

*How To
Create Your
Own Internet
Cash
Machine*

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Resources

I've linked to the relevant resources throughout this book but it's also often quite convenient to have everything available in one chart, so here it is:

Autoresponder: [AWeber](#) without a doubt.

Hosting: I've used many different hosts over the years but [Hostgator](#) are consistently good.

Keyword research: [Wordtracker](#). With the free trial, anyone can afford it.

Adwords explained: Check [Perry Marshall's Adwords course](#) before spending a cent with Google.

Outsourcing: I use [Rentacoder](#) for almost all my outsourcing plus [Absolute Covers](#) occasionally.

Article submission: [Ezine Articles](#) plus [iSnare's distribution service](#).

Clickbank: The best known [affiliate program](#) for electronic products.

Affiliate software: [IdevAffiliate](#) if your needs are more complicated than Clickbank can cater for.

Membership sites: [Amember](#) is well supported but it's worth getting them to install it for you. [Launch Formula Marketing](#) is a better option if you are likely to run several membership sites.

Copywriting: [Software](#) to help you write decent sales letters quickly and easily.

Directory submission: laborious but can work and [Directory Submitter](#) helps to automate it.

Blog commenting: another laborious task but [Comment Hut](#) helps find relevant blogs.

Speech to text: [Dragon Naturally Speaking](#) works a treat.

Introduction

Welcome to how to create your own internet cash machine.

With the advent of the internet, publishing your own books and other products has never been easier.

At its most basic, all you have to do is put your product up on a web page. Of course, there's more to it than that but, to be honest, not much more. In fact, nowadays you don't even have to write your own product. So long as you can rent space on the internet and publish files to that space, you can become a publisher.

We'll get on to things like web space hosting later in this book. We'll also spend a lot of time of how to get traffic to your product and how to encourage them to purchase it. With the right software, anyone can put up hundreds or even thousands of web pages in a handful of minutes. But getting traffic to those pages is an altogether different prospect.

In this book, I'm going to concentrate on helping you to produce profitable products that you can sell on the internet and that your customers can instantly pay for and then download. Although I'll be referring to these products as either books or ebooks, in reality they can be any form of instantly downloadable content that your customers are happy to pay for. So as well as ebooks, this can include audio products, audio-visual products, software, templates and much more. The next chapter will discuss the different types of products that you can produce.

After that, we'll examine the best sources of ideas to get inspiration for your product. This will include ways to almost guarantee that people will want to buy your finished product. I say "almost" because there is no 100% certain way to positively guarantee that a product will sell. If there was, all the major manufacturers in the world would be using it instead of launching products based on customer research. But you can take near enough all the risk out of producing a product by following the simple set of rules discussed later in this book.

The internet has the added advantage that there are lots of low cost ways that you can use your content, so if one way doesn't work out for you then there are quite a few other ways that you can use to monetise the work you've done. I've yet to have a product that I've launched on the internet using the ideas and methods discussed in this book that didn't at least make its money back in some way, shape or form. Not always from the way I originally thought but definitely profitable.

So follow the guidance that follows in this book and you'll be well on your way to producing your next profitable internet-based product.

Deciding on a Product

As I mentioned in the first chapter, there are many different product types that can be sold on the internet. Whilst you can sell physical products like books and CD's, and these can provide excellent add-on sales with very little effort, we're mainly going to be looking at anything that can be delivered electronically.

This includes anything in the following list:

Ebooks. These are probably the first thing you thought about when I mentioned digital products. Nowadays, almost all ebooks are produced in Adobe PDF format. This is a near enough universal standard and you can be reasonably sure that your customer will already have the free software installed on their computer to read these books. If not, the PDF file reader is available free of charge and you can point your customers to a download link to install it. PDFs have the added advantage that they can be read on many different types of machine. Not just PCs but also Apple machines and portable devices such as the various Palm machines.

Audio. This could be a simple download of an MP3 track that you've recorded (or had recorded for you). Often audio files are used as a bonus for an ebook – the ebook is read out and recorded. The MP3 can then be downloaded by your customer and played on any compatible device, such as an iPod or other MP3 player. Alternatively it can be recorded onto a CD and played from that. Or just simply played from your customer's computer. Audio products don't have to be limited to recordings of an ebook. They can be a product in their own right, such as a recording of a telephone conversation with an expert. In this case, you'd probably get the recording transcribed and offer the transcription as the bonus.

Audio-Visual. Typically these are presentations that narrate a series of screen shots. They are used very successfully as "how to" guides for software products. They are also very suitable as instructional guides. There have been a number of very successful products launched that are videos of how to do a process, such as turning a site into a successful Google AdSense revenue generator. Audio-visual products are popular because they command a higher price than a simple ebook giving the same information. People are used to watching things – television has trained us to do this. Audio-visual products lend themselves to any subject that can best be explained by watching it. At the time of writing, there is an open market just waiting for audio-visual tutorials on any sport or martial art, cooking recipes, in fact nearly any subject that can best be presented in this way.

