

Quick & Easy eBook Publishing

**How to Create and Market Your
Own eBook with an Affiliate Program**

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Nothing but 'Net & the Internet Marketing Secrets Newsletter**

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Introduction

As I wrote in my home business training system Clickin' it Rich...

"If you want to make money online, the easiest way is to start with keyword research. Start typing keyword phrases into a free keyword research tool like NicheBot.com, and you'll find excellent niche markets. Markets with lots of traffic and plenty of searches, but very few competing web pages."

Then all you need to do, is put up web pages to satisfy those searches. And...

A) Do PPC (pay per click) advertising with the search engines and drive traffic to a direct response landing page.

Or...

B) Try your hand at SEO (search engine optimization) and try to get free "organic" search engine traffic.

Either way - or a combo of both - works wonders are a relatively easy way to make a living online with affiliate revenue. My courses Clickin' it Rich and Revenge of the Mininet cover those topics in great detail...

But what if that leaves you feeling a little empty inside? What if you want to go beyond building web pages, to building a long term online business? One that you can work at day after day, without growing tired of it...

Know what? All you need is a passion. What is your passion?

What do you know a lot about. What's on your list of accomplishments? Anything like winning a trophy, a second place ribbon, completing a course, quitting smoking, selling a house, decorating a wedding cake, making the team, coming in first place for anything?

Let me ask you a question and I want you to be very honest with the answer. Have you ever helped someone or solved a problem? Of course you have! You can sell the solution.

With millions of internet users world wide, chances are, tens of thousands of people have had the same problem. They would rather pay for a solution, than make a lot of mistakes and figure it out for themselves.

Once you have identified your passion, or something you know a lot about, building an ebook and getting people to sell it for you, involves five simple steps. Anyone with minimal computer skills can do it.

Are you ready to take action and take your first steps to financial freedom? Good! Then shut off the tv, radio and telephone. Go grab a beverage, then come back here, sit down and pay careful attention to what you are about to discover... total financial freedom and peace of mind.

Step 1) Create Your Own Digital Product

This is way easier than you may think. With the Professional version of Adobe Acrobat, you can make PDF files (digital ebooks) using almost any piece of Windows or Mac OS software.

It's so simple. Layout your ebook with text and pictures using Word, Pages, Publisher, InDesign... whatever you like.

Then, instead of clicking the print button and printing to the printer on your desktop, if you own Adobe Acrobat, all you need to do is click the button that says print to PDF. It makes your PDF file for you, and your ebook is done.

How simple would this be? Take some old family recipes, add a few digital pictures of what the finished dishes should look like, and combine them into an ebook for sale to the public... way easy!

Please note, that this topic has nothing to do with the very small and shrinking world of internet marketing. It's part of the gigantic world of general interest, of every day people. The bigger the market, the bigger and more sustainable the profits over the long term.

For example, I was searching around the web for "no fat cheese cake" recipes. I found a ten dollar ebook that had twelve recipes in it. They gave me one recipe free, but I had to buy the ebook to get the rest. After making the free recipe, I was so impressed, that I bought the ebook.

Not only that, but I used the links in the ebook to buy additional products like special cheesecake pans, serving dishes and a flambe torch. The author earned a commission on every single one of those items. Way more than they did with the initial sale of the ebook... but we'll talk more about how to do that later on.

You can make an ebook too. It would be so easy to make a PDF of something that you know.

The topic could be work or hobby related. Something you do every day. Even if you just clean carpets for a living... there's thousands of searches every week, by people looking for information on stain removal!

If you're not a writer or don't feel like writing, you can hire someone to ghost write for you at elance.com or workaholics4hire.com. You could record yourself talking into a tape recorder, or write questions down and have someone interview you.

Take the tape to a local dictation service and have it transcribed. Or if you're good with the computer, make an MP3 file of the recording and send it to an online service like idictate.com or workaholics4hire.com.

The dictation service will type the whole thing out for you, for a modest fee, and send you a complete text file for use in your ebook. All that's left to for you to do, is copy and paste the text file into your ebook.

