WRITING E-BOOKS

for Fun & Profit

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A Note to the Reader:

This manual is intended to give guidance on how to write and market an e-book. The advice given is for general guidance on freelance business practices, and all contracts and agreements you make with clients, vendors and others should be reviewed by your own attorney.

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Introduction

Since you have purchased this e-book, it is reasonable to believe that you, like me, have information to share—and that you want to use that information to make some money. Also like me, you have probably been overwhelmed by the number of options available for developing information products.

There are CDs, DVDs, podcasts, online videos, books, e-books, seminars…the list goes on and on. Just trying to sort through the various Websites that tell you about all the tools you can use to make money on the Internet can be enough to make anyone shake their head in bewilderment.

The simplest information product to develop is the e-book. And it is as close to a "perfect product" for Internet marketers as you can get.

An e-book (electronic book) is an information product that is formatted as a downloadable Portable Document Format (PDF) file. E-books typically vary in length from twenty to a hundred pages (though some are longer), and the price ranges from $19 to $79. Exceptions? Of course.

The topics for e-books are almost limitless. You can write one about anything, but the best-selling e-books are usually oriented toward being instructional, informational, and how-to. Thousands of e-books are published every year. They are written on everything people want to learn how to do, and why they search for information over the Internet.

You know something that interests other people, and you can publish and sell an e-book sharing your knowledge for profit and fun.

An e-book costs nothing to print because it is an electronic file. That also means that your e-book takes no room to store. You don't make any copies—an auto-responder delivers the e-book as a PDF file automatically to your buyers. There is no inventory, no hard copy, no printing and no handling. The buyer can read it on the screen or print a hard copy, but that does not concern you—YOU do not print it.

Delivering your e-book to a customer is as simple, and easy, as attaching a file to an e-mail. In Step 10, you'll discover that it is even easier when you automate the purchase and delivery process using "auto-responder" and shopping cart software.

Zero printing costs, zero storage costs, and very low overhead costs give the e-book a virtually 100% profit margin. The e-book is also easy to update, since it is a computer file and not a printed document.

Some disadvantages of the e-book are that your customer has to use his own paper and ink (or toner) to print a copy, and that the e-book will be printed on loose, unbound pages. This makes it a little less convenient for the reader, and makes an e-book less physically appealing than a traditional book. Self-publishing your writings as e-books is also not likely to bring you a lot of prestige, and book reviewers and the media almost always ignore e-books.

By following the 21-step process in this e-book, you can create your own e-book, develop a Website to promote it, and start getting orders for your first e-book within months or even weeks.

Start by reviewing the Quick Start Guide in this e-book, and you will learn, in less than 5 minutes, the 21 steps of producing and marketing e-books. These 21 steps are fleshed out in detail in the rest of the book.

These steps can lead you to the marketing of your very first e-book, and the beginning of your own information marketing empire.

You plan and lay the foundation of your e-book in the first four steps. Then you produce your first e-book and the important bonus reports that go with it (see Step 6).

After editing the manuscript in Step 7, you create the finished e-book as a PDF file.

You'll discover how to build a landing page, arrange site hosting, drive traffic to your product Websites, develop a line of related info products, and expand your information empire through affiliates and subscribers.

Quick Start Guide

1. Choose your topic.

Choose a topic that is specific and targeted to your niche market. Your first e-book lays the foundation for an entire line of information products related to the topic of that first e-book. Use your very first e-book to establish yourself as an authority in your subject area.

2. Use keyword discovery to make sure there is a market for your e-book online.

Be sure your topic is one people are searching for online. Use keyword discovery tools to learn how often, and which key words, people are searching to find information on your topic.

3. Create an outline.

Everyone needs a roadmap. The outline is your roadmap for completing this e-book and can serve as a template for future efforts. Effective methods of organizing how-to and reference books include alphabetical order, process steps, and Q&A.

4. Research your topic.

Be organized when doing research. Use your outline to set up a research file, and store everything relating to your topic in that file. Visit the library, surf the Web, and comb bookstores for information related to your e-book. You might even consider interviewing experts to build on your own knowledge and the information you gather.

5. Write your e-book.

You write the e-book yourself or hire a freelancer to write it for you.

6. Create a few bonus reports to give away to your e-book buyers.

These reports contain additional information you offer to your customers as an added incentive to buy your e-book now. They may be separate PDF files or sections within the main e-book PDF file.

7. Edit your e-book.

As with the writing, you can hire a freelance editor. The main point is to be sure the writer and editor are different people. Watch for spelling mistakes, readability, clarity, and completeness. Fortunately, as an electronic document, an e-book can be corrected even after it is released.

8. Create the front cover design and interior page layout.

Your best choice is to hire someone to do this work unless you are experienced in book design. Be sure to ask what is included before agreeing to any provider's price. You want a cover design, the pages laid out, and a book image (2 or 3-dimensional) for your landing page.

9. Proofread and lock the PDF file.

This is your last chance to spot mistakes before releasing the e-book. You can hire a freelance proofreader or proofread it yourself.

10. Load your e-book PDF into a shopping cart.

Shopping cart software is going to collect payments, deliver the e-book and reports, provide you with an e-mail autoresponder, and track your sales. Once you decide which shopping cart to use, loading your e-book into the shopping cart is as easy as attaching a file to an e-mail.

11. Reserve a domain name for your e-book.

Shorter is better. An ideal domain name is the key word or phrase related to your topic or a short phrase that is easy to remember (e.g. www.myveryfirstebook.com).

12. Write and design a landing page to sell your e-book.

Now that your e-book is ready to sell, you need a landing page to do the selling. A landing page is a dedicated Website—some call it a micro-site—that sells a single product. It is essentially a long-copy sales letter posted online. And yes, you can hire a freelance copywriter to write this sales tool, or visit www.thelandingpageguru.com for help.

13. Arrange hosting for your landing page.

You need a reliable hosting service at a low cost-per-site hosting charge. Be sure your hosting service package gives you enough space to hold all your files, that there is sufficient bandwidth to permit a high volume of downloads each month, and that you can add lots of new landing pages without increasing the total monthly hosting fee.

14. Capture the e-mail addresses of landing page visitors who do not buy your e-book.

You want to capture the e-mail addresses of people who click onto your landing page but leave without buying the product, so you can continue to market to them in the future.

15. Set-up an autoresponder e-mail series to convert non-buyers into buyers.

Once you have the visitor's e-mail address, use an autoresponder e-mail series to persuade them to come back to the landing page and buy your e-book.

16. Drive traffic to your landing page.

Use e-mail marketing, pay-per-click advertising, videos on YouTube and other social networking sites, articles, affiliates, and other traffic-building methods to drive prospects to your sales page.

17. Test, measure, and optimize your landing page.

There is always room for improvement. Taguchi testing and split testing can show which parts of your landing page are working well and which need tweaking. Testing can help you increase the landing page's conversion rate, thereby selling more e-books.

18. Create a profitable line of e-books and related info products.

Internet marketing is direct marketing. You will make your greatest profit on back end sales—repeat customers. So you need to develop a line of related products you can sell to purchasers of your first e-books on an ongoing basis.

19. Recruit affiliates to sell your e-books and other info products.

Allowing affiliates to sell your e-book can significantly increase sales and revenues. An affiliate is a person or company that agrees to sell your e-book to their prospects for a commission.

20. Publish a free e-zine and drive traffic to the subscription page.

Offer a free e-zine with useful and relevant content to anyone who joins your e-list. This can increase sign-ups and also give you a vehicle for communicating with your online prospects and customers on a regular basis.

21. Send regular e-mails to your opt-in subscriber list to drive additional sales.

Every time you have a new information product, tell your customers about it. You can use a service like Constant Contact (www.constantcontact.com) to send e-mails to your subscriber list; a portion of the recipients will click onto your landing page and buy the new product.

STEP ONE
Choose Your Topic

Start your information marketing business on a firm footing by choosing a specific, targeted topic for your first e-book, a topic that people are actively searching for more information on.

You are not just choosing the topic for your first e-book. You are picking the topic—the niche—upon which you will build your entire information marketing empire. All your future information products will relate to this topic in some way.

Produce your first e-book on a topic that interests you, and for which there is a large market of eager buyers on the Internet. You'll learn how to determine the size of your market in Step 2 using keyword discovery tools.

The purpose of this first step is to show how to pick your topic.

Your first e-book is precisely that—the first. It must have a specific, targeted topic around which you can produce an entire line of e-books and information products. We'll cover that process in detail in Step 18. For now, we need to discuss how choosing your topic dictates your future success.

For example, the topic for my first e-book was hiring a contractor you can trust. It's the first in what will be a full line of information products on residential renovations—a huge, evergreen market.

Consider the difference between starting with the topic of trustworthy contractors and starting with any one renovation as my topic. Writing about what makes a good contractor establishes me as an authority on contracting (that, and actually having twenty-plus years experience in construction). As an established authority, my advice about renovations will be more readily accepted by my readers.

 People who buy your first e-book have proven that they are interested in the topic and that they accept you as a source of information on that topic. This position of authority is both why and how you will produce an entire line of related information products (see Step 18).

The topic you choose for your first e-book must do two things:

1. It must target a specific aspect of a niche market.
2. It must be a market that people are searching online.

The most common advice to someone writing any book is "write what you know." As good a place as this is to start, it isn't your only—or even always your best—source for e-book ideas.

By the way, you do not have to write the e-book yourself. You can hire a freelance writer, and we'll cover that in Step 5. Some information marketers enjoy writing their own material, some don't, and one day you will be too busy to write everything yourself.

Write What You Know

The easiest thing to write about is your job; what you do for 40, 50, or 60 hours every week. The hard question you must ask yourself is "Will anyone else find this interesting?" Choosing a topic that is of interest to other people is what enables your success as an information marketer.

A task or process you are familiar with could make for a good first e-book. Ideally, the subject is one you are comfortable with, and also that others want to know about.

Naturally, the narrower the topic, the smaller the target audience. You need to balance the benefit of writing about a familiar topic with the reality of a smaller audience for that topic. A good rule of thumb is that the narrower and more niched the topic, the more you can charge for your e-book.

Most new information marketers over-estimate the number of people who will buy their information product, but under-estimate what they will pay for it.

Write What Interests You

How many people do you think enjoy riding a bike, hiking and camping, or taking photographs? As you explore your own hobby, you may be surprised by how many variations exist. Let's take riding a bike as an example.

Riding a bicycle is a very simple thing. You sit on the seat, put your feet on the pedals, and away you go. But is that the whole story, or only its beginning?

You could write about how to have a picnic with bicycles. Do you live in an area with a lot of cycling trails? Are there trails through town and through the woods or countryside?

Many people want to put their bicycles on their car and explore another town by bicycle. This allows you to write about travel destinations, how to transport a bike, and even how to choose bikes and vehicle bike racks.

You can expand your information marketing with cycling topics like:

- ✓ How to start your own cycling club.
- ✓ A consumer's guide to commuter bikes.
- ✓ High-end racing bikes.
- ✓ Pedal your way to weight loss.
- ✓ Conditioning tips for your first bike tour or cycling vacation.

An example of writing about something that interests you is Bob Bly's book about Star Trek, *The Ultimate Unauthorized Star Trek Quiz Book* (Harper Collins). It has nothing to do with Bob's background, job or expertise. He wrote it simply because he was a Star Trek fan and a pop culture buff. The Star Trek quiz book combined both interests.

Writing about your hobbies and pastimes can provide a variety of topics and a generous publishing income. It might also give you new insight and appreciation for the things you enjoy.

Revive an Old Idea with a New Twist

The best example of this might be the highly successful Chicken Soup series of books.

Motivational books and Thought-for-the-Day books have been around for years. Jack Canfield and Mark Victor Hansen developed the Chicken Soup for the Soul phenomenon by writing in a new direction.

Your new direction might be to collect and compile scattered bits of information that fill an information gap. Maybe you would like to write about the ten best sources for investment information. This could include newsletters, investment clubs, online trading, and traditional banking establishments.

The range of available topics can also be increased by combining information. Investors may also be interested in finding out how they can use their money to support the environment or combat global warming.   There is no limit to the number of topics you can choose to write about. Before we move on to Step 2 and make sure you can find buyers for your e-book, there are two more things to cover here. One is the story of a man who wrote his first book on a topic he knew nothing about, and one that was a source of more aggravation than pleasure. The other is the *evergreen* concept.

Write What You Don't Know

Jerry Buchanan, an amateur farmer, had a problem with moles and gophers. He needed to get rid of them, but he didn't know what to do. You can imagine the trouble these critters would cause for a farmer.

Conversations with neighbors and other farmers didn't bring a solution. So, Jerry decided to call on a few experts. He spoke with the greens keepers of several golf courses. These are people who know how to get rid of moles and gophers and, most importantly, how to make sure they stay gone.

The answers Jerry collected worked so well that he published them as a report and sold thousands of copies. He took a problem that he had no answer for and turned into a source of income and a career.

A more recent example of writing what you don't know is Bob Bly's e-book on viral video marketing.

Since Bob is an information marketer, and viral videos have become part of that industry, Bob wanted to know more about them. Bob hired a marketing consultant to research and write a manual on how to do viral video marketing online. It not only gave Bob the information he needed in his own Internet marketing business, but he packaged the report into an e-book and made money selling it to others, paying back the cost of the research many times over.

When something you don't know also happens to be an emerging trend, you have an opportunity to increase your income as well as your knowledge. Profit from your efforts by turning your learning into an information product.

The Evergreen Concept

Jerry Buchanan's first topic was evergreen. Evergreen means that people will always want information about that topic. People still need to get rid of lawn vermin. A later product Jerry produced, titled *Profitable Self Publishing*, is almost ideally evergreen.

What makes a topic evergreen is its ongoing relevance to an audience through several generations. For example, everyone wants to know how to invest their money wisely, but investment advice changes because of new regulations, new investment products and changing market conditions.

Two things make investing an evergreen topic: The interest continues across every generation, and there are always new things to write about because the ways to invest are always changing. You only need one of these conditions to make a topic evergreen—new

people who need the information (different groups or generations), or new information to supply.

In 1980, books were written for parents who want to teach their children how to handle money. More books were written for college students, senior citizens, wealthy people, people with limited incomes, Christian investors, and on and on.

Many of those books have been rewritten today, some by the same authors, because people still want to know how to invest wisely. The tools and techniques for investing have changed since 1980, so there is a demand in the market for new, current information.

That a topic is evergreen means you will have a lasting audience for your information products. It also means that audience will demand a supply of updated, current information. You can meet that demand, and increase your revenues, by supplying updated, expanded editions of your e-book.

Here is a small chart to help you see the difference between evergreen topics and topics that have limited appeal, and a limited shelf-life as a book.

Evergreen	Not Evergreen
Planning a wedding	Automobile engine design
Weight Loss	Nanotechnology
Beauty Tips	Genetic Engineering
Relationships	Visual Basic
Buying a house	Space exploration

STEP TWO
Use Keyword Discovery To Make Sure There Is A Market For Your e-Book Online

You have your topic from Step 1. You are ready to start building an information marketing empire around your topic.

Now is the time to make sure there is an online population willing to pay for your information.

To do that, we are going to use keywords, keyword discovery tools, and your own experience.

There are two ways for you to use keywords. In this step, you'll use keywords to discover whether you have a market for your e-book. In Step 18 you'll use keywords again to make your sales copy more effective.

Ensuring people are interested in your topic uses just a few of the words most commonly associated with your topic from Step 1 (three or four are enough).

You can find out whether Internet users are searching on the keywords related to your topic using a keyword discovery tool like Wordtracker (www.wordtracker.com) or Trellian's Keyword Discovery (www.keyworddiscovery.com). Some keyword search tools are free and others have to be purchased. For in-depth instructions on how to use keyword discovery tools, see Patricia Ruhl's e-book *The Keyword Money Machine*. (www.thekeywordmoneymachine.com)

Let's start by saying your topic is Home Renovation. Your very first e-book is going to be about how to hire a contractor you can trust.

You already have some reason to believe people want this information. Your experiences with friends, co-workers and customers will tell you they are interested in your topic. In my case, over nine years as a contractor working with customers from Fort Erie to Toronto (Ontario, Canada) who had had bad experiences was a good indication of market demand.

But does anybody outside my town want this information? And, most importantly, will they pay for it?

This is where keywords and keyword discovery tools come into play. You can make very good use of the free tools because you only need to search a few keywords to know whether there is a good-sized market for your topic.

Wordtracker and Google have free versions of their software you can use for this. You can find the free Wordtracker keyword tool at http://freekeywords.wordtracker.com. The Google keyword tool is at http://adwords.google.com. Look for the hyperlink that says "Get Keyword Ideas" to access the keyword discovery tool. These two are also good examples of the different ways keyword information is displayed.

Wordtracker tells you a total for how many searches were made for your keyword in the past month, and a list of related keywords. Then it shows you how many searches were made for each of those related keywords.

Google shows the same kind of information but, instead of numbers, it displays a bar chart for each keyword. How full the bar is shows how often people searched for that keyword recently. (Unfortunately, this tool doesn't give actual numbers.) A very nice feature of the Google results is that it shows how frequently each keyword has been searched in the past twelve months.

Let's look at an example. I did two key word searches with each of these tools. The searches were for "contractor" and "renovation." These are the keywords that I started with. As you'll see in just a minute, those keywords (single words) led to often searched keyword phrases (two or more words) that were also being searched.

Google showed me that January and February are slow months for searches related to the keywords "contractor" and "renovation." That's a good hint for when not to launch my e-book.

Wordtracker showed me there were 3,124 searches for "renovation" and 11,002 searches for "contractor." The keyword phrase with the highest number of searches was "independent contractor agreement" with 911 searches. (These results are from March 2008.)

It was also interesting to see that both tools agreed on which terms were being searched. The more popular keyword phrase searches related to "renovation" were "bathroom renovation" and "kitchen renovation." This is important because each keyword discovery tool searches its own database.

There are several keyword discovery tools listed in the Resource Appendix. I recommend doing searches in a few so you have several opinions of the popularity of your topic.

When you have your search results, look at them in the light of your experience.

My results for "renovation" and "contractor" agreed with my experience. The two most common areas to renovate are the kitchen and bathroom with basements following closely. For example, the results from Wordtracker showed that of the 3,124 searches for *renovation*

- ✓ 185 were for *bathroom renovations* (plural)
- ✓ 177 were for *renovation*
- ✓ 152 were for *bathroom renovation* (singular)
- ✓ 115 were for *kitchen renovations* (plural)
- ✓ 71 were for *kitchen renovation* (singular)

The results for *basement renovations* were 98 (plural) and 39 (singular).

It also made sense that there were a lot more searches for "contractor" than for "renovation." That's because "contractor" applies to every construction sector, and "renovation" is closely associated with residential construction. Seeing 911 searches for "independent contractor agreement" helped me to know that people are searching for ways to keep contractors honest.

Now you know that people really are searching for information on your topic. That's good, but it isn't the whole story.

You still need to find out if people are paying for the information.

What was your experience in the bookstore? When bookstores have a lot of books on your topic, you know people are willing to pay. So what is the situation online?

Yours is an e-book so your market is on the Internet. What are other marketers charging for their e-books on topics similar to yours?

Type the words from your keyword searches into Google or Yahoo and surf some of the sites. Bookmark a few while you're at it. You can come back to them in Step 6 to see what free stuff is being given away. In Step 12 you can get ideas for your ad copy and in Step 17 you can check their coding for keywords in the meta tags.

Use the sites you find to see what kind of information is being sold—and for how much.

When you find other businesses selling information products on your topic, you know there is room for you, your e-book, and a new information marketing empire.

On the other hand, if there is no one on the Internet selling information products on your topic, don't rejoice because you are happy that there is no competition. Most likely, no one is selling information products on that topic for a reason, and the reason is not enough demand or interest.

