# The Power of eBooks

By **Corbin Steele**

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# The Power of eBooks

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[How to Get Tons of Free Traffic to Your Site Check It Out Here.](#)

[This is a Crazy New Way to Get the Traffic That You Couldn't Get Before; AND It Works!!](#)

[Is This Valuable or What? Listen to the Whole Video to Find Out. Click Here.](#)

[This is a Smart System to Generate Sales. Check it Out.](#)

[This Powerful System Will Help You Sell Almost Anything That You Want.      Check It Out!!](#)

# IMPORTANT:  READ THE FOLLOWING

This report was specifically designed to help the internet marketer who is just starting out and all others who feel that they could improve their marketing skills.

This report can best be utilized by printing it out so that you can read it easily, and can treat it as your own tool for improvement. Print it out, read it, underline and circle the parts that have a greater meaning to you. Use this report to help you improve your internet business.

There are many rules of success but three of them are:

1.  Success is not bought and it is not free. You have to earn it.
2.  When preparation meets opportunity, success happens.

The above two principles lead to the third principle:

3.  If you work toward your success. That is, you prepare for the opportunity, success will come to you when the opportunity presents itself.

The opportunity is already hear. Thousands of people are succeeding with internet businesses.

But they are doing it by making the proper preparations. Success is not free, and it is not bought. It is prepared for.

Treat this and other fine reports as your tool for preparation. Use it to help you improve your internet business skills. Plan for success.

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

Benjamin Disraeli (1804-81)
England's Prime Minister in 1874-80.

# Why ebooks & information products?

The ability to create eBooks places you in an incredibly powerful position. Ebook selling will allow you to make your own unique product; it will make your business different from any of the thousands of sites on the Internet competing for the market.

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

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

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

The beauty of eBooks is that they can also generate masses of visitors for your web site and create thousands of leads. If you need to find prospective customers a free eBook can be the perfect solution. Simply ask your web site visitors for their contact details in exchange for a free information product (an eBook).

[Find Out How to Create Multiple Streams of Income. Click Here.](#)

Use this free eBook to give them a version or sample of your related product/s. Include details of where they can find you main products and use simple follow up tools like auto responders to turn these leads into sales. (More on the methods later) If you ensure your free eBook contains enough quality information and it offers plenty of encouragement for the reader to follow the links back to your site for more information they will come.

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

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

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

'eBook' is short for Electronic Book - (a book delivered in electronic format.) EBooks are usually in PDF format, but can be in other formats such as those used by Amazon Kindle™. However, I will concentrate on how to make them in PDF format.

I use PDF Adobe Acrobat. I subscribe to Adobe's creative cloud and Acrobat comes with it with about two dozen other products for one monthly price.

Acrobat is free to the public, but I do not know if the one free to the public can be used to convert word processing documents into PDF format.

I use to use PDF Converter Professional 9 by Naunce. It allowed me to do everything but wash the dishes, and they are probably working on one that will do that. It is extremely easy to use. You can type up your report using your word processor and convert it over to their PDF.

It comes with a powerful help manual that is easy to find things in and explains things in a very simple manner. I have been totally satisfied with this product. This report was created using PDF Converter Professional. You can get the product at [www.naunce.com](http://www.naunce.com).

What you will be selling is information. "Information selling" isn't a new concept, in fact billions are made every day by organizations and individuals that sell information directly, or who provide the means and access to it.

[Find out how to explode your affiliate sales](#)

However, the Internet has provided a whole new arena for anyone to sell information products on a level playing field. It is the internet that holds the key to your success because of these four key factors:

- It allows you to research your work quickly and without cost.

- It allows you to identify potential customers and market sectors.

- It offers a practically free marketing channel to promote your products.

- It provides a ultra low cost method of product distribution.

You don't have to be a good writer to succeed with eBooks. I will go into this later, but don't let the prospect of writing scare you. There are ways to legitimately produce eBooks and sell them without having to write a lot.

[If You are Just Starting Out, Try These People](#)

[Must Have: How to Use Videos to Explode Your Traffic](#)

[Click Here to Find Out How to Create an Avalance of Traffic to your Site Just when You are Browsing.](#)

[This is a Crazy New Way to Get the Traffic That You Couldn't Get Before; AND It Works!!](#)

[Want to Know How to Get an Avalance of Traffic? Check this out here.](#)

[Double Your Traffic? Check Out This Site.](#)

# The Real Truth About Selling EBooks – It's Easy.

People have and always will be prepared to pay for information. One of the strongest human desires is to learn, to be educated and to better ourselves.

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

Ebooks have become desirable because of their instant nature. A person can posses and be reading an eBook within minutes of purchasing it.

This eBook will show you how to create eBooks, how to package your information products and how to then promote and sell them without any big financial risks.

This information can change your life.

[Do You Want to Build Your List? Check This Site Out Here.](#)

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

You might choose to work for only a couple of hours each week and make a healthy second income. Or you can work more and make more. How hard you work and how much you make is up to you.

**YOU MUST BE PREPARED TO LEARN AND PUT INTO PRACTICE WHAT YOU LEARN FROM REPORTS LIKE THIS - IF YOU DO, I EXPECT THAT YOU WILL BE SUCCESSFUL - IF YOU DON'T YOU MIGHT NOT.**

I mentioned above that there are ways to legitimately produce eBooks and sell them without having to write a lot.

Give your readers the facts, present them well, educate your readers and enrich their lives. Give them information that will help them.

Find out what the people in your target market are interested in. Research the facts related to those problems on the internet. Organize the facts that you have discovered into various subtopics and write your eBook.

Most eBooks take a week or less to write. Most eBooks are less than 100 pages; often less than 40 pages. Some people can write one in just a few hours.

Your eBook doesn't have to be long. It only has to give useful information in an organized manner.

Your eBook does not have to be original either. People have created eBooks by compiling essays written by others; and made money doing so. Some have made hundreds of thousands of dollars in this manner.