Software. Don't panic. Nowadays, you don't have to be a geeky programmer to be able to produce software. There are plenty of sites out there where highly skilled programmers will compete with each other to produce software for you at really low prices. Remember that the software you produce doesn't have to be as complicated as the latest version of Microsoft Windows. It just needs to be a simple product that fills a need. If you've ever come across a problem, wished for a piece of software to help you overcome the problem but couldn't find it, then this could be an area for you. A friend of mine makes money from a very simple program to convert Word documents into text files. It's a simple program that fills a very specialised need. Because it works

exactly as described and is relatively cheap, it sells steadily. You can even devise software programs to help people use large successful sites such as eBay. They even provide a lot of the tools to help you do this, as they realise that they can't produce solutions for everyone.

Templates. Not everyone is good at design. If you're someone who can produce good designs then this may be the best solution for you. Templates are sold all over the place. Typically they are for web site designs and hold the "outer shell" that the customer will then fill with their own information. Templates are usually sold on a non-exclusive basis, which means that they can be sold over and over again. They don't have to be limited to complete web sites. Nowadays, there is a large market for people who are looking to customise their Blogger and Wordpress blogs, so you could decide to produce templates for people to enhance the look and feel of their blogs. These are another form of web site template but are more "specialist". Someone looking for a blog template won't necessarily be searching for a web site template.

Ready made graphics. Graphics are another area where a large section of the population throws it's arms up in horror and looks for an off the shelf solution. Producing a series of ready made graphics where people simply insert their own words is another area of publishing that can be quickly profitable. Anyone with their own web site or blog is a potential target for this – you could sell them a set of coordinated graphics for the header, footer, border, menus, buttons, etc of their site. Like the template solution, this can be sold many times over on a non-exclusive basis. Or it could be combined with web site and blog templates for extra money so that customers get the basic template with no graphics, just coloured backgrounds, or for a higher price they get the graphics included as well. You could also sell your ready made graphic printed onto a t-shirt, mug or mouse mat. There are sites available that will produce these items for you on a one-off basis and send you a cut of the sales price.

You'll probably come up with other ideas for digital products but the above ideas should give you plenty to be going on with.

While you are reading the rest of this book, keep in mind that the digital product you produce can be any of the ideas listed above.

For the sake of clarity, most of the rest of this book will refer to ebooks as the product you are creating but the majority of the ideas can be applied to ebooks, audio or audio-visual products.

Finding a subject

If you are writing the product yourself, it is best to start with subjects that you know something about. This will make the research easier as you probably already know enough to be able to create the outline of a book and you'll find the task of filling in the gaps more enjoyable. Once you have a few products published, you may decide to stay with the same subject ideas or branch out into new directions but the confidence you'll have gained from writing the first few products will help overcome any worries about subjects you are less certain about.

So where do you start when you are finding a topic?

Make a list of all the different areas that you are interested in. Start with a clean sheet of paper and write away. At this stage, don't edit out any ideas. Simply write them all down. The process of narrowing down your ideas and interests will come later.

Begin with any hobbies and interests that you have. For instance, if you are a keen golfer then that would be an excellent place to start.

Once you've exhausted your hobbies and interests, move on to the area that you work in. Write down all the different aspects of your work. Also keep in mind that you may have a skill that you use at work that you take for granted but that other people would pay to learn how to do. This could be in an area that's perceived as boring, such as accountancy or book keeping, or it may be a skill that you use such as painting, decorating, plumbing, etc.

If you have any health related problems, add these to the list. In the internet age, people are increasingly looking for "self help" solutions to diseases and illnesses that were previously just the domain of doctors and other health professionals.

Sports are another area to consider. It doesn't matter whether you are a football superstar or that you just kick a ball about on occasional weekends. You don't have to be at the top of the field to be able to write about a sport. The important thing is that you are interested in it. Your contacts within the sport will be able to give you advice and information. Again, we'll cover how to do this later in this book.

Go ahead, take out that blank sheet of paper and start writing down all the different areas that you are interested in.

Take your time doing this – I'd suggest that you allow at least 30 minutes of pure writing time to make sure that your list contains enough ideas for you to be able to work on.

If you're stuck for ideas, consider the following list and copy down any areas that interest you onto your list.

Whichever way you tackle it, make sure that you carry out this important stage.

The list below gives most of the common sports that you could be writing about:

Abseiling	Fencing	Rowing
Aerobatics	Fishing	Rugby league
Aeromodelling	Geocaching	Rugby Union
Aikido	Gliding	Running
Air Hockey	Go	Scrabble
Air racing	Golf	Scuba diving
Alpine skiing	Grass skiing	Shooting
Amateur Radio Direction Finding	Gymnastics	Skateboarding
American football	Haggis Hurling	Ski jumping
Archery	Hang gliding	Skibob
Australian rules football	Horseshoe throwing	Skittles
Backcountry skiing	Human powered aircraft	Snooker
Backgammon	Hurling	Snowboarding
Badminton	Ice climbing	Solitaire
Balloonning	Ice hockey	Speed skating
BASE jumping	Ice Skating	Speedway Racing
Baseball	Judo	Sports aerobics
Basketball	Ju-jitsu	Squash
Beach volleyball	Jumping	Subbuteo
Billiards	Karate	Sudoku
Blackjack	Kickboxing	Surfing
BMX racing	Kite surfing	Swimming
Bobsleigh	Kitesurfing	Synchronized skating
Bodyboarding	Lacrosse	Table football
Bodybuilding	Laser Tag	Table Tennis
Bowling	Mahjong	Taekwondo
Boxing	Marathon	Tai Chi Chuan
Bridge	Marbles	Tennis
Bungee jumping	Marching Band	Thai Boxing
Canyoning	Matball	Throwing
Card Games	Mental Sports	Toboggan
Caving	Motor Racing	Track cycling
Cheerleading	Motorcycle Racing	Trampolining
Chess	Mountain biking	Triathlon
Connect Four	Mountainboarding	Tug of war
Cricket	Mountaineering	Ultralight aviation
Croquet	Netball	Underwater football
Cross country skiing	Orienteering	Underwater hockey
Curling	Paintball	Underwater rugby
Cycling	Parachuting	Unicycle trials
Cyclo-cross	Paragliding	Volleyball
Dancing	Pigeon racing	Wake Skating
Darts	Poker	Wakeboarding
Dices	Polo	Walking
Disabled sports	Pool	Water polo
Diving	Powerlifting	Weightlifting
Dodgeball	Racquetball	Wheelchair basketball
Dominoes	Reversi(Othello)	Wheelchair rugby
Draughts	Rock climbing	Wing Chun
Equestrianism	Roller skating	Wrestling
Fell running	Rounders	Zorbing