Yes you can. Everyone has a passion. Everyone has a life experience. It could be anything from growing award-winning tulips to lubricating a jeep. One of my students has an ebook on maintaining a diesel generator. Another on simple yoga poses.

Just think about it and I'm sure something will come to you. It could be a hobby. Something that comes natural to you. Can you catch a fish? Fly a kite? Bake cookies? Decorate a cake?

It could be your profession. Can you style great hair? Get stains out of carpet? Take great photos? Sell a house? Know several yoga poses?

In fact, some of the best selling ebooks have to do with fitness. It's easy to create a book like this because it's mostly pictures of yoga poses or weight lifting techniques, with just a few words under the digital photos.

So what are you going to write about? What's your greatest achievement. What's something you're good at? Something you like to do?

Think of something you can talk about for hours. Something that's interested you for years, and years, and you never get tired of it.

Ok, here's how you do it...

Start with an outline, as these will be your chapters. Rough in the subjects inside the chapters. (Don't worry about being perfect, as these will change and adapt over time.)

Then just start filling in the blanks by writing about, or adding content to each one of the subjects. Yes, it really is that easy once you get started. Your rough outline might look something like this:

Your eBook Title

Introduction - add content

Chapter 1 - Title

Sub 1.1 - Title - add content

Sub 1.2 - Title - add content

Sub 1.3 - Title - add content

Chapter 2 - Title

Sub 2.1 - Title - add content

Sub 2.2 - Title - add content

Sub 2.3 - Title - add content

Chapter 3 - Title

Sub 3.1 - Title - add content

Sub 3.2 - Title - add content

Conclusion - add content

And so on...

But that's the key. Get started and minimize any distractions. The only thing that gets any work done is focus.

Feel free to jump around in your outline and write about whatever subject interests you that day. You don't have to write your book in order, from beginning to end. Just do what you like and stop when you get stuck... don't force it.

And finally, when it comes to writing your own ebook, I'll leave you with a quote from my Clickin' it Rich home business training system...

"If I could only bonk everyone on the head with one tip, this would be it... Go where the markets are. Don't create your ebook or product and look for a market, do it the other way round.

As I wrote many times in the course, use NicheBOT.com to do your keyword research first. Find a market that needs your help.

Design a custom solution to solve their problems, in the form of a downloadable ebook, and you'll sell hundreds... heck, maybe even thousands of copies.

The beauty is... you do the work once (make the ebook) and get paid for it over and over again. Tape THAT on your mirror :-)

Never trade time for money, it's a bad business model. Do something once and continue to get paid for it for years to come!"

At the time of this writing, my Clickin' it Rich home business training system has sold over 2,000 copies. At 50 bucks a pop... well, you do the math. :-) Do something once... get paid over and over.

(Ok, it's over \$100,000 U.S. I don't say that to impress you... but to impress UPON you, the kinds of opportunities that are waiting out there for you.)

How did I do it? I did keyword research and identified an ongoing problem. People want to work from home and set their own hours. They also want no commute, no bag lunches, no co-workers, no boss, no inventory, no handling physical goods, no shipping, no returns, no hassles.

They also want it to be a legitimate business, meaning no MLM, no Network Marketing, no Bizz Opps, no Downlines or signing up friends for a load of junk. They just want a sustainable internet business model and someone with experience to show them how to set it all up.

The solution... I wrote Clickin' it Rich which includes several free bonus reports like the Action Plan, Keyword Hotlist and Top 25 Affiliate Revenue Streams.

Identify a problem. Create the solution. Sell the solution to the existing market. Start and maintain a relationship with the customer.

Learn that simple process my friend, and you'll have a sustainable business model. One that you can easily replicate, as many times as you want.

Step 2) Build in the Back End Sales

The selling price of your ebook is often referred to as the front end sale. Once you've proven you can deliver on the small thing (the front end) people are more likely to know you, trust you, and buy the products that you recommend in your ebook (these are referred to as the "back end" sales).