[Fresh Leads and Sales. Check This Out Here.](#)

[Start Getting FREE Traffic and Making Money Today Find Out How Here](#)

[Do You Need a Powerful Way to Grab Visitors? Click Here.](#)

[If You Need to Sell Lots of Products, This Is the Solution. Check It Out Here.](#)

[Are You Having Trouble Setting Up a Money Making System? Check this Out Here.](#)

# Know What Ebooks People Will Buy

There are approximately ½ billion people surfing the web as I write. There may be more by the time that you read this. The potential market is massive.

However, the power of the internet is not in its size. It is in your ability to easily target your market. Moreover, it is in the ease wherewith you can find the target market that has the most potential buyers and the fewest competitors.

It is best to write about what you are interested in and know about. It is even better if you have a passion for your topic. Most people are interested in many things so you will have more than one topic that you can choose from.

Go to https://adwords.google.com/KeywordPlanner#search.none to find out how many other people are looking for something that relates to key words that you enter. That tells you how many people might be interested in your subject. Another tool to find out how many people are searching for a key word is Google Analytics™.

http://www.bing.com/toolbox/keywords Will do the same for you for the search engine Bing™.

I did a search for a similar tool for Yahoo and couldn't find any.

Also, www.Traffictravis.com has a free tool that you can download for that purpose.

## Free Trial. Could This Be Your Solution? Check It Out Here.

If you use the same key words in the Google search engine, Google will tell you at the top of the page "About 168,000,000 results" or some such number. That's how many places are out there that feature that topic in some way. That's your competition.

If you divide the number of people who are interested in your topic by the number of people listed in the results, you will have an indication of how well you might be able to sell your eBook for those key words.

The higher that fraction is, the better are your chances of making sales in that target market. The more people are searching for that term, the greater will be your customer potential. The fewer people that have sites up the less competition you will have and that is what that fraction measures.

Don't worry if the fraction seems small. Most of your competition is on page 100 or later of your Google search. They are not very competitive.

Discover a need, target the market and create eBooks for that market.

Try to avoid fashionable subjects or subjects related to current news stories. The interest in such subjects can be short lived. People are interested in the subject today and uninterested tomorrow. You do not want that kind of market. You want a target market that remains even.

[How Can You Sell Thousands of Products? Find Out How Here.](#)

Stay organized. Create a spreadsheet and note the URLs of the sites and forums you visit, add helpful notes and comments about any interesting stuff you pick up along the way. Copy any good articles that you find into a word processor document and save them into a folder. They will make good research material for you later.

 - This part of your research can be a little time consuming but it will be helpful as your business develops so take some time and immerse yourself in your chosen subject, believe me it will pay dividends later.


# Where to research:

The Internet is an excellent tool for research and it's free. Type in the key words to any topic that you want to research, and any search engine will give you a listing of thousands of websites. Many of them will have articles pertaining to that topic. Most of those sites that have articles will have links to similar articles. You will become a veritable expert before you are done researching.

You can also get books from Amazon.com, your local bookstore, or the library; but I am able to accomplish almost all of my research on the search engines alone.

# Getting Organized:

Create a new folder on your desktop (right mouse click - new - folder) and call it 'EBOOK PROJECT', or whatever. In it, you can create other folders for good articles that you have found, research, articles that you are working on, eBooks that you are working on, and so forth.

The document that you are writing the eBook in can be a document file in the primary folder that holds all of the other folders, but if you write more than one eBook, you should have a separate file for each eBook. When I have many eBooks, I create a separate folder to hold all of my eBook folders.

[How Easy Is It to Get Commissions from Home? Find Out Here.](#)

If I am creating a website, I will create a separate folder for that. I believe that this is especially important with websites because if material from a website is mixed with material pertaining to other things it makes it complicated and confusing when you want to port the information pertaining to your website to your website host.

If your website is related to you eBook you can put both the 'EBOOK PROJECT' folder and the website folder in the same parent folder if you want, but always keep your website separate from other things and keep each website in a separate folder. I would call the parent folder: "Web businesses" because I would like to have all of my websites in the same folder.

If I ended up with a lot of folders, it might look like the following:

| Web businesses folder contains: | | | | | | | |
|---|---|---|---|---|---|---|---|
| Websites folder | | | | 'EBOOK PROJECT' folder | | | |
| eBook site | Affiliate Site | All about Elephants Site | My Blog Site | Ebooks that I am working on | research | Articles | |
| PS. You might not have a site on elephants, but you might have one on something else. | | | | Under 'eBooks that I am working on' would be: | | | |
| | | | | "How to ride Giraffes | "How to cook Ice cubes" | "How to Market on the Internet" | Etc. |

When writing each eBook, write each chapter separately so that you will have one document for each chapter. You can merge the chapters together when you are done. When I have a finished eBook, I convert it into a PDF file that will be my eBook in final form. I keep both the document files and the PDF file in the same eBook folder.

When you organize in the above manner, you can almost always find things that you are looking for, and will almost always know where to save things. If you have something new that doesn't seem to fit, create a new folder.

[Do You Need a Powerful Way to Grab Visitors? Click Here.](#)

[Do You Want Google to Notice Your Backlinks? Click Here.](#)

[If You Need to Sell Lots of Products, This Is the Solution. Check It Out Here.](#)

[Are You Having Trouble Setting Up a Money Making System? Check this Out Here.](#)

[Free Trial. Could This Be Your Solution? Check It Out Here.](#)

[How Can You Sell Thousands of Products? Find Out How Here.](#)

[How Easy Is It to Get Commissions from Home? Find Out Here.](#)

# How to market your eBook(s):

I prefer to build up a list of clientele, and then sell my products to them. I do that by building a mailing list of people that I will be doing business with. I build the mailing lists by offering people a free eZine, free tutorial over a period of time, or a series of free reports over a period of time.

