

HOW TO CREATE
a Profit-Pulling
eBook Empire in 2011



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Introduction

As an online business owner you've probably heard about (and tried) many different ways to make money.

Odds are, you've had success with some and failure with others. I've personally had some success with a few different income models.

My **favorite** is to create and market information products (eBooks). In this report, I'd like to talk about how to create an **eBook Empire in 2011** that'll produce a long-term income for years to come.

As you can see, this isn't one of those fancy free reports you get from many "gurus." It's not stylish. In fact, it's the very definition of plain. With that said, this contains the exact formula I followed to make money with information products.

So I urge you to pay close attention because you're about to cash course on what it takes to create your own personal eBook Empire.

Let's get to it...

Who Am I?

Before we get started, I feel it's important to answer the first question that probably popped into your head – *"Who the hell are you?"*



My name is Steve Scott. In all likelihood, you probably read something on my blog [Steve Scott Site](http://www.stevescottsite.com) which I started back in January 2010. I'm qualified to write this guide because I've been generating an online income for **seven years** and it's been my full-time job since 2005.

Furthermore, I recently took a seven month trip through Europe – From April to Nov 2010. During this time, I only worked 15 hours a week. But I still had a sizeable amount of money coming in...all from the web properties I've built over the last few years.

Bottom line is I think I know a little bit about Internet marketing. This is a business I love and I hope to pass on a little of what I've learned to YOU!

My Experience with eBooks

So far, I've only created a single information product which is in the relationships/dating niche. While it took me six months to create, this one eBook produces \$3,000 to \$4,000 of income each month. The best part is I only work about an hour or two each week on this site. So this money is almost *100% passive income*.

Obviously the major downside to an eBook is the time you need to invest. In all likelihood, you'll spend months writing and editing. There's no income upfront which is weird feeling for those who've grown accustomed to working for money.

This is one of those business models that favor those who are willing to work hard. The good news is I've learned a lot about what it takes to create a successful eBook - Which is what you'll learn in this section!

What Makes a Successful eBook?

Success varies from person to person. I'm sure there are plenty of Internet Marketing gurus who would laugh at how my 'successful' eBook earns \$3000+ per month. Others would be envious at this dollar amount.

Before we get into the details of eBook creation, I think it's important to quantify what YOU think is a good benchmark for success. In other words, "what dollar amount would make a difference in your life?"

I think it's important to set realistic goals before starting an information product. That way you can keep tweaking the marketing of your eBook till it exceeds your monetary goal. I know this might sound silly, but I suggest setting a goal for how much you earn. Write it down on a piece of paper and review this goal once a week. You'd be surprised at how this helps you stay on track when things get difficult.

Okay, now that you know a little about my experience with information products, let's talk about how get started with your own...

Researching eBook Ideas

There's been a lot written about picking a niche for an eBook. Some gurus recommend looking for what's currently selling. Others tell you to use root keywords. A few tell you to scan the headlines of magazines. And some recommend mining posts on forums to see what questions are being asked.

In my opinion, these are all decent ideas. But they don't do an adequate job of describing what will *really* sell.

We're going to make things simple in this report! Instead of making you waste days, even weeks of research, I recommend you follow three simple steps:

Step 1- Pick a Broad Niche

My method for an information product is different than most. Your average 'information guru' will go on and on about looking for **one problem** a person is experiencing. While this is great advice for making small streams of income, I think your time will be better spent going after a major market where you could help a customer with a **number of problems**.

Ultimately this is the key to creating an eBook Empire!

To get started, I recommend you first narrow down your interest in four broad niche categories:

- 1) Health
- 2) Wealth
- 3) Relationships
- 4) Passions

Without a doubt, these are the best info businesses to be in. They work because human beings will always want information in these categories. At one point in his life, my great-grandfather wondered how he could make more money or how to get the attention of my future great-grandmother. And one hundred years from now, Steve Scott the 4th will be dreaming about a girl he saw in a virtual-reality bar or how he can afford a tricked-out, brand new Mustang 2110 Fly Car.

All four broad niches work because they're related to basic human conditions that will never go away. The question is... "Which category do you want to dominate?" I think it's important to take some time answering this one because you'll spend at least a year or two working on this mini-empire.

Step 2- Pick a Narrow Niche

Once you've pick a broad niche, it's time to jump in and narrow things down. To help you out, here are a few ideas for each of the major categories:

#1 Health- Muscle gain, fat loss, raw food diet, low-impact exercise, reduce stress, natural ways to lose weight, and how to thin or tone certain body parts (*thighs, stomach, arms*).

#2 Wealth- Passive income, debt, retirement, investing, forex, how to start a business, employment, time management, and Internet marketing related business (*ie: blogging, affiliate marketing, social media, etc*).

#3 Relationships- Dating tips for men, dating tips for women, break-ups, divorce, sexuality, parenting, social skills development, marriage, and long-term relationships.

#4 Passions- This is a pretty broad niche. Here you concentrate on hobbies and activities that people enjoy on a regular basis. They include things like golf, gaming, gardening, cooking, and surfing.

Now I'm about to tell you something that will make or break your success with an eBook. I recommend you read the following paragraph a few times. In fact, write it down on a piece of paper and stick it to your computer. ***Seriously, this is the most important piece of advice in this entire report...***

When narrowing down a niche, look for a topic that has multiple problems. If your product solves the only problem a customer experiences, there's no reason they'll want to buy more from you.

To make the serious money, you have to look at each niche topic and think of at least five additional products you can relate to it. These will be products you create or promote as an affiliate. This will form the foundations of your eBook Empire!

Step 3- Research a Niche Market

To be honest, researching a niche market is a pretty involved process. On my blog, I have a post that I consider to be the [Ultimate Guide to Niche Market Research](#).

If you're having trouble finding that perfect niche then I recommend you take a few days and use the techniques I discuss in this post!

But, if you're pressed for time then here are my two favorite tools for researching a potential idea for an eBook:

#1- Review the Clickbank Marketplace

Go to the [Clickbank Marketplace](#) and research the products that in a niche market where you have interest. I recommend using the top 50 in each sub-category that's applicable. Find products that look promising. Then record the following information in an Excel Spreadsheet:

- a) The URL of the product
- b) The general theme or topic
- c) The name of the product owner
- d) Their contact information
- e) A few notes about what made you like this product

This technique is important because you're establishing what type of information is selling. Furthermore, you'll be contacting a lot of these people in the future. So you should take the time now to know who they are and what they're offering.

#2- Review the Top Niche Specific Forum

Forums are a great place to find what people want. To get started, go to Google and type in *[your major keyword] + forum*. So if I wanted to find something about Internet marketing, I would type '**Internet marketing forum**.' Simple right?