Remember the no fat cheesecake example you read about, just a few minutes ago? Remember how I told you that after buying the ebook, I also bought pans and several other items by following the links in the ebook? This is where the real money is made for the author and one of the main reasons people like to write ebooks :-) It's the back end sale!

For example, let's say you really like Juicing, and you've been doing it for a couple of years. You did your keyword research on NicheBot, only to find that Juicing Machines are a pretty hot market and have little in the way of online competition. This would be an excellent choice for an ebook. (Simple too, with mostly pictures and recipes.)

Let's say you did a lot of research on the juicing machines, before you made your purchase decision. You know a lot about the various attachments and what they can do. You've also created a few favorite recipes by now, ones that your friends just rave about.

This knowledge positions you as somewhat of an expert. You probably know more about juicing and juicing machines than 98% of the population. People new to juicing or those considering buying a machine, would gladly pay you for what you know, rather than doing the research for themselves.

Creating your ebook, you can have photos, step-by-step recipes and juicing tips. You can get photos of the various juicing machines from the manufacturers. Photos of the juice you can take yourself, using a digital camera. Layout the ebook using any program you like.

Then... what you do for back end sales, is to join a few affiliate programs, and weave your affiliate links into the content.

(If you are not familiar with affiliate programs, be sure to read Clickin' it Rich along with the Action Plan. They'll show you exactly how some of my students earn well over \$200K per year working from home.)

Ok, back to the story... When you talk about the juicing machines in the ebook, include a link that leads to an affiliate program. If someone purchases the juicer you personally recommend, you get a commission. See how easy it can be?

Even though your little juicing book costs only \$20 to buy, you make a 10% commission on every \$400 juicer you sell. That's \$40 or in other words, you double your initial "front end" sale, without having to touch any physical inventory. All you had to do was link to the juicing machine site.

Let's take it a couple of steps further, and see how the back end sales can pile up in a hurry.

You could do a comparison list of the various juicers. Then it wouldn't matter which one gets purchased... because you have affiliate links leading to all of them. You've monetized everything. Every link leads to a potential sale.

Now do the same thing where you talk about water. Affiliate link to purifiers. Where you talk about vegetables, affiliate link to an online organic grocer. Making baby food, maybe link to another ebook. You get the idea. Simply weave affiliate links in context with your content and monetize every link.

In fact, most ebook profits come from back end sales. 400% or more is not uncommon. It builds multiple revenue streams into your ebook. Ones that keep on giving, long, long, after the initial front end sale.

Are you getting excited yet? I know I am. But here's something even more exciting... Once you've written your ebook, here's how to get other people excited about selling it for you!

Step 3) Set up Your own Affiliate Program

Get other people to do the selling for you, while you sit on your butt. That's what an affiliate program is for. For Clickin it Rich, I pay out 50% of the selling price to the sales person.

Don't worry about giving a generous 50% commission to the person who makes the sale. You can never pay your sales people "too much" and it helps keep them motivated, to keep on selling for you.

You still get to keep the other half of the front end sale, and you get to pocket 100% of the all the back end sales, plus you get the most important asset... the customer's email address... but we'll talk more about that later.

The fastest way to get an affiliate program up and running, accept all major credit cards, online checks and such for payment, is through Clickbank.com Read the 10 simple step-by-step instructions on their site. It only takes a few minutes to do.

But in a nutshell, all you need to do, is provide them with the location of two web pages... a sales letter and a thank you page.

The sales letter is the web page that contains the "buy now" links or "click here to order" buttons. The thank you page is the web page that your customers are shown, after their credit card is approved. It contains links to your ebook, so customers can download your product to their hard drive.

Clickbank is only \$50 to set up an account. It's so cheap. Yet they act as your payment processor for Visa, Mastercard, online checks and the like. They take the customer's money, provide fraud protection, issue refunds, have real-time online tracking, provide sales reporting and more.

Clickbank also pays you and your affiliates, after they apply their very low processing fee. The affiliate gets their 50% sales commission (or whatever percentage you agreed to pay them) and you get the remainder.

