](#) site, you'll see the header at the very top of the page.

It matches the eBook cover. Just make sure your header image doesn't slow the load time of your site. If you're not a graphic designer, you may want to outsource this task. It'll cost less than \$200 to have someone create it. Contact Sean at [MiniSite Graphics](#) for a specific quote.

You can also build your own banner (header) using a simple free online tool. Just do a Google search for "Free Banner Creation Tool" and visit the sites to see which one you like best.

Everything you do should be implemented with SEO in mind. SEO stands for Search Engine Optimization. It means you want the search engine spiders to have an easy time on your site and not encounter any obstacles. This way, you'll rank higher in the SERPs.

Spiders are just automatic crawlers that are sent out from the search engines to scan your site and determine if and how it should be categorized (indexed) in their system. They're often called 'bots, robots, crawlers, and for Google - Googlebots!

If you have FrontPage, you can use that program to design your site. It's an easy WYSIWYG editor, which means What You See Is What You Get. When you design something, it automatically creates the HTML code for you.

**Tip:** When you open FrontPage, if you click on HTML, it already has code loaded into it. It looks like this:

```
<html>
<head>
<meta http-equiv="Content-Type" content="text/html;
charset=windows-1252"> <meta name="GENERATOR" content="Microsoft
FrontPage 4.0">
<meta name="ProgId" content="FrontPage.Editor.Document">
<title>New Page 1</title>
</head>
<body>
</body>
</html>
```

Clear that out. Delete it all. Now go back to the Normal view and start designing your site. The reason for this is FrontPage loads extra code in that you don't want. If you hire a designer, chances are he or she won't be using FrontPage at all, but you can use it to edit your page once they deliver the goods to you.

If you want more customization at the cheapest rate you can find, you can get a one-page minisite template designed very cheap at a place like Elance. Just post the project and watch the bids pour in. There are some specifics you want to know about in regards to site design, whether you do it yourself or hire someone to do it for you:

Never use JavaScript for your buttons or links. Spiders from search engines can't read these, which means if you have more than one page that you want indexed for the search engines, they won't be able to follow the links.

Use text links with keywords whenever possible. If your site has links, use keywords that you hyperlink so that Google will associate the site or page you're pointing to with the keyword you linked it with.

For example, on my wedding planner AdSense site, where I made money off of Google Ads and provided free articles, I didn't just create a link that said, "Articles." Instead, I named it "Wedding Articles," so that Google would know that page should be ranked for the keyword phrase *wedding articles*.

Don't use frames on your site. Tables are okay, but frames separate your page into multiple pages, and it can hinder the bots from indexing your site properly. If you aren't sure if your site has frames, right-click on the page and choose "View Source." If you see code that reads, "<FRAMESET>" then you have frames.

Don't copy content from Microsoft Word. Word processors can add needless code to your HTML, so if you write something in Word, copy it into Notepad first and then transfer it to your HTML editor.

Use CSS to simplify updates to your site. CSS stands for Cascading Style Sheets and they're replacing or being used in conjunction with many header tags (<h>) because it allows you to update the design in one quick maneuver if you have multiple pages.

Include a site map. You can create one for free at the [SiteMap Generator](#) and once it's done, go to Google and submit it so that they

can monitor your site. You can do that at the [Google Sitemap Submission](#) area.

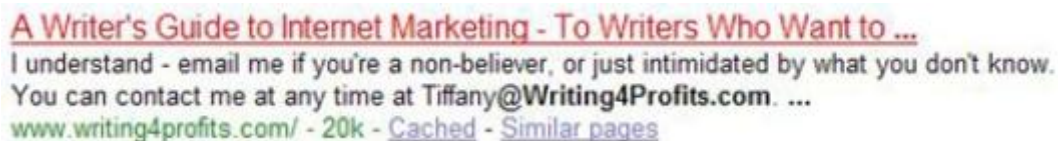
Don't use large graphics on your site. When your images are too big, it takes the average user too long to download and open the page. Go to a free site analysis tool like [Net Mechanic](#) and evaluate the performance of your site. This tool will also resize your images for you. Fast loading pages sell products!

Add Meta tags, just for good measure. There's debate about whether or not Meta tags are even necessary anymore. Do it anyway. While Google doesn't rank sites solely based on keyword Meta tags anymore, you want to have three tags in place just to help index your site. All you need to include are these tags:

<TITLE>Up to 60 Characters</TITLE> - Your Title tag is what visitors will see when they open their browser and type in your domain. On my domain, [www.TiffanyDow.com](http://www.TiffanyDow.com), the Title reads, "Tiffany Dow - Internet Marketing from the Ground Floor-Up." Make sure you get one or two keywords in your title tag.

<META NAME="description" CONTENT="A description up to 250 characters of your site."> - Your description tag can give Google and other search engines an idea of what to put for the snippet that shows up in search engine results when it gives a description of your site.

Look what happened when my site launched without a description tag (I didn't double check when the designer created it and uploaded it for me):



[A Writer's Guide to Internet Marketing - To Writers Who Want to ...](#)  
I understand - email me if you're a non-believer, or just intimidated by what you don't know.  
You can contact me at any time at [Tiffany@Writing4Profits.com](mailto:Tiffany@Writing4Profits.com). ...  
[www.writing4profits.com/](http://www.writing4profits.com/) - 20k - [Cached](#) - [Similar pages](#)

Look at what it reads - "I understand - email me..." That doesn't tell the searcher anything about what my site is about, and therefore, will result in few click-throughs. Googlebots just randomly pulled some text from my page and used it as my description.

Once the next crawl by Googlebots took place, it replaced it with this:

### [A Writer's Guide to Internet Marketing - To Writers Who Want to ...](#)

Are you passionate about writing but find yourself struggling to make ends meet? Are you still chained to a 9-5 job because writing is still "just a dream?" ...

[www.writing4profits.com/](http://www.writing4profits.com/) - 20k - [Cached](#) - [Similar pages](#)

That at least tells the reader that if they match that description, I can help.

<META NAME="keywords" CONTENT="Add keyword list separated by commas."> - Your last Meta tag is the keyword tag. You want to list the first 20-50 prime keywords you have. My site didn't have keyword tags, either, so I had to go in and add that, too.

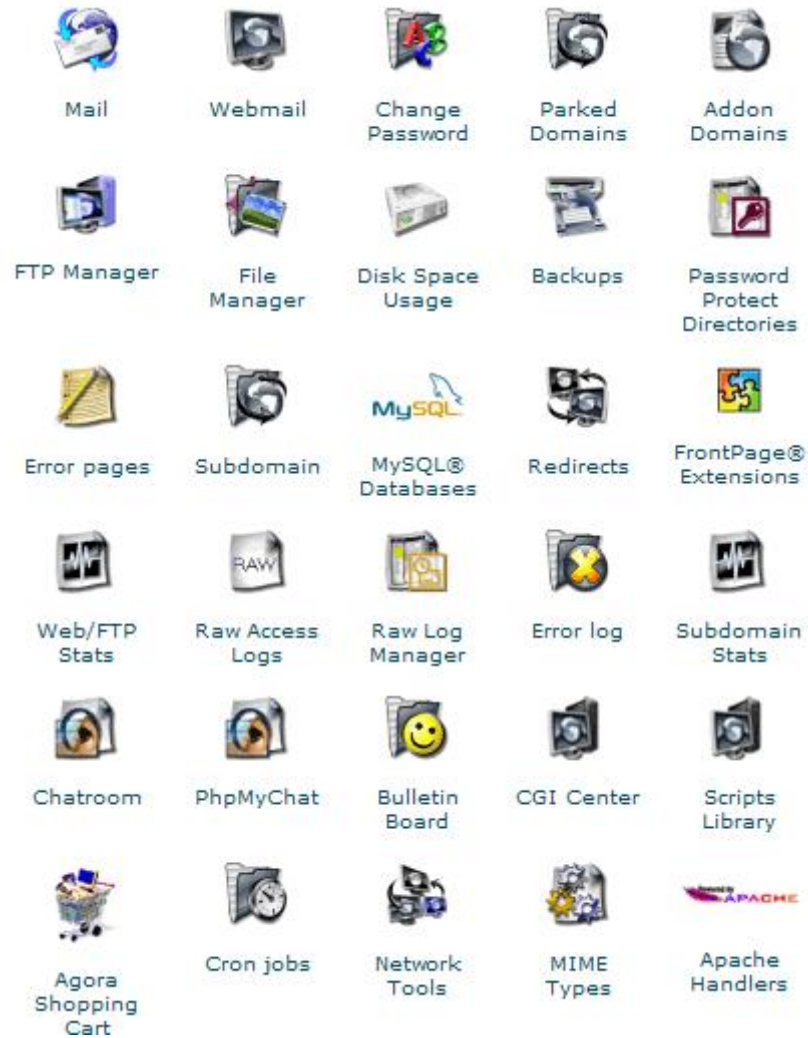
Make sure if you hire anyone to build your site, that you check to see if these elements (no frames, no Java links, Meta tags included, etc.), are included in the design. The best advice I can give about designing for search engine optimization is for you to not get too complex. Stay simple. Look at Google.com - lots of white space, clean design.

Same with most info-product pages. Your sales copy is what is going to help you profit - not fancy Flash or high-priced graphic designs. The layouts on my sites are clean and clutter-free, too - look at my [Squidoo eBook minisite](#) - pretty much just text there!

### **Getting It Live**

Once your site is designed, you'll have files and images you want to upload. If you're using Hostgator as I suggested, then it's very easy to use your cpanel and put new files up onto the 'net.

If you're using another hosting site, then find out how their ftp (File Transfer Protocol) system works and use it to upload your files and take your site live. I'll walk you through Hostgator here. When I log into my cpanel, this is what I see:



I'll admit I don't know what half of this stuff does - just what I need to know and that's it! To upload files, you're going to click on File Manager (2nd row, 2nd from the left). Don't worry, Hostgator has tons of video tutorials to walk you through anything you need to learn on the fly.

When I go, I'm shown a screen with a bunch of folders and files on it, like this:



You may have more than one domain. On my cpanel, I have TiffanyDow.com, Guide2eBooks.com, SocialMarketing.com, PLRMiniMart.com, and Writing4Profits.com, so once I click on the folder that reads, "public\_html," I can then choose whether I want the files I'm uploading to go into my TiffanyDow folder or some other site folder.

