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Gail Buckley & Greg Land



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**Getting Your eBook  
Out and About**

# Plan To Succeed Online

## ***Take The Guess Work Out of Starting & Building a Successful Business Online!***

*"We are judged by what we finish, not by what we start."*  
Anonymous

### ***Getting Your eBook Out and About***

#### **Compiling Your eBook**

Once the content and design for your e-book is ready, it's time to compile it - to compress the word or HTML code of the pages you have created into a portable document.

#### ***Choosing The Format***

eBooks can be compiled in a variety of formats such as:

- Text files
- DOC files (Word Documents)
- PDF files (Adobe Acrobat)
- Custom Built Files (Macromedia Director)
- HTML Documents

Your choice of which format you use will be based on whether you want just plain text or if you wish to add graphics, audio and video, the readership you are targeting and which distribution channels you choose. For example, if you want to distribute a free, plain text e-book, then Word documents are a good choice. If you wish to add graphics, then HTML is the better choice. If you will be adding video to your e-book, Adobe works well. Depending on what software you use to create e-books, they can generally be compressed so that even if you are including large graphics or multimedia, the file size remains small.

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These e-book compiling software programs transform your documents (created with either a word processor or HTML program) into a single, self-executable (.exe) file. People can simply click on the one file and read your e-book through their web browser.

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## ***PDF eBook Compilation Tools***

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The good news is that you don't have to pay the price or go through the learning curve to transform your manuscripts and Word documents into adobe acrobat PDF files. There are now several easy-to-use and inexpensive alternatives that will give you the same quality results, while making your first publishing experience a fun and rewarding one. They are:

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If you are selling information products, you don't want to make it too easy for people to copy your original source files. Good HTML compilers make it difficult if not impossible to copy and resell your information without your permission. The author can make it impossible to copy and/or print the information. In addition, most compiler software programs provide an option to use multiple passwords keyed to your computer or to your hard drive to protect your e-books from theft.

If you will be selling your e-book, then security is an issue. You will likely want to include passwords to restrict users from sharing the material. While you may want to allow printing for readability, you will most likely not want to allow readers to make copies.

## **15 Powerful Ways to Profit & Promote With Info-Products**

In addition to their many other benefits, e-books make powerful promotional tools. If you're looking for a cost-effective way to both generate substantial income and get the word out about your business, e-books are the answer.

Bear in mind, however, that while a well-researched, reader-friendly, information-rich e-book will quickly make a great name for you online, a poorly written one will do just the opposite. So if you're going to hop on the e-book bandwagon - quality counts!

Here are some usual and unusual ways you can use e-books to grow and/or promote your e-business. You can...

### **1. Sell Your e-book for a Profit**

We'll begin with the obvious. Your e-book can become a separate profit center within your business or you might choose to make selling e-books your entire business. Convert your "insider" knowledge into cash by offering information that your targeted audience wants in an entertaining, easy-to-read style.

Your e-book will or should contain links back to your Website(s), so not only are you making money directly off the sale of your book, but you are also using it to effectively promote your business.

### **2. Offer your e-book for FREE to generate traffic & build your "opt-in" list**

Another common technique. Give your e-book (or the e-books of others) away in order to entice visitors to subscribe to your ezine or sign up for other promotions you are offering. Just make sure people have to visit your website to collect it.

In your sig-file or other ad copy, rather than just advertising your website URL, advertise the “free, valuable information” people will receive when they click on to your site. Hopefully, they’ll browse around a bit when they get there, but in any case you should have them leave their email address before directing them on to the download link, so you can follow-up.

### **3. Use e-books in conjunction with affiliate programs**

Since the best way to promote any affiliate product or service is to purchase and use it yourself first, so you can honestly recommend it to others, why not use e-books to do the selling for you? Let’s say you purchase a piece of software from an affiliate program and become a whiz at using it. You could write a step-by-step “pre-purchase” guide, filled with screen shots and helpful hints.

Or use your e-book to explain why you’re personally convinced that this piece of software is the best on the market. Spread your affiliate links liberally - but not too obviously - throughout your pre-selling content, and you’ll earn a commission each time a reader clicks on your links and goes ahead and purchases the software. Your affiliate merchant partner might even agree to placing a link to your e-book on his/her site, if it provides ample quality information, explaining how to use his/her product or service and why it is the best.

There is no limit to the number of instructional books for different affiliate products and services you can publish. In this example, you would probably make more money by giving your e-book away free and having a wider distribution than if you sold it. Your profit would come from your affiliate commissions.

### **4. Use an e-book to promote your own product or service**

Often before you can sell to someone you need to educate them. In other words, buyers need to understand the uses of your product or service, the benefits they’ll receive by owning it, and have their other concerns (guarantee, warranty, refund policy, etc.) addressed before they are willing to make a purchase.