Hobbies and Interests:

3D computer graphics design	Distributed computing projects	Music, CD's, etc
Aircraft spotting	DIY audio	Musical composition
Amateur astronomy	Dog breeding	Newsgroups
Amateur radio	Doll making	Off-roading
Amateur telescope making	Dollhouses	Open source software
		Operating systems, e.g. GNU/Linux
Amateur theatre	Dominoes	Origami
Animal rescue	Drawing	Paintball
Animation	Embroidery	Painting
Animation design	Falconry	Papercraft
Antique cars	Figure painting	Photographs
Antiques	Fireworks	Photography techniques
Artwork	Fishkeeping	Photoshopping
Astrophotography	Fossil collecting	Poker Chips
Autographs	Gardening	Pottery
Backpacking	Geocaching	Quilting
Baking	Google Whacking	Radio controlled toys
Banknote collecting	Hardware hacking	Rafting
Barbecue	Hiking	Rallying
Bartending	Historical reenactment	Reading and bibliophilia
Baseball cards	Home Repairs	Retrocomputing
Beekeeping	Home theater	Robots
Bird watching	Homebrewing	
Birdfeeding, birding, and birdwatching		Rock climbing
Birdwatching	Horoscopes	Role-playing games
Blacksmithing	Horse riding	Sailing
Blogging	Ice Skating	Scale models
Books	Interactive storytelling	Scrapbooking
Bouldering	Jousting	SCUBA diving
Bus spotting	Kit cars	Sculpture
Butterflies	Kite aerial photography	Sewing
Butterfly watching	Kite flying	Short movies
Calligraphy	Knitting	Singing
	Learning foreign languages	Singing and playing musical instruments
Camping	Leathercrafting	Skiing
Canoeing and kayaking	LEGO	Snowboarding
Caving	Lighters	Soapmaking
CB radio	Live steam models	Stained glass
Chemical experiments	Magic tricks	Stamp collecting
Christmas accessories	Manga	Stone skipping
Classic videogames	Matchstick models	StumbleUpon
Coin collecting	MIDI composition	Survival Camping
Collaborative fiction	Militaria	
Collecting Rocks and Minerals		Teddy bears
Comic books	Military models	Train spotting
Computer games	Miniature figures	TV and FM DXing
	Model aircraft	
Computer programming	Model cars, including radio-controlled cars	Walking
Crochet	Model engineering	Wargaming

Cross-stitch	Model houses	Watches
Dancing	Model railways	Weaving
Darkroom work	Model rockets	Wikipedia
Deejaying	Model ships	Wine labels
Designing and building electronic circuits	Model yachting	Wood carving
Dirt bikes	Mountain climbing	Woodworking
		Writing

Health topics could include:

Disease	Life extension	Self-care
Exercise	Medicine	Sleep
General Fitness Training	Mental health	Sleep hygiene
Health care industry	Nootropic	Stress
Health science	Nutrient	Stress relief
Healthy diet	Nutrition	Vitamins
Hygiene	Positive mental attitude	Wellness

Miscellaneous other topics:

Accounting	CV writing	Management
Autism	Economics	Marketing
Business ethics	Education	Mythology
Business law	Finance	NLP (neuro-linguistic programming)
Business theorists	Human resource management	Phonetics
Career and job titles	Information technology management	Professions
Cognitive science	International trade	Project management
Corporate leaders	Linguistics	Psychology
		Real estate

You may also decide to cover seasonal topics in your list. These include:

- Christmas
- Halloween
- Mother's Day
- Father's Day
- Valentine's Day
- Easter
- Thanksgiving (remember that Americans are a large section of buyers on the internet)

Each of these may only be popular for one month a year, but you may decide that the sales spikes they are capable of generating is worth it. If you get a portfolio of sites, each covering a different seasonal aspect, then you could experience a sales boom in each one at their high time of the year.

Other subjects are also subject to seasonality. Gardening depends on the weather. Weight loss is more important in January and about a month before people are due to

go on a beach in the summer. Many self help products experience a boom in January when people make New Year resolutions.

Once you've got your list, go through it and put it in some kind of order. Start with the topic that most interests you first and work downwards to the topic that least interests you. We'll be using this list in the next chapter where I show you how to research your ideas to check which ones are most likely to be profitable.