At the top of each file manager page there's a big black arrow - do you see it? It says Upload file(s). You can click on that and then you'll see this screen:

**File uploads are restricted to prevent account issues caused by exceeding your file system quota**

**Current available free-space:** 4945.02 MB  
**Maximum file size for upload:** 4940.02 MB  
**Required free space after upload:** 5 MB (Default 5MB)

Please select files to upload to /home/

<input type="text"/>	Browse...	<input type="text"/>	Browse...	<input type="text"/>	Browse...
<input type="text"/>	Browse...	<input type="text"/>	Browse...	<input type="text"/>	Browse...
<input type="text"/>	Browse...	<input type="text"/>	Browse...	<input type="text"/>	Browse...
<input type="text"/>	Browse...	<input type="text"/>	Browse...	<input type="text"/>	Browse...

Overwrite existing files:

Click on Browse and look for the file on your computer. If you're uploading a brand new file, then you simply click Upload and it's done. But if you've edited a page and need to upload a revised edition, then

make sure you also check the box above the upload button that says "Overwrite existing files."

After you design your site, you want to submit it to search engine directories to have it indexed. Start with Google, of course. Once it's picked up by Google, just about everyone else will find it.

But you can submit them individually just to make sure if you want to. To submit to Google go to the [URL Submission area](#), type in your URL and a short description of your site, and submit it!

In addition to your sales copy page, you have a couple of extra elements you're going to need. We'll go into those in the next chapter when we discuss setting up your shopping cart so people have a way to pay you.

Now we're going to get into the steps of processing all of those orders you're going to hopefully be getting for your info product! Since no one's there to accept cash in hand, you have to have online systems in place to accept money and deliver the product to your customers.

The great thing is, it's all automated - so once you set it up, you can sleep while orders are processed and money is deposited in your bank account. It's just one of many perks you get from selling your eBook online as opposed to dealing with the print publishing industry.



## **Chapter 6: How's the Money Going to Change Hands? Shopping Cart Strategies for New and Seasoned Marketers Alike**

Once your site is designed and hosted on a server, you want to have a way for your customers to pay you for your creation and then download it onto their own computer.

There are a few ways you can do this, but I'm going to focus on the big ones since you're going to be dabbling in information products. Here's one of the drawbacks to being a ghostwriter to the gurus: drowning in differing opinions.

Some top dogs claim ClickBank is horrible, while others can't stand anything *but*. Here's what you do – post your product on more than one service. What would it hurt? Let me give you the skinny on two main ones – ClickBank and Pay Dot Com.

I don't want to bury you with information overload, and if you know these two, you'll be in good hands starting out.

### **Choosing ClickBank**

To some, ClickBank has been the best choice for written info products, even though technically, you can have your own bank accept payments for you on your site. Word of warning - it can be very expensive to go that route.

ClickBank is a global marketplace with over 10,000 products - most of which are information eBooks like the kind you'll be creating. ClickBank is a third party retailer specializing in digitally delivered products, but it's also much more than that.

They have a system in place to let thousands of affiliates sell your product for you, and ClickBank takes care of paying them so you don't have to bother with it. It also allows you to capture the email addresses of your customers and track your sales and refunds in real time so that you always know where you stand in profits and losses.

You'll set up your Buy Now button to direct visitors to the purchase link you've acquired with your ClickBank account. Many of the third party

retailers charge hundreds of dollars to use their system, in addition to the cut they take whenever you sell a product to a consumer.

ClickBank has a one time registration fee of \$49.95, but don't bother setting it up until your product is ready and your website is designed. When you start selling, ClickBank will also take \$1 + 7.5% of the sale of your product, so take that into account whenever you price your product. It's still the best deal on the 'net.

When you go to [ClickBank](#), you'll see this screen, where you can click on Become a Publisher and get your own account:

Home | Sign Up | Login | Marketplace

CLICKBANK®

Sell Products Promote Products Buy Products About Us Customer Service

**AFFILIATE POWERED  
E-COMMERCE, WORLDWIDE!**

**Welcome to ClickBank, the Internet's leading retailer of digital products.**

ClickBank is the Internet's largest digital marketplace, where thousands of the web's most popular products are sold every day. Whether you're looking to buy, sell, or promote digital products, ClickBank is for you.

**Sell Your Digital Products Today!**  
Leverage over 100,000 ClickBank affiliates to find customers for your digital products and multiply your profits. Account setup is simple & fast. Find out why over 10,000 publishers already trust ClickBank.  
[More Details...](#)

**Promote Products & Earn Commission Today!**  
Setup is free, fast and you'll have instant access to over 10,000 products with commissions as high as 75%. You'll appreciate our fast & accurate tracking system and dependable payment services. We've never missed a scheduled payment!  
[More Details...](#)

You want to make sure your website is up and running before you ask for product approval because ClickBank will test the system to make sure it works and that you have a place on your site where customers can contact you if they have technical difficulties downloading your product, so let's talk about what you need aside from a sales page on your site:

Your Buy Now button should be hyperlinked to send customers to a URL that looks like this: <http://ITEM.PUBLISHER.pay.clickbank.net>. The item is for publishers who have more than one product listed on ClickBank and each item is given a number, so your first product is numbered "1." The publisher word is replaced by your login username on ClickBank.

You also need a Thank You page that people will see after they buy from you. This is where you just thank them for buying and then give them an email address they can use if they have any trouble getting the product once they've paid (like the page you got when you first ordered this eBook).

You also have to tell the customer that their credit card will show a charge from ClickBank or CLKBANK\*COM. Then have them link out of the page - you can send them to your blog, another product, an affiliate product, etc.

Never give your Thank You/Download page this name: <http://www.YourDomain.com/ThankYou>. That's because many thieves know to enter the domain name / thank you to get access to products for free. Name it something unique, such as "<http://www.YourDomain.com/Product93276.html>"

### ***Setting Up Automatic Delivery of Your Product***

Once a person places an order, you'll want to have a system like [Download Guard](#) automatically send the product to them. It will create a unique and temporary download link for you so that the customer can't post it online and share with the public (or at least it'll expire after a certain amount of time and you can see how many times their link was used to download the items).

Why use Download Guard instead of another tool? Well aside from it being the one everyone I know uses, the owner – Sam – is a downright Saint for putting up with me.

Anytime I had a question or was confused about a tiny thing – he walked me through it or logged into my account for me and fixed me up – and everyone I know says his customer service is top notch for them, too. This is important when you're investing your own money in a tool.

One thing about DLG that's confusing. By reading the sales copy, it looks like you have to buy a new copy for every website you launch. Not so! You can have multiple eBooks on one account.

Take your PDF file that you saved in all lower case letters with no spaces and save it as a zip file by right-clicking on it and choosing "Send to→Compressed Zip Folder."

Upload that zip file to your server in the product folder using cpanel like I showed you earlier. Now log into your DLG account. When I log into my [Download Guard](#) account for Building an eBook Empire, I see the following screen:

Product	Description	Type	D/L's	Options
1	Building an eBook Empire	PDC	323	<a href="#">edit</a>   <a href="#">delete</a>   <a href="#">get code</a>
2	Building an eBook Empire BONUS	Free	879	<a href="#">edit</a>   <a href="#">delete</a>   <a href="#">get code</a>
3	Building an eBook Empire CB	CB	5484	<a href="#">edit</a>   <a href="#">delete</a>   <a href="#">get code</a>
4	Building an eBook Empire Lee Discount	PP	28	<a href="#">edit</a>   <a href="#">delete</a>   <a href="#">get code</a>

I want to show you a few things. The first column tells which product number is being sold, the second gives a description, the third tells what type, the fourth shows how many have been downloaded (hopefully sold), and then you have options.

So in my example I have the main eBook on line one – sold through PayDotCom.com. It's been sold/downloaded 323 times. I also have the free bonus that's been downloaded 879 times on line 2.

Then line three shows ClickBank sales/downloads and line four is a PayPal deal I set up with a Joint Venture partner. He contacted me and asked is he could forego his 50% affiliate commission in exchange for his list getting a discount for 50% of the cost. Since I was going to get the same amount either way, I agreed!

Whenever you want to add your eBook, you'll click this button:



That will take you to an Add Product screen. Here, you'll enter the following information:

- **Product Name** (what you see above under description)
- **URL of the product file** (the zip file where you've uploaded it to your hosting account)
- **Hours to download** (I've tested this and 24 seems acceptable. Three is too short and 8 only works for some people).
- **Type of Product** (I use PayPal for my PLR Mini Mart, and then Free for Bonuses, CB for ClickBank and PDC for PayDotCom, but they have other choices such as 2checkout, eBay, and more).
- **Autoresponder email address** (whatever your list name is for the product, add that here so that when they buy, Aweber will

automatically send them an opt in verification email to see if they want to be on your list. You can do this for viral freebies, too – to build a list of prospective buyers)!

- **Other options that show up once a “type of product” is chosen.** For instance, if I choose PayPal, it'll ask me for my PayPal email address, whether this is my primary PayPal account, and it'll ask me for the price. If I choose PDC, it'll ask for other things relevant to your PDC product listing. Just look for anything in red and make sure you fill that part out.

Once you enter the information, click Save and it will take you back to the Home screen. At the very top, click the Shopping Cart link. You'll see something like the following screen:

Product	Description	D/L's	Options
1	Building an eBook Empire	323	<a href="#">edit</a>   <a href="#">add</a>
2	Building an eBook Empire BONUS	879	<a href="#">edit</a>   <a href="#">add</a>
3	Building an eBook Empire CB	5484	<a href="#">edit</a>   <a href="#">add</a>
4	Building an eBook Empire Lee Discount	28	<a href="#">edit</a>   <a href="#">remove</a>

You don't need to click add to any of these unless you want them showing up in your shopping cart. You won't. The raw link will be all you'll use. Now if you have a site with multiple eBooks, where they can add 2 or 5 to the cart and leave others behind, you'll need to click add each time you add a new eBook. I have to do this for my PLR Mini Mart. (Note the Lee Discount in green – I added it before I knew what I was doing.)

Here's what you'll see when you click Add:

**Product:** Building an eBook Empire CB

Select existing category

**Category:** ...or enter a new category name

**Price:** \$

**Short Description:**

**Long Description:**

First you'll choose a category. It's irrelevant here, but on my PLR Mini Mart, I have articles, eBooks, and autoresponder categories. Then you enter the price of the product. Give a short description (2-3 sentences) and a long description. Click Save Changes. Then view Cart to make sure it's listed in there.