Find a forum that's filled with active users who answer questions and give responses. Once you do, get out a piece of paper and write down topics that are the most popular. In all likelihood, these will be problems that a lot of people have.

I recommend going through each section of this forum and do your best to get at least fifty or more ideas. Don't censor yourself here. Obviously some ideas won't be great. The important thing is to create a list of what kind of information people are seeking.

Pick an eBook Topic

In this section we're going to decide on the topic for your eBook. This is another crucial step. If it's not done properly you'll end up wasting a lot of your valuable time.

It's one thing to create an information product. It's another to have something that people *want* to buy. That's why it's important to research the market to see if people are willing to buy your product. Here are five questions you should answer in order to discover a winning eBook idea:

Question # 1- What does the keyword research tell you?

You've probably heard a lot of talk about the value of keyword research. I agree that this is an important step for getting a *rough estimate* of a market. But I don't think it tells the whole story. You can create an excellent product even if you can't find the keyword research to back it up. Especially if it's a completely original concept.

There's a lot of ways to do keyword search. You can do a simple search with [Google Adwords](#) and look for topics that have at least 10,000 searches per month (*the combined total of all related keywords*). On the other hand, you could use a sophisticated tool like [Market Samurai](#) which identifies hot niches that don't have a lot of competition.

I recommend removing any eBook ideas that don't have at least a 10,000 total searches per month for all related keywords. For the ones remaining, you can move on to the next question.

Question #2- What do your readers think?

Once you've eliminated a few ideas, talk to your potential customers. If you're a blogger you can set up a poll to see what information they want to learn. Or if you have an email list, you can send out a message and ask for their feedback. Also, you could try asking people in a forum that's popular in your niche.

What if you don't have a list, blog, OR can't find a forum?

Well you can create a PPC (Pay Per Click) campaign and set up a simple poll. When people click the link they'll be given a few choices of what you want to create.

Yes you'll have to spend money. But don't think of it as being a waste. Instead look at it as a way to know what a market wants. In my opinion, I'd rather spend a few bucks than waste months creating a product nobody wants.

Question # 3: Is It unique or another "me too" product?

There are two types of info products. The first is a completely unique idea that hasn't been tried before. The other is a "me too" product that's in a proven market. Let's talk about both...

Unique products can be excellent way to jump into an oversaturated market. Here you offer something that solves a common problem that's ignored by most marketers. It's definitely a great way to carve out a portion of a niche.

On the other hand, a unique product is a lot riskier than a "me too" product. There might be a reason that a product hasn't been created – Maybe nobody wants it.

Now let's talk about "me too" products. The best thing about them is you already know that they sell. If there are similar eBooks in a market then this shows that *somebody* is making money. The tricky part is figuring out which ones are the most successful.

There's a big downside to a "me too" product. When you're in an oversaturated market it's hard to stand out from the crowd. As an info product owner myself, I'm very leery of dealing with anybody who creates a carbon copy eBook. In fact, I always delete "please promote my product" emails from people who fail to prove that their eBook is any different from the dozens already in a market.

The key to a "me too" product is *bringing something extra* to the table. Maybe you've stumbled upon an interesting twist or found a different way of doing things. Perhaps you even know something that flies in the face of *conventional wisdom*.

No matter what though, this eBook MUST stand out from the crowd of products in the marketplace.

Question #4: Do you have expert knowledge or can you find it?

Many gurus say you can gain expert knowledge on a subject by reading a few books.

But many gurus are wrong.

EBooks are about creating something that's really valuable. The reader should complete your product and be armed with a strategic blueprint for solving their

problem. This kind of information doesn't come from regurgitating a few books. It comes from being in the niche and knowing how to provide a real, genuine solution.

The good news is there's a little trick if you DON'T have expert knowledge...

You can easily make a product out of interviewing the people who CAN provide a solution to the problem you hope to solve. If you go this route, you need to identify and go after the people in your niche who are genuine authorities. Then get them to reveal everything they know about the subject.

Now I'm not talking about a boring, fluff interview that has little value. This should be a complete brain dump of what lies inside an expert's head.

Become a professional torturer whose goal is to grill experts in a niche and get them to give up *all the goods*. 😊

Question #5: Are there related problems to this product?

This is another biggie. Without giving away too much right now, later on I'll talk about creating a successful affiliate program. The secret to this process is to give away almost all of your profits. Then you make money on the backend.

We do it this way for a simple reason. The goal is to create a large database of proven spenders and hit them with offers for related problems. You make money because most customers will buy more than one product in a particular niche... especially if it's a major problem or passion.

The final question you ask yourself is this - Are there five or more related products I can promote? A great place to help you answer this question is the [Clickbank Marketplace](#).

My advice is to make sure that you have a couple of proven products that you can promote as an affiliate. OR ideas you can use to add to your eBook Empire!

The eBook Rough Draft

Once you've decided on a topic, it's time to create a rough draft of the eBook. It's important to these steps first. That way you won't get off track and write about things really don't help the reader.

Here are few ways to do this...

Form an Outline First

My system is a little different from others. I prefer to make an outline **before** doing research. That way you'll know what needs to be included in the information product.

The best method for this is to list 5 to 10 major questions people have about your subject. Then put them into a logical, step-by-step order. This gives you the framework of the content that needs to be added.

Give Rough Answers

Under each question, brainstorm a few answers. At this point, it doesn't matter if these are grammatically correct responses. The key here is to not censure yourself or worry about what you're writing. Just list as many solutions as possible under each category.

If you get stuck, feel free to use the Internet as a research tool. Again it's important to make this 100% your own content. But often a simple search on a topic will trigger stuff that you forgot to mention. So go online, but don't plagiarize the works of others.

Take your Time

I have to admit something... I'm not a big fan of sites promising to help you write an information product in 7 (or 14) days or less. To me, this cheapens the process. Your goal is to create something of genuine value. And I don't think it's possible to do this within a few days.

A quality eBook should be the crème-de-la-crème of what lurks in the grey matter between your ears. You want to answer every possible question people have and give them a real, working solution to their problem.

My point is you should take each question and answer it in a thorough manner. At first, don't worry about grammar or the quality of the content. Just write down anything that

pops in your head about that particular question. This is useful because you'll associate one thought with another, which might help you find a *really* good piece of advice you might have overlooked.

Again, I can't overemphasize the importance of writing your notes without a filter. Sure, you're going to jot stuff down that might sound silly. But this is part of the process that helps you become more creative and inventive.

Now... when it comes to research I recommend doing it **only** if you get stuck on a particular point. This product is about how you would solve a problem...Not what *somebody else* would do. Generally, I'll review a few products on this topic to get an idea of what's discussed. But what I ultimately create comes from my own experiences.