How to research your ideas to see if they will be profitable

As you can gather from the lists above, ideas are pretty much two a penny.

You need to perform some research to make sure that the ideas you have chosen are likely to make you money.

You're looking for terms that will have enough searches from internet users to be worthwhile pursuing but, simultaneously, you don't want ultra-competitive terms as (by definition) there will be too much competition.

For instance, at the time of writing, the Google keyword selector shows over 37 million searches and about 1,270,000,000 pages for the term "health". This is too many to compete with.

You'll need to use several tools to research your ideas. Each tool has its strengths and weaknesses. You may well get slightly different results with each tool but that doesn't matter, so don't panic if this is the case.

The first free "tool" that you can use is the [Google Adwords keywords tool](#).

You'll be given the search volume for the words you entered and any related keywords that Google thinks are relevant. Pay attention to these words as Google spends a lot of money making sure that the results it delivers are relevant – you're being given information straight from the horse's mouth, so use it.

Google now gives search volume figures as well as a partly filled bar to show you how many people are searching for a given term. Bear in mind that Google was started by a bunch of academics and still continues to recruit large numbers of highly educated people, so the bar that you see isn't a simple one like, say, the fuel gauge in your car. So you can't assume that an extra "notch" on the scale is a precise indicator. But it is still a useful tool. It also tells you the amount of competition you would experience if you were to advertise that phrase on Google Adwords.

Another useful part of the Google keywords tool is the seasonality for the selected keywords. Choose the "Search Volume Trends" option and you'll be able to see how much the search volumes vary for your chosen keywords over the course of the year. You'd expect searches like Christmas to have a seasonal bias, but if you look for something like "weight loss" you'll also see a trend emerging – people don't much care about weight loss in December but as soon as January arrives, they start thinking about putting their New Year resolutions into practice and search for help with weight loss. These kind of trends are useful when you are launching a product that can be affected by seasonality and are worth checking out anyway, just in case the product you have chosen is affected by the time of year and you didn't know this.

The next place to check is the regular results in Google. Simply search for your keyword (putting multiple keywords inside quote marks) and see how many results come up. If there are less than 1,000 pages competing with your keyword phrase, it's probably time to think again. The internet is a big place and if there are less than a thousand pages devoted to your topic out of the billions of pages that have been indexed, it's more than likely that it won't be profitable enough.

Once you've performed these two checks there is one more that I think is an essential tool.

The final main research tool that I'm going to discuss is the only one that could cost you money to use. It's called [Wordtracker](#).

Whilst it does offer a free option, I strongly suggest that once you've played with the free trial you actually spend some cash on the full version. I personally have an annual subscription to [Wordtracker](#) and find it invaluable for a number of reasons that I'll go into below.

To check whether you like Wordtracker as much as I do, sign up for the free trial. When you sign up with your first name and email address, you'll be sent a confirmation link. This will then give you a 7 day free trial to try out their system. The trial is limited to this time but is more than enough to show you what the tool can offer. You are limited to one free trial per year. More importantly, you are restricted to 30 results rather than the 200 contained in the full version. If you're on a really tight budget, that may well be enough. If not, consider signing up for just a month. This gives you full access to the Wordtracker system for a complete month. Currently the cost is just \$59 for a month's access. If you can afford it, the full year's subscription is the best value and currently works out less than \$1 per day.

[Wordtracker](#) displays results that are the same as the ones searched for. So if you are looking to place campaigns that are keyword related, such as in Google Adwords, then [Wordtracker](#) is a "must have".

The other main reason that I like [Wordtracker](#) is that it gives me lots of extra ideas on a subject. This helps my research if my mind has gone blank. Wordtracker will also give up to 300 other terms that are related, such as dog health, pet prescription and many more. These are much broader than the terms that Google brings up and can point you in some really profitable directions. These extra terms can be really handy for bringing up extra topics to include in your product. I also use [Wordtracker](#) to research the topics for articles that I have written to drive traffic to my site.

Another free tool that you can use is the ClickBank Marketplace. This will give you an at-a-glance idea of how many competing ebooks and other digital products there are in the large ClickBank arena. We'll discuss ClickBank in more detail when we look at where to sell your ebook, but at the moment it's a useful tool in a couple of ways. If you're still not sure whether or not there's enough money in a subject area, then a simple search on ClickBank will help you. If there are more than a handful of competing products in their marketplace, and if these products are getting sales (you can tell this from the figures ClickBank give you at the end of each product), then that's a good sign in two ways:

1. It tells you that other people can sell products in this market area
2. It gives you a quick and easy source of products that you can sell on to people who are interested in your subject area.

You'll probably find that these 5 tools will give you all the ideas and information that you need to be able to produce a profitable product. You may even find that you can get away with the first three, saving some money for use later.

What makes a profitable subject?

Ok, you've now found some topics that look as though they are going to be profitable. What you need to do now is be as certain as you possibly can that this is indeed the case. Until you actually start to sell your product, there's no absolute guarantee that you will make a profit on it. But you can do your best to make sure that you stand as high a chance as possible.

The tools we looked at will give you a good idea of how much, or how little, competition you have. You're looking for a "sweet spot" somewhere between the extremes of almost no-one competing in the sector you're interested in and seemingly everyone on the internet trying to sell something on the subject.