Now – when you use a system like [Download Guard](#), you'll want to hyperlink your Buy button or text links with the code DLG gives you. So for instance – back on the home page, I want to click “get code” on the far right, like this:

Options
<a href="#">edit</a>   <a href="#">delete</a>   <a href="#">get code</a>
<a href="#">edit</a>   <a href="#">delete</a>   <a href="#">get code</a>
<a href="#">edit</a>   <a href="#">delete</a>   <a href="#">get code</a>
<a href="#">edit</a>   <a href="#">delete</a>   <a href="#">get code</a>

That will show you a screen with two links – the raw URL and one that has HTML code in it for you to put into your website. You can use their generic image, or just grab the raw URL and hyperlink whatever Buy button you want to use on your sales page.

So let's say I wanted to use this buy button:



Open up your web page in FrontPage and insert the image. Click Insert → Picture and then find the picture on your hard drive. Now, right click on the button and choose picture properties. Here, you want to enter the entire URL where you've hosted this image on your server and click OK.

Right click on the image again and choose hyperlink. Where it asks for the URL, you'll put your raw URL that you grabbed from [Download Guard](#). Then click OK, save the file, and re-upload it to your server so that it will be live. Always test to see if it works.

Automatically delivering your product is a luxury and will save you a lot of headaches in the future. It may not matter if one or two people have to ask for their product link to be manually emailed, but when you do a product launch and you get 5,000 sales in a day – you'll wish you had it.

Now it's time to sign up at ClickBank. You can sign up now and get your nickname and pay the fee later when you're ready to launch.

### ***Setting Up Your Product for Sale***

Once you're ready, log into your ClickBank account and go to tab at the top of the screen that says, "Account Settings." They'll ask you to confirm your account details and enter your SSN or tax ID number – when you're done, click Save Changes.

Next click on the My Site tab at the top. This is where you'll enter product information, as shown below:

**Status: Pending Product Creation**

Hoplink Target URL:

Marketplace Title:

Marketplace Description:  (character limit: 33/255)

Secret Key:

Commission:  %

**Marketplace Categories**

1:

2:

**Payment Methods**

Credit Card (required)

PayPal

Online Check

Enter the URL of your domain, a title for your product, and a description. The Secret Key is an encrypted code that you can use to track sales. Set your commission to 50% because it defaults at 25%. Then choose two categories for your product. For example, parenting and kids are both related.

The main categories are:

- Business to Business
- Health & Fitness
- Home & Family
- Computing & Internet
- Money & Employment
- Marketing & Ads
- Fun & Entertainment
- Sports & Recreation
- Society & Culture

Each one has different sub-categories. When your product is added to the marketplace, it will have a spot like those shown in the image below. These are in the Health & Fitness category and the subcategory of Women's Health.



- 1) Pregnancy Without Pounds.** The Look Good Feel Great Pregnancy Kit.  
\$/sale: \$12.54 | %/sale: 50.0% | %refd: 75.0% | grav: 56.64  
[view pitch page](#) | [create hoplink](#)
- 2) Yeast Infection No More (tm): Cure Candida Holistically!** Cure Your Yeast Infection System. Extremely High Conversions. New Awesome Affiliate Tools Area: Yeast Infection System  
\$/sale: \$17.90 | %/sale: 51.0% | %refd: 89.0% | grav: 35.23  
[view pitch page](#) | [create hoplink](#)
- 3) Slim Mom Secrets.** Keep Excess Pregnancy Weight Off Get Back In Shape In 30 Days  
\$/sale: \$15.74 | %/sale: 55.0% | %refd: 75.0% | grav: 19.29  
[view pitch page](#) | [create hoplink](#)
- 4) Flat To Fab Breast Enlargement Program.** The Complete Guide To Safe, Easy, Natural Breast Enlargement  
\$/sale: \$15.71 | %/sale: 60.0% | %refd: 61.0% | grav: 19.12  
[view pitch page](#) | [create hoplink](#)
- 5) Unique Cure For Tmj, Bruxing And Tooth Grinding (clenching)!** Foolproof System For Treating Dental Implant Problems  
\$/sale: \$20.74 | %/sale: 50.0% | %refd: 88.0% | grav: 11.94  
[view pitch page](#) | [create hoplink](#)

Each listing gives the name of the product, a short description, and is listed in order of which product is most popular in the marketplace.

Set your payment preferences and then click Save Changes. You have to accept credit cards in ClickBank – it's required.

Next click on the My Products Tab. You'll set up your Thank You page so that when the customer pays through ClickBank's system, the site will direct them to your Thank You page, where you have a link for them to download the info product to their own computer.

Be sure to walk people through it - tell them to right-click on the link to save it to their computer. Never assume they'll know how to do this. If it's a zip file, make sure you tell them to right-click and save the file, then once it's saved, they should right-click on the file and extract all of the files so they can retrieve the information.

Click on My Products next. You'll then choose Add Product and a pop up screen will let you enter the Thank You page URL, price (set it to \$3.00 for your test phase). Click Save changes. You'll see that your product is pending, like this:

One item found.

Item	Thank You Page	Price	Test Mode	Status	Action
1	<a href="http://www.testaccount.com/thankyou">http://www.testaccount.com/thankyou</a>	\$3.00	X	PENDING APPROVAL REQUEST	<a href="#">edit</a> <a href="#">delete</a> <a href="#">request approval</a>

Export options:  CSV |  Excel |  XML

You have to click “request approval” for it to be approved by a ClickBank representative. When you do, you’ll need to verify the information you provided and enter a few more details, including:

- Your product pitch page URL (the main sales page)
- A description of your product limited to 255 characters
- Whether or not you’re the creator of the product (this means ownership, so even if you hired a ghostwriter, you still say Yes.
- Whether or not you meet the guidelines they list.
- If you made a test purchase for \$3.00
- How you’ll deliver the product (automatic redirect to a download page) and...
- Delivery speed (automatic if they redirect to a download page)

Then Click Submit Product Approval Request and you’ll hear back within 3 days if your product’s been approved. After setting this part up, your site is ready for sales!

As orders come in, you’ll be able to login and look at your reports for each month. It will tell you the date of each sale, the time, a receipt number, type of payment method chosen (credit card, online check, PayPal, etc.), whether it was a sale or refund, which item was sold if you have more than one, the amount of the purchase, where the customer is from, and their name, which is hyperlinked to their email address.

### **Going with the Pay Dot Com Alternative**

Not everyone likes to deal with ClickBank. There are many reasons, but one major one is because you have to wait for snail mail to bring you a check, while [PayDotCom](#) allows PayPal commissions to affiliates and it’s free to get an account.

First, create a Pay Dot Com vendor account and then log in and click on the My Products tab at the very top of the page. Choose "Create a New Product" and you'll land on a page with a form for you to fill out with the following information:

- Product Name
- Description
- Price
- Whether or Not It's a Subscription (Recurring) Charge, and If So, the Billing Period
- An email where you'll be notified about receipts for each sale
- The option to ONLY use PayPal
- Your Sales Page URL
- Your Thank You (Download) Page URL
- Options About Gathering Shipping Addresses or Other Personal Information, Whether the Affiliates Are Automatically Approved, and Whether It's Shown in the Marketplace

Then you'll set the commission payouts and levels and choose if you want to pay them a percentage or flat fee. Enter the PayPal address that you want payments going to and then verify your options before clicking the next step.

Here you'll get to format your order form. You can use a customized order coupon, like the one I have at [www.Guide2eBooks.com](http://www.Guide2eBooks.com), or use something generic that you find on the Internet.

On the last step, you can add additional payment options. When you're finished, click "I am done" and your product will be added to the marketplace for affiliates to see once it's made its first sale. Buy it for yourself and get it in the marketplace quickly for affiliates to consider.

Now comes the Internet marketing side of this business - creating a buzz for your product(s). The coming chapters are going to focus on things you can do to drive traffic to your website and convert visitors into buyers.

Once you see what all goes into it, you'll understand why most 'net marketers outsource the writing to someone else - because they're busy focusing on the marketing end of it all! Let's get started with general branding for your product line, or your name, since many of you will want to build your online empire around your own moniker.

## **Chapter 7: Branding Your Product for Saturation of the Market - Why Product Launches Really Start Weeks Ahead of Time!**

In order for your eBook to be successful, you have to get the word out that your product's for sale - and that you're the go-to person for that niche. I'm primarily going to cover free options, because the whole idea is to help you save money!

However, I am going to cover one key tool that marketers use to drive traffic to their site. Used properly, it will be an affordable option for you to market your talent. But if you use it without knowing what you're doing, you can lose the shirt off your back before you know it!

### ***Blogging Your Way to Big eBook Bucks***

I had heard of blogs before, but didn't have any idea of how powerful they were for marketing purposes until Craig at [We Help Newbies](#) helped me set up my first Power Blog. I'm going to give you the same instructions to help you set up your blog.

Up until this point we've been talking about why and how having your own digital product will put you on the fast track to making some really good money. Moving from working for others to building your own money making machine gives you financial incentives, but it's also very empowering to get that freedom to create for yourself and no one else - everything done on your terms, with no boss to tell you what to do.

Blogs can play a very important role in your business plan and from now on, as a marketer, you have to start thinking of various ways you can spread the word about your products.

There are so many ways to use blogs we could not possibly cover it all here. There are literally 1000's of content pages on the web only dedicated to blogs. You can also find tons of info products on blogging that cover every segment of using blogs to generate money, generate leads, connect and survey your target market and so on.

For a deeper look you can check out [Blogging to the Bank](#) or if you learn best by video, the following is the best of the best for learning about blogs: [Blog Tutorials](#).

**Tip:** Use nothing but a free [WordPress](#) blog and you'll never go wrong!

Why Blog? Here are four very good reasons to set up your own free blog on the 'net:

1. They're very search engine friendly. Blogs get updated often with relevant content, which caters to search engine crawlers. The layout and structure of blogs is also the type search engines love.
2. Blogs are interactive. People can leave comments on your blogs in an instant, which is like updating your blog on autopilot.
3. More and more people are using them and reading them for their information needs. Blogs, for the most part, are used by the common people not big business - but that is changing fast.
4. Blogs are easy to get traffic to. Traffic in this business of ours means people coming to your site or blog to see what you have going on. Without traffic, you have nothing.

### **Adding Your WordPress Blog to Your Domain:**

My instructions are specific as far as installing on Fantastico if you're using a cpanel list Hostgator. It's super easy. Just register for a blog on WordPress like usual, following their wizard. Then log into cpanel and click on the smiley face (Fantastico).

On the left under blogs, you'll click on WordPress. Then click on New Installation. That takes you to a screen where you fill out the information about where you want the blog installed.