EZines are an excellent tool for building customer lists because they can go on forever. EZine Bee, www.eZinebee.com has a way that you can use their eZine for free to funnel customers to your site. It is one of the most powerful, well written and well thought out eZines on the internet.

It is the type of internet magazine that every internet marketer should want.

Is This an Easy Way to Sell Your Own Products Even If You Don't Have Any Now? Check This Out Here.

Because of this it should make an excellent eZine for you to distribute. Their site, www.eZinebee.com shows you how to both subscribe and how to make their eZine work for you as a distributor. The magazine is free to subscribers; but it is absolutely free for you to use as your own eZine as well. Moreover, eZine Bee will give you a package that contains both a landing page and a thank you page that you can use with your eZine; and instructions on how to set up your own traffic funneling eZine.

What makes them especially powerful is that they offer their eZine in PDF format. The eZine only takes up a little space in the email, but has links to full length PDF articles. This means that the magazine packs a lot of useful information per issue that people will want to get hold of; and the emails that the links come in still have plenty of room in them for you to use to mention your products.

I use landing pages to attract people to my eZine, or tutorial, or series of free reports then send them the links to the eZine, free tutorial, or free report(s) for the week. In the emails, I often offer my people other things for free or products that I am selling.

I often offer affiliate products that can be found at www.goodguysproducts.com. They offer up to 75% commission so it is well worth it to sell their products. [PS. At the time of this writing the site does not have its own products yet. However, it soon will and they will be offered at a high commission.]

I build separate sales pages for each product that I am selling; and have links to them in the various emails that I send out.

That is how I promote all of my products: 1) I have created landing pages that lead to eZines, tutorials or free reports that I send out over a period of time. The eZine that I use is already set up for over one year of issues; and will continue to go on after that. I use www.eZinebee.com as my eZine of distribution.

## Is This the Easiest Source of Getting Traffic? Check It Out.

2) Then I offer my products, eBooks and whatever in the eZines, tutorials, and series of free eBooks. The links in eZines, tutorials etc lead to the sales pages where I make the sales.

With this method, I make sales to people who already trust me because I have supplied them with a top quality eZine, tutorial, or other valuable free service. Moreover, I still have my customers after I have made the sale because they are already on my mailing list.

Since I am telling you where you can find a good eZine that you can use to your advantage for free, you can use the same expert marketing method that I use. Use a landing page to attract people to your top of the line internet magazine. Use the eZine to advertize your eBook or other products, and provide links in your eZine to sales pages to your products.

While you are writing your eBook, you might want to use the system above to earn some extra money. Just set up an eZine of your own using the tools and materials from eZine Bee; and then find some affiliate products from www.goodguysproducts.com, and sell them at 75% commission. 75%commission is almost as good as owning your own product and you don't have to put in the time to create your own products.

## How Easy Is It To Get Set Up to Sell Thousands of Products? Find Out Here.

## Can YOU Tripple Your Proffits in Any Niche? Find Out How here.

# Web Hosting:

The next two things that you need are web hosting and a domain name. You need a domain name before you can host it, but most hosting companies offer domain registration at a reasonable rate. I use [www.Ipage.com](www.Ipage.com). They seem to be one of the fastest growing and most reputable companies on the internet.

Hosting companies are easy to sign up with. Just log into their site and sign up. You're done.

[How Do You Get up to 71% More Readers for Your Blog or 84% More engagement for Your Facbook? Find Out Here.](#)

Don't use free hosting. It makes you look like an amateur. You will gain far more from paying for a credible host for a credible site than you would ever get from a free hosting site.

Free hosting sites are supported by advertizing. This advertizing will distract people from what you are trying to accomplish at your site and often draw them away from your site to what they are advertizing. They will also make it look unprofessional. Finally, they often have pop ups that will take people away from your site. The pop ups can also be annoying and cause people to dislike your site.

# Getting Your Domain Name

You still want a domain name for your site. All of the good names seem to be spoken for. One that you can use is hard to find.

My preference is a spiffy name ending in '.com'. Like I said, those names are probably spoken for. Most hosts including Ipage make other suggestions if your name is already chosen, and allow you to play with different word combinations.

Brain storm several variations on paper before trying your names out with the domain registration service. If you can't find any names available in dot com, or the names that you finally come up with seem unappealing, sleep on it.

[How Can You Sell Thousands of Products? Find Out How Here.](#)

I have registered several names that I have regretted and either discarded or never used. It is better to wait a day or two and come up with a good name that you can use than it is to come up with a poor name immediately, and find that you need to change it. Changing a name after you have started your business can cost you a lot of customers.

I prefer dot com domain names because when most people type a domain name in from memory, they remember '.com'. You will get more repeat customers with dot com in my opinion. The same is true of short pithy names verses long names. People can remember and type "bing.com" with ease, but it is hard to remember "getyouraardvarkdressedinpinkpajamas.com". Long names are open to typos too. By the way the name of the long domain name was: "get your aardvark dressed in pink pajamas".

You may not be able to get everything you want. You may have to choose between a short pithy name with a 'dot info' and a long easy to mistype or easy to forget name in dot com.

Don't use spaces in your domain name. Search engines don't recognize them. You have to use special characters to create a space in a URL and most people typing in your domain name won't realize that. When people miss type your domain name they rarely find you.

## [How Do You Get Lots of Traffic Without Spending Money? Find Out Here.](#)

If you really want to use your two or three word domain but it is taken, you can use hyphens. "jumpingjack.com" is different from "jumping-jack.com". However, if your people don't use hyphens, they will end up at another site.

Three words in a domain name can be awful long. There is a lot of room for a typo and even some room for your customer's to forget. I recommend that you don't use more than three. There is too much chance of a typo with more than three words.

My feeling is that most people will find you through links and your own sales efforts. The name can be anything and people will find you. It is when they are trying to find you on their own later that your domain name becomes significant.