STEP THREE
Create an Outline

An outline is the roadmap for getting from blank pages to a finished book.

The outline is made by deciding how you want to organize the information. We will look at five specific ways to set up an outline. There are lots of other outline methods you can use; these four are the most common and effective:

1. Alphabetically
2. Process Steps
3. List
4. Q & A

There are two elements every outline method should include. One is a Table of Contents and the other is chapter divisions.

Dividing your e-book into chapters makes it easier for your readers to find information. It also breaks the material into smaller pieces that are easier for readers to handle.

Naturally, putting chapter divisions into your e-book makes it possible to produce a table of contents. This is where readers will first discover what is in your e-book and where the information is located.

Your first step is to choose how you organize your information. Then you can arrange the information into chapters that suit your outline method. As you add information, and the e-book becomes more detailed, you can decide whether to add sub-divisions to your chapters. The last thing you will do is generate the table of contents.

Now let's examine each of the five outline types.

Alphabetical Order

An alphabetical outline means you are using letters, in alphabetical order, to arrange and present information. The dictionary is the obvious example of alphabetical order. Another

example would be arranging a cookbook with "A" for asparagus soup, "B" for beef stew and down to "W" for watercress sandwiches.

Discovering a letter arrangement that describes your subject, and perhaps matches one of your keywords, may take some creative effort. A course on Internet marketing could begin with "A" for affiliate marketing and close with "W" for Web metrics.

Each letter in the arrangement you choose then becomes a title for a section. Those section titles become the foundation of your outline—the beginning of your roadmap to a complete e-book.

The primary guide to choosing any letter arrangement is that it must make sense to the reader.

Writing an e-book about investing would have Adjustable rate mortgages and Amortization periods at the beginning. The Federal Reserve would be under "F" and Money Market Accounts goes under "M." It's like setting up an encyclopaedia only your e-book will be much more friendly and conversational.

Process Steps Outline

The process steps approach is common for how-to books. Whether the subject is goal setting, selling a house, or re-finishing furniture, each follows a process with distinct steps that can be described.

A great example of a process steps book is Bob Bly's *Getting Your Book Published* (Roblin Press). It walks you through eight proven, essential steps to getting a non-fiction book published. Though the focus is traditional, hard copy publishing, you may find it useful in writing your own e-books and other information products.

Writing e-Books for Fun and Profit is also organized according to a process—in this case, divided into a series of steps to explain the process of writing and selling e-books. Those steps are also arranged in the order I recommend you follow. That is the distinctive feature of the process outline—that the steps are best performed in a particular order.

You can readily see how each step became the title of a chapter. It doesn't matter how long, or short, each chapter is. What matters is that once you name each of the steps involved in a process you let each step stand alone as a chapter.

This outline type is more likely to result in the use of sub-divisions within chapters. There is often more than one way to accomplish each step of a process—just as there is more than one way to set up an outline. Those options are what give you the sub-divisions.

Mistakes

People generally do things to get pleasure or avoid pain. Organizing your e-book around common mistakes made on your topic has instant appeal because you are helping people avoid the pain of making mistakes.

For example, Speaker Fulfillment Services recently published an information product titled *The 50 Most Common Internet Marketing Mistakes* (http://www.twipress.com/productpages/50BiggestMistakes.html).

There isn't any particular order for these mistakes, but the easiest way to organize them is to put each mistake, and the advice to prevent it, into its own numbered chapter. This means people can find the information that is important to them with a quick glance through the table of contents.

List

A list outline is useful for information that you want to present using a series of numbered chapters or sections, but that doesn't need to be organized in any particular order. A great example is Jon Kremer's self published paperback book 1,001 Ways to Market Your Book (now in its 6ᵗʰ edition at www.bookmarket.com).

This method gives you a series of chapters that are capable of standing alone. That means they are easier to write because you don't have to connect the chapters in a logical order. It's also easier to read because your reader can start with any chapter, and move around according to her interest.

The list outline also gives your title instant appeal to customers. Phrases like *50 Ways to do XXXXX* or *The 25 Most Common Mistakes in XXXXX—and How to Avoid Them* have great appeal to buyers. When they read the number, they automatically start making a mental list of what the points might be.

When their list doesn't have as many points as yours, they buy to find out what they missed. Even when their list has as, or more points than yours, they buy to see if you chose the same points they did. One example of this very popular title scheme is *The 7 Habits of Highly Effective People* by Stephen Covey. This was a best seller because readers want to know what those seven habits are.

Q&A

A Q&A, or questions and answers, outline is often associated with someone who has a great deal of experience with a topic. The author lives and breathes the topic, and has been talking about it, doing it, and perhaps teaching it and writing about it for so long, he knows all the commonly asked questions. He can simply make a list of these questions, write out answers to each, and the result is an e-book in Q&A format.

Lawrence Tuller has written an excellent example titled *The Independent Consultant's Q&A Book* (Adams Media Corp., 1998). There is an index to help you find specific subjects, and the book is divided into chapters with sub-sections.

The defining characteristic of this type of book is that the author has the answers to the questions. It is also very easy to write and to read.

Writing strong sales copy for a Q&A e-book is also quite easy. You can list half a dozen, or more, of the most compelling questions—the ones with answers people are desperate to find—then tell the reader he can get the answers by purchasing your e-book.

One way to develop the material for a Q&A book is to use an Ask Campaign.

An Ask Campaign (a.k.a Probe Campaign) is based on asking people what their questions are on a particular topic. Where a Q&A approach says "here are the questions I have answered throughout my career," the Ask Campaign says "here are answers to questions you submitted."

Fred Gleeck has a terrific example of this approach at http://probecampaign.com. When you visit this page you have an opportunity to enter your question about Fred's topic, which is *How to Hike Mount Kilamanjaro*. In return for providing a question, Fred promises to give you a free copy of his e-book, *How to Hike Mount Kilamanjaro*, when it is ready.

One very good thing about an Ask Campaign is that you are advertising your e-book while you write it. When it's finished, you might even want to redirect the page for your Ask Campaign to your e-book sales page. You have also tested and found pay-per-click ads that effectively drive traffic on your topic, so your ad campaign is ready to go.

One way to form an outline from an Ask Campaign is to make a list of the 25 most frequently asked questions in order from the most asked to the least asked. You research these questions and write clear answers for each one.

Writing from Your Outline

The outline is the roadmap for your e-book. Keep it handy while you are writing.

When I started writing this e-book, I used a technique very similar to Bob Bly's and it might work for you. Here it is:

1. Type the outline in Word.

2. Add four pages in front of the outline. These are for the title page, copyright page, acknowledgements and dedication. (You can always delete or add pages as necessary.)

3. Put "TABLE OF CONTENTS" in a boldface heading at the top of the outline.

4. Add a page break at the end of the outline.

5. Paste a copy of the outline (minus the TOC heading) onto the new page.

6. Set the typeface for the copy into bold. These will become your actual section headings.

7. Use page breaks to spread out the section headings and sub-headings.

8. Now, writing the e-book is a matter of filling in explanatory text under each heading and sub-heading.

Add Value to Your e-Book with a Resource Appendix

My approach is to write the title of each section on a piece of lined note paper. As I write each section, I make notes about the examples and resources I use. This gives me a quick reference so I can keep building on the examples I've used, and I don't end up saying an example is new when I used it four chapters ago.

When it's time to put information into an appendix, my notes give me a list of the resources I recommended, and the source materials I referenced. All that information is already sorted by where it appears in the e-book, and I just type it up or use cut and paste.

STEP FOUR
Research Your Topic

Research means getting the information you need to write a valuable e-book your buyers will find useful and well worth the price they paid.

Research is all about learning, finding new ideas and new information. Research means speaking with people, reading books and magazines, and examining your own experiences. Research is what makes it possible to have the fun of sharing your ideas, and the profits.

We are going to look at six ways to research your topic.

1. Start a research file.
2. Brainstorm.
3. Visit a bookstore.
4. Go to the Web.
5. Discover the library.
6. Interview a subject matter expert.

Start a Research File

This is going to serve two purposes. One is for your research right now, and the other is for later when you want to publish an updated version of your e-book.

The best thing to use is one of those pendaflex file folders—a hanging file—with the title of the e-book. Within that hanging file, place one manila file folder for each chapter (with the number and title of each chapter on the tab). As your research uncovers new material, you drop clippings and printouts into the relevant manila folder for that chapter. This allows you to sort information as you collect it, and keep it all in one spot.

When you find something relevant to your topic, clip or copy the article and put it in the file. If it's a Web page or online document, print it and drop it into the appropriate chapter file.

As soon as you have the file folder system set up, you will find yourself frequently coming across item after item in your reading that you can clip and drop into the chapter files. This is

not luck. Making the folder gives the topic more importance in your mind. Your mind becomes more attuned to the topic, pays more attention, and is unconsciously on the look out for information on that topic.

Start a research file as soon as you get the idea for an e-book—even if you are not committed to publishing it. By the time you get to the point where you decide to proceed and it is time to write, you will have the pleasant discovery of finding you have almost all the research materials you need BEFORE you even start actively looking. The clips and information you found randomly and dropped into your research file might give you most of what you need to complete the e-book.

Brainstorm

Brainstorming is a creativity technique designed to generate a large number of ideas for the solution to a problem. In this case, you are separating what you know from what you need to research.

Talking to yourself may not be good behavior in public, but it is an excellent place to start when you are writing a book. What do you think you were doing when you chose a topic, thought about keywords and developed an outline? After all, brainstorming can be done with a group or on your own.

Now you get to talk to yourself about the topic you have chosen. What do you know about your topic? What do you not know that you want to learn?

Go to each section of your outline (see Step 3) and make notes on what you know about that aspect of your topic. As you do, you may discover new sub-topics to add or even new ideas for entire chapters. (You are free to add to your outline and change it as you progress.)

Make note of questions that occur to you as you write. It's a good bet that your readers would like to know the answers, too. Keep those questions with you as you do the rest of your research.

You can mark your ideas and questions down on index cards. These are easy to carry, and give you space to write answers. You can even use a tape recorder and transcribe your notes later, or hire someone to transcribe them for you. Or keep notes in a Word file.

Visit a Bookstore

Visit a big bookstore like your local Borders or Barnes & Noble so you can get a feel for what is currently selling on your topic. Look through as many of these books as you can. The

similarities and differences between current books on your topic can give you ideas about what information to include, and how to treat it. Reading the table of contents in other books on your topic can show you major topics you may have missed in developing your outline. You might also discover there is an aspect of your topic that is generally overlooked and decide to highlight it in your book.

Another good place to look for books on your topic is a used book store. Older and out-of-print books can still contain useful content and ideas. They can also provide information other authors on your topic do not have access to because those other authors skipped this research step.

Used books are also generally cheaper to buy, and if the book is copyrighted 1923 or earlier, it is in the public domain and the copyright has expired. In most cases, you can borrow from it as much as you like without having to get permission to do so. But I am not an attorney and cannot give you legal advice, so check with an attorney before taking material from these sources.

Consider the outline methods other authors have used. Are they generally the same, or are there two or three that are arranged differently from the others? Are any of the outline methods the same as the one you want to use?

Presenting relevant information in a new way can be all that is needed for readers to take notice of your book. You can achieve that new approach through a different outline method or by giving the material a humorous or anecdotal slant. Looking at what others have written can help you make these decisions.

How many books are there on your topic, and when were they written? Having a lot of books on your topic in the bookstores is a good thing. It means your subject is popular, and there is a large market for your information.

Finding books that are in their tenth or eleventh printing is also good. It means the topic you have chosen is truly evergreen.

A lot of the details included by these authors are still as relevant today as when they wrote them decades ago, while other information in old books may be completely out of date. The reason their books are still being printed and sold is that the basic information they offer is as accurate today as it was when it was first written.

We'll discuss this notion of books becoming dated and needing to be updated more in the Bonus Step, but consider how many more copies would be sold if these authors updated their work.

While you are in the bookstore, take time to look through the magazine racks. Search for articles on your topic, and consider which magazines you find those articles in.

Current articles are a beacon to what is of interest to other readers of your topic. Combining this information with your analysis of books on the shelves is an important part of bringing focus to your efforts.

Examining the magazines where you find articles on your topic can help you verify your knowledge of the target market. It might also show you additional target markets that you hadn't considered. To keep useful articles, either buy the magazine or make note of the article title, writer, magazine name and date so you can Google it at home.

Go to the Web

Begin by understanding that some information on the Internet is inaccurate. You are responsible for verifying the facts you gather. Nurit Mittlefehldt has written a wonderful e-book titled *Online Research* that can help with both the search for and validation of information on the Internet. (www.fastonlineresearch.com)

One thing to be aware of is that there are more search engines than Google and Yahoo. One of the interesting things I found in Nurit's book is Vertical Search Engines. These allow you to search for information on a specific subject.

An example of a vertical search engine can be seen at www.aviationweek.com. The search box at the top of the site looks just like any other search box. The first indication that it is more specific, and targeted, is that it is labeled *Industry Search*. Then directly under the search box is the sentence: *Filtered results from News, Companies, Products/Services & The Web in a single search.*

Using this vertical search engine will only get you results specifically related to aviation, defense and space news.

This kind of search engine can be a great way to find information on your topic. Let's say you are looking for blogs by people interested in your topic. You can access a vertical search engine for blogs at www.blogdigger.com/index.html. Just keep in mind that all vertical search engines only look through a selection of databases related to the topic. You should still use the broad search engines like Google to check for other sources.

Consider the wisdom of relying on sources from the Web. There are some basic criteria you can check to assure yourself a site is credible. Finding several sites that fit these criteria,

and that are giving you the same information, can keep your research on track. Look for sites that:

1. Give you the author's name, the organization she works with (if applicable), and her contact information.
2. Give you the author's qualifications and credentials.
3. Provides a list of the author's sources. (Always check to be sure those sources are reliable, too.)
4. Keep their information current. Are all the links working? Does dated information have a recent date?
5. Keep author bias to a minimum. Even when the subject is "which of these is better," the information should be presented in a balanced manner to be credible.

This doesn't mean that all your sources have to be from prestigious facilities. There might be a reason why you need a quote from a doctor at Johns Hopkins Hospital. Then again, your e-book might be focused on the home remedies that worked for your grandmother. You just don't want to be taking information from anywhere that you can't corroborate. You know your grandmother's remedies work, because you experienced them. The doctor's advice is credible because of his affiliation with Hopkins.

The Web is a research resource that allows you to gather information from a variety of source types. That is, the Web gives you access to news stories, research papers, discussion groups and other types of sources relevant to your topic.

An excellent means of discovering what people interested in your topic are talking about is to join a discussion group. You can find these at sites like Topica and Yahoo. You can also search sites like LinkedIn, ExecuNet, and Facebook to find individuals interested in your topic. You probably won't get a lot of quotes, but the people you meet can tell you about other sources of information.

As I mentioned, there are two kinds of search engines. There are broad-based search engines like Google and Yahoo, and vertical search engines that only search databases within a niche.

Start with Google or Yahoo, and type one or more of your keywords. Hit *Enter*, and you get a list with all the Web pages containing your keywords. This list could have millions of entries, with the most relevant, up-to-date pages listed first.

Internet Explorer lets you decide which search engines you want to use. It gives you a list of providers like Google, Facebook and even Wal-Mart. There is also an option that lets you add

your own search engine—like a vertical search engine—so your search results always include that source.

Find this option under *Tools*, then choose *Internet Options*. In the *General* tab there is a section titled *Searches.* Just click on the *Settings* button to see which search engines you are currently accessing. There is a hyperlink in the lower left corner that says "Find more providers." Just click that hyperlink and follow the instructions to add other search engines.

When you find an opinion you would like to quote, you can use it without getting the author's permission. Just be sure to spell their name correctly, and that you are only using a short statement from their work.

Whether you get the author's permission or not, you still have to follow the rules we all learned in high school for quoting a source. There are different citation styles you can use, but basically you should include:

1. the title of the site
2. the first and last name of the author
3. publication information (the name of the book or magazine)
4. name of the sponsoring institution or organization
5. the date when you accessed the site; and,
6. the electronic address (URL) where you found the information

You can find several citation styles shown in Nurit Mittlefehldt's e-book *Online Research*, as well as information on how to handle copyright issues. (www.fastonlineresearch.com)

Use the Web to look for associations related to your topic. These can be a source of current information, and a lead to finding an expert on your topic. We'll discuss that more in a minute.

You can also use the Web to prepare for using the next research tool—the library. You can search library collections and databases, and reserve materials, from the comfort of your home. This can make your time in the library much more effective and productive.

Discover the Library

The library is where you can verify information collected from the Web, expand on information from you own experience, and assess the value of information gathered from the bookstore. The library also has books the bookstore does not. It can also be just a quiet place to work.

My biggest reason for going to the library is the librarians. Sometimes, the best way to find a resource—online or offline—is by speaking with a research librarian. There are also some

resources—directories, mostly—that you can access for free at the library. There may be a cost to access some of them online.

Older sources often aren't online. You can find out-of-print books at the library, and libraries maintain special collections not available online.

One of the great things at the library is that you can do both online and offline research at the same time. Many libraries have wireless Internet, and almost all libraries have research computers with Internet access so you can look something up on the Web, and then find the referenced material in the library.

Borrow the books you find to read what other authors are writing about your topic. Glean information and new ideas from their work.

You can also research the magazine articles. Libraries keep back issues of magazines so you can check how often articles have been written on a particular topic. Some of those back issues might be available as hard copies while others can be searched electronically. You can also check the magazine's Website.

Another valuable resource in the library—one often overlooked—is the research librarian. Their help is free for the asking, and you can be sure there is no one more familiar with all the resources in the library than the librarian.

There is one condition to be aware of for getting help from a librarian. Just as with any other professional, be courteous and respectful of their time. Make the effort to write out the questions you need help answering. This way, you can show your list of questions to the librarian and he can write notes on the list to help you.

Interview a Subject Matter Expert

From the associations you found on the Web, the books you saw, and the magazines you read, you can find a wealth of experts to interview.

But why do you want to interview an expert?

Do you remember Jerry Buchanan's story? His first report was based on information gathered by interviewing experts on moles and gophers.

The information you gather by interviewing experts can be used as background, or you can quote the experts directly. A direct quote can be useful to emphasize a point or validate a position.

Start your search for an expert in the material you have already gathered. Look for authors of books and articles, members of associations, or instructors at a college or university. You should also consider museums, government agencies, local industries, and newspapers.

The International Center for Journalists (www.icfj.org) has experts available for interviews on a variety of topics. Zondervan, the book publisher, also maintains a list of experts available for interviews and speaking engagements (www.zondervan.com/experts).

This is also a good time to make use of the friendship you have wisely developed with a research librarian. Libraries have several directories of experts, speakers and professionals. These directories can be as specific as the Directory of Transportation Safety Professionals and as general as Sources of Environmental Information. A librarian can point you to the right source in a matter of seconds.

Another source for information from experts is a local university or college. A university will have experts in every faculty on the campus. Part of the prestige of any university is having people who do research and publish papers in their specialty or field. Simply go to the information office and ask for the department you are interested in. Once you are in the faculty offices (the reception area of a department), you can explain what you need and arrange a meeting or interview.

Be sure you are prepared for an interview before contacting an expert. Have questions written, and be prepared to offer alternatives to a telephone or in-person interview. When an expert is particularly busy, your only way to get an interview may be to submit questions by e-mail or letter.

The research you do for your e-book is more than gathering facts and organizing information. Research is your opportunity to assess the focus of your project, add to your outline, and think about ideas for future projects.

STEP FIVE
Write Your e-Book

Whether you actually enjoy doing the writing, or you hire a freelance writer, the goal is the same—to have an e-book you can sell to your customers. The money is made in the marketing of the e-book, not the writing.

You'll be happy to know that completing the first four steps of this e-book can make getting the e-book written significantly easier. You've prepared and planned, so now you can enjoy the process of putting things together and producing a high-quality information product.