Twice a month I look forward to getting my Clickbank checks in the mail. Come to think of it... so do my affiliates. Everyone plays... everyone wins!

The only difference is, I sit on my butt while they do the hard work of selling. All I had to do... was do the work once and get paid over and over, for years to come! Is that starting to sound familiar? Good! Now there's only two more things we need to do.

Step 4) Get the Word Out to the Rest of the Internet

This is where you start advertising and telling everyone. It's easier than you may think, because everyone wants to make money. All you need to do is find people with newsletters, ebooks, websites, etc, on the same or related topic as your ebook.

(There's even software available that helps you identify potential affiliates. It's called the Internet Success Spider, by Dr. Neil Shearing. It also includes an ebook with examples of how to recruit these affiliates into selling for you.)

Ok, getting back to our Juicing ebook example, any health, fitness, wellness, diet, weight loss, exercise, lifestyle, homemakers, yoga, food, nutrition, etc, etc, website would make a natural fit for your ebook. It's even better when they have a newsletter and they can feature your ebook as a news item, or you might even get a full-blown book review.

Many of them would be very happy to sell your product for that generous 50% commission. Especially if you endorsed their newsletter, ebook, website, product, etc., on the inside of your ebook. Sneaky huh?

See how the pieces of the "win-win" puzzle are beginning to fit together? Tell them that you endorsed their products in the book and ask them if they'd like to receive a free "review copy."

Of course they'll say yes, and from there, it's a simple matter of getting them to leverage their contacts. Get them to do the pre-selling, endorsements and testimonials for you.

Ask them to tell their website visitors, and announce your ebook to their lists of readers in exchange for that generous 50% commission. Plus, you might also point out that if they tell their readers and visitors, they greatly increase the chance of making even more sales of their product, because you linked to them from within the book.

And as we mentioned in the beginning of this article, you can always do your own advertising as well. You can buy (PPC) pay per click advertising on the search engines and get instant, consistent, predictable traffic.

Simply set up some Juicing related landing pages - as described in the Clickin' it Rich - and drive that traffic to the sales page for your Juicing book.

Then once people download your book, email them to say thank you. Also tell them how to sign up for your affiliate program, so they can earn cash by selling your book.

That's a top trick, to keep recruiting new affiliates after they become customers. That's because there's no better testimonial, than the one you'll get from someone who already owns your product and likes it. Some of these new affiliates will become your best sales people.

Step 5) Start and Maintain the Customer Relationship

This is the final and most important step. You must get the email address of your customer and thank them for ordering your ebook.

Tell them that you have a little newsletter and encourage them to subscribe. It only takes a few seconds. (I use AWeber.com to manage my subscribers and send a personalized newsletter.)

It doesn't have to be a lot of content, just good value. It could be a series of short articles, on the same topic as your ebook. You could have juicing tips, dietary supplement news, machine cleaning tips, recipe of the week, medical & health benefits, new juicer model releases, product reviews, accessory and attachment announcements, success stories...

As you can see, the list is pretty endless. Especially if you're passionate about it, because you'll never get tired of it. Heck, if you started asking your readers to send in their favorite recipes, health stories and juicing tips, soon you'd have whole juicing community going on.

Not only that, your web site would continue to grow and get more popular in the search engines. Every time a user submits content, it becomes another page on your web site. The more pages you have, the more valuable your web site becomes to your readers and to the search engines. Both love fresh content!

The best part is, you've just started wonderful relationship. One that may last for many years. Every subscriber is your friend. That is how they should be treated and respected.

It's so easy to send 200 - 500 words out every two to three weeks. Why? Because they're your friends and it's your passion. You never get tired of talking about "it" remember?

And as you write your newsletter, continue with the back end sales. Continue to weave affiliate links into the content. Making sure they are in context with the content.

In other words, if you are talking about the new Mean Machine Juicer, make sure you put in an affiliate link. Your customers will be able to buy it from your review, and you get a commission for selling it. Repeat after me... weave affiliate links in context with the content! Good!