Another factor to consider is key words, but I think that you should forget about that. Everybody else and his dog has a domain name with the key words that you might want.

Many experts also recommend using words in your domain that relate to the 5 senses – touch, smell, see, hear and taste. Especially use words that help people visualize. However, a lot of those types of words may have been grabbed up.

[Do You Want Tons of Traffic? Check This Out Here.](#)

It comes down to this: You may not find a domain that you want that is available. You may have to do with a dot net domain name – the second most popular extension. You may have to go with a less popular extension. It is best to sleep on it and not to choose a domain name that is long. After sleeping on it, select a name that is best for you.

As I mentioned above, most of your business will come from links to your site and advertizing. The traffic that you get from links and advertizing is what will drive your business no matter what your domain name is.

[Find Out How to Generate Affiliate Commissions in 24 Hours or Less. Click Here.](#)

[Create Your Own Money Making Sales Funnel in Less Than 60 Minutes Click Here](#)

[Easy, Proffitable. Perfect for Beginners Check It Out Here](#)

[The Easy Way to Create Professional Videos with Just an Iphone Check It Out Here](#)

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

Most hosts provide tools that help you build a website. The HTML that goes into creating a website can be sophisticated, but a simple, easy to use editor can handle all of that for you.

Top of the line editors are: Dreamweaver™ by Adobe™ and Microsoft™ Publisher™. I use Dreamweaver myself and find that it is excellent.

Other web editors are:

**http://www.kompozer.net/ Free**

**http://www.coffeecup.com/html-editor/** $79

**http://www.virtualmechanics.com/products/dwarf/index.html Free**

A web site is primarily made up of pictures and words. That's it. That is not complicated. Like I said, the editor will handle that for you.

Your website doesn't have to be perfect at the beginning. Make some effort to make it look good, but know that you can improve it as you go along. Don't worry if you think that you can't make a good webpage. You will have plenty of time to make improvements later.

Most webpage editors will open to a page with a top part called a heading, a side part under it on the right or the left called a sidebar, a large section under the heading called a content section and a part on the bottom called footer. They all have an easy way to change or delete any of these or move the sidebar to the other side.

## How to discover Cash in the Most Profitable Niches Click Here

What the editor first shows you should be just fine to start. It will probably be a header, right sidebar, content section and a footer. The header often has a picture in it.

A good website has a picture at the top called a header and a title. If your web editor is provided by your host, you will be building your site

in a work area provided by the host. The editor will have an easy way that you can send pictures to that place and any other place that you desire.

When you select 'picture' or 'image' or whatever they call it they will provide a place where you can select a picture. Some hosts have a catalogue of pictures that you can select or you can select one from your computer because they also allow you to download a picture from your computer.

If you have an editor on your computer that you are using; it will have a folder that it will store your webpage in when you save it. Create a folder in that file called pictures. Place any pictures that you may want to use in that folder.

[Capture More Leads; Convert More Customers Find Out How here](#)

When you select a picture for your header or any other picture, select it from that file. If the picture isn't in the file, copy it into that file before you move it into your website.

What you are doing when you are creating pictures on your webpage is showing people a picture that is located in a folder. If you deleted or moved the picture from the folder, it would no longer be shown in the webpage. If you moved the folder, it would no longer be shown on your webpage.

When you are working with a webpage editor at your host, it will create the picture folder for you. If you are creating a webpage on your computer, you have to create your own folder to store your pictures in.

This is important because you will want to place your finished webpage at your host. You will want to send your pictures over with the webpage so that it will be able to show them in the webpage. It is easiest to do this if you have a folder with the pictures in the webpage folder.

The picture should be eye catching and can have some words on it. You can say slogans like: "Fantastic Buys", "Products Made for You", whatever you think will excite your visitor.

You can download a picture from your camera, or find one on the web, or find Private Label Rights (PLR) pictures and headers on the internet. PLR products are products that you can do whatever you want with once you have them. They cost anywhere from zero to a few dollars. They have a page that tells you what your rights are so read that before you use them, but usually you can use them any way that you want. You can even use them for a door stop and some of them are only good for that. You get what you pay for.

If you want to add text to your picture, you can use paint which comes with most PC's now days, an image editor such as gimp (free on the internet) or PhotoShop™ probably the best image editor on the market. (I use PhotoShop).

[You Have to See It to Believe It. Click Here to See.](#)

The more that a software can do, the more complicated it can become and the image editors take some time to learn. There are tutorials available on the net, and you can purchase a book to help you learn how to use them.

I recommend that you make some effort to learn how to use an image editor if you are serious about your business, but at the beginning you can just whip up some text of the proper size and put it on your picture. Use paint if you have nothing else to work with. I took a class in PhotoShop at my local community college myself.

The Title of your site should be Big, Bold and stand out. Your URL or domain name should be under it.

Don't have too many slogans. One good one is enough. Later on your will develop what is called a Unique Selling Point (USP). This is the one thing that sets your business apart from others. It can be: Faster service, Integrity, Quality, We listen – something that you want your business to stand for that sets your business apart from others. When you have a USP, you can use that as your slogan.

Put one slogan up now. You can change that slogan later.

The slogan and title can be in your header, or they can be at the top of your content section.

Your content section can have products that you have for sale, pictures, links to sales pages – whatever you want.

If you can find good articles to show in your content section that is good also. It is called the content section because it shows content. www.goodguysite.com has some excellent articles that are available in its article section.

[Can You Get 7,646 Leads and $83,738 Sales in 14 Days. Click Here to Learn More.](#)

[The Above Statement Did Not Tell You Enough. You have Got to Check This Opportunity Out Here.](#)



[This is me – Corbin Steele Telling You. You Have Got to Check Out The Above Opportunity!](#)

You can use them at your website if you wish. The Good Guy Site only asks that you give credit and provide a link back to that site. There is a link at the bottom of every article to that site so if you copy and paste the entire article including the title and the link at the bottom, you will have all that you need.