You have your topic and several ideas for other topics to follow. Keep this in mind as you produce this first e-book so you can hint at other products your readers can purchase. I'll explain this in more detail in Step 18.

Keep your list of keywords handy as a custom thesaurus. Be sure to give a copy to your writer if you hire one. Your topic may require you to use a few words repeatedly—just as you see "e-book" often here. The list of keywords can help you avoid repeating one key word over and over, which becomes stiff and monotonous.

Substituting a word is more than just an issue of keeping things interesting. Each time you introduce a new keyword, you have an opportunity to address a different aspect of your topic. And, you make it possible for Internet users searching on that key word to find you. For example, an e-book about writing e-books will include keywords like e-books, outline, keywords, information marketing, and online publishing.

The major key words and phrases should all be incorporated into your e-book manuscript. Your readers want to find many of the subjects they might search on for your topic when they read your book. Keep that in mind as you write.

What Your e-Book Should Give Your Reader

The reason we write or produce an e-book—or any information product—is so we can sell it and have an income. That is great for us, but it really doesn't mean much to the people buying from you.

There has to be more in it for the reader than the comfort of knowing that she paid for your Friday night pizza and beer.

There are three things you should do in every e-book you create, publish, and sell:

1. Answer their questions.

The primary purpose of your e-book is to answer questions for your reader. You are supplying the knowledge they need to satisfy a desire.

The only reason it's possible to market information products is that people want to know more about a topic. You don't have to have all the answers, and you don't have to put all of your answers into one information product. What you must do is provide the information your marketing materials promise you will deliver.

That information can be more than just answers to questions. Your e-book can give readers motivation to take action. Whether it is for goal setting, weight loss, or business start-up, your e-book can answer the relevant questions while motivating your readers to achieve their desires.

Your first e-book, and future products, can be the tools that help a reader achieve an important business or personal goal, save time or money, make money, or improve her life in some other way (e.g. better relationships, have more fun, discover a new interest).

2. Use your e-book to boost your reputation

Writing an e-book can help establish your status as an expert on your topic. Show readers things they didn't know before and you will be acknowledged as an expert.

Being an expert will give you the opportunity to speak to groups. Those speeches can be recorded and marketed as an information product. You can do radio and television interviews that allow you to promote yourself further, and can generate ideas for new products.

Being an expert on your topic is not a requirement for writing an e-book. As we discussed in Step 1, writing on a topic you want to learn about is an excellent source for an e-book.

You can find an expert on your topic and ask him to be the editor for your e-book. Aside from getting him to comment on the content and use his material for reference, the big advantage is being able to borrow his credentials to add credibility and authority to your e-book. You can also have a known expert co-author, write, edit, write a preface, or endorse your book, thus borrowing their credibility.

3. Write clearly and simply

While you are writing, avoid using a lot of jargon or really big words. You want your work to be friendly and easy to read so work at writing the same way you speak.

It's called conversational writing, and it allows you a great amount of freedom in building your sentences. You can't quite throw grammar out the window, but you can be a little more relaxed about it.

Mostly, it means avoiding big words and jargon.

Longer words are useful because they usually have a much clearer meaning. They are also often unfamiliar to most readers, and that means you have put a stumbling block into your e-book.

Jargon can do the same thing. I meet all kinds of stumbling blocks every time I go to the computer store.

Your topic, like computers, might have jargon that is unavoidable. In that case, part of your task as a writer is to help your readers become more familiar with the jargon associated with your topic. You do that by introducing, and explaining, terms and using them in context. The trick is to do this sparingly.

Introduce bits of jargon, and use big words, when they are necessary. Then go back to using more familiar words and put the jargon in brackets when it comes up again. This allows you to remind readers of the useful term, and allows readers to glide over the useful term rather than stumble.

When you have a topic that uses a lot of jargon or acronyms (computers are a great example), you should include a glossary as one of your appendices. Your readers will appreciate it, the glossary adds authority to your e-book, and it is a great selling feature to add to your sales page.

You can find a good e-book on conversational writing, written by Scott McDougal, titled *How to Write Better and Faster* at www.writebetterandfaster.com. This can help you improve your writing skills.

Hiring a Writer to Write Your e-Book

Before we leave this section I would like to share some advice about working with freelancers and ghostwriters.

As it happens, I teach at a college so I have access to students who pick up some extra cash through writing assignments. Bob Bly is a household name in direct marketing so he has

access to a wide network of writers. But if you don't, how can you find a freelance writer to help you with your first project?

Three good places to look for writers can be found online. CraigsList (www.craigslist.com), Guru (www.guru.com) and eLance (www.elance.com) are not the only places to look, but they are well known. One advantage to using each of these services is that the writers tell you how much money they want to work on your project.

All three of these services are free for you to post a project. In the case of CraigsList, the entire service is free—for you and the writer. Guru and eLance charge the writers for using the services. You post your project, and when you pay the writer there is a portion of that payment that will go to the Web service.

When you post your project you can set a budget or you can simply ask writers to submit a bid. Writers submit a bid based on the information and criteria you supply in your project post. You provide a description of the project (what you want to produce), tell the writers what information you will supply, whether you want to see samples of their work, and a deadline.

You can expect to pay from $300 to $700 for an e-book with 10,000 to 20,000 words. This includes the writer doing research for the e-book, and the time required to work on two re-writes of the e-book. (A re-write means incorporating the changes you indicate after editing the manuscript. See Step 7.)

Be sure to mention in your agreement with the writer you hire that the e-book is a "work for hire" contract and that you (or your publishing company) own all rights. This means for the fee you are paying, the writer surrenders all rights to the e-book he has written for you now and forever. You as the publisher own all the rights, and the e-book is copyrighted in your name or the name of your publishing company.

Bob Bly has written a very handy guide for both writers and publishers about how to get the most from using e-lance. You can find it at www.elancewritingprofits.com.

Once you have hired a writer, you have more to think about than when, and how much, to pay. The same is true when you hire someone to do research, or edit your manuscript. You have to do some preparation to work with another person.

Start by having a clear statement of what you want the person to do. It can certainly be in point form, as long as you can clearly communicate what you expect your writer/researcher/editor to do for you.

The more experience and knowledge you have on a topic, the more detailed the outline you can provide. When you have little or no knowledge of a topic, or when it is something you

want to learn yourself, you can give the writer greater freedom. You might even want to include a list of your own questions about the topic that should be covered in the e-book.

You might want to have a telephone conversation at the beginning of the project. You can get a much better feel for each other by speaking and listening. A face-to-face meeting might be great, but it may also be impractical. Use the telephone whenever you can since most of your communication is likely to be through the impersonal medium of e-mail.

Be sure to keep a record of all your communications so neither of you ends up missing or forgetting something. You should also work at keeping your e-mails and conversations clear and concise. There is always the possibility of developing a friendship, but keep your business relationship focused on business.

Finally, be willing to say no to your writer. There were several spots in this e-book where Bob Bly said no to me and asked me to make changes. He wouldn't be much good to me as an editor if he always said yes. You will get a better product, and a happier writer, by making needed corrections and communicating clearly.

There are a few things to look for when you choose to hire a freelance writer. Naturally, you want someone who is a good writer. You also want someone intelligent, and who has an interest in the topic of the e-book. There has to be something more than just an interest in getting paid to get a writer's best work.

You also want a writer with a positive attitude. This is part of wanting to do a good job, and it is also part of being able to read your edits without taking those edits personally. It also helps for the writer to be computer literate. There is really no point in trying to work with someone who doesn't know how to use MSWord or search the Internet.

Other factors you might consider when hiring a freelance writer are that being the author of a published e-book on your topic will accelerate the writer's career and help establish her reputation. This is a form of compensation for the writer. And, does the writer have some expertise on your topic? That expertise is especially important if you are unfamiliar with the topic yourself.

Before leaving this step, let's consider something that can happen to you or to your freelance writer. Sometimes we all get stuck during a project and need to find a way to get going again.

When You're Stalled

There are lots of ways to get unstuck at any stage in the writing process. However, there are three techniques that will work to keep you moving at every stage of the writing, publishing and marketing processes.

The first is the simplest—sleep on it.

Whenever a task is looming large, or starting to seem like a problem, your first step should be to step back. The break can be as short as a cup of coffee or as long as you need.

The point to stepping back is to get your mind moving again. That is often all it takes to get unstuck. Sometimes a break will even bring new insight into the project or the solution to a problem.

A second technique for jump-starting the writing process is to get feedback. This can be from friends, family or anybody else you want to talk to. They don't even need to be well informed on your topic.

Taking the time to explain your topic to someone might be the boost you need. Listening to their questions and formulating answers might be what works to get your moving again.

Speaking with someone who is familiar with your topic can give you a different perspective. This could stimulate a new line of research (more about that in Step 4), produce a new idea, or supply validation and reassurance that you're on the right track.

The third, and last, technique for getting unstuck is to team up with someone. This does not necessarily mean you get a co-author.

You can teamup with an expert by interviewing them and telling them you will use the interview material in your book. Experts are always happy to be quoted. In addition, the interview may give you several ideas for new material.

Co-authoring is, of course, a common team effort for producing a book. Make an effort to choose someone whose experiences are different from your own. You can even be daring and choose someone whose approach to your topic disagrees with your approach.

Differences of opinion can lead to new thoughts and discoveries. The presentation of conflicting ideas can also show readers you are being honest and revealing the whole truth.

STEP SIX
Create a Few Bonus Reports

Bonus reports increase the perceived value of your information product. They allow you to show customers that buying your e-book gives them extra value and extra information.

Online buyers also have a desire for bonuses—free things. They like to have them, and look for them when they make online purchases. Being able to offer bonus gifts to your customers will increase sales.

We'll discuss developing a complete line of information products in Step 18. In this step we are discussing something, Bonus Reports, that are not part of the product line and are not created as stand-alone products to be sold on their own. They are premiums offered to induce prospects to buy your e-book.

Everyone likes getting something for free—a bargain. Short bonus reports enable you to give customers both. They get a bargain by getting extra stuff when they buy your e-book (the bargain), and they are getting it for free.

The most important element of a Bonus Report is that the information you are giving must be relevant to your topic.

An e-book on hiring an honest contractor might have a Bonus Report telling you how to get a low rate on a home equity loan or second mortgage to pay for your expensive home renovation. That could be useful to people buying houses to renovate and resell. Another bonus report would be one that shows customers how to locate their local building code, and how to speak with building inspectors. Everyone doing a renovation will need that information.

The number of reports, or premiums, you include isn't as important as what is in those premiums. To continue with the renovation example, Home Depot gives away a CD that allows you to get updated material prices electronically. This CD is normally given only to contractors, so you can see how it would make a valuable premium if Home Depot allows you to include it with your e-book.

Bob Bly has an information product called the *Become an Instant Guru* program. It is an audio product with seven long-playing CDs. When a customer buys this product they also get two bonus reports. (www.becomeaninstantguru.com)

The first report shows customers how to write a book and get it published. It's 50 pages and sells for $29. The second report shows how to do your own public relations. It is 93 pages and also sells for $29.

These reports are additional information that is very relevant to the *Become an Instant Guru* program. You already know the value of writing and publishing a book. It establishes you as an expert on your topic. The second report shows you how to become famous in your field with a do-it-yourself PR campaign.

These reports give customers more details on PR and book publishing than can be covered in the audio program. This is a direct benefit to his customers. Each customer is buying a $97 product and getting bonus gifts with a total retail value of $58. It's as if they are really only paying $39 for the audio program. They will recognize that benefit on at least a subconscious level as they read the landing page for the *Become an Instant Guru* program.

This next example shows how to use one topic and split it up so you can have Bonus Reports.

Bob's e-book, *The World's Best Kept Copywriting Secrets* also comes with two Bonuses. The first bonus is a second e-book *Take Your Copywriting to the Next Level*. It is 51 pages and sells for $29. The second bonus is a mini-report that is not a separate PDF document. It is actually incorporated into the *The World's Best Kept Copywriting Secrets* PDF as an extra bonus section of the e-book. Its title is *20 More Copywriting Secrets*.

Do you see how the target market of the product helped Bob decide what kind of report to include? Visit the landing pages for each and read the copy. This will help you get a clearer idea of the target audience. (www.bestkeptcopywritingsecrets.com and www.becomeaninstantguru.com)

The instant guru program is targeted toward people with a small amount of experience who want to increase their reputation and influence. That meant choosing subjects from the audio program that would be useful to expand upon.

The copywriting secrets e-book is for an audience that has a larger amount of experience in their field. They don't need to learn how to write, or what is the architecture of a good letter. These customers need to know the techniques used by very successful copywriters. Having a report that describes those techniques makes the e-book more desirable.

Here are a few tips for creating bonus reports as premiums for your e-book:

1. Use bonus reports to add detail.

It might be necessary to leave out information because of space or time constraints. For example, with an audio product you can't cover every aspect of a topic in a spoken presentation. Like Bob did with the instant guru program, you can include reports to provide information that didn't fit into the primary information product.

Use your reports to give more information on a particular aspect of your topic. For example, you might have one section that is very long—15 or 20 pages. Shorten it to five or six pages, and use the more detailed information to produce a bonus report.

2. Vary the Size

The bonus reports can be anything from a single page to a complete e-book. It could also be a piece of software, an audio CD, a DVD with video content, or a free one-month membership to a subscription Website.

The point is that the bonus, or premium, gives your customers information that adds to the content of your information product.

3. Recycle and Reuse

As you develop a line of information products, you can use older or smaller products as bonuses for newer products. For example, you might write several articles during the coming year. Then, next year, you decide to produce an information product and those articles are relevant. You can include some or all of those articles as bonus reports.

Another possibility is that you launch a product that brings you less than stellar results. It might be information that people want to have, but they aren't quite willing to pay for it. That information product can be offered as a bonus with a related product you are selling.

4. Hook Your Reports to Your Autoresponder

We'll talk more about autoresponders in Steps 10, 14 and 15, but there is an important point to make here.

You are going to automate delivery of your e-book through your shopping cart and autoresponder. Hooking your bonus reports to your autoresponder also makes their delivery automatic. Save yourself the work, and maximize the money you spend on your autoresponder service by using it as often as possible.

5. Sell Your Reports

Wait a minute. All the way through this step we have been talking about the bonus reports being free. So why would you want to sell them?

When you go to Dell and buy a computer, does it come bundled with free software? Yes. But you can still walk into a store and buy that software without the computer.

When someone buys an information product from you they get some bonus reports bundled with that information product. Those reports still have value on their own, and that value is established by making the reports available at a particular price. This is also what allows you to write on your sales page that each bonus report is worth X number of dollars.

Then you can build the value of the bundle, just like Dell does, by telling customers that they are getting $200 dollars worth of stuff for only $39.99.

To see a good example of how this works, visit www.bly.com. All the bonus reports Bob Bly gives away free with his information products are also sold for $29 each. Customers can choose and purchase any of his reports. This is what gives them a real value, and allows Bob to claim that value when he bundles the reports with another information product.

Bob never tries to drive traffic to those reports, and he doesn't advertise them as stand-alone products. Every one of Bob's bonus reports was written as a premium for an information product. Making them available on his Website legitimizes the value he claims for them. And he does make a few hundred dollars each year from people who choose to purchase those reports.

6. Make Your Bonus Reports Worth Having

Allow me to be blunt. If you hand someone something for free and it's crap—do you think they are going to give you money for something else?

Imagine going into a car dealership. They offer you a cup of coffee, and hand it to you in a dirty mug.

Imagine going into a different car dealership. They offer you a cup of coffee, and ask you to have a seat in a comfortable chair. When the coffee arrives, it is on a small platter with cream and sugar packets and three or four cookies.

Which dealer cares about the customer?

Notice I didn't say they brought your coffee in a silver service. The point is to make your bonus reports every bit as good as everything else you sell. Puffing them up with a fancy layout, or lots of extra words, will get noticed just as quickly as coffee served in a dirty mug.

Remember the example of Bob Bly, and www.bly.com. Every one of his reports is good enough to be offered as a stand-alone information product worth $29.

STEP SEVEN
Edit Your e-Book

Editing of any manuscript is best done by someone other than the person who did the writing. You are welcome to do the editing when you hire a writer. When you write your own material, you can hire a freelance editor.

Either way, have the editing done in MSWord using the Track Changes feature. This gives you unlimited room for comments while you are editing, and shows the edits and comments in a different color from the manuscript. It also has the advantage over editing with a pen of making it easier to send edits to the writer by e-mail.

The primary reason for asking another person (even more than one) to edit your manuscript is to be sure it is readable. Readers will forgive an occasional spelling mistake, but no one can forgive not being able to understand what you have written. The nice thing about an e-book is that you can correct errors, even after you release it, quickly and easily, and at almost no cost.

Jargon and familiarity with the topic can sometimes cause an author to think he has written one thing when he has really written something different. It's a matter of not being able to see the forest for the trees.

When you ask someone to edit your manuscript, ask them to do three things:

1. Check the spelling, grammar, and punctuation.
2. Check readability—does the information make sense and does it flow?
3. Question facts that seem wrong or do not make sense.

Ask your editor to make all their comments in MSWord using the Track Changes feature. This feature automatically puts the comments in a bright color and underlines them so they cannot be missed.

In the case of using freelancers—whether it's a freelance writer or editor—I recommend you edit the manuscript as a Word file, which you can send back and forth as a file attached to an e-mail. Your only other option is to send the manuscript back and forth by courier or mail, and this is costly and time-consuming. This is, after all, supposed to be an electronic book.

Spellcheck is a wonderful feature, but it does have its limitations. Typing *form* when you mean to type *from* isn't going to show up with spellcheck. Another way to catch errors in the copy is to proofread it backwards. Start at the back of the book and work your way forward. This way, you don't get into a rhythm that causes you to miss mistakes.

Remember the freelance option. A freelance proofreader is different from an editor. The editor looks for content issues, and the proofreader checks for spelling mistakes and punctuation.

The readability of your manuscript includes checking things like using acronyms without introducing them. An acronym is a short form made from the first letters of a series of words. Sometimes they are good to use, and there are times when you might prefer to avoid them. For example, you might choose to always spell American Authors Association rather than shortening it to AAA, whereas JAMA is a widely recognized acronym for the Journal of the American Medical Association.

Always use the long form of an acronym the first time it comes up, and put the acronym in parentheses. Your first reference to the Journal of the American Medical Association (JAMA) would look like this. Then you can continue using the acronym—as long as you use it frequently. If the acronym only comes up twice in a 20,000 word manuscript then you should use the long form both times.

Anything that confuses or surprises a reader impacts the readability of your manuscript. Let's say you are writing about page layout and you use the WYSIWYG acronym. Even someone familiar with the industry is probably going to pause at that big grouping of letters. You are better off to write What You See Is What You Get (WYSIWYG) so your readers make the association.

Readability is also impacted by unanswered questions. As your editor reads the manuscript, ask them to mark any questions they have that don't get answered. This is really important when the question is directly related to the content of a section.

You wouldn't want to tell a reader you are going to explain something in a later section and then forget to include that section. In the same way, you don't want to promise to address a peripheral issue within a section and forget to do it.

You might choose to eliminate the reference to something that really isn't important. It might also work for you to change the wording and refer to more detailed information included as a special report. Either way, your objective is to answer all the questions raised in your manuscript.

How often you use the same words also impacts the readability of your e-book. Your editor should use a dictionary and a thesaurus.

There will be some words you just can't avoid using repeatedly. In this e-book, the word *e-book* just can't be avoided, but I have used other terms like *information product* where I can. The thesaurus comes in handy when your editor finds you use the same modifier often. When your favorite modifier is *very*, your editor can help you by finding lots of adjectives for you to use.

Once your editor has read through your manuscript and marked it up, it's time to make the changes. Be sure to have the manuscript re-read after you make those changes.