Of the two extremes, I'm always more worried about there being no competition or almost no-one competing. Remember that nowadays the whole world uses the internet as a sales medium. If there isn't any competition either you've struck extremely lucky or, more likely, no-one is buying anything in that area.

The number of searches reported by Google and Wordtracker will give you a good idea of whether or not anyone is looking for information. That said, if you find an area with very low searches it could just be that you are searching for a UK-based term whereas these tools are reporting searches with a USA bias. It can happen – the UK spells certain words differently and in some areas there is also quite a difference between UK and USA terminology. So if you find an area with low competition that you think should be quite competitive, check whether or not it's a difference between our two languages.

However, most of the time a low number of searches means that it won't be particularly easy to reach your intended target audience. If you're absolutely convinced that the area should be profitable, then by all means hunt down some forums or other areas where like minded people gather. If you find that your topic area has several active forums and some newsgroups that aren't just filled with spam, then it may still be possible to make some money in that area.

At the other end of the scale are the highly competitive areas. These include adult orientated sites, an area which is best avoided unless you are highly proficient at all forms of search engine optimisation and have very deep pockets.

Other areas that are worth avoiding are internet marketing and "make money" (sometimes referred to as biz-ops). These areas attract highly paid copywriters who are very adept at getting customers to open their wallets.

Anywhere between these two extremes is fair game for you!

I tend to narrow down my subject selection using the tools discussed in the previous chapter. I then look to see how many people are advertising on Google. Despite their academic base, Google are very good at getting the maximum amount of money possible from their search results. An area is starting to get quite competitive if they have put two or three sponsored links above their regular search results as well as the

eight adverts on the right hand side of the results. Once you've checked the advertisers at Google, take a look on Yahoo and MSN Live Search. At the time of writing, there is much less competition on these two search engines, so if you find pages of adverts for your topic then you know the area is competitive.

As a rule of thumb, if there are 7 or less advertisers on Google then you should be able to get your advert on the first page of the paid for results quite easily. Doing this sounds as though it should be a walk in the park, but Google regularly change the way they decide whether or not to take advertising money, so it's not cut and dried that just because there are less than 8 advertisers showing for a keyword then you will be able to afford to advertise.

If you're interested in using Google Adwords to advertise then check out [Perry Marshall's Adwords course](#). Despite looking simple on the outside, Adwords is quite complex and getting it right without losing bundles of cash in a very short space of time is a fine art. I use Adwords occasionally but am relying on it less and less as I find their constant rule changes to be annoying. I just want to be able to pay a reasonably consistent price for my adverts and get reasonably consistent results for my efforts. Adwords used to offer me this but their changes in the last year or so have made it more difficult to predict results, so I use more predictable methods to get traffic and let my affiliates figure out the finer details of Adwords. Your mileage may vary but I strongly recommend that you steer clear of Google Adwords unless you have deep pockets, lots of time and even more patience. Plus you need to be happy to start again from scratch when they arbitrarily change their rules!

Once you're comfortable with the number of searches and the amount of competing advertisers and web sites, it's time to test the market.

There are a number of ways of testing whether a market is likely to be able to make you a profit. The good news is that it won't cost you very much money to find out. The bad news is that this extra testing will mean that it takes a few days or weeks before you finally produce your product.

It may seem that we're taking forever and I haven't even started to talk about making your product. That's because, apart from the time involved, the research side of things is cheap and will help you to avoid having too many failed, expensive, products on your hands.

For this stage, you're going to need an [autoresponder service](#) and a blog or other web space, so we'll take a brief look at these tools.

Web Site Hosting & Blogs

Everything you see on the internet is hosted somewhere. In theory, if you have an "always on" broadband connection, you could host your web site on your own PC. But that opens up a lot of security issues and also puts lots of pressure on you, not least making sure the technical requirements are met.

In practice, you should pay for some [reliable web hosting](#). The hosting service that I recommend is [Hostgator](#). They offer a variety of packages and for most purposes their Baby scheme is the best value, currently less than \$8 a month for unlimited domains and more disk space and bandwidth than you are likely to use. They handle all the aspects of making sure that your site can be seen on the internet and that it's as close to always available as it can be.

[Good quality web hosting](#) is well worth it. Whilst you can find free hosting, it tends to be a case of "you get what you pay for" and often free hosting comes with adverts attached to it. If you've ever been to a site hosted by Geocities, you'll recognise the adverts that intrude onto the page. This doesn't make for a good user experience.

Cheap web hosting can also be bad news. A web host has to have enough money to pay for computers, bandwidth and technical support. If you're only paying \$1 a month for your hosting (don't laugh – this low cost is available on the web) then there isn't much money available for anything. Customer service will be close to non-existent. Your site is likely to be slow to load as the bandwidth is sliced up between lots of customers. Even if there's a money back guarantee, it's not worth risking your business for such a small amount. Far better to pay a few dollars more and get good service and backup. Believe me, I've used cheap web hosting companies before and would never go back to the hassles I had. It's a nightmare situation when your hosting company decides that you are getting too many visitors to your web site and therefore it needs shutting down. It's far better to pay just slightly more and be able to sleep at night, safe in the knowledge that your web site will always be up and running.

Your [hosting](#) will also come with stats, so you will be able to see who is looking at your web site and which pages they visit. The stats package will also separate the robots sent out by Google, etc. and real, human visitors who are more likely to spend money with you.