You're selling eBooks, but you can sell other things too. It's your site.

Your side bar at the right is what people will see first after the header. This is an excellent place to sell your eBooks and whatever else that you might want to promote.

While you are at it, don't forget affiliate products. You may not have that many eBooks and products of your own at the beginning. Having more products can mean more sales.

As mentioned above [www.goodguysproducts.com](http://www.goodguysproducts.com) is a good place to find products that pay a high commission. [PS. As mentioned earlier, the site does not have its own products to promote as of yet, but it should have them in a few weeks. When they become available, they will be sold at a low price and offer a high commission.]

If your selling eBooks, you need pictures of the eBooks to go with them. These are called ecovers. When you show a well designed ecover with the download page to the eBook the quality and professionalism of your presentation increases several fold.

[Do your want to Build your list fast and make money? Check this out here.](#)

If you want to make sales you must present your products in a professional manner and ecovers are a key to that.

[www.goodguysproducts.com.now](#) has an ecover maker fully developed and will soon make it available at its site at a very low price. Again, it will be offered at a very high commission for anyone interested in making money.

## A Content Site:

You don't have to confine yourself to one site. One site can be primarily for content and some links to your affiliate sales pages, links to your eBooks, and links to your other sites.
The Good Guy site is an excellent source of content, but you can also get content from RSS feeds, and article directories.

RSS feeds supply articles to your site automatically. To find out how they work, look up RSS feeds on a search engine.

Article directories are places where lots of articles are stored and categorized in directories. They store articles in article directories so they are called article directories.

How many articles do they have? Sometimes zillions. I know. I counted them. They are separated into lots of categories: automotive, business, internet, self improvement, everything.

[Master Affiliate Marketing Click Here!](#)

If you see an article at one of those directories that you think would relate to your site, you can use it at your site. All you have to do is

copy it to your site along with any credit to the author and his resource box if he has one without making any changes.

They are the ones that have put some effort into writing the article so you should not change it when you display it at your site and you should give credit to the author.

The resource box is also a must. If you are going to use their article, they ask you to display the resource Box. Some people don't use a resource box so you can't display it, but if they do, you should display it with the article. It is like the Bible says: "The laborer is worthy of his hire." They wrote the article so they deserve the recognition.

Like I said, you can have advertizing, links to your eBooks, banners and other sales tools at your content site.

Pay Per Click (PPC) advertizing is another thing that you can use at your site. PPC is where someone clicks through a link at your site and you get paid just because the visitor clicked through. (You get paid whether or not he buys. All that the visitor has to do is click through.)

For the best effect, you can merge PPC within the content or display it in the footer of your webpage. PPC does not pay as well as your own products, or affiliates sales and the higher up that you place a PPC ad on your webpage the less chance your customer has of seeing better paying ads. However, lower down in your content and in the footer of your webpage are good places to display PPC ads. By the time that they get to the PPC ads, your visitors have seen all of the other ads that you might have.

## Find the Easiest CB Products to Promote Click Here!

Adsense by Google is the best known PCC, but Bing/Yahoo also have their own PCC network.

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

## Sales Website:

This site will be devoted to selling your eBooks, your other products and affiliate products. You can do PCC advertizing at this site also, but PCC is best used in content rich sites.

It is important at this site to give some background information about you. Anytime that you want to sell something, you have to build trust. It is essential that you have a profile page about yourself. Do as much at that page to demonstrate that you are human. Show family photos, you with your kids, your wife, and your dog. Have videos on that page that show you and your family doing things. Videos are not always good to use in a webpage because they slow the loading of the page down and you want the page to load fast before people lose patience. However, videos are excellent for a profile page because they do so much to make you and your family real. Do whatever you can on that page to show that you are human.

Link all of your pages to your profile page, but make doubly sure that your sales page is linked to it because that is the page that needs to gain the most trust.

(You will also have dedicated sales pages for each item that you are selling. Do NOT have links to your personal profile in these.)

[Generate Online Income Stream ATOMATICALLY Click Here!](#)

You can also mention a little about yourself leading up to the link to your profile, but your sales page will be devoted to sales.

Each item that you are selling should have its own dedicated sales page. This is a page that just lists the benefits of your eBook or product (one product per page), creates a sense of urgency, and asks them to purchase the item. It doesn't do anything else or sell anything else. It does not have any side bars.

These dedicated sales pages will not have any links to your personal profile.

This may sound like a lot of work, but you will be starting small and growing as you add products. Most affiliates that you add will have their own sales page that they provide for you to use.

When you first start out, you may not have your eBook finished yet. You might start out with the landing page and thank you page that the eZine Bee supplies for you; find some affiliates to sell in your eZine. (They will supply their own sales pages for you.) And build your content page as you go.

By the way. I link all of my pages to the free eZine subscription – my content page, my profile page, my main sales page. But not the dedicated sales pages; they are dedicated to just sell the one product that they were created to sell. That means that almost any where they go in my sites, they will find a link to my eZine.

## Sources of help:
[http://www.htmlhelpcentral.com/](http://www.htmlhelpcentral.com/)

[Can 3 minutes of Effort Can Bring in $7,693.20 Per Week??? Click Here TO Find Out!](#)

# The real Power of an eBook!

The real power of an eBook is **not** in that you can sell it. It is that you can distribute it and can have links in it to other products that you have and to affiliate products. For example, it your eBook is on building traffic, you can have a link on it that leads to an autoresponder that you are promoting. Autoresponders are essential for building traffic. You can have a link to an eZine that you are promoting. EZines are another tool for building traffic.

Many of the master marketers don't even sell their eBooks. They give them away and encourage others to do the same. By doing this they create a viral effect. Each time that the eBook is given away, one more person will have the book which he can give away again. People won't just give it to one person at a time. This is the internet. People will be giving the book away to several people who will be giving it away to several people in return. The eBook goes viral.