Do-It-Yourself E-Book Design

The primary areas you'll be working on when designing your e-book are:

- Book cover
- Body copy font, size and spacing
- Chapter and sub chapter heading design
- Header and footer content and design
- Table of contents formatting
- Creating a user-friendly PDF of your e-book (with working hyperlinks)

Book cover
You can design a cover using only text, or add artwork if you choose.

If you want to add artwork for minimal cost, I recommend Hwww.istockphoto.comH. Currently, you can buy their "credits" for as little as $18.00 for 12 credits. For an e-book cover a "medium" size image that costs 6 credits will usually be large enough for about half of your cover page. They also have a "dollar bin" you may select from. They have a great assortment of quality images to choose from.

Since using images/artwork might involve using knowledge and software that you don't have readily available, you may prefer to do a text only cover. By playing with colors, fonts and effects you can come up with a great cover! Again, depending on the programs you have, you have more options, but you can even do it in MS Word.

Body copy font, size and spacing
Although there are hundreds of fonts you can choose from, it's important that your document is easy to read. It's recommended to use no less than 10 pt. for your body copy, but no larger than 12 pt. The font you choose is very important as well. Many authors consider Times New Roman the standard, but you do not have to be limited to

(continued)

Do-It-Yourself E-Book Design (cont.)

that. Some other popular choices are:

- **Serif fonts:** Garamond, Caslon, Baskerville, Bodoni, Goudy, Century, Palatino, Sabon, Stone Serif
- **Sans Serif fonts:** Arial, Helvetica, Verdana, Futura, Univers, Franklin Gothic, Century Gothic

Chapter and sub chapter heading design

This is where you can have fun with your fonts as you did on your cover. It helps with cohesiveness if you choose a font for your chapter titles that you used in your cover design. The size of the font is open, although 24pt is a good median. Sometimes you may go as large as 36 pt. Play with that and decide what you like best. It's also a great idea to use one of the colors used in your cover design. But you're not tied to that if another font or color helps convey the "look and feel" of your book even more. It's tempting to use as many different colors as you can, but overall your book will look more professional if you contain that urge. That doesn't mean you can't play with different tints of the same color, just try to stay in the same color pallette.

Header and footer content and design

Your header and footer remind the reader what they're reading, and help contain the page. It's a good idea to use the book title in your header, and again, you might want to use a font from your book cover. You can play with that as well, and might want to also use a color in the header from your cover. Your footer can be very simple with only the page number, or you may have more information you want to the remind the reader of (author's name, your business name, etc.). Keep that information to one or two lines, and keep the look of it simple so that it's not distracting.

Table of contents formatting

Again, you may want to use a font that you've already used in either your cover or chapter titles. You can also mix them, for example--use the same font for "Table of Contents" that you used for your titles, and make the listing below in the font you used for your body copy. It's a good idea to have the listing set up as single line spacing with an extra return between chapter titles. If you have subchapters, you may want to indent them slightly. Again, make it easy to read.

Creating a user-friendly PDF of your e-book (with working hyperlinks)

Assuming you created your document in MS Word, your hyperlinks should already exist. Review and if some aren't already linked you can easily create the links in Word. Simply highlight the text you want linked, go to "insert", then "hyperlink" and assign the URL in the dialog box. Your link will show up. That link will also work when your document is converted to a PDF.

Do-It-Yourself E-Book Design (cont.)

When creating your PDF, there are several settings you can use, but 3 are very important for a user-friendly PDF:

- Add Bookmarks
- Add Links
- Enable Accessibility and Reflow (tagging)

You should also apply a password, under the Security tab.

All of these options are available if you own Adobe Acrobat and are located in Word under Adobe PDF settings. If you do not own or have access to Acrobat, Adobe has a "HCreate Adobe PDF OnlineH" service. There's a free trial version and an inexpensive (currently $9.99 mo.) monthly subscriber version available. Tagging is currently only available with the subscriber version. Review the settings allowed for each when making your choice.

STEP EIGHT
Create the Cover and Interior
Page Layout

You are finished writing your e-book and Bonus Reports, and you have edited the manuscript. Now it's time to think about how it looks to the reader. You want the cover and the inside page layout to be attractive and inviting.

Since you left formatting out of the process in Step 5, that's the place to start. You want to set up your pages so they are inviting to your readers.

White space, the area where there is no text, is a good thing to have in your e-book. The recommended formatting is to have line spacing set to 1.5, the text is 12pt Times New Roman, and the margins are set to 1.25 inches. This puts lots of space between the lines and around the edges so the page looks bright and inviting. That said, any formatting beyond this is best left to a freelance designer or graphic artist.

It will cost you from $100 to $300 to have a page layout done for a 50 to 100-page e-book; that price includes a nice color cover. You can find freelancer graphic artists and book designers on sites like CraigsList, Guru and eLance.

Look at other e-books and reports to see what formatting techniques are used. Decide which ones you like and use them when you set up your own e-book.

There are programs like PageMaker and Quark Express you can use that are specifically designed to do page layout. These are good programs that offer you a lot of flexibility. They can make adding things like an index quick and easy. They also allow you to change the formatting of your document quickly and easily. The drawback to these programs is that they are expensive, and you have to learn how to use them.

This is what makes using a freelancer very attractive when it comes to page layout and cover design. You can tell you graphic designer what you like, and leave them to do their work. A list of graphic designers appears in the resource appendix of this e-book.

Once the layout of your e-book is done, you (or your designer) need to convert it to a portable document format (PDF) file. This ensures that everyone can open your e-book and that it looks the same for everyone. The PDF format works for all operating platforms.

Most people are familiar with Adobe Acrobat Reader. It is free software that everyone provides so customers can download and read PDF files. To actually make a PDF file, you need Adobe Acrobat Professional or another program that generates PDF files.

Three other programs that allow you to make PDF files are:

- PDF Converter Pro.
- OfficeReady Pro.
- Solid Converter PDF.

Each of these three costs $100 or less. Adobe Acrobat Professional sells for over $400.

Before you rush out to buy the less expensive software, read the sales page of each product. Be sure the software can do what you want it to do. We'll discuss security and locking your PDF file in Step 9. This is just one element you might want to consider before buying software.

Another element to consider is whether a free program can serve your needs as well as any of the others already listed. Four free PDF generators you can consider are:

- Primo PDF.
- PDF995.
- CutePDF.DocuDesk.
- PDFill.

Once you have chosen and installed your software, you need to convert your Word file into a PDF file. The programs all work in the same basic way, and I am using CutePDF as my example.

Open your word document and choose "Print" from the File menu. You have to go this route rather than clicking on the print icon. Using the icon sends the print job to the default printer.

When you choose "Print," the print dialog box opens. At the top of that box is a drop-down menu that shows you all the printers connected to your system. Most of us just have one printer, but your PDF software acts like a printer so this is how you access it. Click on the drop-down menu and you will find "CutePDF Writer" listed as a printer.

Click on "CutePDF Writer" and then click "OK" at the bottom of the print dialog box.

After you click "OK" a new dialog box opens called "Save As." This is where you get to name your PDF file and choose a location to save it on your computer. Your PDF software will use the same name as your Word file by default and just change the extension. It's also a good idea to save the PDF file in the same place where you keep the Word file for your e-book.

The default location for saving the PDF file is "My Documents." If you used a specific folder for your e-book, then you will have to use the drop-down menu at the top of the "Save As" dialog box to locate that folder before you click "OK" and create your PDF file.

After you click "OK" in the "Save As" dialog box, your PDF software will make the conversion and show you your document as a PDF file. It's now ready to be loaded into your shopping cart (see Step 10).

There is a second "cover" for your e-book that is usually included with the layout. It's the three dimensional (3D) image of the e-book that you'll use on your sales page. Just like including an author photo is good for your sales page, having a 3D image of your e-book makes a positive impact on customers. A 3D image of your e-book has perspective and a drop shadow to make it look like a three dimensional, physical object.

There are several resources available (free and paid) for you to make your own e-book cover. Four paid and five free are listed in the Resource Appendix. When you use a freelance graphic designer to create the cover and interior page layout, be sure to ask whether their fee includes producing an image for your Website.

There are a lot of marketers that use three dimensional images of books, software boxes and CDs when they are selling their products. Two examples are:
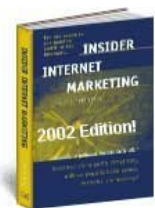
www.bizWeb2000.com/insider.htm

and www.millionairemembership.com.

Some e-book covers have photos, others have graphics, and some are plain text covers. Some have color while others are a plain black-and-white cover with text. Be sure to ask what is included in a freelancer's service before you accept a bid for designing your e-book.

Different images can have different results in sales. We'll cover this more in Step 17. For now, let me say that a photo of the author on a book cover is usually a good thing. So is color and the use of graphics relevant to the topic. What you don't want to do is put all this together

and end up with a cover that is brash and confusing. I recommend nice clear text for the title, and a photo of you or a relevant graphic.

Many Internet marketers have found that showing a good quality 2D or 3D image of the information product boosts sales. There is even evidence that shows 3D images perform better than 2D images.

Ultimately, it is up to you to test different images and discover what works best. Depending on the cost, you might want to ask a designer for more than one option for the image you use on the sales page.

If you decide to design you own cover there are three sources I recommend checking out. One is Template Zone (www.templatezone.com/word-templates-ebook.php). They have e-book template packages that are specifically designed to work with MSWord. They also cost $29.95 for a package of templates.

Two others that are free are EBookCode (www.ebookcode.com) and PowerPoint e-Books (http://drscavanaugh.org/ebooks/creating_ebooks_with_powerpoint.htm). Along with templates, ebookcode.com also provides design tips and tricks, and a free tutorial about designing an e-book.

The site for PowerPoint e-Books provides a free template that is specifically designed to produce an e-book using the PowerPoint software. The reason for checking out this site is that it shows you how to produce a talking e-book. This can expand your market by making your e-book accessible to people who are visually impaired.

STEP NINE
Proofread and Lock the PDF File

This is your last chance to read the e-book and catch errors or omissions.

Take the time to read through your e-book and ask at least two other people to do the same. Ask friends who have not been involved in the development of the e-book or use a professional proofreader like www.proofreadnow.com. This helps ensure that your e-book is readable and friendly, and that everything is spelled correctly.

Locking your PDF is the last step before putting it out to the market. Locking the PDF means applying security settings to protect the content of your e-book.

Although there are lots of choices for producing a PDF, I am going to show you how to work with Adobe Acrobat because it is a very common program. The first thing to do is to look at the security settings for a PDF document.

Open this e-book in Adobe Acrobat. Click on the Document menu, choose *Security*, and then choose *Show Security Settings For This Document*. This opens a summary box that shows the restrictions on this e-book in the following categories:

1. Printing
2. Changing the Document
3. Document Assembly
4. Content Copying or Extraction
5. Content Extraction for Accessibility
6. Commenting
7. Filling of Form Fields
8. Signing
9. Creation of Template Pages

You should secure an e-book to only allow your customers Print and Content Extraction for Accessibility functions. This prevents others from changing the content of an e-book or copying large parts of it for other uses.

Using the security settings in Adobe Acrobat is quite easy. Click on the Document menu and choose *Security* then choose *Secure This Document*. This will open a dialog box called *Select a Policy to Apply*.

You can use or modify one of the existing policies, but I suggest you make a new policy and call it *e-book Policy*. Then you can use the same policy, and the same password, every time you return to secure future e-books. As you develop other information products, you can set a policy for each type of product or use the e-book policy for everything.

My preference is to use one policy for everything. The primary benefit of this is that I only have to remember one password.

To develop a new policy, simply click on *New*. This will open a dialog box called *New Security Policy*.

Select the Type of Security

Your first option is to choose which type of security you want to use. There are two options:

1. Password
2. Public Key Certificate

Choose the *Password* option. The only reason to use a Public Key Certificate is that you are sending the PDF to a specific group, and you only want them to see the document. Using this option when you are selling an e-book means you are adding the step of sending a password to every customer. That's extra work for you and extra bother for your customers.

General Settings

Once you have selected the *Password* option, click *Next* to go to the General Settings page. This is where you get to name and describe your policy. Choose a name you will always recognize. Typing a description of the policy is optional.

Document Restrictions

Click *Next* to arrive at the Document Restrictions page. This is where you decide what people will, and will not, be able to do with your e-book.

The first option is to set the Compatibility for your e-book. You can choose Adobe 5.0 or later, 6.0 or later, or 7.0 or later. I suggest you choose the default setting of Adobe 5.0 or later. This will give your customers the widest possible access to your e-book.

Choosing higher levels of compatibility gives you more options for what gets encrypted. The best thing to do is use the default setting *Encrypt All Document Contents*. You might be tempted to choose the second option that allows search engines to find the metadata for your e-book. But don't.

Since you will be putting Meta tags into your Website (more about this in Step 13), there is really no reason to make the metadata for your PDF available to search engines. In fact, it can result in your PDF competing with your Website in the search engine rankings. It also means people will be able to find your e-book order form without reading your sales page. That will only be confusing for customers and lead to lower sales.

The first password you can set requires customers to have a password to open the document. This is similar to the Public Key Certificate option. Using this option means you have to send a password to every customer, and they have to use it every time they open your e-book.

The second password option is for restricting access to specific parts of your e-book. I listed the nine areas you can restrict earlier.

Choose the *Use Permissions Password* option and type a password. Choose to allow High Resolution Printing and leave the other options at their default settings.

High Resolution Printing means your customers can print a clear, crisp copy of your e-book. Allowing them to do so gives them a high-resolution print-out of the e-book that is easy to read.

Leaving the *Changes Allowed* option set to *None* means no one can change the content of your e-book or add comments to it.

Leave the *Enable Copying* option disabled to keep people from using text or images from your e-book.

The default setting for the *Enable Text Access* option is *Yes*. This means people who have a visual impairment can read your e-book with larger text. You should definitely leave this default setting alone. Changing it can only make it harder for some customers to access your e-book.

Summary

Click *Next* to arrive at the Summary page for the policy settings.

Read the summary to be sure everything is set the way you want it. You can always edit the settings for each policy, but it's best to make sure you have the right settings from the beginning.

Click *Finish* and your security policy is complete. Now you can use it for every e-book you publish.

STEP TEN
Load Your e-Book PDF into a
Shopping Cart

Loading your e-book—the PDF file—into a shopping cart can sound just a little bit intimidating. If you can attach a file to an e-mail, or upload a file to a Yahoo Group, then you'll have no trouble putting your e-book into a shopping cart.

The important part of this step is choosing which shopping cart to use.

There are two basic options for a shopping cart. You can use a shopping cart provided by the same company that is hosting your Website—a good starter option. The other option is to use a shopping cart that stands separately from your hosting company.

Part of this decision might be based on your budget. Combining services with your hosting company can be less expensive than paying for separate services. You just need to balance the advantages and limitations of each.

Let's consider three options for a shopping cart:

- Go Daddy Quick Shopping Cart.
- PayPal Shopping Cart.
- Web Marketing Magic.

These are given in alphabetical order. I happen to use Web Marketing Magic, and you might like it, too. However, your choice in any area should be guided by your needs, your budget, and your preferences.

Go Daddy Quick Shopping Cart

You can use Go Daddy's Quick Shopping Cart without using Go Daddy as your Website hosting service. It works either way. They have offers that bundle these and other services together, or you can just buy the Shopping Cart and add it to your site.

As a stand alone product, Go Daddy offers an economy, deluxe and premium edition. The three main differences are in the number of products you can offer, the amount of disk space allowed, and the volume of bandwidth provided.

Go Daddy also incorporates PayPal, eBay and Google Product Search into their shopping cart. This is a standard practice because each of these services is extremely popular.

A shopping cart that won't allow you to use PayPal is something to steer clear of. That's kind of like being able to accept MasterCard but not Visa. On the other hand, being able to connect your shopping cart with eBay and Google Product Search is very nice, but not essential.

Go Daddy also offers step-by-step Wizard setup for their shopping cart, and they generally have great customer service. One thing they don't offer is an e-mail autoresponder. Go Daddy does have this service; it just isn't tied directly to the shopping cart.

You can find the Go Daddy shopping cart by going to www.godaddy.com and looking for *Quick Shopping Cart* in the Business drop-down menu.

PayPal Shopping Cart

PayPal gives you a free, 194 page manual for using their shopping cart. At the same time, that means you might really need a 194 page manual to use their shopping cart.

A very important thing to be aware of is that using just PayPal as your shopping cart means that all your customers must have a PayPal account. It takes time to set up an account, and requiring this of your customers can cause them to NOT buy your product.

You should also keep in mind that PayPal was developed for customers more than for businesses. Their focus is giving you and me a way to make online purchases without having to give every retailer our credit card information. They don't have set up Wizards or templates for their shopping carts. PayPal does supply the HTML coding you need so you can add their service to your site.

To see the various ways you can use PayPal to process payments go to www.paypal.com and click on the Products & Services tab.

Web Marketing Magic

There are four service levels you can choose from with Web Marketing Magic. They start with Auto Responder, then Starter, Basic and Pro.

The difference between this service and PayPal or Go Daddy is that Web Marketing Magic is focused on you, the marketer.

Their service offers more than 50 payment gateways (including PayPal) and can even offer customers alternate order options if a credit card is declined.

Web Marketing Magic also provides extensive ad tracking, online and live support, unlimited e-mail autoresponders, requires no programming skills, and has specific features to help you market you e-book.

They provide unlimited bandwidth for customer downloads, guaranteed secure digital delivery and support licensing of your digital products.

Everything you find with other shopping carts is available with Web Marketing Magic. This service also offers a 30 day test drive of their service for $3.95. For more information or to sign up for the test drive, click here: www.automateyouronlinebusinessnow.com

Putting Your PDF File in the Cart

Loading your e-book into any of these shopping carts is as simple as locating a file on your computer. As I mentioned earlier, the best analogy is uploading a file or photo to a social networking site.

Whether you are using Yahoo, Face-book, or YouTube, the site asks you to type the location of the file. My preference is to click on the Browse button and locate the file that way. When you click Okay, the site uploads the file for you and stores it.

Shopping Carts work in the very same way.

One option I didn't list here is Click Bank. Click Bank is a retailer for information products, and they have their own shopping cart. However, you don't subscribe to the Click Bank Shopping Cart.

Instead, for a one-time activation fee, and a small fee for each cheque they send you, Click Bank gives you access to their affiliate network. We will discuss Click Bank in more detail in Step 19—Recruit Affiliates.

STEP ELEVEN
Reserve a Domain Name for Your e-Book

Let's go back to Step 2 and look at your list of keywords.

Your first keyword is your topic. From there you developed a list of other keywords related to your topic. When I decided to produce this e-book, my first keyword was "e-book."

Some of the other keywords that came up in my keyword search were:

Outline	Topic	Keyword	Research
Write	Edit	Proofread	PDF
Cover	Template	Sales	Information Products

Just as we spread keywords throughout the e-book and marketing materials, we must consider how to use keywords in a domain name. The difference is that a domain name gives you no room to develop context.

Your domain name must communicate a message immediately.

You also have to work with the reality that hundreds of millions of domain names are already registered. The name you think is ideal may already be taken. (We'll discuss how to get around that problem shortly.)

Start with your topic keyword. In my case, "e-book" doesn't say very much on its own, but it is clear and definite. The site will be about an e-book.

Now go to a domain name registration service. It's free to search for available domain names. You can also transfer the registration if you decide to use a different company to host your Website. I use www.ultracheapdomains.com for registering my domain names. The largest domain name provider is Go Daddy (see appendix).

The default setting for domain name searches is to look for a ".com" address. Most services have a drop-down menu right beside the search box. This allows you to choose any suffix you prefer for your domain name.

A handy feature in Go Daddy is that it shows the results for several suffixes and some name variations. Whether the name you search is available or not, the results page will show you the availability of several suffixes in addition to ".com," and there is a long list of alternate domain names you can use.