Choose the domain (if you have more than one). It will ask you for the directory (I usually just say *blog* so that it looks like this: [www.domainname.com/blog](#)). Then enter a username and password you want to use for whenever you manage the blog.

Next enter an Admin nickname you want to use. If you're branding yourself, use your own name. If not, feel free to use Admin. Then you'll enter your Admin email address for managing your blog. This is where the data will go if there are comments to approve or if a new user registers for your blog.

Enter your site name, which would just be domainname.com. You can also enter a description if you want to (I never do). Next you'll enter an email account username, like JDoe for John Doe. Enter the email account password and the server your blog will be resting on, like domainname.com.

Click on Install WordPress and you're done! Once you have it installed, you can edit the theme by clicking on Presentation → Themes. There's a little link at the very bottom of the screen that says WordPress Themes Directory.

Click on that, find a theme you like, and save the file to your desktop. Then upload it to your server under the domain you want it in and inside the blog folder. You have to unzip the file first and upload each item inside, but the cpanel lets you do more than 1 file at a time. Once it's all in there, this theme will show up as one of your options for themes when you log in to manage your blog.

**Editing Your WordPress Blog:** The best tip I ever got from a guru was before you start editing anything in WordPress, copy and save it into NotePad. This way, if you screw it up, you can just go back and replace your error with the original code and try again. So if I'm editing the sidebar, I want to copy and paste the whole existing code before I begin playing around with it.

When you log into WordPress, you're going to see your admin dashboard, like the one below:

The screenshot shows the WordPress admin dashboard for the site 'socialmarketing101.com'. The top navigation bar includes 'Dashboard', 'Write', 'Manage Links', 'Presentation', 'Plugins', 'Users', 'Options', and 'Import'. The main content area is titled 'Dashboard' and contains several sections:

- Welcome to WordPress:** A list of links to get started, including 'Write a post', 'Update your profile or change your password', 'Add a link to your blogroll', and 'Change your site's look or theme'. Below this is a link to the 'WordPress Development Blog'.
- WordPress Development Blog:** A section titled 'WordPress 2.1.3 and 2.0.10 — 18 days ago' with a brief description of a security update.
- Google Summer of Code — 32 days ago:** A section titled 'Google Summer of Code' with a brief description of a contest.
- Plugin Directory — 37 days ago:** A section titled 'Plugin Directory' with a brief description of the plugin ecosystem.
- Latest Activity:** A sidebar section containing:
  - Incoming Links More >**: A list of links from other sites, such as 'Home Business, MLM, Affiliate & Internet Marketing Ideas Tools, Tips & Resources'.
  - Comments >**: A list of comments, including 'Kevin Davis on Day 4 on April's Squidoo Contest (66)'.
  - Posts >**: A list of posts, including 'Bookmark Traffic Secrets'.
  - Blog Stats:** A summary of site statistics: 'There are currently 72 posts and 226 comments, contained within 8 categories.'

To the right, it shows me the latest activity, including all incoming links to my blog, comments that were made on my blog posts, posts I've recently made, and blog stats.

If you want to make a new post, you just click on "Write a post." But first you want to monetize your blog for either affiliate promotions **or** exposure for your own products.

At the top of the screen you'll see the editing choices. Click on Presentation. There, you can choose a theme for your WordPress blog. Now click on Theme Editor under the Presentation tab.

This is where you'll include all of the nitty gritty details for what your blog contains. Scroll all the way down to the right-hand side of your screen and you'll see these options among others:

- ad1.php
- ad2.php
- ad3.php
- ad4.php
- sidebar
- header

Some of you WordPress geniuses out there may use each and every item on the massive list. But all you really need to know is how to edit the above elements. The ad1,2,3, and 4 choices are where you can place ads throughout your blog. One is right below your header, another is right above the footer, and two are in between blog posts.

Your sidebar is just what it says, but it allows you to enter an opt-in form to get subscribers on your list, links to your products (or affiliate items), categories that you want your entries listed in, and more. Anytime you do an update and want to see how it turned out, go to the top of your screen and click View Site.

It helps to see what I'm talking about, so I'll show you an example of my blog. Here's how my blog looks after adding ads to my WordPress, an opt-in box, and a product promotion:





#### Sign Up for the Challenge or to Receive Updates

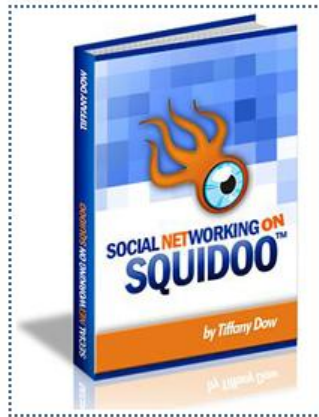
Sign Up for Auto Updates Here

First Name:

Email:

#### Still Don't Have Squidoo?

Click Here!



#### Control panel

Identified as **tiffadmin**.

## Bookmark Traffic Secrets

[Edit](#)

If you're like me, you don't have a lot of time to spend rubbing elbows on the 'net with your customers. Marketers lead busy lives and it's hard enough to find time to spend with your own family, much less court customers on a regular basis.

It's a double edged sword because social networks are so popular and vital to marketing right now, but they take massive amounts of time. I started looking for ways to automate the process and it looks like I found one.

Bookmarking is something many marketers aren't doing, or aren't doing right. I went to one site, StumbleUpon, and bookmarked my links. I started seeing a lot of traffic stream in from it, and what happened is other people are sharing the link.

So instead of socializing and exposing your link continually, day after day, as your spouse sits glaring at you from across the room, you set it up once, share it, and let the link get spread by other people. It's actually kind of sneaky, making them work for no pay!

If you're not bookmarking yet, you ought to give it a try. I personally used Craig Desorcy's Ebook called [Bookmark Traffic Secrets](#) to teach me, but you can take the do-it-yourself route if you have time to figure it all out on your own. Let me know how it works for you!

Tiff 😊

PS - It's a GREAT way to get traffic to your lenses!

Written by *tiffadmin* on [April 20th, 2007](#) with [no comments](#).  
Read more articles on [Social Bookmarking](#).

**Dr. Mike Woo Ming's [Web 2.0 Secrets](#)**

Under my header you see a banner ad for a competitor whose work complements my own. Under my blog entry, you see a text ad for another affiliate program where I gave an interview in a teleseminar about web 2.0

To the left at the top is my subscriber opt-in box, and below it – a picture of my ecover that is hyperlinked to my book that's relevant to this blog. This is only the top half!

Below it, they can search for articles, see the archives, subscribe to my feeds, and more. As you develop more products, the majority of your

ads will be all about your own products, but when you find something your own readers can use, you can ad it into your blog setup and make a commission on it.

This is all it takes to have the **banner ad** in the spot below my header:

```
<center><a  
href="http://www.squidoosecrets.com/build/?yourlens=1112"  
target="_blank"></a></center>
```

You just have to grab the code of where the image is hosted, which is the gif URL, and plus in your affiliate URL in the beginning. This is the same regardless of *what* banner or product you're promoting.

For a **text ad**, it's a little different. The code will be:

```
<div class="block">  
<h2><center><b><p>Dr. Mike Woo Ming's <a  
href="http://www.tiffanydow.com/Web2Secrets.html" target="_top">Web  
2.0 Secrets</a></p></b></center></h2>  
</div>
```

The text I have in red is what will be hyperlinked. Just replace your own text and URL in the above code for your own text link ad to one of your own products or sites.

In your **sidebar**, every time you see the "h" codes, you'll know it's where you can add a new section. This one: <h3>Last articles</h3> is where I list the latest articles on my blog. Any time you see the h codes, you can alter the text to reflect what you put in that area.

In your sidebar, everything is divided into sections. To add an opt-in, you'll first need a autoresponder set up like [Aweber](#). Then you get the code for your opt in box *from* Aweber and insert it into your WordPress editor, like this:

```
<h3>Sign Up for the Challenge or to Receive Updates</h3>  
<div class="block">  
<ul>Sign Up for Auto Updates Here  
<script type="text/javascript"  
src="http://forms.aweber.com/form/65/401637465.js"></script>
```

```
</ul>  
</div>
```

That little bit of code creates the following in my sidebar:



**Sign Up for the Challenge or to Receive Updates**

Sign Up for Auto Updates Here

First Name:

Email:

This is one of those small details I never see in anyone's info products. They tell you *to* put a opt in box on your blog, but no one ever says *how*! Now you have the code right in front of you – just don't accidentally copy my own form and start sending me *your* subscribers! Of course, if you're just feeling generous, go for it ☺

Make sure you save all of your changes and test the links after you edit your blog. You don't want to start developing a niche following only to find out your links are dead or the opt in box isn't working.

With blogs, all you have to do is add your blog to every single blog directory you can find at this [RSS Blog Directory](#) and you'll begin getting more traffic and followers who hang on your every update.

You can also find related blogs and make comments on them. Most blogs will let you leave a link to your own blog so when others read your comment they have the ability to click on your name and be taken right to your blog.

Setting up your very own blog on your domain is better than using one within a blogging network. For instance, my main blog is <http://www.TiffanyDow.com/blog> - it's an extension of my own domain.

You want to do this because it will keep you safe from losing your blog when using a free blogging service, which happens from time to

time. It also makes you look more serious and professional about what you're doing.

For example you will have a site address that looks like this: <http://www.yourproduct.com>. Now it's time to set up your blog in a sub folder on your server, which will end up looking like this <http://www.yourproduct.com/blog/>.

A WordPress blogging platform is the chosen weapon of the Internet marketer because it easy to use and again - it's FREE! If you use [Hostgator](#) for your hosting needs, they have a neat function called Fantastico, which is just a piece of software that installs your blog for you automatically.

All you need to do is type in some information about your blog like the title, email address, etc., and press "install." It's extremely easy. Now that you have your own blog that's related to an up-and-coming product of yours, it's time to get started posting useful tips and tricks related to your niche. Develop a following and branding *before* you're ready for launch day.

Okay, so you ordered your domain name that will host your info product and you have ordered hosting to go with it. On the main domain page, you should set up a squeeze page so that you can start building a database of customers (aka: list) – even if the product isn't ready yet!

Create a squeeze page form using the code you'll get from an autoresponder tool like [AWeber](#), which is the tool you'll use to build your list of names and then market to them using emails from time to time.

A squeeze page serves one purpose – to capture contact information. You should start by visiting [Tim Erway's Squeeze Pages](#) (it's FREE). He has a great video tutorial and free templates you can use.