Each time someone gets the eBook, he sees the recommendations in the eBook for other products. Then he is encouraged to give the eBook away.

The expert marketers encourage people to give the eBook away as a promotional item. People can use it as a freebie to give away with their own product. By packaging the free eBook with their own product, they increase that value of the product that they are selling.

[For Strategic Marketing Knowledge Click Here!](#)

It is because the eBook increases the value of their product that people jump at the chance to give the eBook away.

What does this mean to you? If you sell the eBook, you will make one sale. If you list some of your other products in the eBook and give it away to ten people to use as a promotional item; and the people who get the eBook as a free gift with their product give it away to ten people in turn and they to the same thing, the eBook will have been given away to 1,000 people. If 1% of the people who got the eBook for free buy something from you because of links that you have in the eBook, you will have made 10 sales.

Moreover, they will still be giving the eBook away as a promotional item. There are a lot more sales to come. And all 1,000 people will still have the eBook. They may still buy something in the future because of the links in the eBook.

You don't have to confine the links to items that you want to promote to things that you have created. If you find some good affiliate programs that are related to the topic of your eBook, you can create links to the sales pages for them in your eBook. Most affiliate vendors supply their own sales pages that you can use so you don't have to spend any time creating a sales page for their products.

[Want to Learn How? $5000.00 from Scratch Click Here!](#)

# Nine Rules of Creating a Good Sales Page

I mentioned above that you will have a sales page that lists all of your products and will also have dedicated sales pages for each item that you are selling. The following are 9 rules for creating a good dedicated sales page:

1. Provide a business contact address if you have one, or at the minimum, an email address where you can be contacted. Reply promptly to any emails you receive.

2. Offer money back guarantees and honor it. It's better to refund a sale if there's a genuine reason than to upset someone.

3. Don't make exaggerated claims about your product and avoid clichés. This will cause your web site to lose all its credibility. Using statements such as 'It's the best' and 'Unbelievable but true' smack of amateurism so avoid using them.

4. Page counters and gizmos:
   If something on your page serves no real purpose it will only slow down the page loading time unnecessarily.

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

6.  Make sure that you tell the potential customer about all the main features of your product and provide at least 2 benefits per feature.

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

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

   BLUE - Inspires trust and confidence.

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

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

Don't make the pages hard or even impossible to read by using a dark colored font on dark backgrounds or bright colored font on light Backgrounds.

8.  Stick with the standard fonts that everybody has like Arial, Courier or Times New Roman or better still Verdana, which has been specially designed by Microsoft to make reading from computer screens easier.

    Set your Page width to a maximum of 600 pixels so that people don't have to scroll from left to right.

9.  Don't use fancy navigation systems. Use simple hyperlinks and underline them. Put them at the top and bottom of each page. Make it easy for people to use your site and give them the chance to buy from you.

[Discover 3 Easly Methods to Make EASY Cash Click Here!](#)

# Effective Design:

**1. What do I expect from this web site?**
Always ask yourself: "What you want your web site to do?" If you want it to sell and make money use it to sell, don't educate or entertain, don't distract from its purpose - just sell. If you want it to inform, concentrate on good content.

**2. What do I want my customers to get from this web site?**
Make sure that your web site is informative and helpful and provides enough information to allow the customer to come to a buying decision.

Don't create questions and leave them unanswered because it will lose sales. When you have proven the effectiveness of your product provide an easy way for people to buy it.

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

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

[Would You Like to Know How He Did it? Click Here!](#)

[Before You Try Anything Else, Check This EASY AND LAZY WAY TO MAKE FAST CASH ONLINE. Click Here!](#)

[The Secret Of The Most Profitable Advertisement In History Cick Here!](#)

[This Is How to Get 4,000 Clicks. Cick Here!](#)

[How do You Get 50 New Subscribers Every Day? Click Here!](#)

[Just Starting Out Or Struggling? Learn Proven Methods from a True Guru Click Here!](#)

# Sales Copy:

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

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

**Features and Benefits:**
A feature of your product is something it has; for example, your e-book might have an index. That's a feature; it's something it has. The benefit is something that the feature does. The benefit of an index is that it allows the reader to look up specific references to a topic in the eBook.

A customer's buying decision is usually based on the relevance of the benefits that your product offers them; the actual features of your product very rarely help a customer decide to buy a product so you must highlight the benefits.

[Easy Way to Learn How to Set Up an Email Machine Click Here!](#)

The benefit tells you what a product has. The feature answers the question: "So what?"

For example: If I were to purchase a car, the fact that it had a fuel-efficient engine would not be my reason to buy it. My reason would be that the fuel- efficient engine (a feature) meant that my petrol bills would be less (the benefit). My buying decision in this example is made because I will save money on fuel.

Applying the 'SO WHAT' rule: The car has a fuel efficient engine. So what? That means that it runs further on a tank of gas and that you can save fuel.

Now you try: Create a big list of your products main features, select from the list the top ten that you think will appeal to a customers the most, then for each feature apply the 'SO WHAT' rule and list as may benefits as you can.

When you have a list of 10 or more benefits pick 2 or 3 and link them together. By working this way your sales copy will practically write itself.

When you're done go make yourself a coffee and read the paper or go for a walk.

[If You Are New to Email Marketing You Must Check This Out. It Is A Proven System That I, Myself, Use. Click Here!](#)

Then go back and read it through again, making any changes you think necessary or better still ask a friend to read it for you and ask them to give you an honest opinion.

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

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

This method of testing is called split testing and is use by all of the expert marketers.

[Succeed With the Right Niches lick Here!](#)

[Real Money Streams - Brand New Biz Opp Offer!](#) [(view mobile)](#)

[Want to Earn extra Money? Click Here!](#)

# Your USP

**What Is Your USP?**
If your scratching your head you're not alone, many so called web marketers couldn't tell you the difference between a USP and an UPS (United Parcel Service). So what is it?