Before we take a look at some examples of domain names, I would like to share some tips on how to choose a domain name for your e-book micro-sites.

1. Use Your Key Word or Phrase

This can be hard to do because most of the "best" domain names have been registered. However, you never know until you try. If your key word is "gambling," you'll find that www.gambling.com is not available. However, if your topic is renovating Oldsmobiles, www.renovatingoldsmobiles.com is more likely to be available. It's easy enough to check out on www.godaddy.com.

2. Make it a Book Title

Adding the word *handbook* or *manual* to your domain name makes it obvious that you have developed a book, and give you an available variation. For example, Bob Bly wanted to reserve the domain name www.viralvideomarketing.com for a new e-book on viral video marketing, but it was taken. He then searched to see whether variations were taken— viralvideomarketingmanual.com or viralvideomarketinghandbook.com

3. Add a Prefix Word

Another way to find an available variation on your key word for a domain name is to add a prefix word like *my, your,* or *the.* There is a good chance that one of these will be available, e.g., www.myfirstpowerboat.com.

4. Try Promotional Catch Words

If you are still looking, or you just want to find something shorter, then you can try adding words like *magic* or *riches*, e.g., viralvideomarketingriches.com or viralvideomarketingmagic.com.

5. Try Alternate Descriptions

When you really want to hold onto a particular key word or phrase, you can try adding descriptive words like *best, ultimate, quick* or *successful.* In this case of this e-book, the first choice for a domain name was myfirstebook.com. Since that was taken, the domain name is www.myveryfirstebook.com.

6. Less is More

A shorter domain name is better than a long one. Shorter is easier to remember, and you don't have to worry about making it fit on a business card. However, short names are in the "best" category and are often taken.

7. Use Memorable Phrases

Use phrases that are easier to remember so you can instantly recall the domain name when someone asks what the site is for your information product. A great example of this is Bob Bly's www.TheInternetMarketingRetirementPlan.com (capitals added for readability). The name of the site clearly tells you what the product does, and the name has a rhythm, or flow, to it.

Two more good examples from Bob are www.blysentme.com and www.bobcoachme.com. Blysentme.com is particularly noteworthy because Bob has two vendor areas on his site. This one is the area where Bob lists specific resources that he recommends. The other area is just an additional page on his main site (www.bly.com)

Bobcoachme.com is probably obvious—which is the whole point of choosing a domain name. It's obvious, it's easy and it's memorable. This is the page Bob uses to offer a personal, one-year coaching service.

One of the things Bob's customers continually ask him is how to build an online subscriber list, so he posted the landing page for his product on list-building not at www.listbuilding.com but at www.buildyourlistfast.net—because the phrase "build your list fast" is easy to recall.

8. Dot-com is Best

Having a domain name that ends in dot-com is your best choice, but dot-net is a good second option. As I mentioned earlier, domain name services do supply a list of prefixes so you can see what alternate suffixes are available when you have a really good domain name. Bob reserved www.buildyourlistfast.net because www.buildyourlistfast.com was taken.

9. Reserve Multiple Choices

When some of the choices you searched are available, make a point of reserving more than one.

Let's say your key phrase is *marketing whiz*. When you find it is available, you might also reserve *themarketingwhiz*. The point of reserving alternate domain names is to lessen the potential for competitors. Once you have the alternate domain names registered, you just redirect them to the primary domain name.

Domain Name Examples

The domain name for this e-book is www.myveryfirstebook.com. Including "very first" in the name let's everyone know that this is an e-book for beginners. It will deal with the basics and cover everything you need to know. Also, www.myfirstebook.com was already taken.

You want to do the same thing with your domain name. Focus on your topic, and what is your unique approach to the topic.

Let's say you are writing about how to train a cat. You might want to try haveanobedientcat.com or catobediencetraining.com.

Does that say what you want to say? Will it be clear to customers?

A friend might suggest easycattraining.com, and a co-worker might think getyourcattolisten.com is a good name. What do you think? Does it catch your eye that there are doubled letters in both names? That's a good thing to avoid when the doubled letters belong to different words. It is often a source of confusion for customers.

Choosing a domain name is not a "make or break" decision for your e-book. You don't have to spend days and weeks trying to find the perfect name.

Look for a name that addresses your topic, and your unique approach to the topic.

It is certainly possible to have a great name that you really, really want to use. Can you get around the problem of it already being registered?

Yes. Absolutely. There are three easy ways.

First, you can add a word to the name. This is one of Bob's tips. You decide you want to use honestlawyer.com as your domain name, but it is taken. Try adding *the, an* or *one* to the front of the domain name. You can also add the name of your town or state to get something like newyorkhonestlawyer.com.

For me, personally, my name is already taken as a domain name. It also turns out that my name, Conrad Hall, is the name of a lecture hall at the University of Waterloo, a residence at the University of Nebraska, and an Oscar winning cinematographer. The person who actually has this domain name runs an Internet strategies and consulting firm.

However, *theConradHall* was available for registration.

You can also add a word onto the end of your domain name. Words like *online, site* and *live* can work well at the end of a domain name to make it unique, and show your unique approach. Bob has used *online* several times in his domain names.

The second easy way to work around a "taken" name is to change the spelling. You could use koolkabinrentals.com to advertise your wilderness retreat if coolcabinrentals.com is taken.

It might be tempting to change the spelling by dropping letters from your domain name. This can work when you are shortening a word to a recognized short form. Just dropping a couple of random letters is less likely to work because people often assume missing information.

What do you see when you read ezcattraning.com? The change of "easy" to "ez" is a great change, but did you notice the missing "i" in "traning?" People are not likely to notice a small change like that, and they are even more likely to type the word correctly when they look for your site.

Those two mistakes could get your customer a "no results" message or, worse, take them to someone else's Website.

A very good way to use spelling to your advantage is to reserve common mis-spellings of words. You don't use these as your primary domain name, but you can reserve the mis-spelled version and redirect it to the domain name you are using.

A spelling oddity to avoid is having the same at the end of one word and the beginning of the next. For example, www.cattraining.com or www.salesseminar.com. People often find this confusing, and that means you are putting a stumbling block in their way. There is almost always a way to rearrange your domain name to avoid this situation; e.g., www.trainyourcat.com.

When you have a word that resembles a number, try using the number in the domain name. If www.trainingforyourcat.com is taken then you can try www.training4yourcat.com. You are substituting the numeral 4 for the word *for*.

The last way to work around someone having already registered the domain name you want is to buy it from them. When they're already registered, domain names are called Premium Domain Names. The owner can name whatever price they want for that name and you get to try to negotiate.

This might be a good option if you have a few hundred dollars handy (or even a few thousand), and really want to use a particular name. Personally, I would try other options. For the small operator, purchasing a domain name from an individual who already holds it is too expensive, and there is virtually always an alternative available if you check all the variations carefully.

STEP TWELVE
Write and Design a Landing Page to Sell Your e-Book

The landing page is what moves your customer from "knowing about" your product to "buying" your product.

Also known as a micro-site, or online sales letter, a landing page is any Web page designed to generate conversion (sales) or other direct action, as opposed to a page that just provides content or links to more content. To find out more about how to create an effective landing page for your e-book, take a look at www.thelandingpageguru.com. It's a free Website that Bob Bly put together to help you increase your landing page conversion rates.

Customers can get to your landing page from an organic search on Google, pay-per-click advertising, an e-mail you sent, or a referral from an affiliate. However they get there, your objective is to get them to move from the landing page to the transaction page—the page where the purchase is made—by clicking one of the "Order Now" buttons on the landing page.

The landing page is essentially a long copy sales letter posted on a Website. The visitor has very few options; she can read the sales letter, click on "Order Now" to buy, or leave the landing page by clicking away. Landing pages typically have no menu buttons and little or no site navigation. When your customer clicks on the Order Now button, she is taken to the transaction page or shopping cart where she can order the product.

Visit several of Bob Bly's product landing pages. Print at least two of them and lay them out on a table, or tape them to a wall.

The two I will use as examples in this section are:

- ✓ Breakthrough e-Mail Marketing Secrets www.breakthroughe-mailmarketingsecrets.com
- ✓ Viral Video Marketing Handbook

www.viralvideomarketinghandbook.com

When you lay out the papers for each landing page, put them in a column so they most closely resembles the scrolling form of a Web page. There are also sample images from another of Bob's product landing pages, *The Internet Marketing Retirement Plan,* reproduced in the next few pages to help you understand the elements of a landing page.

There are ten important elements that go into writing and designing a landing page:

1. The Pre-Head
2. The Buttons
3. The Headline
4. The Sub-Head
5. The Lead
6. Photo and Bio
7. Testimonials
8. Body Copy
9. Sidebar Copy
10. The Close

Notice that six out of ten—more than half—of those elements are on the first sheet of each landing page. In fact, all of them are within the first six inches.

Eighty percent of your success will come from twenty percent of whatever you do. You need to make that twenty percent—those few six inches—as good as you can. We'll discuss how to do that in Step 17. For now, we are going to explore what goes into each of those elements.

The Pre-Head

At the top of every page you will find a pre-head. This is a tag line that establishes credibility. Consumers are skeptical today, and are at their most skeptical when they're online.

A pre-head is the quickest, easiest, and most effective way to establish credibility with your customers.

Your pre-head has to be more than just a claim. It has to be a statement of achievement. Let's say your e-book is about selling. A good pre-head for an e-book about selling would be "Joe Blow, the top salesman in his car dealership for 4 years in a row."

Another option is to use a testimonial or endorsement. Notice that Bob's pre-head includes an endorsement from McGraw-Hill that names him America's top copywriter: *Bob Bly, the man McGraw-Hill calls "America's top copywriter" and the author of 70+ books, now reveals…*

The Buttons

All of Bob Bly's landing pages have three buttons at the top right of the page. Those three buttons are:

- ✓ Order Now—takes you to the transaction page to buy the product (in case you are already sold, ready to buy, and don't want to read the sales copy).
- ✓ Affiliate Program—sign up to sell the product as one of Bob Bly's affiliates (see Step 19).
- ✓ Free e-Zine—subscribe to Bob's free e-zine *The Direct Response Letter.* This allows Bob to capture your e-mail address and add you to his opt-in list even if you do not make a purchase (see Step 14).

In addition, the Order Now button is placed throughout the landing page to maximize the click-through rate to the transaction page (also known as the order page).

A lot of marketers don't like to put an order button right at the top of the page. They say it's no good to have a customer look at the price before they read the sales copy.

The truth is that customers can just as easily scroll down the page to find an order button, so make it easy for them to find. Spread order buttons throughout your landing pages so a customer can go straight to buying any time she pleases.

The affiliate program means you allow others to sell your products to their subscribers and Website visitors. To track the sales, they get a unique URL link when they sign up as an affiliate. They use that URL link when promoting your product to their subscribers and visitors. (We'll cover affiliates in more detail in Step 19.)

Ordinarily you get a thank you from a friend when they take your advice. With an affiliate program, you get a thank you and a pay check—just for telling someone you like a product.

As a marketer, your affiliate program will increase your customer base, deepen your market penetration, and breed good will among your customers.

The free e-zine is a gimme. People like to get things for free, and your newsletter will be filled with useful information. Putting an e-zine sign-up opportunity at the top of all your product sites helps build your in-house e-mail list. Step 20 is devoted entirely to this subject.

The Headline

The headline of a landing page is similar to the headline of an ad. Its function is to grab the reader's attention so they read the sub-head below it.

Michael Masterson's 4U's formula can help you write stronger headlines for landing pages and other advertising. The 4U's formula says that headlines should be:

- ✓ Urgent
- ✓ Useful
- ✓ Unique
- ✓ Ultra Specific.

The headline should give your customers a promise that is big, and it must have an emotional appeal. For instance, the headline on the landing page for Bob's e-book on e-mail marketing reads:

Triple Your e-Mail Marketing Results in 90 Days—or Your Money Back!

This is a dual promise. You will get results, and there is no risk to you.

Every person using e-mail marketing wants to get better results. Better response rates translate directly into increased revenue. Even successful, experienced online marketers want to triple their results.

And on Bob's landing page for his viral video marketing e-book the headline is:

How a "Bionic Hamburger" Made Len F. a Rich Man.

This headline combines a dual promise with curiosity.

What is a "Bionic Hamburger?" The sales copy answers that question, and tells you how it made Len F. a rich man. The idea of a "bionic hamburger" makes readers curious; they want to know what it is. What draws readers in is that discovering that answer could make them wealthy, too.

The Sub-Head

The headline gets the reader's attention. The sub-head expands on the idea in the headline to draw the reader into—and get him to start reading—the body copy.

The sub-head in Bob's e-mail marketing landing page reads:

How to write and deliver e-mail marketing messages that blast past spam filters, get opened and read, and increase your click-through rates, conversions, sales, and profits.

The headline promised to triple your e-mail marketing results. The sub-head makes a promise that you will learn how to get past spam filters, make your e-mails more attractive so they get read, and more compelling to increase your sales.

And the sub-head for Bob's e-book on viral video marketing says:

Everybody's talking about YouTube, Face-book, and MySpace. More important, they're sharing videos and pictures on these sites with their friends, colleagues, and neighbors like crazy. The good news is: now it's easy and cheap to make your own short video…post it all over the Internet…and advertise your product or service to thousands of eager customers— virtually for free!

Notice the one thing this sub-head doesn't do. It doesn't satisfy the reader's curiosity about a "bionic hamburger." In fact, the curiosity is increased by suggesting the bionic hamburger has something to do with a video.

What the sub-head does do is show the reader that the videos are part of what made Len F. rich, that the videos are popular, and that they are easy and cheap to make.

The Lead

This is the most important part of the body copy. It's the text that runs from the salutation to the first sub-head inside the letter.

You can use the lead to identify a problem or need, make an emotional appeal, or make a big promise. How you use it will be determined in large part by your headline and sub-head.

The lead has to relate to what you introduced in the headline and sub-head.

Let's look at the lead for the Breakthrough e-Mail Marketing Secrets landing page.

Dear Marketer:

Whether you are an Internet marketer … or simply use the Internet as part of your overall marketing mix.

Your success online depends in large part on e-mail marketing—

—and in particular, on writing and broadcasting e-mail marketing campaigns that get delivered to—opened—read—and responded to by your prospects and customers.

The bad news is: it's tough today to write e-mail marketing messages that comply with CAN SPAM laws…and aren't blocked by ISPs and spam filters.

It's even tougher to get your prospect's attention…stop her from deleting your marketing e-mails…and get her to open, read, and respond to your message.

The good news is: proven solutions to all of your e-mail marketing problems exist.

Now, you can download these e-mail marketing "best practices" immediately—and watch your open rates, click-through rates, and conversions soar….

This lead starts by making the reader aware of a huge problem in online marketing today: e-mail deliverability. It then focuses on the topic of e-mail marketing and what is needed for your e-mail marketing efforts to be successful.

You are encouraged to continue reading not simply because you will get a solution. You will be getting proven solutions—more than one. It also promises you can have the solutions immediately and see immediate improvement in your marketing results.

Photo and Bio

One of the best ways to increase customer confidence is to have a photograph in your copy.

Bob combines that photograph with biographical information. This builds credibility by showing Bob is a real person with real experience. The biography is followed by testimonials from colleagues and satisfied customers.

Just like the pre-head, you are going to have to tailor the bio section on your landing page to your own background and experience. At the very least, use this space to re-state your unique approach and its value for your customers.
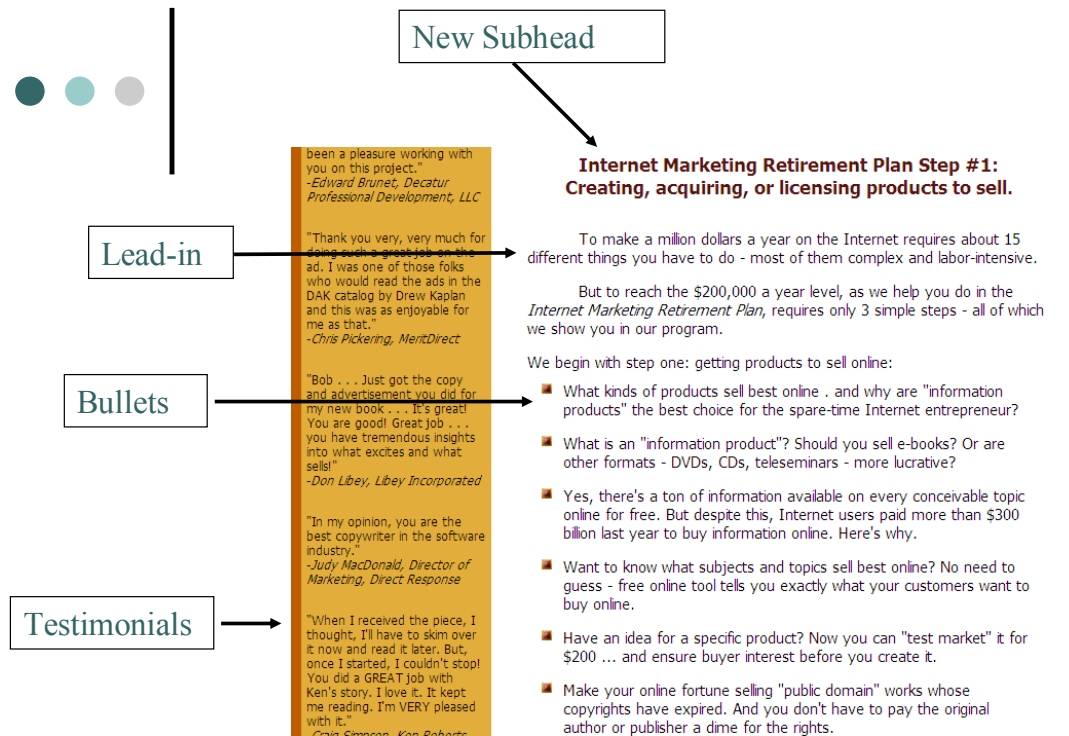
Body Copy

This is where you get to tell your customer about all the wonderful benefits they will obtain by reading your e-book. They can achieve wealth, reduce stress, live a worry-free life and do it all in just one hour a day.

In each of Bob's landing pages he uses the first sub-head inside the copy—the start of the body copy—as a transition point. He gets the customer's attention with a headline, expands a little in the sub-head, and identifies a problem or makes an emotional appeal in the lead.

The body copy is where Bob positions the information product as the solution to the problem stated in the lead.

After he gives some information about the product and how it satisfies the customer's need, he introduces a long list of benefits in a bulleted statement. In addition, each bullet has a page number to show the reader where that benefit can be found in the e-book.

This allows the customer to find answers quickly when they have the e-book. It also builds further credibility for Bob when his customers find the benefits in the bulleted statements are right where he said they would be in the e-book they buy.

People buy things for emotional reasons, so you need to touch their emotions. The best way to do that is to show them what is in it for them.

Show customers how your e-book will solve a problem in their life. Show them how it will make them feel better, and their friends will have more respect for them. Show them how reading your e-book adds value to their lives.

They expect your e-book to add value to their lives because that's what you promised in your sales copy. Your customers expect your e-book to be useful and easy to read. And they really don't care how long it is as much as they care about the benefits they get.

Credibility – Testimonials

Content Sidebar

Sidebar Copy

This is the place to tell a story that highlights a special benefit of your e-book.