So here's an example of what it will look like:



You want to do two things – give them something free, *and* make them feel they're VIP customers. Tell them about a freebie you'll be giving them when they fork over their name and email address. But then also tell them they'll have advanced notice when it's time for the official product launch, and possibly a discount, if you want to offer that.

Allowing your visitors to sign up to your pre-notification list so they will be the first ones to be contacted or to get a free chapter and tips and tricks related to your product lets you build a list of prospective customers that you can market to from time to time.

Always providing great information telling what needs to be done (but not how) is the way to build a fan base of followers that might be interested in **buying** your product. The *how* will come when your product hits the market.

You'll want to have an opt-in form on your blog for people to sign up by typing in their name and email address to get auto updates for when you make new posts to your blog. Just use the code you get from Aweber and plug it into the sidebar of your blog.

While you're posting to your blog you can go to [Alex King's WordPress Themes](#) and pick a new theme for it. This is the wonderful thing about WordPress blog platforms, because you aren't stuck with one look.

You can have one for each day of the week, but I wouldn't suggest that because then you'll confuse your visitors.

Ideally, you'll want your blog to match your main product site like mine does and it's not hard to do if you just replace the header with your customized header. See how [my blog](#) matches with my [main header](#)?

Now you'll go out and bring some traffic onto your blog by submitting your blog to blog directories and commenting on *other* related blogs.

As a result of you posting consistently at least three times a week, your main product page will be working its way up within the search engines for your main keyword phrase as long as it's not too competitive such as "mortgage loans."

If you want to start blogging right now just to get your feet wet, go to <http://www.blogger.com>. This is a free service provided by Google and you can get up and running within minutes. Contact your market and start building a fan base. Then when you're serious about product promotion, get your WordPress blog going.

### **The Science Behind Social Networking**

**Quick Note:** As some social networks get too big of an ego, they begin cracking down on their users and preventing anyone from even muttering their name. This happened with the biggest social site in existence, so to get this product approved in ClickBank, I was unable to mention it. I replaced every mention with a standard edit phrase that you'll see in parenthesis. Kudos to Squidoo – who welcomes marketing and promotion 110%.

Social networking is the term for using sites like (edit: That big site that starts with an M and rhymes with *my face* who doesn't let anyone use their name in an info-product anymore), [Squidoo](#), and other such sites to network with your target audience and hopefully drive traffic back to your product promotion sites.

I started Squidooing back when it was still in Beta testing, and it's been the best site for my social networking purposes, driving hundreds of potential writing clients to me as well as providing me with thousands of dollars of affiliate and direct sales income whenever people click on my links and buy a product I recommended.

I wrote a special eBook called [Social Networking on Squidoo](#). It gives the basic step-by-step instruction on how to get set up to market on Squidoo and you can get it if you're unfamiliar with the free site.

The reason I like Squidoo so much is because it's easy to use, I love the clean layout, and it doesn't have all the spam problems I encounter whenever I get onto (edit: That big site that starts with an M and rhymes with my face who doesn't let anyone use their name in an info-product anymore) and try to market (or even participate as a user).

That being said, a lot of marketers are seeing a huge profit stream from (edit: That big site that starts with an M and rhymes with my face who doesn't let anyone use their name in an info-product anymore), so I can't discount it just because of my personal preferences. (edit: That big site that starts with an M and rhymes with my face who doesn't let anyone use their name in an info-product anymore) has a network of over 125 million people at the time of this writing, so it's nothing to ignore.

Those are 100+ million potential customers and no, they're not just teenagers dealing with boyfriend issues and acne problems. Everyone's on (edit: That big site that starts with an M and rhymes with my face who doesn't let anyone use their name in an info-product anymore) now - from celebrities to ordinary senior citizens and you can participate and rub elbows with your prospects.

Although I don't like the physical set-up of it, I still have a profile there and many writers find it and ask me how I make money online, etc. (perfect target audience for my writer's guide eBook)!

Both of these sites are free. There are dozens of new social networks popping up every day on the 'net. I'm in the process of creating some powerful guides to show my customers how to get traffic from these sites.

All you're going to do is set up profiles on social network sites and then create content for them within your niche. In that content, you can hyperlink text, add viral videos, or post images that are hyperlinks. It depends on what specific site you use.

Here's the gist of what you need to know when marketing on a social network:

- Squidoo allows marketing - (edit: That big site that starts with an M and rhymes with my face who doesn't let anyone use their name in an info-product anymore) doesn't. That doesn't mean

you can't market on (edit: That big site that starts with an M and rhymes with my face who doesn't let anyone use their name in an info-product anymore), it only means you have to disguise it if you do. You have to be careful of how many friends requests you send out and other little things or you'll lose your profile and be banned from the network.

- Social networking means participating. You can't set up your page and leave forever - you have to visit other people's pages, post comments, and be active in the online community.
- Remember that your page within each site is indexed by search engines, so utilize your keyword list effectively. Whenever someone searches for the keywords information entrepreneur product in Google, one of my Squidoo lenses comes up second out of over 6 million organic results (see below). The first result is a sponsored ad, and I'm #2 on the list.

The screenshot shows a Google search page with the following elements:

- Search bar: "information entrepreneur product"
- Buttons: "Search", "Advanced Search", "Preferences"
- Navigation: "Web", "Images", "Video", "News", "Maps", "more »"
- Results: "Personalized Results 1 - 10 of about 6,410,000"
- Top result: "Business Information" from [www.Hoovers.com](http://www.Hoovers.com). Description: "Find company history, news and more at Hoover's. Free trial available!"
- Second result: "You Really Can Write and Market Profit-Pulling, Niche Market ..." from [www.infoproductcreator.com/](http://www.infoproductcreator.com/). Description: "Learn about the power technique that super successful information product entrepreneurs use to triple what they charge for their information at little or no ..."
- Third result: "The Art of Becoming an Information Entrepreneur on Squidoo" from [www.squidoo.com/InformationEntrepreneur/](http://www.squidoo.com/InformationEntrepreneur/). Description: "The Art of Becoming an Information Entrepreneur. How to Sell Information for a Living. For every information product you launch, you'll need mini-products ..."

- (edit: That big site that starts with an M and rhymes with my face who doesn't let anyone use their name in an info-product anymore) only "allows" one profile, but Squidoo welcomes you to create unlimited pages. Many people get around the (edit: That big site that starts with an M and rhymes with my face who doesn't let anyone use their name in an info-product anymore) rule by opening profiles under different email addresses. You can get unlimited free email addresses through sites like hotmail.com.



Social networking is part of the wave of web 2.0 ideology, which means people are seeking reliable information from other people, not from a static computer-generated list that a robot developed.

Would you rather rely on a search engine to tell you which new car is the best on the market, or would you feel better spending your money after looking at a list of places compiled by a real person?

Once you start networking on social sites, you'll want to start bookmarking. Bookmarking is how you spread your links virally. I didn't know a *thing* about bookmarking until I read *Bookmark Traffic Secrets* by Craig Desorcy and started implementing the strategy provided in it.

After setting up my main accounts, I learned how to use free tools to automate the bookmarking process and now a large portion of my traffic is coming from StumbleUpon, one of the social networks I learned in the eBook.

It's SUCH a powerful concept for traffic, that I'm not going to put an affiliate link here – I'm going to send you there based on a true peer-to-peer recommendation, and I don't make a penny if you buy it:

[www.SocialBookmarkTraffic.com](http://www.SocialBookmarkTraffic.com).

Here's a short-list of some consumer-driven social sites to get you going. Each one has unique features and different ways of marketing, which is why I'm currently developing an entire Traffic Pack to show you how to maneuver each site for lots of streaming, targeted traffic:

- [www.Squidoo.com](http://www.Squidoo.com)
- [www.\(edit: That big site that starts with an M and rhymes with my face who doesn't let anyone use their name in an info-product anymore\).com](http://www.(edit: That big site that starts with an M and rhymes with my face who doesn't let anyone use their name in an info-product anymore).com)
- [www.Fanpop.com](http://www.Fanpop.com)
- [www.Care2.com](http://www.Care2.com)
- [www.digg.com](http://www.digg.com)
- [www.facebook.com](http://www.facebook.com)
- [www.twitter.com](http://www.twitter.com)

## **Power Up Your Sales Using Press Releases**

You want to utilize press releases both on and off the 'net. Online, it's simple. There are both free and fee-based options. I use sites like <http://www.free-press-release.com> to distribute my free press releases, but there are dozens more, so just Google "Free Press Releases" and choose a site that has that feature.

Some, such as PrNewsWire.com, eReleases.com, and PRWeb.com make you pay for press release distribution. This might be a viable option whenever your advertising budget has room for this kind of promotion.

For an online submission, you'll usually be asked to create a headline and summary, enter your contact information, and write the release at a set number of characters.

You will also be asked to enter relevant keywords associated with your press release. Some sites allow hyperlinks directly in the press release and others only allow them in your Bio Box.

To submit an offline press release, get a copy of the yearly [Writer's Market](#) and submit the press release via fax right to the trade or consumer publications you want to target.

Either way you distribute, you need to make sure it sounds newsworthy - not like an advertisement. Do **not** use superlatives like "**Best** Product on the 'Net" or "**#1** for Customer Service." The only time it's okay to use things like that is if you've just won an award for these kinds of honors.

Make sure you answer the Who, What, When, Where, and Why of your big news. It doesn't have to be earth-shattering, either. It can simply be the release of an update to your product.

Don't make it over 1 typed page or it'll be tossed in the trash in many newsrooms. Single paged press releases are the industry standard (I know - I used to work in this field).

Use the template on the next page as your guide:

## PRESS RELEASE TEMPLATE

Contact: Name  
Company name  
Phone (800) 555-  
5555  
Email address

Physical address of  
company  
  
Website URL

Company Name

Opening header

Sub-heading

City, State - Date: This is where your text goes – and remember to always write the pertinent facts first, followed by the more frivolous facts, so that the editor in charge can cut from the bottom if he needs to print it as is. End the release with your website link and/or phone number for consumers to access, along with the words “For immediate release” or four number signs to signal the end of the release, as shown below.

Many marketers forget about using offline media to draw the online consumer to their website. Let me fill you in on a little secret – I routinely buy women’s magazines and in each one there are links to websites.

If I see a quick blurb about a good find, I’ll tear it out and log on the next time I’m online. In fact, I’m probably more inclined to follow a link I find in a print publication than if I see it online in an advertisement.

If you can get a print publication to see value in your product, and they include a short blurb about it, you could get exposure to millions of average consumers. Even if it’s a small trade magazine published quarterly – if the audience is targeted to a high degree – that could equate to a lot of sales coming your way.