Locate the Perfect Workspace

Designate a specific location for writing your eBook. This is important because it creates a proper "writing mindset." You want to train your mind to automatically write when sitting in this location. It's kind of like when a professional athlete first steps onto a field of competition...he (or she) knows it's game time!

A dedicated workspace doesn't have to be in your home. In fact, most of my first information product was written in a local Starbuck's Coffeehouse. Every day I would grab my cup of tea and crank out 2,000 to 3,000 words. In just a month, my first draft was completed.

Another thing I recommend is to make sure this workspace is free of clutter and distractions. I recommend you do the following:

- Switch off your Internet access
- Turn off your phone
- Tell your family to not disturb you
- Remove any objects or images that interrupt your train of thought

I've learned it's extremely important to have a workspace that allows you to concentrate *only* on writing.

Set Daily Goals

As they say, "*Rome wasn't built in a day.*" Unfortunately a lot of people forget this and give up when faced with the daunting task of writing a lengthy information product. So

with that in mind, let me give you another quote, *“How do you eat an elephant? One bite at a time.”*

The best way to complete an eBook is to set a goal for each day. It might be a set amount of time or a minimum word length. The important thing is to dedicate a period each day where you write your eBook.

What I recommend is this. You pick a specific time for writing. This could be early in the morning or at night or during your lunch-break at your ‘real job.’ This is another way to train your brain to quickly get into “work mode” while writing.

Furthermore, you should try challenging yourself. Instead of simply setting a time or word goal, I recommend combining the two. So if you can write 1,000 words in an hour, try to increase this to 1,500 words. I’ve found this turns the process of writing into a fun game.

Stream of Consciousness Writing

Now that you’ve set up dedicated time/location, you’ll sit down and write. For some people writing comes naturally. Others have trouble with writer’s block. If you’re in the latter category, then I recommend doing what I call “Stream of Consciousness Writing.”

During a first draft, simply write whatever pops in your head. Just take each question/problem in your outline and write whatever you think might be relevant to this topic. Don’t edit yourself. Just keep typing till you run out of ideas.

If you get stuck, here are a few things you could include:

- Provide step-by-step instructions
- Tell personal stories or anecdotes
- Give a definition or explain a concept
- Provide lists or bullet points
- Show images demonstrating a concept

Again write whatever pops in your head. If you get stuck on one section, just skip it and come back later. The important thing is to type without interruption. This habit helps you push past those moments where you can’t think of what to say next.

The Final Draft

Write Drunk, Edit Sober

I like the quote from Ernest Hemingway, “Write drunk, edit sober.”

I’m not suggesting you get half-crocked when writing your eBook. But it’s useful to never filter a concept or idea during the first draft. Type without worrying about what you’re putting down.

Leave the editing for the 2nd draft. After creating a rough version of my eBook I don’t look at it for a few days. Then I come back and carefully go through it. I change around the sentences. Flesh out incomplete thoughts and do my best to create a final version.

For me, this is the hardest part in this entire process. It’s easy to jot down a bunch of random thoughts. But it’s another to take these notes and turn them into a readable, final product.

This is lengthy process. Probably it’ll take a few weeks to complete this step. Again, just take it one day at a time and you’ll find that it’s not too hard to complete an eBook.

The 3rd (and Final) Version

After completing the 2nd version, I like to take another few days before reviewing the finished eBook.

The third edit focuses on grammatical and spelling mistakes. If you’ve read the posts on my blog then you know I’m not an expert on grammar. But when writing an eBook, I do my best to make sure it’s pretty polished. In essence, I provide an eBook that’s easy to read and follows a step-by-step format.

A great trick is to read (out loud) the finished product. This makes it easier to catch anything that doesn’t sound right. Yes, this takes some time. But it’s a great way ensure you have a readable information product.

It Takes Longer than 7 Days

Again, I want to remind you that it’s going to take longer than a week to write three versions of an eBook. So don’t get frustrated if you can’t complete it within a week.

Just do what I suggested before and dedicate time each day for writing. This should be as important as eating, brushing your teeth and going to the bathroom.

Increase the eBook Value

At this point you'll have a completed eBook, ready for customers to read. But here's the bad news...you're not done with the "creative" portion of this process.

In fact, you still have to create a few *extras* that will increase the value of your eBook offer. Here's what I mean...

The Nature of "Perceived Value"

Information products are profitable because of what's called "perceived value." Basically you're charging a premium price because the customer receives expert guidance that can be **downloaded right away**. It's more expensive than a book because it fulfills the instant gratification urge most people experience.

Now let's say you charge \$40 for your information product. Nobody in their right mind would pay this amount for just an eBook. But if you add a number of bonus reports and audios, then the customer can justify in their mind **why** you're charging this amount.

Perceived value can be a good or bad thing. It depends on who is doing it. I've seen a large number of product owners offer a bunch of crap reports that don't add real value. They look shiny and interesting, but don't add any overall benefit.

I feel a bonus item should have the same level of exceptional quality as your eBook. That way you can ethically charge a high amount, knowing that you're giving great value to customers. So let's talk about what to include as your bonuses.

Bonus Reports and Extras

What is a bonus report?

Well, it's kind of like a mini-eBook. (*Like this one.*)

Usually they're 2,000 to 10,000 words in length and solve a related, but specific problem to what the customer is experiencing.

During the research phase of product creation, you probably came across a number of ideas you didn't use. All you have to do is create a product out of these ideas and you'll have a bonus report!

I recommend offering 3 to 5 extras in addition to your core eBook. These “bulk up” your eBook offer and help justify what you’ll be charging.

Furthermore, try to get ultra-specific with what you’re creating.

For instance, let’s say you have a free report for women about online dating. This probably won’t generate much interest.

On the other hand, if you have something called, **9 Secrets to Meeting Men on Plentyoffish.com**, you’ll definitely get a lot of interested buyers.

Now, a bonus doesn’t have to be another eBook. In fact, there are a lot of different ways you can add perceived value without doing a lot of writing. They include:

- A narrated version of your information product
- Audio interviews with experts in your niche
- A step-by-step blueprint that helps customers get started quickly
- Coupons for free email/phone consultations
- A case study example of how your information helped somebody solve their problem(s)
- A progress tracker customers can use to measure their success
- Premade generic templates that are ready for customers to use (this is great in the business market)

A bonus item can be anything you want. Just brainstorm every problem a customer might have and create a mini-product for it!

Offer an Upsell [Optional]

Before we move on, I want to quickly mention the value of offering an upsell. An upsell is when you ask customers to spend more money in order to receive additional products. Basically you give them the option to spend more money as they’re pulling out their credit card.

Upsells work because they take advantage of the customer’s buying mindset. During the purchase process, most people are in a heightened emotional state. They’re excited to check out your product and have a good feeling about what you’re offering.