There are two good examples of effective sidebar copy in the landing page for the Internet Marketing Retirement Plan.
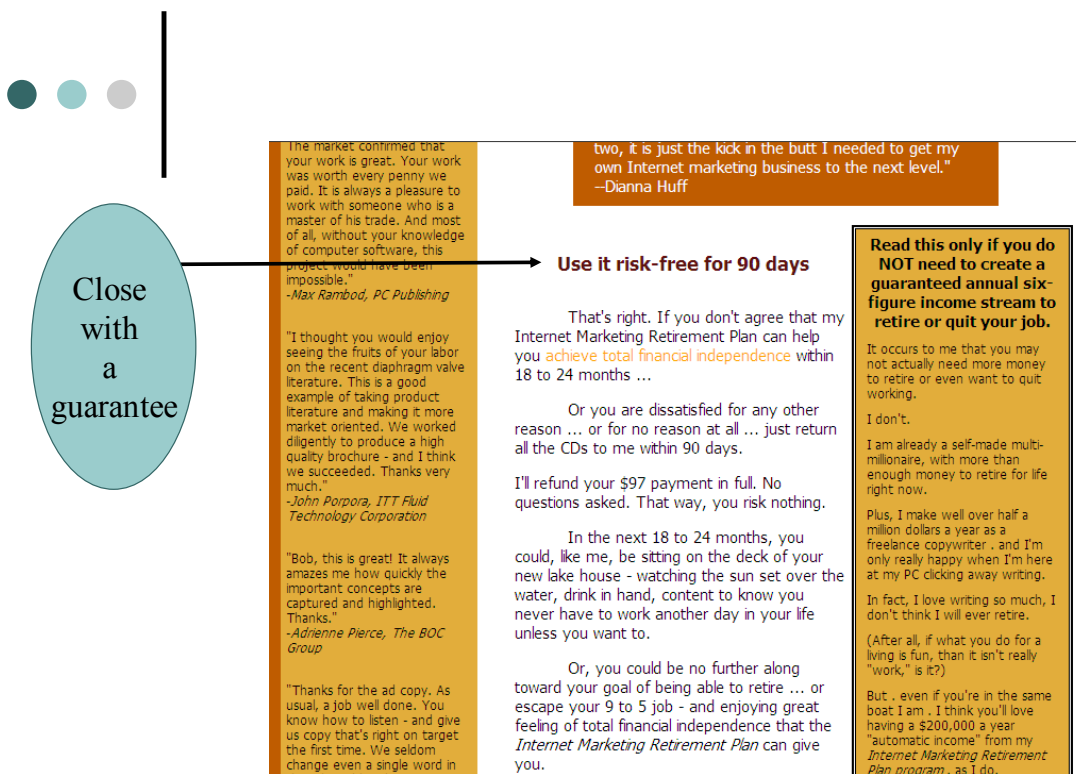
The first sidebar at the right gives readers three things you need to succeed in Internet marketing. This is free content in the sales copy without even having to purchase the e-book.

Another sidebar further down the landing page starts by saying "Read this only if you do NOT need to create a guaranteed annual six-figure income…"

At first glance, you might think it's impossible for there to be anyone who doesn't need more money for retirement. You might read this out of curiosity, but the person who really doesn't need the extra money is definitely going to read this. They want to know what is in it for them.

When you find something unique and interesting you would like to include in your sales copy, you can draw attention to it with sidebar copy. You can even repeat text from the sales copy in the sidebar. Often the sidebar will add just a couple of details to make the picture stronger for the customer.

Close with a guarantee

The market confirmed that your work is great. Your work was worth every penny we paid. It is always a pleasure to work with someone who is a master of his trade. And most of all, without your knowledge of computer software, this project would have been impossible."
-Max Rambod, PC Publishing

"I thought you would enjoy seeing the fruits of your labor on the recent diaphragm valve literature. This is a good example of taking product literature and making it more market oriented. We worked diligently to produce a high quality brochure - and I think we succeeded. Thanks very much."
-John Porpora, ITT Fluid Technology Corporation

"Bob, this is great! It always amazes me how quickly the important concepts are captured and highlighted. Thanks."
-Adrienne Pierce, The BOC Group

"Thanks for the ad copy. As usual, a job well done. You know how to listen - and give us copy that's right on target the first time. We seldom change even a single word in

two, it is just the kick in the butt I needed to get my own Internet marketing business to the next level."
--Dianna Huff

Use it risk-free for 90 days

That's right. If you don't agree that my Internet Marketing Retirement Plan can help you achieve total financial independence within 18 to 24 months …

Or you are dissatisfied for any other reason … or for no reason at all … just return all the CDs to me within 90 days.

I'll refund your $97 payment in full. No questions asked. That way, you risk nothing.

In the next 18 to 24 months, you could, like me, be sitting on the deck of your new lake house - watching the sun set over the water, drink in hand, content to know you never have to work another day in your life unless you want to.

Or, you could be no further along toward your goal of being able to retire … or escape your 9 to 5 job - and enjoying great feeling of total financial independence that the *Internet Marketing Retirement Plan* can give you.

Read this only if you do NOT need to create a guaranteed annual six-figure income stream to retire or quit your job.

It occurs to me that you may not actually need more money to retire or even want to quit working.

I don't.

I am already a self-made multi-millionaire, with more than enough money to retire for life right now.

Plus, I make well over half a million dollars a year as a freelance copywriter . and I'm only really happy when I'm here at my PC clicking away writing.

In fact, I love writing so much, I don't think I will ever retire.

(After all, if what you do for a living is fun, than it isn't really "work," is it?)

But . even if you're in the same boat I am . I think you'll love having a $200,000 a year "automatic income" from my *Internet Marketing Retirement Plan program* . as I do.

The Close

The close, the end of the letter, is where we start to ask for the order.

There are three things you absolutely must include in the close, and one that can be very useful:

✓ The Guarantee

- ✓ The price
- ✓ A call to action
- ✓ A P.S. and maybe a P.P.S.

A guarantee that allows your customer to try your e-book for a MINIMUM of 30 days is a necessity. At any time within the guarantee period, they can ask for a refund and get it—with no questions asked.

Bob's practice is to offer a 90-day money-back guarantee. Any customer not satisfied can make that known within 90 days and get a full refund—and they can keep the e-book. He has very few returns—people do not "take advantage" of his guarantee, though it would be easy for them to do so.

Tell your customers how much your e-book costs, and work at building up the value. You can use the free reports you wrote in Step Six to show they are getting extra goodies—that have added value—without paying extra. When the e-book is selling for $39 and a bonus report is worth $29, it is like they are getting the e-book for only ten bucks.

You can also show your customers how hiring you personally to give them the same information in your e-book via private consultation would cost thousands of dollars. All they have to do is buy the e-book, and they will get your experience and knowledge to keep for a tiny fraction of that fee.

Bob charges $500 an hour for his time. That's why you can find a statement in his landing pages that his e-books usually cost less than what he charges clients for just five minutes of his time.

Ask for the sale. Tell your customers to buy today, and give them a reason. Maybe you are gong to raise the price, or maybe it's a simple of matter of the sooner they get your e-book, the sooner they can enjoy its benefits.

It works in the opposite direction, too. The longer they go without the advice in the e-book, the more money they are losing, the more opportunities they are missing, or the more time they are wasting.

Using a P.S. and a P.P.S. is a great way to introduce the bonus reports you are offering. You can see in some of Bob's letters that the P.S. is a mini sales letter. It builds up the value of the bonus report, and shows even more benefits for the customer.

Sometimes he uses the P.S. to make an additional sales point, and saves the bonus for the P.P.S.

P.S. Offers the Bonus

without all those meetings we've come to associate with the process. But your excellent copy made me a believer. It was clear that you had not only read the materials that I'd sent, but you also understood them. Your fresh approach won all-around approval. I don't think the changes we made affected more than three or four sentences. I look forward to future projects."
-John W. Alexander, The Philadelphia National Bank

"I would like to express my personal thanks for your assistance in helping us develop a marketing program via the mass media. I was impressed with your professionalism, knowledge of the field, willingness to extend yourself, and your eagerness to help us succeed. It was a real pleasure working with you; I will contact you for additional help on phase two of our project."
-Stan Stevens, Personal Health Profile

"Bob Bly is a first-rate writer of industrial print advertising. Bob has developed efficient methods for working quickly and effectively by mail, fax, and phone. And his price structure, deadlines, and revisions policy are fair and easy to understand. Bob is a pleasure to work with - I've never been disappointed."

Sincerely,

Bob Bly

P.S. Order the *Internet Marketing Retirement Plan* today and get a FREE copy of my Special Report *Online Marketing That Works* (list price: $29).

In this 47-page guide to Internet marketing, you'll discover:

- How to break into your prospect's "e-mail inner circle." Page 6.
- 27 tips for writing e-mail marketing messages that work. Starts on page 33.
- How to write, publish, and distribute your own e-newsletter ... and do it in less than 2 hours a month. Page 9.
- The 10 steps to outrageous online marketing success. Page 3.
- How I built my e-list from 3,000 names to over 40,000 names in just 6 weeks for less than $1,000. Page 15.
- Converting leads to sales with the "online conversion" strategy. Page 27.
- Most common Web site mistakes - and how to avoid them. Page 42.
- And more...

and create your own online cash machine with the *Internet Marketing Retirement Plan*, that's exactly what you'll be doing!

Second, at that level of automatic income, you have a degree of financial safety and security to cushion you against any unexpected financial disaster-a drop in the real estate or stock market, getting fired, a business downturn, loss of a major customer-that might crop up.

I mean, when you get a check for $4,000 or $5,000 a week for doing essentially nothing, each and every week like clockwork, what's to worry about?

Third, even if you're nowhere near retirement age, the thousands of extra dollars a week you'll make from my Internet Marketing Retirement Plan can allow you to quit working forever-and pursue whatever else floats your boat-whether you're 50 years old or 20.

Finally, even if you never retire . work the rest of your life . and already have a high net worth .

Just think of the good you can do with the extra $200,000 a year my *Internet Marketing Retirement Plan* produces for you!

You can pay your children's or

As I mentioned at the start of this section, this isn't meant to make you a master marketer in one stroke. When you combine the information here with what you already have, and with what is coming, you will be leaps and bounds ahead of your competition. Add to that some honest effort to study Bob's landing pages, and use the same proven techniques he uses, and you will find marketing e-books to be just as much fun and profit as I do.

You can also check out a collection of free landing page design templates from Peter DeCaro at http://bestmicrotemplates.com/jv.htm.

STEP THIRTEEN
Arrange Hosting for Your Landing Page

There are three ways to host a Website:

- ✓ Free hosting.
- ✓ Shared hosting.
- ✓ Dedicated server.

Hobbyist and personal sites are the usual fare for free hosting, and it's larger companies that can afford the trunk line that is necessary to carry the traffic for a dedicated server.

You can find free hosting on sites like Yahoo! GeoCities, WordPress, and MySpace. This type of site is generally used for social interaction. People post photos and video, make comments in their blogs, and visit other people's sites. The sites are also generally limited in how they can be customized.

Shared hosting is the option for most online businesses. This allows you to share a server with other businesses at a low cost. This is the option we will take a more detailed look at in just a minute.

A dedicated server is an expensive piece of equipment on its own. In addition, you need what is called a trunk line to make it possible for Internet users to access your dedicated server. Since these two items are quite expensive, most businesses prefer the option of shared hosting. It takes a business like Amazon.com, eBay or Microsoft to need, and afford, a dedicated server.

The real question is: Which of the hundreds of shared hosting services should you choose?

Fortunately, there are some criteria you can use to help you make your choice. There is also the comfort of knowing that changing hosting companies is a little easier than changing cell phone companies—mostly because it costs less to buy out your contract.

There are four things to consider when shopping for a shared hosting service:

1. Space for data.

   The room you need on a hard drive to hold your text, images, sound, and video files.

2. Bandwidth.

   eBay uses bandwidth only for customer access. Your site will be using bandwidth for customer access, and for every download of your e-book.

3. Service and security.

   What is their tech support like? Do they guarantee 24/7 uptime? What do they use to protect you from viruses and spam, and from having your e-mail account hijacked?

4. eCommerce.

   e-Mail accounts, aliases, forwarding and autoresponders, metrics tracking for sales, leads, revenue, response rate and profit, shopping cart, ability to expand the number of products offered.

When you put these together, your cost for shared hosting can range anywhere from $5 to $50 per month. That's a very good price for a service that can allow you to earn thousands of dollars per month. Just be sure to understand what is, and is not included in the hosting service.

Look for services that let you host as many landing pages as you need for one flat, low, monthly fee. This works best for Internet marketers with multiple products. If the fee is $49 a month (as with www.hostwithstanley.com) and you have one product and one site, then the rate is $49 per site per month. Having 100 micro-sites (landing pages) makes the rate just $0.49 cents per site per month.

You can always choose one company to host your site and use a separate service for eCommerce activities. The only additional work is paying two bills each month instead of one—when everything is working well.

Many hosting companies supply domain registration, hosting for your main site (home page, information pages) and micro- sites, and one or more e-mail accounts. Combined with a PDF of your e-book, this gives you everything you need to show visitors that you have a product.

You need eCommerce software to actually make a sale.

We covered eCommerce software (shopping carts) in Step 10. Your shopping cart gives you the ability to accept credit card payments, supplies you with an autoresponder, and allows you to track the sales of your information products.

The advantage to having everything handled by one supplier is that they are familiar with their systems. When a problem occurs, you will not be faced with vendor finger-pointing; e.g., "The problem is with your host, not us."

Assessing the first three areas is quick and simple.

Does the hosting service have all the room you need for the graphics and text you use on your site? Estimate the space you need for your Website by adding up the size of each of the files you intend to use. Multiply your answer by 1.5 to get a good estimate for your basic needs. (Find the size of the files in My Computer. Go to the folder where you keep your files, and the size and type of each file is shown next to the file name.)

The bandwidth determines how quickly, and how many, files move between your site and your customers. You want a site that allows thousands of visitors to purchase and download your information products every month.

Service and security are big considerations. You don't want your Website stolen or hacked into. Take the time to read consumer reviews of the hosting services you are interested in.

Another issue is location. The most convenient situation is a hosting service in your country with a telephone number for customer service and live support. That way, if there is a problem, you can resolve it with a phone call. Some hosting services are located overseas, and communicate with customers only by e-mail. Working with them can be frustrating, especially if your time zones are separated by many hours.

One thing to pay particular attention to is how the hosting service responds to business growth. How do they handle increased traffic that exceeds your current agreement?

You need the flexibility to upgrade your account, and it would be nice to have a hosting service that works with you in this area. This is not usually a large concern. Just double check that you can upgrade at any time rather than just at the start of the next billing period.

A handy thing to know is that most services allow you to host more than one Website with a single hosting account. This comes in handy as you build a line of information products. Be sure the service you choose, and the package you choose, allows you to do this. A less expensive package might only permit you to have a single Website for the fee.

Visit www.bly.com again and go to the Products page. You will find just over 120 Websites listed on that page. All those sites are handled by Bob Bly's hosting service for one flat monthly fee.

Each of the domain names is registered, and Bob pays the annual fee to keep them. However, each site is just a landing page that sells the product and connects the customer with the shopping cart. Each of those sites is less than one megabyte in size and that's why they are called micro-sites.

You can host multiple micro-sites for the monthly fee, because it doesn't take up much space. Developing multiple Websites that take up several gigabytes each would be a slightly different matter.

In the case of eCommerce, you can have hundreds of products with their own sites and landing pages in one hosting account. Even with a short video, those sites will not be large. Just make sure you have sufficient bandwidth to supply all your customers with quick access.

STEP FOURTEEN
Capture the e-Mail Addresses of Landing Page Visitors Who Do Not Buy Your e-Book

Customers sometimes need to see your offer as many as TWENTY times before they make a purchase. Capturing their e-mail address allows you to control how long it takes for those twenty views to occur.

You know that a person has some interest in you, your site, and your products when they visit your site. Getting them to give you their e-mail address shows their level of interest goes beyond mere curiosity.

This is why your best marketing results come from promoting your products to your in-house e-list. You build an in-house list by collecting e-mail addresses from people who visit your site. Of course, the question is how to get a visitor to give you their e-mail address.

Visitors to your site who buy your e-book must give you their e-mail address to get the e-book. Visitors who do not buy will give you their e-mail address when you offer them something valuable in return for doing so.

What you are giving them is free information. You can give them one-time information (a short PDF report), repeating information (an e-zine or newsletter), or a free month's membership to a service or members-only Website. Each of these information types works well with one or more ways of collecting e-mail addresses.

Sign-up Box

This method for collecting e-mail addresses is usually used to offer a free online subscription. The visitor is signing up to receive a newsletter, e-zine or shopping alert.

When you publish a newsletter or e-zine, you should include a sign-up box on all of the pages in your Website. You can also increase e-zine sign-ups by putting a subscription link at

the top of your e-book landing pages. See the way Bob Bly does it on all his landing pages in the upper right corner of the first screen, e.g., www.theInternetmarketingretirementplan.com.

Squeeze Page

A squeeze page is used as a preview to the landing page. The visitor arrives at a page that has some of the sales information, but is required to supply a name and e-mail address before moving on to the actual landing page. The squeeze page can offer one-time information like a report or white paper, or it can be an opportunity for visitors to subscribe to repeating information like a newsletter.

You can see a good example of a squeeze page at www.bly.com/reports. For more information on squeeze pages and other means of capturing e-mail addresses from your Website and landing page visitors, take a look at www.thelandingpageguru.com.

Pop Up

A pop-up window opens on top of the Website you are visiting when you get there. Most browsers (Explorer, Firefox) block pop-up windows because they interfere with seeing the site.

Pop Under

This is similar to a pop-up window, only it comes up when a customer is leaving a site rather than when they arrive.

A pop-under is different because it opens only when you are leaving the site, and only when you are leaving without making a purchase. The pop-under opens with a message that says "Wait! Don't leave without claiming your free gift!" however, the pop-under is still blocked if the user has a pop-up filter installed.

The pop-under has a space where you type your name and e-mail address so you can get free content. The offer is usually a free report or other downloadable PDF, but it can also be used to promise an answer to a question, or for a survey. For example, you ask a visitor for feedback on their experience while at your site. By giving their e-mail address, you promise to reply to their feedback.

By supplying their e-mail address, they are also opting in to your marketing e-list. You can use your autoresponder to send them an e-mail to confirm they want to be part of that list. This is what is called a double opt-in list.

Floater

This looks like a pop-under window, but it is actually part of the HTML code for the Web page. This keeps it from being blocked by pop-up blockers. Blockers are able to catch pop-up and pop-under windows because they are separate pieces of HTML code from the Website.

In a floater, visitors can request the free content by completing and submitting the form. Or they can just close the floater and continue reading the Web page.

Ask Campaign

This is a way of getting visitors to your Website to tell you what they want to know about a particular subject. You can visit http://probecampaign.com to see an example of this.

To submit a question, visitors are required to supply their name and an e-mail address. In return, they are often promised a free copy of the answers to the most popular questions.

An Ask Campaign can be used with any of the methods listed above for collecting e-mail addresses. It can also work to give you new ideas or material for another e-book.

STEP FIFTEEN
Set-up an Autoresponder to Convert Non-Buyers to Buyers

In Step 14, the focus was simply to obtain a visitor's e-mail address and deliver the free content. The focus in this step is to send an autoresponder e-mail series to that e-mail address and persuade the person who visited your landing page but did not buy to order your product on a no-risk trial basis.

Everyone expects to see advertising in a newsletter or e-zine, but NO ONE wants everything that lands in their inbox to be a sales pitch. Make a deliberate effort to keep your follow-up sales efforts distinct from your newsletter.

This is where things like e-mail autoresponders come into play.

You can have one autoresponder that you use to deliver your newsletter. That newsletter may contain some advertising, but its main purpose is to give subscribers useful information.

Another autoresponder can be set up to deliver a series of e-mails to landing page visitors that didn't buy the product being advertised.

Since customers might need to see your product several times before they decide to make a purchase, capturing their e-mail address allows you to control when they see your message: auto-responders can deliver a series of pre-written e-mail messages you write and enter into the system at a frequency you specify.