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

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

**How to determine your USP?**

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

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

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

## Find the Technique That Works. Click Here!

With a planet of 7.3 billion people, others will also offer USPs. If you want to stress quality as the feature that makes you stand out, be assured that others will be doing the same.

Your Unique Selling Point is what you take pride in and it is what you want to present to people as the value that sets you apart from others. It is the first quality that you want to give priority to improving and to making your site and products stand out from the rest.

Here are some more ideas to consider:

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

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

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

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

## How to Generate Multistreams of Income to Your Site. Click Here!

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

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

# Magic Words:

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

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

AMAZING ---- YOU ---- MONEY ---- NEW ---- INCREDIBLE ---- SECRETS ---- DISCOVER---- REVEALED ---- PRIVATE ---- BREAKTHROUGH ---- POWER ---- SHOCKING ---- GUARANTEED ---- INSIDE ---- EASY ---- FREE  ---- CRAZY ---- EXPLOSION.

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

[Find Out How To Get 5,000 Clicks to Your Page Today. Click Here!](#)

**Attention Grabbing:**
Now here's a little test: Can you remember the last dozen of the hundred or so advertising messages beamed at you today? Can you remember any at all? Most people can't it's a fact and this illustrates the biggest obstacle you need overcome to successfully promote your e-books on line. You must capture your prospect's attention in the first few seconds of your web page loading or your sales message will be ignored.

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

**1.** Make a dramatic statement: This has the greatest effect when it describes a major benefit for your prospect.

**2.** Ask a provocative question: I once saw a direct mail letter that began with the question, "If you're such a good salesman why aren't you making £100K a year?" Not many salespeople could resist reading that letter; especially if they weren't making £100K a year and I have found this to work exceedingly well online.

**Funnel your prospects toward your sale:**

Sales web sites should streamline their design so visitors can be fast tracked through the site, buy and be gone without being befuddled by a dizzying array of branding gimmicks and sticky site tools. There are no alternative options or choices to be made, no weighty decisions to make or wrong turns to take.

The sales page is there for one purpose to present the product in the best way possible. Have a dramatic heading. Present the benefits in bullet form stressing urgency.

The process should be effortless; in fact the reader's passage through it should be so smooth that their actual purchase practically precedes their decision to buy from you.

**Create A Sense of Urgency:**
If you loose a visitor before they become a customer you may never see them again.

[Would You Like to Make Over $100.00 Per Day With Just One Product Just to Start? Click Here!](#)

Create a sense of urgency to force the decision to buy right now. A time limited offer, an imminent price increase, a limited release and so on. Whichever way you decide to go make sure the need to buy right now features prominently in your sales copy.

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

It's additional work that you may not want to undertake. It definitely works.

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

# Mistakes to avoid:

1. ROLL UP, ROLL UP: Your web site isn't really a mall or a store or even a kiosk. If anything, it's an interactive brochure. If it starts talking, flashing lights or playing music, it will turn people away.

2. OFF TOPIC: Do I follow that online weight loss banner after I buy your e-book on e-marketing? Or shall I go there first and never come back?

3. WE'RE NOT OLD FRIENDS: Don't suggest that you are old friends with you customer. You are a merchant to him andpretending that you are an old friend insults his intelligence.

4. TOO MUCH INFORMATION: You want my email address so you can inform me when you make changes to your e-book. Is it not good enough now? - What have you forgot to put in it? Ask them for their email so that you can inform them about future eBooks.

5. LESS IS MORE: don't offer Forum' membership, a headline news feed, search engine access. Give me the E-book!

6. WHY SHOULD I CARE: This relates to the above tip. Don't offer them something that they won't be interested in. Not even as a bonus. Any bonuses that you offer people should relate to the product that they are buying.

7. SPILL THE BEANS: If your eBook explains to people how to funnel traffic to their site, don't explain how to funnel traffic to their site in the sales letter. If you do that, people won't have to buy the eBook because you have already given them the answers that they were looking for.

Instead of spilling the beans, explain the benefits.  If you have an eBook on how to teach kids math, don't explain how to add 2 + 2. That will be explained in the eBook.

Tell them the benefit. Their kids will be so much smarter if they buy the eBook. They will know what 2 + 2 equals and lots of other stuff.

8. ELIMINATE THE RISK: Prospects often avoid buying from you because they don't want to risk the chance of getting unsatisfactory information. One way you can eliminate that risk is to guarantee their satisfaction. A money back guarantee with few or no conditions is a powerful risk eliminator uses it.

10. DON'T GIVE UP; LEARN FROM YOUR MISTAKES: Any Internet marketer worth their salt will tell you that success is very rarely a first time thing. In fact the majority of today's successful marketers could write a book about the mistakes that they have made (In fact some do - and they sell well) so don't get disillusioned too quickly.

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

[The Information on This Page Could Shoot You Way Ahead of the Competition. Check It Out. Click Here!](#)

[We All Need Traffic. This Could Be Your Solution. Click Here!](#)

[Did They Really Make $4,597.76 in 24 Hours? Click Here to Find Out!](#)

[This is Amazing. You Will Have to See the Video to Believe it. As Much as $11,201.32 Per month. Click Here!](#)

[Find the Greatest Key Words to Rank in Google. Click Here!](#)

[This Will Show You How to Do It For Free. Click Here!](#)

# Getting traffic:

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

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

I'm now going to show you how to generate high volumes of qualified visitors to your web site, what you'll need to do is convert the visitors into customers by using the information I gave you in the previous chapters.

This is probably the most important part of this report because this is where success comes in internet marketing. Success on the internet does not come from making sales. It comes from building a list of loyal customers because without customers, you will not have enough sales to stay afloat.

There are many ways to create masses of web site traffic but your aim should be to attract targeted visitors, (only the ones who are looking for the type of information you are selling).