Plus, they could get your press release and then file your name and number away to use as a trusted resource or expert if they need a quote from a real person in the niche!

####

## ***Sounding Off Through Your Sig File***

It may sound like small-time marketing, but it's one of the most effective ways of driving traffic to your domain - using a sig file. A Sig File is the signature box you fill out whenever you join an online forum or even send out an email.

If you have a list of customers and you send out an autoresponder (an email message set to go out at certain intervals), then you can include a sig file that says something along the lines of:

Gail Buckley  
Download a FREE Web 2.0 Guide  
[www.PLRContentSource.com/](http://www.PLRContentSource.com/)

By using sig files, it doesn't appear like you're spamming the forum, but yet your link is exposed to thousands of participants and lurkers alike. If you're using cpanel in your hosting, you'll see which forums are delivering most of your traffic, and you can increase your participation there.

I know many gurus who outsource their participation in various niche forums. They don't have time to post and read, so they hire someone to make X amount of posts per week for them, using a sig file that sends traffic to their domain.

In the sample sig file above, I have my name because I want to brand my name on the 'net, I offer a freebie for enticement, and I make sure my URL is included. I could also include a tagline or motto that describes something about my site's purpose, like "helping newbie marketers succeed."

You should always have a sig file in your emails, but you also need to put them in your profile on forums that you participate in. That way, whenever you make an intelligent or helpful post, people will look to your signature file and follow the link to see what else you, as an expert, have to say about a particular topic.

## ***Advertising for a Fee***

Ezines and Pay Per Click search engines can help you reach your target audience - but there's a price involved. You may want to start out using all of the free choices and then once profits begin trickling in, branch out and utilize the fee-based promotions.

An Ezine is an online magazine or newsletter. You want to find an Ezine directory through Google or search for your keyword + “Ezine” or “Newsletter” and find publishers of online publications who have advertising programs. Or, get a membership at the Directory of Ezines at [www.directoryofezines.com](http://www.directoryofezines.com).

Ezines offer advertising space within their online publication. You might have a banner ad that you want to place in it, or a text-link ad. Banner ads are visual and clickable, while a text-link ad is just text that you use and hyperlink to your site.

My banner ads are animated, so when they're shown in an Ezine, or elsewhere on the Internet, viewers will see several different screens. If you don't see an Ezine for your niche, then look for a website that offers ad space. If the site gets ample traffic, you can leverage their traffic flow to your own domain.

Ezines don't *always* have to cost you *anything*. Ezine owners are always seeking content for their publications. It's usually a free or membership based item they put out for their members in addition to launching other products, so they often don't have time to flesh out a monthly magazine.

Contact the Ezine owner and offer to write an article each month for free in exchange for him or her keeping your Bio Box intact (which is where you'll hyperlink some text back to your own website).

When it comes to Pay Per Click, there are dozens of search engines that offer this, but we're going to cover how to use Google AdWords since most people use Google to search anyway. I suggest you be very careful when using AdWords so that you don't get carried away competing for keywords with large bid amounts and building up an enormous bill. You want to go to: [Google AdWords](http://Google AdWords) and sign up for your account.

This is what an AdWords campaign list looks like and you'll find them on the right side of the search page whenever you enter a keyword into Google and conduct your own search.

### Sponsored Links

#### [Dog Care](#)

Save On All Your **Dog's** Medications.

Free Shipping On Orders Over \$39!

[www.1800petmeds.com](http://www.1800petmeds.com)

#### [Ask Dog Experts Now](#)

Veterinarians & **Dog** Experts Online.

Ask Your **Dog** Question Online ASAP!

[www.JustAnswer.com/Dog](http://www.JustAnswer.com/Dog)

#### [Herbal Remedies For Pets](#)

PetAlive - Proven Natural Remedies

Formulated For Cats and Dogs

[www.nativeremedies.com/petalive](http://www.nativeremedies.com/petalive)

It costs \$5 for the application fee and then you pay only when someone clicks on your ads. **You do not pay** whenever your ads are simply *shown*. When you sign up, you want to choose the Standard Edition -not the Starter Edition, which is limited.

Then target your customers by the language you're using and choose Countries and Territories. If you're using English, then make sure you add more than just "United States." You also can add Australia, Canada, the UK, the United States Minor Outlying Islands, and so on.

Next you'll create your ad. You have limited space, so it will look something like this:

## Create an ad

Example short ad:

[Make Money Writing](#)  
By-Pass Publisher's Cut of Profits  
Keep 100% of Your Writing Income  
[www.Writing4Profits.com](http://www.Writing4Profits.com)

Headline:	<input type="text" value="Make Money Writing"/>	Max 25 characters
Description line 1:	<input type="text" value="By-Pass Publisher's Cut of Profits"/>	Max 35 characters
Description line 2:	<input type="text" value="Keep 100% of Your Writing Income"/>	Max 35 characters
Display URL: 	<input type="text" value="http://www.Writing4Profits.com"/>	Max 35 characters
Destination URL: 	<input type="text" value="http://"/> <input type="text" value="www.Writing4Profits.com"/>	Max 1024 characters

You'll want to read Google's AdWords rules, because there are some things you can't do, such as use all capital letters in your headlines or use multiple exclamation marks!!!!!!

At the bottom, you'll enter your display URL. This is what the user will see when your ad is shown. If you're promoting someone else's product as an affiliate, then you can put the main domain name, such as "www.Writing4Profits.com" as the display URL, but the Destination URL can have your ID embedded in it (such as: <http://ID.Writing4Profits.hop.clickbank.net>) so the user never knows they're not buying directly from the site owner.

When you click "Continue," Google's system will run an automatic check to see if your ad complies with their rules. If it does you get to move on and enter your keywords. Get that list out and paste it into the keyword box.

Google will also give you some ideas based on what you enter, so double check to see if they offer anything you didn't have on your list. Next you'll choose your currency and daily budget.

**DO NOT SET YOUR DAILY BUDGET FOR MORE THAN YOU CAN AFFORD!**

You might start out at \$10 and raise it as sales start coming in. Then enter your maximum Cost Per Click. This is the most you're willing to pay

whenever someone clicks on your ad. One big-time guru told me that you should never pay over \$0.20 for a keyword. Don't go entering \$1.00 with a \$5 a day budget because you're finished after 5 click-throughs.

Your ad won't run until you set up your billing information. This is for the \$5 activation fee and then whenever Google charges your credit card for the charges you incur through your ads.

You can create multiple ads and test them against one another. When you notice one ad is performing great because it's getting a lot of click-throughs and your eBook is selling, then duplicate that formula.

If another ad isn't getting any click-throughs, or it gets a lot but no sales result from it, then take it out of your ad campaign and replace it with a new ad to test. Google AdWords is a big subject to tackle.

If you want more information on it, you can download [Google Cash](#) - but for now, stick to the freebies and use AdWords only once you have the extra advertising budget to do so.

I am by no means a Google AdWords expert, which is why I want to direct you to someone who is. But it **is** important that you know about it and know the basics as I've shown you so that if you decide to dabble in Pay Per Click marketing, you have a decent foundation to build on.

From time to time I'll blog about new ways to get free advertising for your product, so be sure to watch my blog for tidbits about free traffic strategies.

Time to move on to chapter 8 - where you're about to learn the difference between doing okay and skyrocketing your sales through the roof. When you have a base of paying customers, you have to learn how to dip into that well with caution or you risk isolating yourself from people who could provide a gigantic payout for you over the months and years to come.



## **Chapter 8: How You Can Get Your Customers to Buy from You for Life - It's More than Just Creating Quality Products at a Discount!**

How many of you feel customer service is sorely lacking in today's world? Well it's even worse on the Internet where you're doing business with a static domain via your computer screen.

Here's the deal: When you sign up for a credit card or buy a new car, the dealer or company gets your contact information, right? Then you start getting mail about special deals on oil changes or an insurance offer just for Visa owners.

You have the right to tear it up and throw it away or sign up for the deal, cash in for 20% off an oil change, or agree to whatever it is they're offering. Online, sellers also want a way to reach you for future offers - and it's to your benefit because you usually get a better deal than the rest of the paying public.

We've gotten it ingrained in our heads that all email offers are SPAM and just plain evil. But is it any different from your Honda dealer contacting you to let you get your windshield wiper fluid topped off at a fraction of the cost?

Now if all I do is capture your name and email you non-stop with blatant sales-speak of product offer after product offer, then you're right - I'm a spammer. Blech!

However, what you *as a marketer* want to do is put your white gloves on and handle your customers with care.

I can't tell you how many lists I've opted out of just because I got emails every single **day** - sometimes more than once a day! It's annoying, even though all it takes is a quick click of the mouse to hit "delete."

### ***The Lifetime Value of a Customer***

When someone buys from you on the 'net, they're buying a part of your niche. Maybe it's a parent of a newborn seeking a solution to their child's diaper rash. The original purchase they made was only \$47.

You can have 100 \$47 customers and leave it at that. Or, you can turn those 100 customers into lifetime buyers and increase their value tenfold. What if *only once a year* you released a product that they purchased for \$47 because they admired your first item and felt it had a great deal of value for them?

Suddenly after 10 years, that \$47 has turned into \$470. Multiply that times 100 customers, and you've built a database worth \$47,000. And you can create a new product every month if you want to – there's no annual limit on how fast you can grow your eBook Empire. I routinely get requests for 5 eBooks at a time – from a single guru client. Market saturation is their strategy. In fact, they love it when their own products compete against one another!