In all likelihood, **they’re willing to spend more if you give them the option.**

An upsell isn't a mandatory element to this report. But I do recommend you create a few more bonus items and offer them to your customers. I've found that over 50% of my customers select my gold upsell option instead of the basic silver. And I've talked to a number of other eBook authors who have the same results. Upsells are one of the best ways to add more profit to your bottom line without a lot of effort.

“Selling” Your eBook

At this point you have a completed information product. Plus you’ve put together the bonus items.

Now we’re going to take all your content and put it into what’s called a “sales offer.” The idea here is you have to use your words and graphics to sell your completed product.

I know some people have this weird viewpoint about *selling*...they think it’s unethical to urge people to buy their product.

My viewpoint is this... If you’ve worked hard to create a quality product then there’s nothing wrong with pushing people to buy it. They have a problem. And your eBook can fix it. By “selling” an eBook, you’re providing a genuine solution to customers.

In my opinion, there’s nothing wrong with that!

So let’s talk about how to sell your eBook...

#1- The Style and Layout

We live in a visual world. Your eBook should have a specific style that stands out from the crowd. When people read it they should be impressed with the polished quality of your product. In a way, it’s a chance to maintain the professional look you (*hopefully*) created on your salespage.

If you don’t have a graphic arts background then I recommend using a site like [Elance](#) to create a layout for your eBook. You have two choices here...

First you could hire a person to create a “**word template**.” This is where you have a pre-designed layout in which you add your finished eBook. It’s up to you to edit and put the finishing touches on the product.

The other option is you could hire an outsourcer to take your content and create a finished PDF. While this is more costly, it’s a great way to get a very polished, finished product.

#2- The Sales Page

Words sell. To get people to buy your product, you need to tell them *why* it solves their problem. The best way to do this is by creating a salespage. This is basically a long letter that describes the problem to prospects and then convinces them your eBook helps fix it.

Copywriting is definitely a skill. I've studied it for a couple of years and I'm still learning the basics. A great introduction on this subject is this [copywriting 101 blog post series](#). This article is a great crash-course on the art of writing salespages.

Also, I recommend hiring a professional copywriter once you have money coming in. Trust me, you'd be surprised with how much more you make with a top-notch salespage.

#3- Graphics, Images, and eCovers

You don't have to go overboard with the images you put on your salespage. Some "gurus" tell you to get a full-blown mini-site graphics package, complete with header and footer images. I don't think that's necessary. All you really need is a quality eCover and a few related pictures.

When it comes to an eCover, I recommend going to [iStockphoto](#) and using an image that relates to your product. Then use Elance to hire a graphics person. All you have to do is describe what you want included on the cover and you can easily find someone to create an image for under \$70.

#4- Technical Aspects of an eBook

When you have a finished eBook, and salespage with images, you're almost ready for the world to see your offer. The final step is to sync it with a software program that automatically processes credit and debit cards. My recommendation is to use the [Clickbank program](#).

This is something we'll cover in the next section...

Use Clickbank to Process Payments

The Importance of Clickbank

There are hundreds of different options for selecting a payment processing company. I'm going to make it easy and recommend only one... [Clickbank](#). While it's possible to find other businesses that charge less on a *per-transaction basis*, I feel Clickbank is the **only** service you should use.

I recommend Clickbank for one simple reason... they have a marketplace that's widely known throughout the online business community. Every course that's been written on affiliate marketing recommends Clickbank. This means that every day thousands of affiliates search this site, looking for products (*like yours*) to promote.

If your product is at the top of their marketplace you'll get lots of affiliates, ready to promote your product, without you doing a thing.

Okay, now that I've beaten you over the head with the importance Clickbank, let's go through the steps to get your eBook listed here...

Step #1- Set up your "Thank You" Email

First you have to go to your [Aweber account](#) and set up the welcome message. This email is automatically sent the moment someone purchases your eBook and subscribes to the customer database. It basically thanks the person for their purchase and gives instructions on how to download your eBook.

You don't have to do much with this email. Just give clear instructions about how to get started and say a few encouraging words. The important thing is to follow through on your promise of giving the customer an immediate download. Don't make them jump through a lot of hoops just to read your eBook.

Step #2- Set up your "Thank You" Page

I recommend a two-step process with your "thank you" page. Once a customer submits their payment information, they should come to an opt-in form. This is a simple form where they submit their name and email address.

Once a customer's personal data is entered they should be redirected to the "thank you" page. This is where they download the eBook and bonus reports. Again, don't

overwhelm them with too much information. All you have to do is give clear instructions on how to get started.

Step #3- Contact Clickbank

Once you've set up the welcome email and "thank you" page it's time to contact Clickbank. Just go directly to the [Clickbank account area](#) and follow their instructions. It takes a few days and a listing fee. The good news is once this is completed your eBook will go live!

Step #4- Test Everything

After following Clickbank's instructions you'll need to do one final step- Test the entire purchasing process.

Use your credit card and follow the same steps a customer would do to purchase your eBook. Look for anything that's going wrong. Like:

- Are customers being sent to the right page(s)?
- Is your email automatically added to the Aweber database?
- Are all the download links functioning?

Every *little moving part* should work properly. Trust me, this prevents a lot of headaches once you have customers coming to your site.

Build an Affiliate Program

There are a number of ways to promote an eBook. But this report will *primarily* emphasize one - Creating an affiliate program. Yes, later on I'll provide **additional** tips for promoting an eBook. But truth be told, I do none of them. ALL of my eBook traffic comes from the affiliate program I put together a few years back.

Affiliate programs work for one simple reason – You're giving a monetary incentive for people to promote your eBook. Make it easy for affiliates to make money and your product will be a wild success!

Now...there are a couple of factors involved with building a successful affiliate program. But the most important ingredient is...

... A High Clickbank Marketplace Ranking

Throughout this course you've heard me discuss the benefits of [Clickbank](#) for managing credit card transactions. There's a reason I recommend this site. With Clickbank, you become part of their marketplace which is used by thousands of affiliates every day.

If you get a high enough listing in the Clickbank Marketplace you'll have dozens (*even hundreds*) of people promoting your site. The best part is you they'll come find you instead of the other way around.

Now I'm not going to go into an elaborate description of Clickbank. However there's one thing I want to discuss before we move on – **The Clickbank Gravity Algorithm**.

Most people think Gravity has something to do with the quality of a salespage or how many units you sell. In truth, most of the algorithm is based on one simple factor – How many different affiliates have produced a sale in the last 8 weeks.

It's actually better to have a lot of affiliates making a few sales than it is to have just one "big fish" generating a lot of sales. (*Of course, you still wanna go after those super affiliates.*)

Ultimately the key to a high Clickbank Marketplace ranking is to recruit a lot of affiliates. People will market your eBook because most think that a site in the top ten marketplace listing is a great product to promote.