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

## Search Engine Optimization (SEO): SEO takes two forms: internal and external. Internal optimization pertains to the site itself and is what most people think of when they think of SEO. With today's search engines such as Google and Bing, it only comprises 30% of search engine raking.

The other 70% or more that contributes to SEO is determined by how much traffic your site gets, and where it is coming from.

[How to Get Your Articles Ranked at the top? This is a Must to Have. Click Here!](#)

## Internal SEO:

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

Meta tags are those curious elements of an HTML document that search engines rely on to gather information about your web site. There are three of the main tags, all of which should be placed within the <head> <head> section of your site.

**The Title Tag:** This is the single most important aspect of your listing. The text found within the title tags of the page is given more weight than any other single factor on that page by search engines. In a directory, your entire listing is comprised of two things: your title, and your description. You should include at least 1 of your most important keywords or phrases in title tag and try and repeat this keyword or phrase at least twice.

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

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

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

[This is a Must If You want to Make It on Facebook. Check It out. Click Here!](#)

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

**&lt;META NAME="description" CONTENT="put your description here"&gt;**

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

**&lt;META NAME="keywords" CONTENT="model boats, toy boat instuctions,etc.etc"&gt;**

(Use only lower case)

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

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

[Are You Strugling to Get Traffic This Will Help Click Here!](#)

It is very important that you position your main keywords into the visible sections of your web pages as well as in your Keywords, Title and Description tags. (You can repeat them, but if they constitute more than 3% of your  content the search engines will discount it as spam. More over, if you use the same words 3% or more of the time in your content, the content will seem unnatural.)

**Use one of your best key words or phrases in the heading text on your page, I.E. between the </hl> </hl> and use the main ones in your sub headings - use them again in the main body text. (But not so much that it effects they readability of the content.) You should also use your main keywords in the linking text like this:**

**<A HREF="my link" Title="some keywords here">More keywords as link text</A> (This will display the keywords on hover in IE.) These are the links that people see on external sites and they link to your site.**

**You should also use them in your ALT IMAGE TAGS:**
**<img src="IMAGE NAME.jpg" alt="put some keywords here">**

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

<!-- put some keywords here -->
Try using variations on words, or use synonyms to gain more exposure.

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

You Must Watch This Video to Succeed at Internet Marketing. This video Will Show You How to Increase Your Sales by as Much as Three times!!

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

Webpages are found by 'Robots'. Robots are electronic "spiders" that roam the Internet looking for pages to index to search engines. If you allow Robots to "Index" your page, that means you allow them to log your pages for inclusion in search engine listings. If you allow Robots to "Follow" that

means you are letting them spider other pages on your site to index those as well. You may want to exclude Robots, for example, on administrative pages that you don't want people to find.

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

**External:**

The search engines are only one way to promote your web site and they only account for 30% or less of the ranking of a page. The other ways are external and you are only limited by your imagination as to how to win such traffic.

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

This Is the Exact System That You Have Been Looking for. If You Don't Believe Me, Check It Out!!!

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

**Use viral marketing:** Use a tell a friend java script on your page to make it easy to remind people to tell their friends and colleagues about your site. You can find such scripts at free script resource sites such as

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

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

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

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

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

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

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

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

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

[Do You Want to Make Sales with Clinkbank and JVZoo? Click Through Here.](#)

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

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

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

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


[Want Huge Audiences. Watch This Video](#)

[Awesome!! This will Give You the Products and the Methods to Sell them. DON'T PASS IT UP!!](#)

[Click Here to Find Out How to Create an Avalance of Traffic to your Site Just when You are Browsing.](#)

[If You Are Struggling to Make it on The Internet, You Need to check this out Click Here.](#)

[Find out How to Explode your Blog Sales](#)

# Four Really Important Tips

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

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

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

If the Good Guy's Products site doesn't have this product available by the time you are reading this report, it will soon have at a very good price. eCovers do wonders for your sales. Check the Good Guy's Products site out.

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

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

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

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

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

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

Books on marketing, advertising and copywriting Books on trading stocks and commodities

Books on collecting: figurines, Wedgwood, pottery, etc Books on herb remedies and natural healing.

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

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

[Must Have: How to Use Videos to Explode Your Traffic](#)

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

There are lots of PLR sites on the web that offer PLR products at a low price or for free with membership to their site. Just look up "PLR" or PLR products on Google to find them.

You buy a book or a software program that comes complete with Private Label Rights or Master Resell Rights, this means you can sell it or offer it as a bonus to add to your own offer.

**4. Give And You Shall Receive.**

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

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

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

What makes it work is your desire to have a giving heart. It may not work if you don't want to have a genuine giving heart.

If you do not desire to become good for other people, you won't become good.

'give and it shall be given' is not a gimmick. You cannot give so that you will become wealthy. If you do your motive is wrong.

However if you desire and pursue to become good for others, God himself will step in to transform you.

The promise is: "Give, and it shall be given unto you; good measure, pressed down, and shaken together, and running over, shall men give into your bosom. For with the same measure that ye mete withal it shall be measured to you again."


[You must have Backlinks to Succeed in Internet Marketing. This Video Will Show You the Easy Way to Make Backlinks Work for You. Check it Out!!](#)


[This Will help You Explode your sales and number of products and much much more. Check Out the Video in this Link to See How Much More.](#)

# How To Accept Credit Cards

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

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

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

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

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

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

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

[This is a Smart System to Generate Sales. Check it Out.](#)

ClickBank enables the real-time sales of your digital goods or services and provides international fraud screening by ccScan®. To save you time and trouble they also handle all customer billing, billing inquiries, bank inquiries and process all of your sales volume. This makes it easy for people to buy your e-books and allows you to concentrate on your web site and your ebooks. I've used this service

a long time and never had any problems even better set up is quick and easy.

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

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

Recommendation #5

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

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

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

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

[This Powerful System Will Help You Sell Almost Anything That You Want.       Check It Out!!](#)

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

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

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

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

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

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