Converting a non-buyer into a customer is not just about repeating your sales pitch. Imagine giving out your e-mail address and finding four e-mail messages per day—for the next thirty days—in your inbox. I bet you would unsubscribe from that list the very first day that happened—it's just too much e-mail, right?

Two popular autoresponder services are Web Marketing Magic (an integrated e-commerce package that includes a built-in autoresponder—

www.automateyouronlinebusinessnow.com) and aWeber.com. Both of these allow you to set how many e-mails are in any autoresponder series, and when they are sent.

A seven-part autoresponder e-mail conversion series can convert 10% or more of non-buyers into buyers. Each e-mail is spaced one or two days apart at the beginning of the series, with the number of days between messages increasing as the series continues. Some online marketers have auto-responder conversion series that have dozens of messages and are doled out over the course of the year or until the recipient asks them to stop.

You must include opt-out language in every e-mail. This allows the prospect to remove her name and request that you stop sending further e-mails. You must have this option in every e-mail you send. It typically says something like "Click here to unsubscribe."

Bob covers this issue in his e-zine by having an unsubscribe option at the top and bottom of the e-mails he sends. Here is what the text at the top looks like:

You are getting this e-mail because you subscribed to Bob Bly's Direct Response Letter or because you are one of Bob's clients, prospects, seminar attendees, or book buyers.
You may unsubscribe if you no longer wish to receive our e-mails.

Keep an eye open for a new e-book from Bob on how to make the best use of your autoresponder. One way to be sure you learn about it quickly is to visit www.bly.com and add yourself to Bob's marketing list by subscribing to his e-zine.

STEP SIXTEEN
Drive Traffic to Your Landing Page

You have written the e-book, registered a domain name, and your site is up and running for business. All you need is a line of customers. Here are a few ways to get them.

1. e-Mail to Your In-House List

The first thing to do when writing a book is tell a few friends that we are writing a book. They get excited because they are our friends and they want us to succeed. Now that you are ready to sell your e-book, it's time to build on that excitement and goodwill.

Your first step toward getting customers to line up at your Website is to tell your existing customers about it—but not over coffee.

The most effective way to sell your e-book is with e-mail marketing messages promoting it to your current prospects and customers. This means an e-mail to your online subscribers. Because these folks know you, response rates will be much higher than e-mail messages sent to strangers whose names you rent on an outside e-list. As a rule of thumb, a solo e-mail promoting your new e-book to your online subscriber list can generate click-through rates of 1 to 6 percent and sometimes higher. Conversion rates from your house e-list can be 1 to 10 percent or higher.

Naturally, you also want them to buy your e-book so ask them to buy it.

The last thing, first thing, and even middle thing you want to do is ask everyone you know to forward your e-mail to their friends. This forwarding request stays in the e-mail so everyone who gets it is asked to forward your sales pitch to their friends.

You can use this line: "*Please forward this special offer to your friends. They will thank you. So will I.*" This is called viral marketing and you can learn more about it at www.viralmarketingprofits.com.

2. Pay-per-Click Advertising (PPC)

Almost every site you visit has a little tag line somewhere that says "Ads by Google." All those ads are pay-per-click ads. A good place to visit to learn more about this is www.payperclickuniverse.com.

PPC uses keywords and a bidding system. You choose which keywords you are interested in and you bid on those keywords. Based on your bid, and the quality rating of your site, your ads are placed on the search results page.

For example, you use the keywords "information products," and you are using the Google search engine for your PPC campaign. Your bid is $0.40 per word, and you have a good quality rating for your site from Google. This could place your ad as one of the first four on the search results page when someone searches the keywords "information products."

The nice thing about PPC is that you don't pay your $0.40 until someone actually clicks on your ad.

The great thing about using adwords, or pay-per-click, is that you don't pay anything unless people visit your site—you pay by the click. The results are also very fast to show themselves. You will know within a day if your ads are generating traffic to your site.

To get the skinny on PPC and how to use it to your best advantage, keep an eye on Bob Bly's site. He is putting together a book on PPC, and it should be out sometime this summer.

3. Videos on Social Networking Sites

Record a short (30 sec to 2 min) video promoting the benefits of your e-book. You can have someone interview you, or you can prepare a presentation (speech) and record it.

Part of the reason for keeping the video short is that it will load and play faster for people visiting the social networking site. Loading the video will be as easy as attaching a file to an e-mail.

Once you are registered with YouTube, MySpace, or another social networking site, you will need to locate the option in the account area that permits you to upload video files to each social networking site.

Bob Bly has e-books (www.viralvideomarketinghandbook.com) on viral video marketing, and (www.myspacemarketingmagic.com) on social networking that can help you learn more about this type of advertising.

4. Online Advertising

You can purchase ads in other people's e-zines that target the same market you sell to. These ads can be fairly inexpensive. This is different from PPC because this is more like traditional advertising: you pay for the ad no matter what results you get.

As you develop relationships with other marketers, you can also ask them for mentions or plugs in their e-zines and newsletters. Some of this happens naturally as you recruit affiliates to market you information products.

There is an e-book at www.onlineadvertisingmagic.com that is a very good resource to help you maximize your online marketing efforts. It is written by Skye Robinson and it covers how to use banner ads and choosing e-zines to advertise in; there is information about PPC, and pages and pages about how to make each of your ads a winner.

5. Writing Articles

Start writing articles on various aspects of your topic—especially aspects you cover more fully in your e-book. Send those articles to article submission banks so they can be picked up by other marketers and news outlets. You should also send those articles to magazines and newspapers that publish information about your topic.

The key to turning these articles into traffic for your Website is to include the URL (Website address) in your signature. Your signature is one short sentence—maybe two—that gives just a little biography and where people can learn more.

Five good article submission banks are:

- ✓ www.articlebanks.com
- ✓ www.articledirectories.info
- ✓ www.easyarticlesubmit.com
- ✓ www.articleriot.com
- ✓ www.articlebank.getWebin.com

As good as article banks are, you have to realize that your articles will be just one among many one each of these sites. Each site does allow you to place your article under specific topics so it is easier for editors to locate.

To maximize your exposure, send your articles to publications that handle your topic and include information about the article submission banks you use. Bob Bly has written an e-book titled *Marketing with Articles* (www.getfamouswritingarticles.com) that has a lot of good information about using articles (online and offline) to promote yourself.

It is amazing how quickly your reputation will grow as you get articles published.

6. e-Book Directories

We'll speak more about affiliates in Step 19, but one kind of affiliate to consider now is a site that lists and sells e-books. Names like eBay and Amazon will immediately spring to mind, but do a search for "e-book directory." You will find sites like

- ✓ www.wisdome-books.com
- ✓ www.mindlikewater.com
- ✓ www.e-bookdirectory.com
- ✓ www.e-bookmall.com
- ✓ http://ebookbounty.com/

You can include your Web address in the description of your book. Customers will buy the book from your affiliate, and visit your site to get the free newsletter you mention.

STEP SEVENTEEN
Test, Measure, and Optimize Your Landing Page

Getting people to your site is the first step in the sales process. Once they are there, you need to make sure they are reading your sales copy AND buying your e-book.

In Step 10, I told you about shopping carts and how they can help you track sales and profits. In Step 13, I spoke about arranging hosting and making sure the company you choose meets your Website requirements. Now I am going to add something else for you to keep track of.

How good is your sales page? How well does it convert visitors to buyers?

You can easily measure conversion rates. Conversion rates are the percentage of unique visitors to your landing page who buy the information product. For instance, if you send an e-mail to your list of 10,000 and 300 click on the hyperlink to the landing page, your click-through rate is 3%. If 15 of those 300 people who click onto the landing page order the e-book, that's a 5% conversion rate.

Once you measure your conversion rates, you can test different versions of your landing page. You gauge the success of each landing page by counting how many people made purchases from each page. To make this an accurate test, be sure there is only one thing different on each page.

This is called a split test. A split test means visitors are directed to one version of your landing page when they visit your site. When you test three landing pages and 3,000 people visit your site, then 1,000 people will see landing page A. Another 1,000 people will see landing page B and the same holds true for landing page C. (Web Marketing Magic allows A/B/C split tests.)

Start by testing the headline. Use three copies of your landing page and put a different headline on each. Run the split test to see which headline pulls best. Run the same test with three different closes, or prices, or offers.

Flip back to Step 12 and read through the different areas of the landing page we discussed. You can continue to run split tests for each of those elements, but the most important ones to test are the headline, price, and visual. Get those three done then move on to the others.

All of the elements are important. Without testing you do not know which copy and graphics can maximize your conversion rate.

For instance, maybe your price is too low. Surprisingly, in price tests, higher prices often outpull lower prices. The reason is probably that if the price is too low, the buyer perceives the product as having minimal value.

When you base your authority for writing an e-book on years of experience and knowledge, then people expect that to be reflected in the price. If your competitors are all selling weekend boot camps for $5,000, and you charge $500, it might draw attendees like gangbusters. But it could also flop. Only testing can tell.

Testing and tweaking your landing pages is something you should do on a regular basis. Don't get the idea that you can set up your Website, get some good sales numbers, and it can just keep on working.

As you grow and develop new information products, these new products each need a landing page to sell them. In addition, conversion rates to landing pages for existing products may decline over time, necessitating a freshening up of the copy and graphics—or even development and testing of new landing pages for these old products.

Obviously, developing and testing all the elements of all your landing pages could end up taking quite a bit of time. There is an alternate form of testing that is accurate and fast, and can double, triple, or even quadruple the conversion rate of your landing pages.

This method is called Taguchi Testing.

Named after Dr. Genechi Taguchi of Japan, this form of testing permits you to change several elements of a landing page simultaneously and still get reliable test results. Results Squared, a consultancy offering Taguchi testing, uses their proprietary software to test up to 14 variables simultaneously. (www.results-squared.com)

This means a Taguchi test can examine results for multiple pre-heads, headlines, sub-heads, lead paragraphs, visuals, guarantees and calls to action—and do it in the time it takes to run a single, traditional split test.

Roy Furr has written an e-book with Bob Bly titled *The Taguchi Testing Handbook*. (www.taguchitestinghandbook.com). This is the first plain English manual that shows you how to conduct your own Taguchi tests either in-house or with an outside vendor.

Two of the great benefits of Taguchi testing are that it requires a relatively modest budget, and it generates rapid results. And it isn't just the test results that are quick, the change in the conversion rate of your Website can happen in a matter of days.

Even though you can, and should, continually work on your landing page copy and design to boost click-through and conversion rates, you are in business as soon as you are selling your e-book. With landing page copy and design tests—Taguchi or traditional split tests—you can make your landing pages more effective and increase your online revenues.

This is really just the beginning. The marketing of information products is a direct marketing business. Direct marketers make their greatest profits on back end sales rather than the front end. This means you won't have a good business with just one information product to sell. You need a line of related products for repeat sales to those same customers.

That's what Step 18 is all about.

STEP EIGHTEEN
Create a Profitable Line of e-Books and Related Info Products

Can you imagine walking into a shoe store and finding they have only one kind of shoe for sale? Would you go back to that store?

Your Website is already different from that shoe store because you know you need to have more than just your e-book for your customers.

One way to quickly add to your line of information products is to become an affiliate for another marketer whose information products don't compete with your own. For example, someone selling an e-book on how to invest in small caps stocks could become an affiliate for someone who has a course on how to invest in mutual funds or ETFs.

Having another person's products on your site gives your customers a reason to return. They know they can find more than one thing that is of interest to them at your site. In our increasingly busy lives, we are always looking for things that give us added value.

This doesn't take away from your own need to produce more of your own products.

Keep writing articles and reports to add to your site. Go back to Step 1 and find three new topics to write about that are related to your first e-book. Then start working your way through the 21 steps outlined in this manual to produce those new e-books.

While you are working on writing new products, consider developing an audio product by speaking to a local group interested in your topic. You can record your presentation and sell it on CD or as a downloadable MP3 file.

You can also develop an audio product with your telephone by having someone interview you, or you can interview another expert in your field. Record the telephone conversation, and you have an instant audio information product. Just be sure the other person knows you are recording the call and that you intend to sell the recording.

Check out www.teleconferenceprofits.com if you are interested in learning more about providing teleseminars.

Does your topic lend itself well to illustration and display? You can add charts, diagrams and photos to your e-book to increase its perceived value, or develop a second e-book, or bonuses, around those additions.

You can also record a video of yourself explaining your topic. One video can have a cooking-show format, and you can do a second video with a talk-show format. You can easily recruit an audience for a free live seminar, and ask a local school or church if you can use one of their rooms.

Many organizations will give you space for free when you are giving away your knowledge and experience. Some of those organizations (service clubs, churches, unions) can even supply you with an audience. You can learn more about teaching and public speaking at www.talkformoney.com.

One thing to keep in mind is that everyone who is filmed must sign a release form allowing you to use their image in the recording. You can avoid this hassle by just shooting (filming) the speaker and editing out the audience.

When you have even a small collection of articles, audio clips, and videos, you can approach local radio stations and your local TV station. They all have community programming, and your collection gives you credibility.

Ask to participate in a morning radio talk show, or even to provide a 15-minute segment every week. When your topic is relevant to their audience, and your presentation is professional, media outlets will be happy to have you as a guest. Tell them you are happy to appear on their show, as long as you get a master of the audio and can use it however you wish. Several of Bob Bly's audio CDs are duplications of his guest appearances on talk radio shows..

From this point forward, everything you write, say, and do becomes material for another information product. Some of those products will be small and ideal for inclusion as a bonus with other products. Others can be developed into white papers and reports, while a few will be strong enough to develop into e-books.

Just like your research file in Step 4—keep all your content (written, audio and video) safely stored and well organized.

You can visit www.infoproductsthatsell.com to read about an audio course Fred Gleeck and Bob Bly produced titled *Creating Information Products That Sell Online.* It is a great source

of ideas for developing a complete information products line (see Step 18) as well as a guide to show you how to organize you materials.

STEP NINETEEN
Recruit Affiliates to Sell Your E-Books and Other Info Products

Let's start this step by discussing Click Bank. I mentioned Click Bank in Step 10 when we discussed Shopping Carts, and promised to give you more information about it here.

Click Bank is a reseller of information products or a super affiliate. Thousands of publishers sell their e-books on Click Bank. Publishers pay a one-time registration fee ($49.95) to sell their information products through Click Bank. There are no monthly charges, but there is a $2.50 pay period processing fee for every check that Click Bank issues to you.

Just setting up an account with Click Bank allows you to sell your information products through that site. They have their own shopping cart that keeps track of sales for you. It's different from PayPal in that you can't add Click Bank to your shopping cart—it isn't a way to pay for purchases. Click Bank is a reseller, and they don't support other shopping carts.

The real power of Click Bank is in its ability to supply you with affiliates who promote and sell your products.

When you place your e-book on Click Bank, it is automatically available to anyone with a Click Bank account. They can view your product and visit your landing page to assess its suitability for their audience. Anyone can instantly become an affiliate for your e-book.

The best affiliates are successful online marketers whose subscribers are similar to the kind of people you want to reach. How do you find them?

Start by paying attention to the ads you see on Websites you visit and the e-mail marketing messages and e-zines you receive. Click on those ads to see who the marketer is, then watch to see how often you see that marketer. When you find a marketer you think is a good match it's time to approach them about being an affiliate.

Anyone who is successful in marketing receives invitations to be an affiliate all the time. You need to find a way to approach them that allows you to stand out from that crowd. One way

is to attend a conference where your prospective affiliate partners are in the audience or speaking.

Make an effort during the conference to meet your prospective affiliates and develop a business relationship. It's easier to raise the possibility of their becoming an affiliate in the business environment of the conference. They will be much more receptive to an in-person approach than to contact from a person they do not know (you) via phone or e-mail.

You can help yourself by having a copy of your e-book with you when you attend the conference. You can make the hard copy look more valuable by binding it in a transparent or translucent report folder. Give it to your prospective affiliates so they can read it at their convenience. No legitimate marketer sells someone else's info product without seeing a review copy first. Giving a copy to them at the conference gives you a reason to contact them afterward.

Keep in mind that your ideal affiliate probably has a lot of people asking him or her to be an affiliate and marketing their products. There are a few questions they are likely to ask that you should have answers for before you make your approach:

- ✓ "Who are you?" Having a referral from someone known to your prospective affiliate is a great introduction. You can also remind them of other events where you have met.

- ✓ "Why is your information product a good fit for myir subscriber list?" How does your information product fill a gap in their subscribers' knowledge that the marketer's own products do not cover?

- ✓ "Can you send me a review copy?" This is more than just showing your prospective affiliate what your product is. You might gain valuable input or advice by having them review your product—and an endorsement.

- ✓ "What is the product price?" Remember to include this piece of information. It goes well with the next question, and helps your prospective affiliate gauge how profitable it can be to sell your product to his readers.

- ✓ "What percentage commission do you pay?" Bob Bly pays a 50% commission to his affiliates and asks for the same. That's really quite fair when you consider that your affiliate is making the sale possible. (Bob plans to publish a handbook on affiliate marketing in the future, so keep an eye out for it.)

Another way to obtain affiliates is to make that option available to everyone who buys your e-book. You can make that offer in an e-mail after the purchase or include it inside the e-

book. Take a look at the landing pages you printed in Step 12 and you can see that Bob Bly has an affiliate hyperlink in the top right corner of every one of his landing pages.

The purpose of offering affiliate status to customers is that they generally know people who share their interests. Offering them an opportunity to earn some money can be an excellent incentive for them to tell their friends about your e-book (rather than give them your e-book without you getting paid for it).

Many shopping carts can supply you the option of providing affiliate ID numbers to properly track transactions. When an affiliate recommends your e-book, they have a unique URL address—an "affiliate link" —to send people. The affiliate link enables you to track which sales are generated by your affiliates so you can pay the proper amount of commission to each, which you can do via check or PayPal. You might want to jump back to Step 10 and make a note of this feature as something to consider when you look at shopping cart providers.

STEP TWENTY
Publish a Free E-Zine and Drive Traffic to the Subscription Page

Step 16 showed you how to drive traffic to the landing page selling your e-book. You can use the same techniques to drive traffic to a subscription page for your e-zine.
You can find an example of this at www.bly.com/reports.

This example is actually referred to as a *free on free squeeze page*. This means you get a free gift (4 bonus reports that retail for $116 in this example) when you agree to join Bob Bly's opt-in list and subscribe to his free monthly e-zine.

The question you are probably asking yourself is where to get content for your e-zine. There are several options, and you are probably already involved in some of them.

One way is to be part of a social group on Yahoo, Facebook or a similar networking site. People interested in the same topic often share new developments among themselves. You can ask members of your group to write articles for your e-zine in exchange for a by-line.

Another way to collect information for your e-zine is to subscribe to RSS feeds relevant to your topic. As news items come to your inbox you can use them for your e-zine as long as you give them proper credit.

Be sure to continue using your own knowledge and experience when you compose your e-zine. Like a blog, you can include articles that describe your experiences and show your subscribers what you learned along the way.

Be sure that your e-zine is consistently giving useful information to your subscribers. Publishers that allow their e-zine to become a non-stop sales pitch generally lose their subscribers.

You have plenty of opportunities to market to your subscribers through your e-mail autoresponder and e-mail distribution software. Your e-zine is an opportunity to add value to your marketing efforts by giving your customers useful information without paying for it.

This is not to suggest that your e-zine should be completely without advertising. In fact, your e-zine can be an excellent method of introducing your subscribers to a product for which you are an affiliate. You can write an article showing the benefits of a product and provide your link to the landing page for that product. You can also place small product ads with a hyperlink to the landing page.

Keep in mind that while the focus of your e-zine is your main topic, that doesn't have to be the only thing you write about. You can build goodwill and loyalty among your subscribers by giving them information about subjects related to your own topic.