I know this sounds simplistic, but many affiliates have been trained to promote products that are in the top 10 of each Clickbank category. So you might as well take advantage of this mindset.

So...the question is *“How do I build an affiliate program like this?”* Well, there are three major steps you need to follow:

- 1) Offer a great product that affiliates want to promote**
- 2) Build an affiliate program full of useful sales tools**
- 3) Actively recruit a large number of affiliates**

You’d be surprised at how much work this involves. In truth, it takes almost as long to put together a successful affiliate program as it does to write an eBook. Let’s go over explore each of these three steps:

Step 1: Offer a Great Product that Affiliates Want to Promote

Now I’m going to confuse things more... Offering a great product involves three primary steps which include:

A) Your product should solve a problem- An affiliate’s reputation is his or her most important asset. If they’re smart, they’ll only promote products that provide genuine value to the customer. The affiliate should be able to stand by your eBook and honestly say it will help the lives of the people they refer.

When an affiliate knows you provide great content, they’ll bend over backwards to market your eBook. The good news is if you followed my advice, you’ll have an excellent information product.

Let’s make it easy. Ask yourself, *“Does my product solve the problem as promised?”* If you can answer **yes**, without a moment’s hesitation, then you know you’re offering something of value.

B) Offer 75% of Your Commissions- I’m not going to mince words here. With Clickbank, you can offer up to a 75% commission rate. This means that every time an affiliate sends YOU a paying customer THEY get $\frac{3}{4}$ of the action. I recommend you offer this amount.

Why do I suggest this? Doesn't this mean you're giving away all of your profits? Yes, in the short run you're not making a lot of money but you have to think about the long-term. It's been proven that it's much MUCH easier to sell to an existing customer than it is to a brand-new prospect. When you create a great "back-end," you'll make a lot more money than you would with the initial sale. (*Don't worry, we'll discuss this later.*)

Furthermore, I consider running an affiliate program to be like a competition. Most sites only give the standard 50%. Offering 75% is like showing up with a bazooka to a knife-fight. Other affiliate programs won't be able to compete.

- C) **Maximize your conversion rates**- The best product and commission rate in the world won't matter if your salespage doesn't convert. Trust me, you'll piss off a lot of affiliates if they send lots of web traffic and don't make sales. This is the quickest way to destroy a partnership.

Bottom line – ***Your salespage should convert.*** For every 100 visitors that see your site, one or two should buy. You don't need to hire a professional copywriter to make this happen. But at the very least, the salespage page should do a good job of convincing the potential customer *why* your product solves their problem.

An affiliate's primary goal is to make money. They can't do this if your salespage fails to convert. Always keep this in mind.

Step 2: Build a Successful Affiliate Program

Without fail, every week I receive an email from someone who compliments my affiliate program.

This isn't accidental.

Over two years ago, I made the commitment to build a top-notch program that makes people go "wow" when they see how much support that's offered. And while it took a long time to set up, I'm pretty proud of the fact that my affiliate center is helpful to the folks promoting my eBook.

Like I said, running an eBook affiliate program is a competition. Find a way to stand out from the crowd. Offer tools and support that others won't take the time to do. Once put into place, these tools will help make it easy for affiliates to make sales.

Let me put it into simple mathematical terms:

Lots of Sales = Happy affiliates

Happy affiliates = Loyal affiliates

What to Include in an Affiliate Program

Let me be straight with you... It's not easy to build a successful affiliate program.

Honestly, it took me almost two months to put mine together. I outsourced some stuff and also spent a lot of time writing. This process wasn't easy. But all this hard work paid off because I now have an affiliate program that's better than most in my niche.

So what it does it take to put together a great affiliate program? Well you have to include a number of tools. They include:

- 1) **eBook Cover Images**- These are the graphical images of your product. I recommend offering the image in three different 3-D sizes and one image in a flat format.
- 2) **Banner Ads**- While I personally don't believe that banner ads work, I make sure they're offered to my affiliates. You should create banners that fit the *standard* sizes - Skyscraper (160*600), Square Box (250*250), Mini Square Box (125*125), Full Size Horizontal (468*60), and Half Size Horizontal (234*30).
- 3) **Autoresponder Course**- Include a series of *at least* 7 emails that presell your eBook. These should be a linear series which mix content with a bit of aggressive marketing. Also be sure to include information for affiliates on how to customize these autoresponders.
- 4) **Lead Magnet**- Offer a free report to your affiliates they can rebrand with their link. This can either be used to give away or to build their list. For more on this, read my blog post about [creating a kick-butt free report](#).
- 5) **Squeeze Page Template**- A [squeeze \(or landing\) page](#) is a mechanism for building a list. Most affiliates don't know how to do this. But if you give them a lead magnet, a squeeze page, and an autoresponder series you'll help them pick up a lot of sales.

- 6) **Sample Presell Page**- A presell page is a way to discuss the product and tell prospects why your product will help their life. Offering a presell page to affiliates is a great alternative for those who aren't interested in building a list.
- 7) **Talking Points List**- This is a list of blurbs/information of your product that affiliates use to create their own personalized review. It can include bullet points from your salespage, testimonial from customers, the table of contents and a general overview of your offer.
- 8) **Text Links**- Offer your affiliates a list of 7+ different text links they can insert into an ezine, forum, email or a blog. These are similar to banner ads where the prospect isn't given much information about your product...just a quick teaser to get them to click the link.
- 9) **Email Recommendations**- These are different from the autoresponders because they go to the "*big gurus*" who already have established lists. I like to offer three different recommendations-A short version, a long version and one that promotes my free offer.
- 10) **PPC Keyword List**- This is a large list of words people enter into search engines in order to find information related to the topic of your eBook. Instead of making affiliates do their own keyword research, give them a list you've already compiled.
- 11) **Sample PPC Ads**- While I'm definitely not an expert on pay per click traffic, I do offer a few sample ads affiliates can use to promote my product.
- 12) **PLR Articles**- Instead of offering generic articles that can't be edited, I recommend creating at least 7 to 10 articles affiliates can rewrite and use to promote your site. This will help them bypass that initial marketing hurdle that many experience when getting started.
- 13) **A Step-by-Step Plan**- Don't just offer tools to your affiliates. Give them a blueprint for how they can make money with your site.
- 14) **Squeeze Page to Recruit Affiliates**- Most eBook owners have an affiliate page that's filled with basic information and tools. Don't do that. Instead turn your

first page into an opt-in form for their name and email. Offer a free step-by-step guide for making money and build a list of people who are interested in promoting your products.

Of course, you want to provide a link to your affiliate area at the end of this squeeze page. This is for the people who don't want to subscribe.

- 15) **Consistent Email Follow Up**- Once somebody is on your affiliate email list, you want to regularly contact them. Use these messages to teach a marketing trick or hold contests. You'd be surprised at how many sales you can pick up by contacting affiliates on a consistent basis.