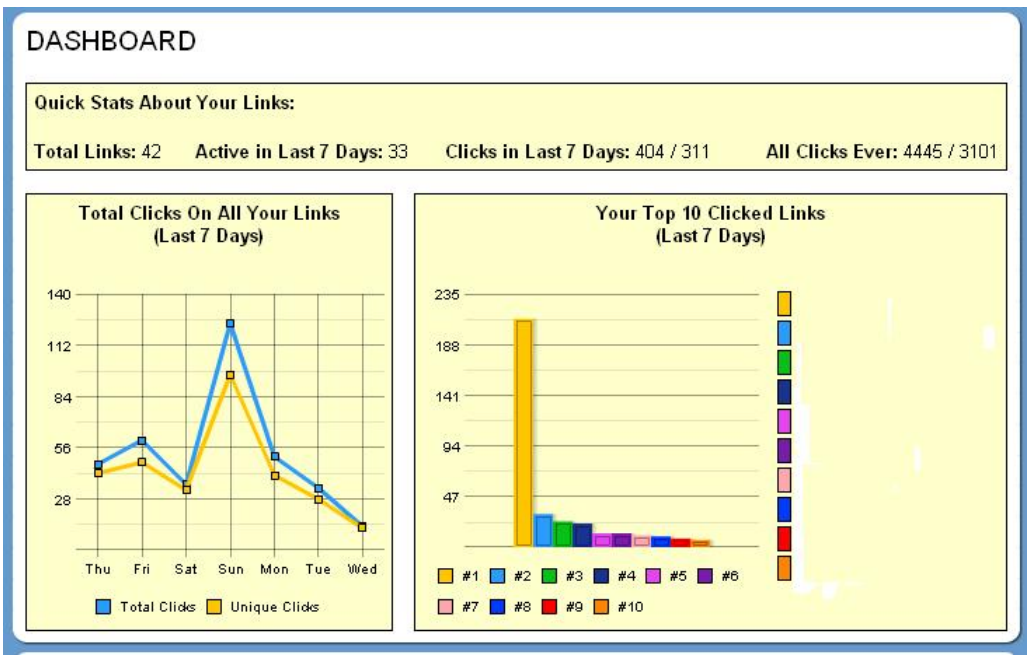
What did it cost you to get that customer in your virtual door in the first place? Did he or she click through on a pay per click ad that you bid \$1.50 for? Then you can subtract that from your \$47 initial profit to get an idea of the bottom profit margin.

Now what if your info products are ripe with hyperlinks to affiliate items like baby or child gear being sold at Amazon.com? Do you know how much parents pay to raise a child these days? There are necessities and impulse buys - tons of things you can market to your niche audience to turn that single purchase into a treasure trove of profits.

There's only one way to get this lifetime value building - and that's through marketing to them again. Your only way to contact them is via email, but you don't want to risk offending them or turning them off.

**Quick Detail Tip:** Hyperlinking anywhere on the 'net should be done with cloaking tools. Otherwise, you risk getting ripped off when someone goes to buy your recommendation.

I cloak everything just to track it. The freebies I mentioned earlier in this guide? Cloaked. That way I can log into my [Go Try This](#) dashboard (sample below) and instantly see which tools my readers clicked on most, and maybe that will give me insight into what my market needs.



This is an older screen shot I took when I first started with Go Try This. But you can see the most active links from the last 7 days. The yellow bar shows you what happened when I used a link in my sig file to post a freebie in a forum for this niche. I removed my link names, but they're usually to the right of the color-coded boxes so you can see which links are getting the most clicks.

Make sure you go to settings and disable the branding bar for your links. If you don't, the page takes a tad longer to load, and there's an extra Go Try This link that shows up on the destination page.

To add a link to your account, click on the Links tab at the top of the page. You'll see the following form:

GoTryThis v. 1.38 Dashboard | Links | Stats | Settings | Support | Logout

### ADD CLOAKED LINK

Outgoing  Link In Group: Default  with reference name:

Viral Redirect    /  to URL:

Title:  Keywords:  Description:

Login URL:  Username:  Password:

---

### LINK MANAGEMENT

Add Group Name:   [Manage Groups](#) Search:

View  Both  Newest  Default  www.  .com

<input type="checkbox"/>	<a href="#">Reference Name</a>	<a href="#">Your Cloaked URL</a>	<a href="#">First Click</a>	<a href="#">Last Click</a>	<a href="#">Clicks</a>	<a href="#">Options</a>
<input type="checkbox"/>	Break80	<a href="#">/Break80.html</a>	Mar 18, 2007	Mar 18, 2007	2	

Move To:  Default  Per Page:  20

Export ALL links:

GoTryThis v. 1.38 Dashboard | Links | Stats | Settings | Support | Logout

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Fill in the reference name and title boxes with the name you want to use for this link. Check the Viral Redirect box, and your domain should be filled in where it says www.\_\_\_\_.com.

After the slash (/), enter the word(s) you want to use to display the link as part of an extension of your own domain, like this: [www.TiffanyDow.com/GoTryThis.html](#) and make sure you add “.html” afterwards.

If you’re tracking a link to a PDF file, then change the ending to “.PDF” instead of “.html” so that people don’t click on it unsuspectingly and have their computers get bogged down trying to download a large file (I learned this one the hard way when a marketer blasted me for doing this, but I was never told – one of those little details everyone “forgot” to fill me in on).

After where it says, "to URL" you want to add the actual destination URL, which will be your affiliate link to the product or service you're recommending. Then click the Add button.

The screen will update, and at the bottom, you'll see a portion of the cloaked hyperlink you've just created. In the above example, it's for a product called How to Break 80 for the golf niche.

The reader only sees an extension of my domain - [www.18HoleHustle.com/Break80](http://www.18HoleHustle.com/Break80) - but they're really being delivered to the pitch page (sales letter) for the owner of the Break 80 product under my affiliate ID. If they buy, I get credit for the sale.

If you want to click on the small Excel icon in the bottom right corner of your Go Try This links page, you can export and save all of your cloaked links so you can easily access them whenever you need them for your online marketing.

### ***The Risk of Sending Spam***

Permission marketing is a vital element to your promotional plans. You do not **ever** want to send emails to people who don't want them, didn't sign up, and didn't ask for them.

Sometimes, this even means your existing customer base. There are two schools of thinking in the Internet marketing world - those who believe you **MUST** send an email message out at least every three days to keep your name fresh in the eye of the consumer, and people like me - who believe in the power of only speaking up when you have something important to say.

I don't always send out weekly emails to my list (unless they've signed up for a weekly tips course). I don't email them with every affiliate offer other marketers want me to promote - only ones I really believe in. I try to never, ever spam them with useless dribble. At least it's not in my mind.

Instead, I save my emails for when I have an important announcement (like my new product coming out) - but I also give them an incentive to stay on my customer list. They get a discount or they get access to my product before it's released to the public.

I sometimes run a free report by them just to get feedback on it before I sell it to the masses. Everything I do has to have true value or else I'll get dozens of people opting out of my list every day.

My advice is to treat your customers like gold. If you don't have anything to offer them as a thank you, then create something. Make sure it's something within their niche - something they can find useful.

If you break the rules and start sending Spam out, you can lose everything and risk fines and even jail time! Make sure that everything is done with confirmation emails, assuring you that this person really did sign up for your list.

### **Customer Management Tools**

When you decide to create a customer database, you need to have a system in place to handle everything for you automatically. I personally prefer to use [AWeber](#) - an affordable autoresponder tool that costs me less than \$20 a month and I've gotten that recommendation from almost every guru I've ever worked with.

Here's how it works (and it doesn't matter which tool you use, just that it has all of the features you need):

You can set up multiple lists - so I have ones for my blogs (for those who want to subscribe), lists for buyers of products, and a list for my PLR Mini Mart customers. When the time comes to blast out a message, you can tag more than one list and send out a single email.

Some people join more than one list and others stay on one. They all receive different messages unless I broadcast a single announcement to all of my lists. Once you name your list, you can write a short description about it.

You want to check the box that allows people to opt out of all of your lists with one click of a mouse. Because what happens if you've signed up for 3 out of my 4 lists and you forget that fact?

Then one day you unsub from one list yet still get email messages from the other 2? You're going to think your unsub link didn't work and then report me for spam, which I don't want.

You also want to have a verified opt-in email going out. So if you were a writer and went to go sign up for my weekly Writing for Profits tip

emails, you'd first receive a verification email asking you to click on a link to assure me that you've really requested this.

Here's what it should say (customized with your words):

Hi {!firstname\_fix},

Thank you for signing up to receive your copy of chapter 1 from my eBook, A Writer's Guide to Internet Marketing. Before I can send it to you, check your email for a confirmation link. I have to ensure I'm not accused of sending spam out to anyone.

As soon as you confirm your email address, I'll send you the first chapter of my eBook and you'll also start receiving your weekly Writing for Profits tip!

Notice the salutation where it says, {!firstname\_fix}? That's a code that populates the email with whatever name the person signed up as. So if you entered Betty as your first name, it would say, "Hi Betty."

This email gives you proof that someone opted into your list in the event they report you for spam. It protects you to a certain degree. But it's also just good customer service!

Next I go into my Message Manager tab. Here's what it looks like when I select the chapter and tips list for Writing4Profits.com:

The screenshot shows the Aweber Message Manager interface. At the top, there's a navigation menu with 'Home', 'List Settings', 'Messages' (selected), 'Leads', 'Reports', 'Admin', 'Help', and 'Logout'. Below the navigation menu, there's a 'Follow Up Messages' section with a table of messages. The table has columns for 'Msg #', 'Interval', 'Type', '# Att.', 'Modified', 'Click Tracking', 'Subject', 'Spam?', 'Test', 'Move', and 'Delete'. There are three messages listed, and a 'Create message 4' link below them. An 'Actions' dropdown menu is visible at the top right of the table area.

Msg #	Interval	Type	# Att.	Modified	Click Tracking	Subject	Spam?	Test	Move	Delete
1		Text	0	11/03/06	On	Here's the First Chapter...	0	Test	↓	
2	1	Text	0	11/03/06	Off	Writing for Profits Weekly Tip #1	0.3	Test	↑ ↓	
3	7	Text	0	11/03/06	On	Writing for Profits Weekly Tip #2	0.3	Test	↑	✕

Create message 4

At the very top right side of the page I can select which list I want to create a message for. Message #1 on this list is called Here's the First Chapter... and it delivers the sneak peak at A Writer's Guide to Internet Marketing to the person who signed up for it. It also opts them into the weekly tip emails.

I have also set up weekly tips and I'll keep adding more as we go. You'll see that message #2 is Writing for Profits Weekly Tip #1 and it's set to be delivered the day after they receive the first chapter of this eBook.

But the third message, which is Writing for Profits Weekly Tip #2 isn't set to deliver until 7 days later - one week after they receive the first tip. After every message you create, you want to conduct a test and email it to yourself to see if it looks right, check the spelling, and see how the links work if you have links within the email message.

I can't tell you how many times I've been in a rush or gotten lazy and sent out a bad link - like one with an extra comma at the end or something. It makes me mad and I vow never to do it again! (Every time I do it).

Click Tracking is either On or Off in your message. If I have a link my list can click on, then I can track how many people clicked through on it. I can also use the black arrows to move a message up or down in distribution, but if I want to delete it, then it needs to be at the very bottom of the list so I can click on the X and remove it.

At any time I can check the leads for each list to see who is on my lists, who has verified their contact information, and see who unsubscribed. I've found [AWeber](#) to be very easy to use and I know many other marketers utilize it, too.