Odds are the majority of Web surfers are not going to hang around long enough to fully explore your site and read all your sales copy, but if you offer them a free e-book that tells all about your product, one they can download and read at their leisure, they might just take you up on the offer.

Just make sure that you offer plenty of relevant and interesting information. Don’t make your e-book one big sales-pitch. Take your interest in your field and share it with your readers. You might write about how you chose to get into this particular line of work or about different ways to use your product to experience greater benefits. Let your readers get to know you through your content.

End by providing a link back to a “special offer” page on your site, where readers can purchase your product at a discounted price or with an exclusive bonus included as your way of saying “thank-you” for taking the time to read your e-book.

### **5. Use an e-book to expand your product line or to turn your service into a product (thereby generating “multiple streams of income.”)**

Because e-books are so cheap and easy to produce, you can easily use them to expand your product line. Let’s say, for example, that you sell rare, vintage wines online. You might write an e-book on “The History of Wine-making.” If you’re a golf enthusiast and you offer golf-related products, write an e-book about some aspect of the sport, such as “How to Hit a Hole-in-One (When Nobody’s Looking).”

If your business is service based, you can turn the service itself into an e-book. For example, let's say you provide a search engine placement service. If you are operating alone, you can only accept so many clients in order to do right by them, so your profits potential is limited. But, if you put your knowledge, expertise and optimization strategies down in writing and compile it into an e-book, you then have a product to sell - in addition to your service. And because it's a product and therefore readily duplicatable, you can sell as many copies as you want - at very little cost - and keep all the profits!

**6. Use an e-book/e-books to up-sell customers to pricier packages** (again, for little or no cost to you.)

An up-sell is showing your customer that it would be in his or her best interest to purchase a more advanced, feature-packed (benefit-laden) product or service - before he or she goes ahead and orders the standard version. Lay it all out in a well-written e-book.

Show your potential customers exactly why they need and how they can benefit from the enhanced features your "deluxe" version offers. Demonstrate the superior value. Provide graphical comparisons. Used as a combination educational tool/sales tool, an e-book can provide:

- More in-depth coverage of your product line - and the reasons why one version is priced higher than the other one.
- A full explanation and examples of the advantages of the "deluxe" model - why it is better, faster, lasts longer, is more compact or more full featured.
- A discussion of the many benefits they will receive by upgrading to a more full-featured product or service. How it will save them time, money or make their lives easier in the long run.

Customers will pay the higher price if you can convincingly demonstrate how purchasing the higher priced model is in their best interest or will better solve their problems. The more comfortable a potential buyer feels in being able to use your product effectively, do the job faster, save money etc., the more likely you are to make a sale. An e-book can be your best salesperson on his or her best day.

**7. Use an e-book/e-books as a value-add to get customers to purchase other related products** (while their credit card is handy.)

A value add is a different, but usually related, product or service that is offered to the buyer right at the moment they are making a purchase. Pop-ups are quite effective for this. Let's say you are selling portable keyboard synthesizers. Just as your customer is about to press the order button, a pop-up window opens up offering 50% off on a stand for the synthesizer if he/she orders now. (Car salesmen use this technique all the time!)

Once someone is in the buying mood, they are most likely to purchase additional related products to augment their main purchase. This is the moment to offer one or several e-books packed with advanced information and techniques that will supplement or complement their original purchase.

Offer your customers e-books that will take their knowledge level way beyond the basic instructions that are packaged with your product or service. What would they appreciate having more information on? Write an e-book about it and tack the offer on to your order page. Tell them they can save money if they act now.

Think of your business from the customers' perspective. The easier your e-books can make it for your customers to use your product or service, the more you can enhance your customers' experience with your product, the more pleased they will be with their purchase and in dealing with you.

Since e-books are so cheap and easy to produce, you can produce one for each product or service that you offer - thereby adding to the profits you make per sale.

### **8. Form Joint Ventures with other marketers offering related e-books or products.**

If you've written an e-book on one particular aspect of a subject, locate other marketers who have written related but non-competitive material on the same subject and approach them with the proposition of joint venturing. You'll double, triple or quadruple your exposure (depending on your number of collaborators) and you'll be able to advertise a "value bundle," thereby enhancing the "perceived value" of your offer.

For example, if you've written an e-book on email marketing, you might approach marketers who have written high quality e-books on e-books and e-zines and ask them if they would be interested in collaborating on a 3-volume set - "The Complete Guide to Selling Through the Written Word." You can tell your customers that with one single purchase they'll be able to obtain all the latest, cutting-edge information available on all three essential elements of website promotion.

You can also generate additional revenue by forming strategic alliances with marketers offering other types of products or services related to your e-book.

### **9. Use an e-book as a lead generator to pre-qualify potential customers.**

If you use a multi-step marketing process, e-books can become powerful lead generators for your business. People who ask for it are, in fact, qualifying themselves as seriously interested prospects. If the people who ask for your e-book are also willing to pay for it, odds are they will also be willing to pay for any subsequent products or services you have to offer. This being the case, be sure that you get their email addresses!