Like I said, this is going to take a lot of hard work. But once this is completed you'll have one of the **best affiliate programs** in your niche. The payoff is you'll make a lot of money for years to come!

Step 3: Recruit Affiliates

In this section we'll take the tools you create and use them to entice people to promote your eBook. The best way to do this is to follow what I call the "**4 Phases of Affiliate Recruitment**:"

Phase 1- Contact People You Already Know

The best way to launch your eBook is to contact people you already know. I don't mean your mom, dad, or buddies.

I'm talking about the connections you've already made in your niche. This includes related sites, blogs you regularly comment on and products you've promoted as an affiliate. The last one is extremely important. Here's why...

I think it's important to be an affiliate marketer *before* an eBook author. The reason is when you promote someone's product it's natural they'll want to return the favor. This is really effective if you're affiliate for a number of sites. Each of these represents a potential "heavy-hitter" who can quickly generate a massive amount of sales.

The technique for recruitment isn't that difficult. I prefer a short, personalized email that explains my offer, why they should promote it, and then a link to my affiliate center. At the end of the message, I promise to help with any tools they might need.

This is definitely a “soft sell” for your affiliate program because this person already knows you.

Phase 2- Contact Related Sites

This is the “cold call” version of Internet Marketing. Basically you’re *‘knocking’* on a lot of doors and recruiting affiliates. In all likelihood there are a number of people who run blogs and sites related to the topic of your eBook. All you have to do is contact them the *right way* and you’ll get a number of positive responses.

What is the right way to recruit a potential affiliate?

My recommendation is to do it in a personalized manner. It definitely takes awhile, but you’ll get better results than you would with a mass email.

The first thing you want to do is create a spreadsheet with five columns:

- 1) The URL
- 2) Owner’s name
- 3) Contact information
- 4) Blog? (*Yes or No*)
- 5) What you like

The first three are self-explanatory. In the fourth column, write *yes* if it’s a blog. Finally jot down a few comments in the fifth column on what you like about the site.

Take time with building this list. Make sure everything is accurate and that you’re doing a thorough job of getting **quality, personalized information**.

Next, you’re going to comment on all the blogs. Do this for about a week or two, making sure that you submit at least five or more comments. You want the blog owner to recognize your name when emailing them. This helps you stand out from the dozens of random affiliate offers that bloggers receive on a regular basis.

Finally when it comes to the email itself, I prefer a mix of personalization with a basic template. Start the email explaining who you are, *what you like* about their site and how it’s related to your product. Be honest here. If you can’t come up with anything good to say then perhaps you shouldn’t be emailing this person. After the personalized introduction, include the following standard information:

- Your affiliate commission rate
- The affiliate tools included in the program

- A *specific* tool you recommend the person should use (*Personalize this area*)
- Other sites that have promoted your program
- An offer to help any way you can
- Close with your full contact information (*email, phone #, skype #, and URL*)

You can get away with using template responses in most areas. But make sure you add a bit of personalization to each email. The recipient should feel like their receiving an individual message that hasn't been sent to hundreds of other people

Phase 3- Contact Other Product Owners

After completing the first two phases you should have a few sales under your belt. This is important for the next phase – Contacting other product owners. These are the “big boys” in your industry who have a massive list of proven buyers.

The best way to find these people is to build a similar list to Phase 2. Then use tools like the [Clickbank Marketplace](#) and PPC ads to track down eBook owners. You're not going to build a large list here. That's why it's important to send each of them a personalized email.

The message you send them will be pretty similar to the one you sent in Phase 2. The major difference is you offer to do a cross-promotion for their product. Remember these are the *movers and shakers* in your niche, so a “please promote my eBook” email won't work with these guys and gals.

If you don't have a pre-established list, offer to put a link to their product on your “thank you page.” You could even promise to put a permanent email promoting their product in your autoresponder sequence.

To be honest, it's hard to recruit a lot of product owners. Usually they have a lot of affiliate products they could promote. That's why it's important to stand out from the crowd and go the extra mile. Give them an offer they can't refuse.

Phase 4- Recruit Newbie Affiliates

Once the first three phases are completed you'll move on to the last one – Recruiting brand new/inexperienced affiliates.

I think it's important to go after these people because you might find a few *diamonds in the rough*. We all start out as newbies, hoping somebody will show us the ropes. If you

can track down these people and hand them a step-by-step plan for making money with an online business, they'll be your most loyal affiliates.

If you've done everything I've taught, you now have an entire catalog of sales tools. These will help form the backbone of your affiliate program. The idea here is you're giving a how-to guide on affiliate marketing...with your product as the cornerstone.

What I suggest is to create a squeeze page for your affiliate center. This will be similar to most landing pages: You promise a step-by-step guide for making money with your product (*which you've create*), and put a subscription box for their name/email.

The only difference between this and other landing pages is you give a link at the bottom that goes directly to your affiliate center. (*You don't want to alienate an affiliate who isn't willing to submit an email address*)

Once an affiliate subscribes you'll send the free report, plus a sequence of autoresponders that teach different techniques for promoting your product. Regular contact is one of best ways to motivate your affiliates. So don't skip this step.

Now you might be wondering how to find new affiliates. Well...they're all over the place. Here are some of my favorite places:

- Twitter and Facebook about your affiliate program
- Participate in popular Internet Marketing forums (*ie: [Warrior Forum](#)*)
- Write ezine articles about affiliate marketing and direct readers to your program
- Create an affiliate marketing "how-to" lead magnet that subtly recommends promoting your product
- Target "affiliate marketing" keywords in pay-per-click
- Advertise in the Clickbank Marketplace
- Advertise on popular affiliate marketing sites (*ie: [Associate Programs](#)*)
- Write a press release on your affiliate program

Obviously you want to use a little discretion with the methods I just described. In other words, be a helpful member of the community before slapping your links all over the place.

Final Thoughts on Affiliate Programs

There's a reason why I've spent a lot of time discussing an affiliate program. Simply put, this is the **best way** to market an eBook.

One of the things I enjoy about my online business is it basically runs on auto-pilot. When you arm your *'army of affiliates'* with the right tools, all you really need to do is create content (*once in awhile*), answer a few emails, and they'll do the rest of the work!

Let me illustrate the significance of this point...

I spend **one hour each week** on the management of my eBook. Since I average \$3500 a month that means my earnings per hour of work equals \$875. ($\$3500 / 4 \text{ hours per month} = \875). That's the kind of money doctors and lawyers make per hour. The difference is I get to work while traveling the world. 😊

I didn't include this figure to brag. Instead I want to demonstrate the power of an affiliate program. When there are hundreds of people promoting your eBook, other marketing tactics don't seem so important.