As you chat with other members of your social groups, listen to what interests them. Write articles about those subjects and pay attention to feedback from your subscribers. When the feedback is generally positive, you will know you have a subject you can write about again.

When feedback is low or negative, you will know you have found a subject that is of no particular interest to your readers.

To help you be ready to publish an e-zine when your e-book is ready for sale, Bob Bly has a resource containing pre-written e-zine content you can use. Visit www.readymadeezines.com to find a way to have a steady supply of e-zine articles.

You can also buy rights to prewritten articles at www.dailyarticle.com.

STEP TWENTY ONE
Send Regular e-Mails to Your Opt-In Subscriber List to Drive Additional Sales

We have already discussed autoresponders and how you can use them to convert non-buyers into customers. Autoresponders, e-mail broadcasting software (Mailman), or an e-mail distribution service (Constant Contact) can be used to turn customers into repeaters.

When you have a new product to offer to your subscribers, send them an e-mail to let them know.

When you are using your autoresponder, make that first e-mail part of a sequence. Each e-mail can highlight a different benefit of your new information product.

Mailman is free software you can use to manage your e-zine subscription list and send group mailings. The software also allows you to moderate a newsgroup, generate auto-replies, send invitations, and have customized home pages for each of your mailing lists. The home page for Mailman is http://www.list.org/ .

Constant Contact is a fee-based service that allows you to send unlimited marketing e-mails to your opt-in list for as little as $15 per month. Even when your list builds to several thousand the cost will only be $75 per month. (www.constantcontact.com)

Constant Contact also offers a learning center with tutorials, a blog, white papers and links to other useful Websites. They also offer templates for your marketing e-mails and online surveys.

You can also use your autoresponder, Mailman, or Constant Contact to ask your opt-in list for feedback and suggestions. You can ask them what they would like to see added to your e-zine and what products they would like you to create for them.

Their answers can help you focus the content of your e-zine and give customers what they want. Their answers also give you a source of ideas for new information products.

The e-mail you send to your customers is your primary means of communicating with them. Develop a lasting business relationship by doing more than just selling them new products.

Find out what they want and give them a way to get it.

The more you give to your customers, the more likely they are to reward you with additional orders and increased sales. Plus, they will tell their friends about your business practices and recommend your products.

Bob Bly has two resources that can help you sell more e-books via e-mail marketing. The first, *Bob Bly's Million-Dollar E-Mail Marketing Swipe File*, is an e-book with dozens of Bob's tested e-mail marketing campaigns. Each section gives you the full text of the e-mail, the results it generated, the strategy behind it, and tips for adapting the e-mail to your list. For details visit www.emailswipefile.com

A large problem with e-mail marketing is deliverability: getting your e-mail messages past black lists, corporate firewalls, spam filters, and the recipient's "delete" button. You can learn tactics for improving e-mail deliverability in Bob's guide *Secrets of Succesful E-Mail Marketing,* for more information, click on www.breakthroughemailmarketingsecrets.com.

BONUS STEP
Sell More Copies of Your e-Book at a Higher Price With Updated Editions

After a year of publishing an e-zine, and communicating with your customers, you are likely to have quite a bit of information to add to your e-book. Some of that information will be new, and some of it will be updates to previously published content.

Use this information to bring your e-book up-to-date, and publish that updated version.

Once the e-book is updated you can justify raising the price because of the new and expanded content. For example, your original e-book is 40 pages and the new material expands the e-book to 60 pages. This allows you to raise the price from $29 to $39, and call it a revised, expanded and fully updated edition.

Readers want what is new. They wanted the latest information, the most recent version, the upgraded program. Be sure to add copy to the cover that says "Revised and Expanded Second Edition." Note in your landing page and other sales copy that it is a new edition.

Think back to your school days; textbooks were always changing because the author wrote a new edition. That is the same thing you should do whenever your e-books become dated or new content needs to be added.

You can expand on the information in any given section. You can also do some extra research and add one or two new sections to your e-book.

Keep in mind that when you update the content for your e-book, you also need to update your marketing materials. Use the opportunity to highlight the new nature of your e-book and showcase the additional benefits customers will receive when they buy the new version.

Occasionally you may decide you no longer want to market your book by yourself online. Rather than just put it out of print, you can sell it to a traditional publisher who can produce it as a hardcover or paperback book. This way, your book remains in print without any work on your part, and you continue to make money from its sale. You also gain the prestige of being the

published author of a "real" book vs. an e-book. Bob Bly's home-study course *How to Become a Published Author* shows you step by step how to sell your book to a mainstream publishing house; for details, see http://www.gettingyourbookpublished.com/.

Appendix A:
Sources and Resources

Step 1—Choose Your Topic

www.gettingyourbookpublished.com

This audio course gives you the research and writing methods Bob Bly has used to write and sell more than 70 books to traditional publishers since 1982 plus hundreds of how-to reports, newsletters, articles and e-books.

Step 2—Keyword Discovery Tools

www.wordtracker.com

Wordtracker shows you the key words people use when they search—and how popular each word is.

www.keyworddiscovery.com

KeywordDiscovery compiles keyword search statistics from over 180 search engines world wide. KeywordDiscovery can tell you the search phrases people use to find products and services, as well as the search terms that drive traffic to your competitors.

www.nichebot.com

Gives you access to over 295 billion keywords in 41 languages, spanning 243 countries, using multiple keyword sources like Google, Wordtracker and Keyword Discovery.

Step 3—Create an Outline

www.bookcoaching.com

There is a good article (http://www.bookcoaching.com/freearticles/article-64.shtml) at this site that can help you get started with your outline.

www.mccarthycreative.com

Paul McCarthy has an article series that can help you develop your outline (http://www.mccarthycreative.com/writing/how2_11.htm). It was originally written for Writer's Digest in 1997 and 1998.

Step 4—Research

www.fastonlineresearch.com

An e-book on how to research any subject online quickly, easily, and accurately.

Sources for Experts

www.sources.com

Thousands of expert sources and media spokespersons ready to answer journalists' questions on their areas of expertise.

www.aacu.org/press_room/sourcesandexperts.cfm

Association of American Colleges & Universities (AAC&U) senior staff members and senior fellows are reliable and expert sources of information on many topics related to undergraduate education and liberal learning. AAC&U staff members can also direct writers and reporters to experts at any of our more than 1,100 member colleges and universities.

http://expertpages.com

Links attorneys, law firms and legal professionals to thousands of leading experts. Locate an expert witness or consultant for free.

http://npc.press.org/library/resources.cfm

The National Press Club online. Choose the *Experts* link under the Journalism sub-head to find experts arranged by topic, in the Newswise Contact Directory, or to search through experts listed in Profnet.

www.ibiblio.org/riverat/Internet/experts.htm

This list has experts in a variety of areas including social issues, medicine, business and law. For example, when you click on *Harvard School of Public Health* you are taken to the school's alphabetical faculty list. You can then look through the list to find an expert on your topic.

Steps 5—Write, 7—Edit, & 9—Proofread

www.craigslist.org

Local classifieds and forums for 450 cities worldwide—community moderated, and largely free. Use Craigslist to find a freelance writer, editor or proofreader.

www.guru.com

Use Guru.com's free service to search for and find freelance writers and editors. Post your project. Get free quotes within hours. Outsource your contract work today.

www.elance.com

Elance is an online workplace where businesses find and hire people "on demand" to get work done quickly and cost effectively. It's a good place to look for freelance writers, editors and proofreaders.

www.freelancewriting.com

Visit Freelance Writing to find a writer or to post an ad. All services are free. Freelance Writing lets you post "help wanted" ads to find writers, and also lets writers advertise their freelance services.

www.proofreadnow.com

Online proofreading service with turnaround in as little as one hour.

www.worldwidefreelance.com

Find a freelance writer by keyword or country.

Step 8—Create the Cover and Interior Page Layout

PDF Software—explain what PDF software is: software that converts Word documents to the PDF file format.

Paid

Adobe Acrobat	www.adobe.com
PDF Converter Pro	www.PDF-converter-pro.com
Office Ready Pro	www.templatezone.com/officeready-professional-download.php

Solid Converter PDF   www.soliddocuments.com/products.htm

Free

Primo PDF   www.primoPDF.com

PDF995   www.PDF995.com

Cute PDF   www.cutePDF.com

Docudesk   www.docudesk.com

PDFill   www.PDFill.com

Sources for e-book cover templates

Template Zone   www.templatezone.com/word-templates-ebook.php

The e-Book templates in this set are pre-formatted Microsoft Word templates that contain boilerplate sample text and image placeholders. Simply choose the template design, open it in Word, replace the sample text with your own content and add photos or other images in place of the image sockets provided. You must have OfficeReady installed on your computer in order to access the templates in these packs. If you do not have a compatible version of OfficeReady, the templates will not work.

Cnet Download.com 101 eBook Covers and Software Boxes 1.0

http://www.download.com/101-Ebook-Covers-and-Software-Boxes/3000-2125_4-10061552.html

An e-book cover gives your customers a visual image of your product. With this software you have 101 e-book covers to choose from and they can be easily edited in your image editing software.

EBookCode   www.ebookcode.com

A Website designed to help you create better looking, and more feature-packed, e-books. Templates that you can use to give your e-books extra panache, toolbar customization, and language translations.

PowerPoint e-Books

http://drscavanaugh.org/ebooks/creating_ebooks_with_powerpoint.htm

Using common presentation tools like Microsoft's PowerPoint or other presentation tools teachers and students can easily create their own talking electronic books. These books can be "played" on a computer or printed out and bound.

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Step 10—Shopping Carts

Web Marketing Magic   www.Webmarketingmagic.com

Instantly automate your e-mail marketing, Website sales, digital delivery, ad tracking, credit card processing, recurring billing, affiliate program, or any eCommerce activity you face from now on.

Quick Shopping Cart   www.godaddy.com

Click on the *Business* drop-down menu and choose *Quick Shopping Cart*.

With Quick Shopping Cart, you can create and publish a stand-alone Internet store or add one to your existing Website in a matter of minutes. Accept PayPal® and credit cards, offer multiple shipping options, issue coupons—all via your secure site. And there's NO "percentage of sales" fee!

Step 11—Reserve a Domain Name for Your e-Book

www.GoDaddy.com

Search for available domain names and register them. This site will also give you suggestions for alternative names when your first choice is taken.

www.ultracheapdomains.com

You can search for available domain names and register them. This site gives alternative suggestions when your first choice is taken.

Step 12—Write and Design a Landing Page

www.thelandingpageguru.com

A source for landing page and online conversion strategies, tips and tactics.

http://bestmicrotemplates.com/jv.htm

Peter DeCaro's collection of free landing page design templates.

Step 13—Arrange Hosting

Third Sphere   http://thirdsphere.com

A Web hosting service that provides many tools you need in order to design, automate, and promote your Website and Internet business.

Host with Stanley   www.hostwithstanley.com

For $49 a month you get hosting for an unlimited number of Websites. If you have 100 sites hosted by them, the fee for hosting comes out to less than half a buck per site per month.

Go Daddy   www.godaddy.com

An affordable, reliable place to host your site—with a 99.9% network uptime commitment, 24/7 support, and free access to the exclusive Go Daddy Hosting Connection.

Siteground   www.siteground.com

Affordable and reliable Web hosting services.

Network Solutions www.networksolutions.com

 Web Hosting services that provide disk and e-mail storage, multiple FTP accounts, and tools to build and host Websites.

Yahoo!   http://smallbusiness.yahoo.com

Free domain name. Unlimited disk space, data transfer and e-mail storage.

Step 17—Test, Measure and Optimize Your Landing Page

Taguchi Testing   www.taguchitestinghandbook.com

Master the new "Taguchi Testing" and watch your landing page conversion rates increase 50%…100%…even 200% or more—in just a few weeks—and at virtually no extra cost. It's the easiest way to turn a mediocre Website into a cash machine—and bring in thousands of extra dollars in Internet income every month of the year.

David Bullock   www.davidbullock.com

Testing is the key that unlocks the full potential of the traffic that you are sending to your site. By testing and tracking, you can stop guessing. Start to know exactly what produces the sales, and what actions you must have in order for your site to be profitable.

Step 20—Publish a Free e-Zine

Bob Bly   www.readymadeezines.com

Just e-mail these "Ready-Made E-Zines" to your e-list risk-FREE for the next 90 days…and watch your online revenues soar!

Bob Bly   www.buildyourlistfast.net

This is an e-book with 2 long-playing DVDs. You can download *How to Build a Large and Profitable e-List* immediately and the DVDs are shipped by USPS. The DVDs include interviews with Chuck Daniels, Terry Dean, Mike Ambrosio and Jason Oman.

This audio course with companion manual will show you how to build a large opt-in e-list rapidly and affordably.

Step 21—Send Regular e-Mails to Your Opt-in List

Web Marketing Magic   www.Webmarketingmagic.com

Instantly automate your e-mail marketing, Website sales, digital delivery, ad tracking, credit card processing, recurring billing, affiliate program, or any eCommerce activity you face from now on.

Constant Contact   www.constantcontact.com

Whether you're looking to send an e-mail newsletter, a high-impact e-mail promotion, an e-mail event invitation, or an online survey, discover how Constant Contact can help you get it done. E-mail marketing and online surveys from Constant Contact make it easy and affordable for you to connect with your customers or members.

Active Campaign   www.activecampaign.com

Web based e-mail marketing software that allows you to send permission-based mailings as well as newsletters to lists of subscribers. Manages e-mail campaigns using statistical tracking, time sensitive autoresponders, custom subscription forms, personalized mailings, real time graphical reporting, and more.

Mailman   http://www.list.org/

Mailman is free software for managing electronic mail discussion and e-newsletter lists. Mailman is integrated with the Web, making it easy for users to manage their accounts and for list owners to administer their lists. Mailman supports built-in archiving, automatic bounce processing, content filtering, digest delivery, spam filters, and more.

Bob Bly   www.breakthroughe-mailmarketingsecrets.com

How to write and deliver e-mail marketing messages that blast past spam filters, get opened and read, and increase your click-through rates, conversions, sales, and profits.

Bob Bly   www.e-mailswipefile.com

In the *E-Mail Marketing Swipe File*, you get a swipe file of more than 60 of Bob Bly's most successful e-mail marketing promotions including the complete text of the e-mail, results generated, explanation of the strategy used, copywriting tips, and more to help you increase click-through rates, conversion, orders, and sales revenues. Just one idea from the swipe file could help you make thousands of dollars in additional online sales, paying back the cost of the collection with the very first e-mail message you send.

Appendix B:
18 Ways to Turn Your E-Book Into an Uninterrupted Stream of Online Profits

By John Wood, AWAI Staff Writer

Here are 18 online marketing techniques you can put into action—things you can start doing today to get your e-book sales rolling and the money streaming in…

1. **Pay-Per-Click (PPC) Ads**

   PPC ads are a popular way to get traffic to your sales page. These are the ads that appear under the "Sponsored Links or Results" heading on a search engine results page. As the name suggests, you pay only when someone who presumably is interested in what you're selling clicks on your ad.

2. **Your Own Blog**

   Writing and maintaining your own blog is not only a great way to promote your e-book (and affiliate products), but also a way to make money by selling advertising, once you build up a sizable audience. To be successful, you have to post regularly…and make sure your posts are interesting and beneficial to your reader.

3. **Website Links**

   Start a website and fill it with good, original content related to your e-book topic. Add links to your e-book sales letter, blog and affiliate offers. In time, it could turn into a nice little profit center.

4. **Email Lists**

   If your goal is to one day make your entire living online, selling an e-book is really just your starting point. To really boost your success and income level, you need to take more of a "big picture approach" to things, and building an email list of customers and prospects is crucial.

5. **An E-Zine**

   Now obviously, if you're going to build a list, you need something to send to it. This brings me to one of the best marketing tools on the Internet: an e-zine. Not only can you use an e-zine to promote a variety of products and services, you can also make money selling advertising space for it.

6. **Articles**

   If you're going to start an e-zine, you'll need content. Articles are great because you can use them in your e-zine and also as posts on your blog. Plus, they help to establish yourself as an expert in your field.

7. **E-Letters**

   An e-letter is similar to an email you might send to a friend, so they take far less work than writing and putting together an e-zine. This is a great way to establish an ongoing relationship with your prospects and customers. Plus, it's a way to keep your readers informed about new products, new market trends and anything else you feel they might be interested in. Your goal is to encourage your reader to click on a link that takes him to a web page that will convince him to make a purchase.

8. **Joint Venture Programs**

   A joint venture program is where you team up with someone who offers a complimentary product or service to yours. You work out a revenue split and then promote to each other's lists. Joint ventures are very popular because they require very little effort, and the potential payoff is sweet.

9. **Social Networking Sites**

   You can promote your product or service using social networking sites. Facebook, MySpace, and YouTube are the most popular. Others you can try are Digg, StumbleUpon, Sphinn, Reddit, Del.icio.us, and Furl.net.

10. **Posting on Blogs and Message Boards**

    You might not get a ton of orders…but for the little amount of time it takes to post something, if it brings you even one order it's worth it. Just don't make it too obvious that you're trying to sell something.

11. **Viral Marketing**

    Viral marketing is a marketing strategy that uses blogs, social networks and email to spread content around the Internet. People are encouraged to pass along your marketing message to others. The core idea behind viral marketing is that you take

something that has real value and add a sales message that encourages the reader to either directly or indirectly buy your product. The following are some of the formats you can use in your viral marketing campaign.

12. **Sales Letters**

A crucial part of your e-book marketing campaign is the effectiveness of your sales letter. You'll want to keep fine tuning it. Write a second one, third and fourth one. Then test them against each other until you come up with a bona-fide winner.

13. **Affiliate Programs**

If you do a quick Internet search for websites related to your e-book topic, chances are they'll have a "Become an Affiliate" link somewhere on their site. Simply fill out the form, and in a few minutes you can be ready to start making money by promoting their product or service.

14. **Banner Advertising**

Banners ads are a popular way to bring traffic to your website. The three main ways to use banner advertising are: 1) join a banner exchange network, where members display your ad on their site in exchange for your displaying their ad on yours; 2) buy banner clicks and impressions from a banner ad provider; and 3) make a deal directly with another website owner, where you agree to post each other's ads.

15. **Press Releases**

A great way to get free publicity for your business is to write a press release about some aspect of your business.

16. **Email Signature**

One of the easiest ways to promote your website is to put a short benefit statement followed by a link to your site in your email signature.

17. **Online Directories**

Submitting your website for inclusion into an online directory is a quick and easy way to get some free exposure. The three most popular online directories are Yahoo, Google, and Dmoz. Simply select the category or categories where your site would best fit, and then hit the "Suggest URL" and fill out the form. (They don't accept all sites though. For instance, they don't accept sites made up of mostly affiliate links).

18. **Offline Promoting**

You don't have to limit yourself only to promoting online. A few ways to promote your e-

book offline are to use direct mail, faxes, post cards, press releases and newspaper/magazine ads.

Before you begin marketing your e-book, you should write down your objectives, get to know your target audience, put together a marketing plan, and then take consistent action toward achieving your objectives.

If you're able to spend even 30 minutes a day, it won't take that long before you start to see some concrete results. Plus, you'll learn a lot about what works and what doesn't, when it comes to online marketing.

Note: Reprinted with permission of AWAI.

About the Authors

CONRAD HALL is a freelance copywriter specializing in construction b-to-b marketing and fundraising. Tony Poderis (www.raise-funds.com) says *"There is an almost instant comfort level as you begin reading,"* and Don Mahoney claims *"You can obviously write."* His clients include the Ontario General Contractor's Association, George Brown College, and representatives from BMO Nesbitt-Burns.

BOB BLY is a freelance copywriter and the author of 70 books including *The Copywriter's Handbook* (Henry Holt). McGraw-Hill calls Bob "America's top copywriter." He was voted Copytwriter of the Year in 2007 by AWAI. His main Website is www.bly.com.