On top of this, the control panel that you get with your hosting makes it really easy to install blog software such as Wordpress. Simply go into the section marked "Fantastico", select Wordpress and then "New installation". Hey presto, you've got a blog set up.

You may be asking why you would want to have a blog set up on your own when there are so many free services around, such as Blogger's free service.

Once again, the problem word is "free". If you haven't paid for a service, you don't have much in the way of rights as a customer. If Blogger decide that your blog is spam, they'll take it down unless and until you can prove otherwise. If another free blog service you've chosen thinks you are being too commercial for them, they'll

happily press the delete button and your hard work will disappear at someone else's whim.

It's far better to have your blog hosted on your own [hosting space](#) where you are in charge. After all, you're already paying for the web site hosting and Wordpress, arguably one of the best blogging platforms, is free to install. So there's really no extra cost involved for the safety of having your own blog under your own control.

You may be wondering why one minute I'm saying "don't use a free service" and then recommending free software like Wordpress. There's a world of difference between using a free service to host your web site versus using open source software like Wordpress. Software is expensive to develop but the distribution costs are low. For instance, when you buy a new piece of software for £100 or more, chances are that all you'll get is a big box, lots of air and a couple of cheap CDs. Open source software like Wordpress is produced by top quality software programmers who believe that software should be free. And who am I to argue with them? We get top quality software that is well supported. That's easy to do with software but until Intel start giving away processor chips and hard drives come free in cornflake packets, services will always cost money. So pay for services but if you can find good quality software that is legally free, go for it.

Autoresponders

At it's simplest, an [autoresponder](#) is an automatic reply to an email that has been sent. If you look in the control panel of your web hosting, you'll probably see that there is the option to set up an autoresponder. However, autoresponders that come with hosting are too limited for our purposes. They're OK for a simple response such as "Thank you for contacting us, we will get back to you as soon as possible". But after that, you need a professional service.

Like web hosting, it doesn't pay to use a free autoresponder service. They usually have advertisements attached to each of your messages. Free services may also place a limit on the number of messages you can place in your message sequence. They may also find that they don't have enough money to run the service and just disappear into the night, with your hard earned customer list.

Your [autoresponder service](#) is critical to your business:

- It keeps the list of people who have asked for more information.
- It keeps the messages you want to send to your enquirers and sends them out like clockwork.
- You can broadcast a message to all your customers whenever you like.
- You can move people from one list to another, for instance when they've bought a certain product from you.
- You can send selected messages to your list and bring in money!
- It makes sure that you comply with the Can Spam regulations and have proof that your customers asked to receive your emails.

In my view, there is only one [autoresponder service](#) available that is worth using. It's called [AWeber](#) and is one of the longest established, most trusted services on the web.

They work with all the major internet service providers to ensure that your emails stand the highest chance of reaching your customers. This in itself is a full time job once your list reaches a reasonable size. They also make sure that your emails go out on time and that broadcast messages are sent fast.

Don't even think about hosting an [autoresponder](#) on your own hosting. You won't get the same rate of deliverability to your customers. And if there is a spam complaint, you are in the front line and it's highly likely that your hosting company will shut down your web site first and ask questions later.

An [autoresponder service](#) is a vital part of your online business and, run properly, the lists you create will more than pay for the low monthly fee.

How to test a market if you're still not sure

By now you should have a good handle on how likely your product is to succeed in your chosen marketplace. You won't have precise figures, but you'll know whether other people are searching for information about the product, whether there are lots of adverts and competing products.

If despite all the different indicators, you'd still like to just dip your toe in the water rather than promote a full product, then here are some pointers.

Personally, I'm not a great fan of doing this kind of test. The cost of producing a product is so low and the time taken is so short that I don't think it's worth it to use this extra step. But I know that some people reading this book will want to do a test run, so we'll cover the basics here.

1. Find several products to promote.

Typically this will be a [ClickBank](#) product that gets good ratings in the ClickBank marketplace. The easiest way to find these is to search the ClickBank marketplace and take a look at the first few products that come up in the results. ClickBank want sales, so their default search of "Popularity" is designed to point you towards their most popular products. You can get more sophisticated, but for our purposes here this default is fine.

Check the sales page for each of your intended products. If there are Google adverts on the page, don't promote the product. These kind of ads often mean that the product owner doesn't think they are getting enough sales of their product and want the relatively meager click revenue from Google to help their profits.

Likewise if the page has lots of links on it that lead away from the site, take these as a warning sign and ignore that product.

If there is a prominent "Affiliates" or "Earn money" link, ignore the product (if the link is buried deep at the end of the page and you have to get out your magnifying glass to find it, that's usually no problem). You don't want potential customers that you have paid to send to the site to cut you out of the equation. It's easy to sign up as a ClickBank affiliate and take the commission. You don't want the site encouraging visitors to take your commission!

If there are newsletter sign-up boxes, that's a good sign.

If there are testimonials, that's a good sign.

If an audio or video presentation starts as soon as you reach the site, that's normally a good sign.

And, of course, check how much you get as an affiliate. You're looking for a cash amount of at least \$10 per sale, ideally nearer \$15 to \$20. It's going to cost money to send visitors to the site so you want a good chance of getting your money back.

Repeat this process until you have at least 3 products you're happy to promote.

2. Create a blog.

If your [web site hosting](#) control panel offers it, install Wordpress – you'll likely find this under the "Fantastico" heading.