So, build a strong affiliate program before doing any of the techniques that I discuss in the next section. You'll find that it's easily the #1 way to market an eBook.

Six Ways to Promote an eBook

Now that understand the importance of an affiliate program, let's go over six (*additional*) ways you can market an eBook:

#1- Offer a Lead Magnet

You've probably already heard me discuss the importance of a lead magnet. This is a small report offered to prospects in exchange for their name and email address. The idea here is to get people on a list where consistently market your eBook.

Sometimes it takes over seven exposures to a product to get somebody to make a purchasing decision. When people are on a list, you can keep pitching your eBook till they buy or unsubscribe.

The following five marketing techniques work best when offering a lead magnet. Don't send folks directly to your salespage. Instead get prospects on your newsletter and [use your email marketing program](#) to consistently contact them.

For more on this, I highly recommend [my complete guide to lead magnet creation](#).

#2-Run a Blog

Running a blog is difficult. Actually it requires more work than an affiliate program. You have to love the idea of regularly posting content and building a large readership. And while this is a challenging business model, I feel it's one of the best ways to promote an eBook.

A successful blog has a core audience. Give excellent content and people will look to you as an authority in your niche. Then if your product solves a specific problem they're experiencing they'll want to buy from a "trusted source."

Think of blogging as the *wrapper* for your eBook. You don't make money by creating content. What you're doing is using the blog to attract a certain type of customer. If they like your posts then they'll definitely *love* your eBook.

#3- Use Pay-Per-Click (PPC) Traffic

I want to admit something – I’m *horrible* when it comes to pay-per-click (PPC) traffic. I’ve tried this technique over a dozen times and I’ve always lost money. This means you probably shouldn’t listen to my advice about this method of driving traffic.

What I *do* know is PPC is an extremely lucrative way to promote an eBook...*if* you’re targeting the right keywords. You don’t want to go after thousands of keywords. Instead look for the specific, “buying” phrases people use to look for your product.

For instance, let’s say you have a course on “creating the perfect beach body.” You wouldn’t go after the general *weight loss* phrases. Instead you’d want to bid on keywords like “how to lose weight for the summer” because this signifies a motivation to look good in a bathing suit or bikini. See the difference?

#4- Purchase Ezine Advertising

Ezine advertising is another great way to use paid traffic. With this method you find a popular email list and insert an advertisement that’s strategically placed in the email message.

The price of an ezine advertisement varies according to a number of factors. They include:

- Type of niche
- The size of the list
- The number of ads you place with this list
- Solo vs. regular advertisement
- Location of the ad (beginning, middle or end)

Ezine advertising works well in some markets but not in others. It’s perfect for niches like Internet marketing, home businesses, and professional development. With other markets, it’s hit or miss. Sure you might come across a great list, but the truth is some niches won’t have a lot of quality ezines.

#5- Write Web Articles

Article marketing is another excellent method for marketing an eBook. Out of all the techniques I discuss in this post, this is *the* most popular among Internet marketers. The problem is since so many people try this technique you’re going to face some stiff competition.

A few years back, I could easily find a great keyword, create an article around this phrase, submit it to a site like EzineArticles.com, and in a week I'd have a piece of content that gets lots of traffic to my lead magnet. Unfortunately it's now become increasingly difficult to get articles to rank high for competitive search terms.

The key to article marketing is *consistency of effort*. You don't write one or two and expect lots of traffic. Instead it's important to produce article after article. Eventually all this content will accumulate into a steady stream of traffic that's coming to your landing page, which ultimately means you'll have more people checking out your information product.

To help you out, I've written a post on the [11 lessons I learned from article marketing](#).

#6- Create Videos

I'm sure you've heard that videos are a great way to promote a site. I can honestly testify on the success of this marketing technique. I still get 50 to 70 subscribers *each day* to my affiliate newsletter just from the videos created over two years ago.

There are two ways to use video marketing:

The first is to create a "video system." This is a very low tech way to get lots of traffic. You're not creating pretty, stylish videos. Instead you'll mass produce a bunch of videos and try to rank for major search terms in the search engines. It works like this:

- 1) Collect a list of high traffic keywords
- 2) Create an audio that discusses this keyword
- 3) Add some slides
- 4) Insert an advertisement for your lead magnet
- 5) Use a program like [Windows Media Maker](#) to create a simple video
- 6) Upload to sites like [YouTube](#) to get high rankings in Google

Obviously this takes a bit of time. But once you create a step-by-step system, it becomes easy to crank out a massive amount of videos.

The second method is to go for the gold and try to create what's known as a 'viral video.' This is in the same category of "The Numa Numa Guy," "Star Wars Kid," and "Chocolate Rain." These types of videos become popular because thousands of people pass them around.

Obviously you need creativity and a lot of luck when it comes to viral videos. However if you get lucky, your business will skyrocket!

How to Increase eBook Income

I'm really excited about this section because here is where we discuss the "meat and potatoes" of how to *really* make money with an eBook.

Remember how I told you offer a 75% sales commission rate to affiliates? You do this because money is made with the **back-end income stream** you'll create using the concepts I discuss in this section.

Here are a few ways to do this...

#1- Use Email Marketing

When a customer buys my information product, I have them enter their name and email address into my [Aweber account](#) in order to access the materials. I do this because I want them to join my autoresponder sequence.

What's an autoresponder? Well, it's a timed sequence of emails the customer receives on a regular basis. The type of messages will vary. Some are pure content. Others promote a related program which makes me money. And a lot of them mix content with a subtle push to purchase a product.

This system is successful because you're marketing to people who've *already proven* they're willing to spend money in your niche. Most customers buy more than one product in a market because they either have many related problems or they're passionate about the topic.

It's easy to make money because you're consistently presenting them with offers through an autoresponder sequence.

I'll admit that it's pretty hard to build an email series. The key is to mix quality content with messages that make you money. It's about building trust through your recommendations while giving customers a subtle push to buy products. That's why you should use a mix of the following four emails:

1. The Freebie/Bonus Email - You want customers to feel good about their product purchase. That's why it's important to send an email that gives them an "unadvertised bonus." Basically this is another small report that solves a small, related problem in your topic.

I like the freebies/bonus email because it strengthens the relationship you've built with your customers. People get really excited when they're given something for free with no strings attached. When you give them a bonus report they didn't expect, they'll subconsciously think that staying on your list means more freebies in the future. Of course, you want to reward this attitude by regularly giving out freebies they weren't expecting.

2. The Link Email- The link email is another way to strengthen the relationship with your list. What you're doing here is giving an intro about a piece of content or video you've created on your blog, and then provide a link for the reader to go check it out.

This content doesn't have to be earth-shattering. It should expand upon what they've learned in your eBook or give an illustration of a core concept you've discussed.