### **10. Use e-books as viral marketing tools.**

In a nutshell, viral marketing is all about making your traffic work for you - rather than the other way around. You tell one person, they tell 5 more, they tell 5 more... and so on. All you have to do is get the ball rolling, so to speak. E-books are a great means of doing this.

If you're going to be giving away your e-book for free, you can also give recipients permission to freely distribute your book among their own set of friends, associates, subscribers, website visitors, affiliates and clients.

If you're planning on charging for your e-book you can still take advantage of viral marketing by offering reprint rights. Offer one price for the purchase of your e-book alone, another for the purchase of re-sale rights to your e-book. Purchasers of your "up-sell" can then sell your e-book and keep all the profits for themselves - which makes them happy. And the more people you have promoting and selling your e-book, the more people who are going to be exposed to your work - and your website - which should keep you happy.

Another viral marketing option is to take one or two of your e-book's chapters and use them as teasers, or even convert them into articles that you can submit to free content sites, granting permission for readers to use them in their ezines, websites or e-books, as long as they keep the "viral links" in your resource box in tact.

## **11. Develop an Affiliate Program around your e-book and build your own sales team.**

When you get right down to it, an affiliate program is the ultimate promotional and viral marketing tool. You are signing up others to promote your product for you - and, if your program is 2-tier, they, in turn, are signing up sub-affiliates to promote for them... and so on and so on.

The problem with affiliate programs is that you have to have a solid product or service that people are genuinely interested in before you can start one. If your's is just a run-of-the-mill e-book, similar to dozens of others, you probably won't be too successful in recruiting affiliates. But if you offer solid value, and plan to add other products to your program as you go along, you should do quite well. Publishing your own e-book is a quick and easy way to get started.

## **12. Use an e-book as a "bonus" to increase perceived value.**

Just like a baker's dozen that offers 13 cookies for the price of 12, consumers always love something extra thrown in with the purchase. You can offer one or several e-books along with your main e-book, product or whatever it is you are selling. Adding e-books as purchase "bonuses" is a way to provide more value to your customers with little or no added expense for you.

## **13. E-books make great gifts. Use them to reward your site visitors for helping you out.**

Giving away "quality" e-books provides a powerful incentive for people to refer their friends to your Website, take the time to fill out your survey, enter your contest, subscribe to your newsletter or even sign up for your affiliate program.

For example, you can easily conduct a survey with your web site visitors or e-zine subscribers - especially for marketing research purposes - and offer your book as a gift for their participation.

## **14. Sell advertising space in your e-book or use it for cross-promotional purposes.**

I'd use this only as a last resort. The idea is similar to that of incorporating affiliate links into your e-book, only in this instance you are being paid upfront to include links and promotional material of other webmasters in your book. You can generate revenue by selling advertising space in your e-book just as you would in your ezine.

Be cautious, however, in the type of ads you include. They must be relevant to your topic and must not come across as a blatant sales pitch or you run the risk of alienating your readers and undermining the credibility of the rest of your content.

## **15. Convert your Website brochure or media kit into an e-book.**

If you have a brochure or media kit, convert it into an e-book and it will carry more weight. Since "implication is more powerful than specification," e-books that act as brochures or catalogues will be read more like educational tools instead of self-serving, blatantly promotional ads. again it all comes down to perception., they will imply your superiority without outright stating it.

## **Conclusion**

Selling is basically an exchange of money for value. Your income depends on convincing potential customers that owning your product or using your service is worth more to them than not owning it and

keeping their money. You need to persuade visitors to your website that your offer can enrich their lives, solve their problems, help them or entertain them. E-books can help you do this.

Used properly, quality e-books are a boon to any online business. Not only are they an easy and inexpensive way to increase your profits per sale but, as a promotional vehicle, e-books offer you an unprecedented opportunity to get the word out about your business without spending hundreds of dollars on an advertising budget.

Start thinking about the ways you can increase your income by including e-books as part of your marketing mix. There is no better way to increase the perceived value of your offer and add to your bottom line so effortlessly and inexpensively.

### ***E-book Promotional Resources***

[E-book Submit](#) - When you're ready to promote your book, this site will get you off and running. It has links to lots of useful e-book promotional resources.