Just remember - before your customers hear a peep out of you, stop and think before you hit send. Is what you're sending worthy to them or are you just trying to squeeze another dime out of them? Now let's look at how you can increase the number of sales on your site!



## **Chapter 9: How the Creation of an Affiliate Program Can Catapult Your Sales Into Orbit**

In the publishing world, your goal as a writer who had published a book would be to get as many stores carrying your book as possible - and promoting it at the same time! In the online world, you have a similar way to sell more eBooks - affiliate programs.

An affiliate is a person who signs up to promote your product for a percentage of the sale. By promote, I mean drive targeted traffic to it. Their responsibility is **not** to sell for you - that's what your sales copy does.

The percentage usually paid to affiliates is 50% and up. Some programs even pay a whopping 75% of the sale. Sometimes it depends on the price of the product. If my product is \$1,000, then I might be able to offer a 20% (\$200) commission to my affiliates, but if it 's only \$19.95, then I'd better be offering a big cut to make it worthwhile to an affiliate.

Some affiliate marketers earn a huge paycheck marketing other people's products. Some don't even have their own products - they live solely off of driving traffic to other sites. These people, who make an amazing income, are known as Super Affiliates - and they're the ones you want out there pushing your product for you.

### ***Why Even Have Affiliates?***

"I Thought the Idea Was to Keep 100% of My Profits to Myself?" Well you will - for the sales you drive to your site. You don't have to create an affiliate program, but let me show you a scenario of the difference in your potential income.

Let's say I launch this eBook and I have no affiliate program. I also don't have a big budget so I start driving traffic to my site using a link in my sig file in forums and in emails.

I also write a few viral articles with links to my site and submit them to [www.EzineArticles.com](http://www.EzineArticles.com) and [www.GoArticles.com](http://www.GoArticles.com). I start to see a couple of sales - maybe 2 a day - so I'm making  $\$47 \times 2 = \$94$  a day. Not bad. I know a ton of people who'd love to see \$94 a day in passive profits (meaning once it's set up, your system is automated).

I send out a press release and I gain another 2 sales per day, so now I'm making \$188 a day. I blog about my product and the fans and

followers of my blog generate another 2 sales per day. Now I'm making 6 sales per day and earning \$282 a day. That's \$8,460 a month and I haven't even used pay per click search engines yet!

Now let's look at what I'm going to do. I launch the Building an eBook Empire Affiliate Program, which gives affiliates 50% of the sales. That means for every customer they send, I keep \$23.50 and they get \$23.50 – give or take a small fee by the payment processing company.

I have 10 affiliate signs up to promote my products. If they have the same success I do, then look what happens:

10 Affiliates Make 6 Sales Per Day.

6 Sales x \$23.50 (my profit) for 1 Affiliate = \$141 per day, per affiliate.

Each affiliate is earning me \$4,230 per month with their 6 sales a day.

Since I have 10 affiliates, I'm now making an additional \$42,300 per month.

How does that grab you?

You see, many marketers miss the boat because they get stingy and don't want to share with anyone. Which is better - \$8,460 per month or over \$42,000?

As a marketer, you can be on both sides of the coin. There are products that I recommend to other people through my affiliate links - things such as software tools that can help them organize their marketing efforts. Then there are my own products that I have affiliates sign up for.

If you want to sign up to promote *this* eBook, you can stop by [the affiliate page](#) and sign up for free. (By the way, **this** is a tip I learned from a guru with a #1 ClickBank product – put your own affiliate program *inside* the eBook – I would never have thought of that)!

Why did he teach me that? Because you, the customer, know the sales page converts. You were convinced. If I've done my job properly and you see value in the product, then you'll feel confident promoting it to others.

I'll be honest – it's a little weird sharing the secrets I've learned from gurus **as** I'm using them on you. © But I think it's important to learn. Not everyone has a direct line to dozens of the top marketers, and if they do, it doesn't mean they'll share their secrets. With me, they *had* to because in many instances, I was writing eBooks where I needed to know how it worked behind-the-scenes.

### **What You Need for Your Affiliate Program**

When you launch an affiliate program, you have to recruit affiliates. They won't just promote your product because you say so. Your customers are your very best prospects.

For instance, you're marketers and as marketers, you probably know a lot of fellow marketers and participate in forums on the 'net where you could put an affiliate link to this product in your sig file.

What if every time you posted, like you usually do, another marketer clicked through on your link and earned you \$23.50 when they bought this eBook? Makes participation more fun, doesn't it?

When you visit my [Affiliate Sign Up Page](#), you'll notice it's created as a sales page. **You have to follow almost the same formula as your regular sales copy** - tell the reader what's in it for them.

You'll want to let them know your conversion rate and explain that you'll always be testing sales copy to get an even *higher* conversion rate. If you have a low refund rate, let them know that as well.

Explain the market or target audience to them. What makes this a good product to affiliate with? Does it constantly have a new influx of customers to the marketplace (like parents having babies or people following their dream to become writers)?

If your product is listed in ClickBank, which handles your affiliate program completely for you, then you may not have affiliates who are familiar with your product, so explain to them what the eBook is all about and why it's a good choice for them to promote it.

You want to have an Affiliate Toolbox ready for them to use for their promotions. You'll give them items like this:

- Viral articles they can alter and use to promote your product in article directories and ezines using their own hyperlink.
- Sample Pay Per Click ads they can use to drive traffic to your site (making sure they fit the rules and character length restrictions).
- Email announcements they can send to their own lists to introduce your product.
- Reviews of your product that they can use on their sites.
- Graphics like banner ads and buttons they can use on their site or in paid advertising.

Once your toolbox is ready, recruit them by listing your program in affiliate directories. You can also get recruits in other ways, such as:

- Putting your affiliate program link at the end of your product
- Find owners of websites who have lists of people who might want to become affiliates for you and earn extra money.
- Using a service like [Affiliate Announcement](#), which does the announcing for you.

**Guru Tip:** Instead of using pay per click search engine marketing like Google AdWords to promote your sales page, why not use it to promote your affiliate page? Especially if you can target “work at home” or “earn money” searchers, promoting your affiliate page means not one sale per click, but as many sales as that affiliate can bring in!

You should treat your affiliates the same way I said you need to treat your customers - like gold! Remember that they can mean the difference between an okay performance of your product and one that blows your socks off when you wake up in the morning and see the sales pouring in.

**Another Guru Tip:** I just got an email from a guru friend of mine talking about my affiliate program for this eBook. He told me to create social proof – set up different accounts as affiliates on ClickBank and sell from each one, increasing my gravity in the process. Even advised me to buy from myself initially just to get the ball rolling.

Social proof is what is known as the bandwagon. Affiliates see a high gravity and then assume everyone else is making money with that product, so they sign up to be an affiliate, too.

I get what he's saying. I'm sure it'd make me a lot of money. I don't have time, and I don't feel like taking a shower after every sale because it makes me feel sleazy. I won't use this tactic, but I will share it with you – because it's what's being done to showcase those “proof” screen shots and high gravity pitches you're reading about.

Last step now...we're about to cover the building of an online empire. All that previous work was your solid foundation. Are you ready to become the Trump of your niche?

## **Chapter 10: Backend Tactics that Allow You to Edge Out Competitors and Become the Head Honcho of Your Niche**

Earlier in this guide I showed you how to look into a niche and discover if it had the potential for profits. If you hit on an idea where there are paying customers, then you'll want to tap into that niche until you exhaust it.

You should have worked on positioning yourself as an expert when you created and launched your first information product. So since your audience is now looking at you as the authority figure, it's time to provide what they need once again.

This is what's known as your backend product line. You have an original product and a customer list - so you need something else they can order from the catalog of items your niche may need.

Let's look at a few examples:

Let's say you chose to tap into golf as your niche. Your first product was Golf for Beginners. It did well, and you developed a following of interested fans who liked how you taught them the basics of the game.

What's your next step?

You want to brainstorm all of the problems that golfers have so that you can create individual products that address their needs. Here are some examples off the top of my head:

- How to Shave 5 Points Off Your Game Around the Green
- Choosing the Best Clubs for Each Shot
- How to Bet (and Win) on the Links Every Saturday Morning
- Gearing Up for the PGA Tour - Taking Your Talents to the Pro-Am Level

Do you see how I'm catering to the audience? Not everyone will be seeking to go on the PGA tour, but some of your readers will. Not everyone will believe in gambling, but lots of golfers put the chips on the

table when they tee up as a weekend warrior.

Let's look at another example:

Your first product was an eBook on Maximizing Your Health Over 40. It addressed men and women's concerns about how to live a healthier life when you're considered "Over the Hill."

Follow up (or backend empire-building) products could be:

- How to Keep Your Blood Pressure Down Without Medication
- Energizing Your Body by Energizing Your Mind
- Staving Off Arthritis (or Osteoporosis)
- The Cure for Male Pattern Baldness
- Hormone Replacement Therapy Alternatives

Notice some of these would be good for men and women, but some are targeted at separate genders. You can produce narrowed niches within your broad niche all the time. Sometimes the more narrowed niche is more profitable.

For my Writer's Guide, I could develop other products my audience may be interested in. Since I know they're writers, then anything to do with that topic could be what they're looking for:

- How to Write a Killer Query Letter
- Getting an Agent to Say Yes to Your Manuscript
- Promotional Tour Dos and Don'ts
- A Guide to Conducting Interviews
- Contract Negotiations for Writers

Or, since the audience reading this eBook is learning the ropes about Internet marketing, which is in itself an enormous topic, I could write thorough eBooks on every 'net marketing topic - like blogging, website creation, and affiliate marketing.

You get the point.

A lot of your backend ideas will come from your keyword research – another reason it's so vital to your online success. If I see that technical writing has a huge following, then I might create a Writer's Guide to Technical Writing or something like, "How to Find Technical Writing Jobs on the 'Net."

Always be adding to your file of ideas, and when the time comes that your last product is launched and automated with sales, move on to the next idea and follow this guide from start to finish again.

Marketing on the 'net is a business that has unlimited potential due to the sheer size of your target audience (global) and the limited number of people who know about 'net marketing.

Like I said early on - it's not a get-rich-quick scheme. But you can definitely have the opportunity to tap into a market that delivers financial security like you never knew existed.

I told my friend one day, when speaking on Internet marketing: "It's work... but it works!" I heard this from one of my guru mentor friends. You can't expect to launch a shoddy site and not drive traffic to your product, which you created on a whim without any research, and expect to make any sales.

Here's to your future success,





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