3.The Mixed Content Email- This type of message is the *workhorse* of your autoresponder sequence. You want to regularly send messages that discuss a related problem in your niche. Just like a blog post, this email should be filled with quality content that's helpful to your readers.

What makes this email work is it's embedded with a few links to a product that makes you money.

The trick is to give content in the email, while saying something like *"Also, be sure to check out this site because has lots of information on this topic."*

You don't have to beat the reader over the head with this recommendation. Instead simply say that this site solves a specific problem and then give the link.

4. The Sales Email- Finally we come to the **"get paid"** email. This is the message that makes you the most money. Since most of your content is helpful, people will naturally want to check out your product recommendations. That's why the sales email really works. You direct link to a paid product and *people will buy it* because they know you're a source of quality advice.

There are two types of "sales" emails.

The first is the long-form copy where you explain the benefits the person receives by purchasing the product. This is useful for when the product has a complex salespage or you want to add a personal touch to the sales process.

The second type is similar to the link email. All you do is give a teaser about what the person will see on this site and then give a link. I prefer this type of message when you're linking to a product that has an excellent salepage that doesn't need to be presold.

#2- Use Upsells

You'll find that a large percentage of customers *want to* spend more money with you.

The secret is to give them the option to do so.

Upsells are great because you're offering additional information at an increased cost. Some people pick this option because they want to know everything about a subject. Others will choose it simply from a fear of *losing out* on an exclusive offer.

How do you create an upsell? I do this by providing an intermediary page between the sales letter and the Clickbank payment process link. This single page summarizes the offer while listing a few extras the customer receives if he or she decides to upgrade. At the end of the page, **I give the prospect two simple links to pick from:**

- *Yes, I Want the Gold Package System of [my product name]!*
- *No Thanks, Please Take Me To the Regular Silver Package System.*

The wording and ordering is very specific. I give the more expensive option first with a larger font, plus it uses dynamic language that makes it enticing. The second option is phrased in a way that makes the customer feel like they'll miss out on an exclusive offer.

Over 40% of my customers choose the upsell option. Not only does this put more money in your pocket, it also helps out the affiliates who are hard at work promoting your information product.

Now, upsells aren't just about making money. They're also about giving more value to the customer. Some people simply want to get as much help as possible with a particular problem. With an upsell, you're giving them the option to get that help.

What you offer an upsell page is entirely up to you. I do recommend providing a lot of value. The goal is to give an "irresistible offer" that a customer would be crazy to turn down. For instance, here are a few things that could be included on an upsell page:

- Extra reports and eBooks on related problems
- Audio interviews with related experts

- Private email & phone consultations
- Lifetime updates of the product
- Access to a mastermind forum
- Software customers use to track their progress

A combination of these extras can add up to an incredible offer. You never know what bonus item will make a person want to buy, so be sure to include as many as you can.

#3- Use a 'Thank You Page' Recommendation

The most valuable piece of real estate on your site is your *'thank you page.'* There's a strange psychology that happens when people make a purchase. For a few minutes they have a sense of excitement and ownership from buying a new product. You can use this sensation to get them to make an additional purchase.

Here's how I do it...

First off, find an excellent product that solves a related problem. I believe it's important to emphasize quality over what you'll earn. Your goal is to be fair to your customers, so don't pitch something that doesn't provide real, genuine value to the customer.

Next, create a thank you page that provides the download links first. Before offering customers anything extra, you must make sure they immediately receive the product they just purchased.

Finally you want to take up the rest of the thank you page with your offer. I like to create a mini-advertisement for this product with a headline, picture, and a list of benefits the customer receives from this site.

At the end of this page is a single affiliate link. Either customers click it or they leave your site. Don't give any other options than these two.

You'd be surprised at how well this technique works. I make almost as much money from the *thank you page* as I do from initial purchases...and this is **before** they get on my email marketing sequence!

Use Ethical Marketing!

Before we move on I want to quote a favorite movie of mine:

"With great power comes great responsibility." - **Spiderman**

These three methods are great for generating additional income. If you provide top-notch quality then there's nothing wrong with asking customers to spend more money.

However if you're just throwing offer after offer without regard to their value, then you're not helping customers – you're only helping yourself.

Rinse and Repeat

This will be the shortest section of this report. Once you've created the first eBook income stream, get started on the next one!

I recommend writing information products that complement one another. That way, you can cross-promote them to your existing customer database. If you write great eBooks, people will be more than happy to buy what else you have to offer.

Furthermore, once you've create a successful affiliate program, it's brain-dead simple to get people to promote additional products.

There's a reason I titled this report "**How to Create a Profit-Pulling eBook Empire in 2011.**"

You don't stop with a single product. You keep cranking out one eBook after the other. Each might only make a few thousand dollars a month, but ultimately this income will help you create your own personal eBook Empire.

An eBook Empire Starts Today!

Yes, I'm aware that this is a free report.

And with a freebie, you don't invest any money.

So you have nothing to lose if you don't take action.

But I urge you to USE the information you've just read!

Many folks that read this report won't take action because it requires a lot of work. If this sounds like you then I want to ask a favor – Start at the beginning and systematically work your way through each section. You'll be surprised at what you can accomplish.

Take as much time as you need.

Yes, you'll need to make some sacrifices. This might mean missing your favorite T.V. programs for a few months – Or losing an hour of sleep each night. The important thing is to not slack off and never give up.

From Blarney, Ireland to Barcelona, Spain

This report started out on my blog as a series of posts I wrote during my seven month trip through Europe.

Back in early July I wrote the first words while drinking a Guinness in Blarney, Ireland.

And I finished the series on a warm October day in Barcelona, Spain.

In total, **I wrote these words in ten different countries** – Spanning the entire continent of Europe.

I'm telling you this because I'm often asked how I can afford to travel the world for an extended period of time....

One of the answers I give is '*information products.*'

Throughout this report I detailed the exact steps I've used to create a successful eBook.

This isn't theory. This stuff comes from the hard lessons I've learned in the last few years. The end result is I now have an income stream that helped me realize a lifelong dream of backpacking for 7 months.

You have two choices here:

#1- Use the material in this course

OR

#2- Close this report with a half-hearted promise to work on it “someday.”

The decision is yours.

Nobody is going to give you the self-motivation to get off your butt and take action. It comes from inside you. I’ve done my best to teach a step-by-step course for creating an eBook Empire in 2011. Now it comes down to **what you will do**.

Don’t just *think about* a better life. Use this information to create one!

Finally, if you need a little bit of extra encouragement/information, feel free to stop by my FREE blog where I discuss everything I know about how to create THE Internet Lifestyle → [Steve Scott Site](#)

Well that’s it. I thank you for reading this report and I wish you the best of luck!

To Your “Internet Lifestyle” Success,

Steve Scott