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## Related Resources You Can Use

The first and most important thing you need to acquire in order to succeed in any business is... knowledge. If you are really serious about succeeding in a business... if you want to avoid the common traps and mistakes... **it is absolutely necessary that you acquire the right knowledge.**

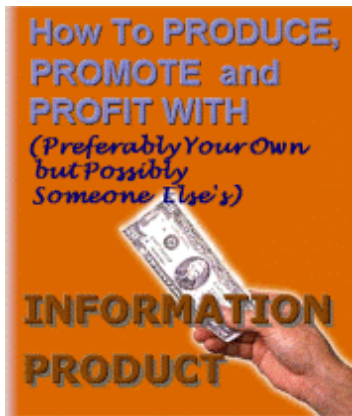
You have started your journey in the right direction with this report but, as every wise (wo)man knows, the pursuit of knowledge is not finite. If you're going to be conducting any type of business online, any investment that adds to your store of knowledge on the subject is a wise one. Below I've listed some additional resources on this subject you might want to look into.

The most successful entrepreneurs, who report the best results, tell us they got even greater performance from their marketing efforts by combining the tips that they got from us with the cutting edge tools and more in depth information on this specific topic provided by many of the Internet's most experienced and established marketers in the resources listed below.

And because I want that for you also, I'm delighted to let you know about them, so you also can try them out - absolutely risk free! I want to give you every chance at the best outcome from your online marketing. That is why I'm inviting you to at least take a look at them. If they make a difference, keep them. If they don't, just send them back for a full, no-questions-asked refund.

At the very least I would like you to **accept our free gift** of our **InfoProduct Solution Portfolio**.

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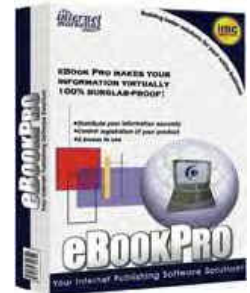
### [The InfoProduct Solution](#)

Actually, this is just one of 12 completely customizable, lead and income generating, professionally created, *PDF Perpetual Profit Portfolios*, all of which are jam-packed with solid, usable valuable information that you can lay your hands at our <http://www.websuccessmastery.com> site. If you're looking for a way to make multi-stream earning effortless, to make all the money you want *without selling a thing*, why not pay us a visit when you finish up here. I guarantee you won't regret it!

Now on to those resources...

### [E-book Compiler Pro](#)

Another winner from Corey Rudl's [Internet Marketing Center](#). This easy- to- use software comes with an excellent tutorial e-book (called "Viral Marketing Magic") that guides you through all of the steps involved in its use, along with giving you tips on how to profit from e-book marketing. [E-book Pro](#) offers a host of excellent features, including a unique branding feature that allows you to customize text and urls for affiliates or partners. All in all, one of the best HTML compilers for the price - and the only software that makes your information virtually 100% burglarproof! You can download a free version and manual and try it out.



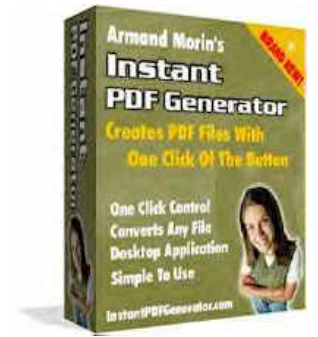
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**Mail Order Business In A Box**  
"Resell Rights To 5 Super **Hot** Money-Making Products"



This ["turn-key" package](#) gives you proven products, proven ads, a proven step-by-step plan, proven everything you need to cash-in BIG with your own mail order business (while working part-time!). You'll own the reprint and duplication rights to hot-selling books, videos, audio cassettes, computer software, and a complete "home study course" thousands of people want to buy. Plus, you get ready-to-use advertisements, direct mail letters, and press releases that'll sell the socks-off all these products for you. Use these ads and you're instantly in business making money! What more could you ask for?

## [Complete Digital Product Creation System](#)

The only system in existence that creates products on demand via email-able videos that do all the work for you!



- You don't have to write the products
- You don't have to write the sales letters
- You don't have to design web sites
- You don't have to do customer service
- You don't have to do jack unless you want to

Bottom line? You can now create digital products such as software, and especially e-books, without having to do much of anything yourself. There are 51 videos in total, packed down into much smaller files and burned onto 8 CD's in Windows Media Format. (You'll get 3 additional CD's with the videos in .zip format, for quick and easy distribution to your assistants!)

It's virtually impossible to get any more of a "no-brainer" system than this. Something where most of the work and all the experimentation has been done - where all the problems have already been ironed out? Something you can just plug in, turn on and let it make money for you? And the great thing about [Digital Product Creation System](#) is that you can use it repeatedly to effortlessly create product after product. It's a complete management system as well as a product creation system.

**Make Your Content PreSell** by Ken Evoy

Ken's latest production will have you churning out winning content in no time flat. This is not just an ordinary book that teaches you how to write books or how to write sales copy. There are thousands of those. But **MYCPS!** is the **ONLY book of its kind**. It shows you, step by step, clearly... how to write to COMMUNICATE!

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Look for this Logo on Quality Niche Information sites all across the Internet.  
Now You Can Own Your Own Virtual Niche Real Estate Empire Instantly and Effortlessly.  
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