Create your first blog entry. This should be a few hundred words talking about the first product you want to promote. Don't just copy their sales page. Instead, review the product if you've actually bought it (which is good practice anyway as it helps you see what the competitor products are like). If you haven't bought the product, write something that looks and feels like a review of the product. You should find enough information on the sales page to allow you to do this. End the "review" with a call to action. Something like "Click here to instantly download your copy of"

Create a few more pages on your blog – maybe an "About Me" page, a contact page and maybe a couple of other general articles so that the blog doesn't look too sparse. You can get these general articles from the various article sites discussed later in this book.

Remember to include a sign-up box for your [autoresponder](#) newsletter. You can get the code for this from your autoresponder account. Ideally, offer some incentive to sign up to your newsletter. This could be as simple as a report that has some good quality articles on your topic, compiled into a PDF. After signing up, send your customers to a page that thanks them for signing up and tells them that they will get the free information as soon as they confirm their email address. Tell them what the subject of the confirmation email will be. Tell them the email address the email will be coming from. Tell them to whitelist that email address. Reinforce that they will only get the free ebook once they've done this and also reinforce how valuable the free ebook is. Doing all this sounds a bit of a hassle but it means that the customer has opted in to receive your emails. If they then ever accuse you of spamming them, your autoresponder service will have all the proof they need to show that the customer has asked to receive the information. It sounds like overkill, but it is well worth doing.

Wait a day or so and post a "review" of the second product. Do the same a day or two later for the third product. After that, add an article to your blog every few days (more often if you enjoy writing or finding articles). Keep on top of any blog comments, making sure that you delete any spammy comments.

3. Create a test campaign on Google Adwords or Yahoo or MSN

This is probably the biggest reason I don't like this form of testing! I don't have the patience to keep on top of the best ways to keep costs down on these Pay Per Click (PPC) search engines. But they are a relatively quick way to get traffic to a new site.

Use the [Perry Marshall course](#) and make sure you study his recommendations. I won't go into detail here as Perry has an excellent set of instructions in his free course. But, in a nutshell:

Create a good advert. Then create a second, alternative, advert so that you can test response. Make a list of relevant keywords and use them in your campaign. Use [Wordtracker](#) to find these keywords. Bid high enough to get your adverts shown somewhere between positions 3 and 8 on the results pages. Send the advert to the relative page on your blog, making sure that there is a call to action to either purchase a product or, even better, sign up for your newsletter.

Use your [autoresponder](#) as your newsletter. Create a series of messages about the subject. In each message, place a call to action to buy one of the products you identified earlier. Once you create your own product, use this same list to launch it and sell a few copies. The default message gap on the [AWeber autoresponder](#) service is 4 days. This seems to work quite well. Some people suggest that you send out messages more frequently, so you may want to test which is best for you. But to start with, simply create 8 or 10 short messages of about 200 words each and let your autoresponder do the work of sending them out. Once you start getting sales, add more messages. It won't seem like work once you realise that each message you write is like getting free money.

4. Monitor your results.

It's very easy to spend lots of money with Google and the other PPC engines. Take a look at Google's stock market results, figure that most of their money comes from those little Sponsored Links and you'll quickly realise just how much they earn from these adverts.

Check your results regularly. If you get more than 1 or 2 people signing up to your newsletter each day, it's almost certainly worth entering this market. This doesn't sound many but 2 people a day is over 700 in a year. Add in other methods of getting people to join your newsletter and you'll soon have a list of 1000 or more. This can be nicely profitable as they'll be getting a sales pitch from you automatically once every 4 days or so.

Create your product

Finally we get to the stage where you create your product!

Well, almost...

Before you write the main product, you need to work out what the various topics are that you need to cover. This is called an outline.

If the product is a subject area that you are interested in, you should find this very easy indeed. If you've chosen a subject outside your fields of interest, you'll have a little more work to do before you can create your outline.

Even if you already know your subject, you'll find the next section interesting as it will help ensure that you cover everything you need when you create your product.

At the moment, it doesn't matter whether your product will be an ebook, an audio product or an audio-visual product. The research on what to include in it is the same.

Start off by deciding on the main topics that you will cover. Regardless of whether this is to be a beginner's book, an intermediate book or one aimed at experts, you still need to know the main topics that you will be discussing.

If the subject area is one that you're interested in, you'll probably have an excellent idea about what topics to include. That said, if you're unsure then glance over the various books and magazines that you've bought about your subject and see what topics they have in common.

If you're not sure about the topics to cover then the next technique will depend on whether you are writing the content yourself or someone else is doing this for you. If you are writing the content yourself then buy two or three books from Amazon or your favourite book shop. You'll need to read these for your research so buy them now if you haven't already got some books on your chosen subject. If you're outsourcing the content of the book, use Amazon's handy "Search inside this book" link and do your topic research on-line. Amazon have a deal with a decent number of publishers whereby you can browse through their books online. This is a very quick way to research which topics you should be covering.

Your outline should be a number of major headings that you are going to cover. I find that it's best to have between 10 and 12 major topics, but that's not a hard and fast rule, so don't worry if you come up with a different number of topics. The main point is that you will have something other than a blank sheet of paper when you start writing.