Finally, here's something really important. It's the lifetime value of a customer.

For every person that subscribes to your newsletter, you could be looking at \$10 to \$50 in revenue over the years that they remain a subscriber. :-)

Yes it's true! Your customers know you and trust you, They will undoubtedly buy some of the same products that you truly believe in and endorse wholeheartedly. Then after a year, you'll know your cost of acquiring a customer, which is very valuable information.

For example, if I take the gross income from my newsletter, and divide it by the total number of readers, I get the yearly value of my customers.

Let's look at a hypothetical example. Let's say you have 15,000 readers and your newsletter generates \$120K per year.

$$\$120,000 / 15,000 = \$8.00$$

So if your newsletter grossed 120K and you have 15K readers that's an average of \$8 per reader. Now you know exactly how much you can spend on advertising to acquire a new customer, while still remaining profitable.

Now you can see why I can advertise to give away a free report, or a free ebook. It might cost me \$1 to get the new subscriber, but the numbers tell me they are likely to spend \$8 per year, as long as they remain a subscriber. That's a whopping 700% profit margin... What a wonderful world :-)

Conclusion

So as you can see my friend, the fastest and most profitable way to make money online, is not necessarily the best way to build a business. Oh sure, don't get me wrong, you can build web pages day after day for affiliate revenue, but that's a lot like having a job.

We don't want that right? We want financial freedom, and to be able to work from home right? And to be able to set our own hours, without having to work every single day... Right?

Ok, I'm with you. But sustaining a long term profitable business online, takes more time, more work, and a multi-prong approach. If you've read this report... I know you can do it, ok? Let's review...

Create your own digital product. Yes, you can! (Go back and re-read the first section if you need to.)

Remember, it's just a passion or something you're good at, or researched a bit before you made a purchase. You have knowledge... certainty and confidence that others would be very willing to buy. They'd love to get inside your head and know what you know! Sell the solution my friend, in the form of a digital ebook!

Then... Build in the back end sales. Sell the ebook through an affiliate sales force. Get the people with existing traffic and lists to get the word out. Start writing a regular newsletter, or series of tips and articles to sustain the customer relationship. Repeat the process as often as desired.

It's that simple and it works!

And speaking of work, if you're passionate about your topic, it won't seem like work at all. Six months down the road, you could be making more money than you ever dreamed possible.

So let me ask you? What is your passion? What are you good at? What do you never get tired of talking about. I'll bet there's an ebook inside you just bursting to get out!

What are you waiting for? Get into action! Start by doing your keyword research at NicheBot.com. Identify a problem. Create the solution. And start writing your outline now! Soon you'll be selling the solution to an audience that's just waiting for you to arrive.

Oh, and one last thing... If you liked this report, please feel free to pass it along to your friends, customers, subscribers, website visitors and anyone else that would like it. If you'd like to find similar articles, news, tips and ideas, use the link below to subscribe my free Internet Marketing Secrets newsletter. I hope to see you soon. :-)

Click ==> <http://www.InternetMarketingSecrets.com>

That's it for now my friend. Thank you for reading. I wish you all the best for online success... and may your God Bless.

by

Michael Campbell

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Providing Successful Marketing Strategies Since 1988

P.S.

Want to learn more? Here's your chance to get these best-selling, award-winning, work from home training systems by Michael Campbell.

Get ready to fire the boss and set up your own home business, working only the hours you want. Truck drivers, yoga instructors, stay at home moms, people just like you have used these training systems to create their own business and work from home. It's easy, simple, and affordable.

All you need to do is click the links below and get started today. And don't worry about making a decision right now, both products are guaranteed and you have up to 89 days to decide if you like them or not. So simply download these strategies and put them to work for you starting today. You could be making more money than your day job in no time.

[Clickin' it Rich](#)

The complete work from home business training system. Follow Fast Track #1 in the Action Plan and you could be making money online in as little as five hours.

[Revenge of the Mininet](#)

Advanced linking strategies for higher search engine positioning and increased revenue from affiliate programs.