Once you've got your major topics worked out, you need to decide the sub-topics that you'll cover for each of them. You should be aiming for between 5 and 10 sub-topics for each of your major headings. You, or your ghost writer, will be using these as the main discussion of the book. Depending on how much you are aiming to sell your

book for, you'll probably have between 1 and 2 pages written for each of these sub-topics.

That's the content planning stage dealt with.

You now have a choice:

Write the product yourself.

Or use a ghostwriter. Don't be embarrassed if you choose this option. Duncan Bannatyne from the UK's Dragon's Den did exactly this with his best selling book. Many other authors also use ghostwriters.

If you're happy typing away on a keyboard, or if you're on a tight budget, then writing the product yourself is quite easy. Your potential writer's block should be all but eliminated because you've got so many topics to write about. The dreaded blank sheet of paper experienced by fiction writers doesn't happen the same way with factual books. You may still encounter the occasional difficulty when you're not sure how to express something or other, but it's nowhere near as frightening as making the whole thing up (literally) as you go along.

Understand that people aren't going to be looking at your book and giving it marks. It's not the same as the English exams that you did at school. In fact, you'll be writing in a chatty, down to earth style. Much the same as if you were explaining the topic to your reader face-to-face.

This means that, so long as your product is readable, there are a lot less rules than there were at school.

Spelling should be good. But with today's word processors flagging up spelling mistakes and even grammatical errors that shouldn't be a problem.

Your English can be sloppier than your school teachers would have liked.

It doesn't matter!

As the short sentence above proves...

It's all about getting your point across.

If you find typing a chore, then you could consider a program like [Dragon Naturally Speaking](#). For around \$100, you speak into a microphone and it transcribes while you speak. I've tried it and it took me about 10 minutes to train it for my voice. Since then, it learns as it goes. When it doesn't understand me, it puts up its best guess. When I correct that, using a series of simple voice commands, it learns what I meant and stores it for future use.

So don't let your lack of typing skills hold you back. Nowadays, if you can talk then a machine can type for you!

[Dragon](#) optionally comes with a decent microphone so it doesn't matter if your PC isn't already equipped with one.

In case you're wondering, I didn't actually use [Dragon](#) to "write" this book. But that's only because I find that my thoughts and words flow better when I type. I've used [Dragon](#) to transcribe notes from seminars and it does a fantastic job.

A third option is to record your book onto your hard disk and send it off to be transcribed. There are many services online that will do this for you. I haven't used transcription services myself but a friend of mine pays about \$1 a page for his telephone interviews to be transcribed. So that's a third way that you could "write" your book yourself.

Another way to write a book is to find an expert to interview. This can be done face to face or over the phone. Face to face means that you will need a microphone and some kind of recording device. You could both share a microphone and let your computer do the recording. Or you could use an MP3 player that has a voice recording option. These start at amazingly low prices, so don't rule this out.

Phone interviews are even easier than face to face interviews. Simply arrange a mutually convenient time with your expert and start talking. You'll need to know which topics you'll be covering, but these are prepared in the same way as for a regular book. Simply make sure that your expert has a copy of the topics to be covered beforehand so that they're not caught out unawares.

If you're producing a regular sized ebook then allow for between 1 and 2 hours of interview to get a good sized finished product.

There are many different ways of recording the phone call. At the lowest end of the scale, you can buy a device that either plugs into your phone line or fits between your phone base and phone handset. These devices then connect into a regular recording machine such as a cassette recorder.

If you're using Skype to call someone, then consider programs such as Pamela and Hot Recorder which record Skype conversations. I've used both Hot Recorder and Pamela for Skype. Hot Recorder has worked for me most of the time but on one occasion it let down both myself and a colleague who were using it to record a call. Whether this was an issue with Skype or Hot Recorder, I don't know. But it does mean that I wouldn't rely on that combination for a critical interview.

Another option is to use a conference call set-up. There are plenty of these available on the internet, many of which are free or very cheap. One of the add-on services available is for the call to be recorded. Test one or two with a friend before using them with a live interviewee.

So, where do you find your expert?

If you're already interested in your chosen subject, you probably already know a number of experts who would be happy to be interviewed.

If your chosen subject is one that you don't know much about, then you'll need to find an expert. If your research has taken you to various forums then you have probably encountered some experts there. Ask one or two of them if they'd be happy to be interviewed. You'll probably be pleasantly surprised how many people are happy to talk about their favourite subject.

If you can't find an expert for no cost then you might have to consider paying one for their time. Again, the internet makes this quite a simple task. I recommend a site called Guru that puts you in touch with experts all over the world. You can find a link to it on the resource page for this book. I've not personally found the need to use Guru to interview an expert but the people I've spoken to who have used them have been happy with their experience.

If none of those options appeal then it could be time to get a ghostwriter.

Ghostwriters are professional writers who are happy to write for you. It really is that simple. They are used all the time. When you are next browsing for books, take a look through the sports section or the celebrity cook book section. Check how many of these books credit "help" from other writers.

Ghostwriters don't have to be expensive. The two sites that are usually recommended are Elance and [Rentacoder](#). The site I use regularly is [Rentacoder](#) as I've had better experiences with it than Elance and I find that their automatic escrow system means that I always pay the price that is bid.

I've paid anything from \$160 to \$500 for a 40 page ebook. In case you're wondering, the most expensive one wasn't three times the quality. Yes, it was better written, but an hour or two of editing was all that was needed to bring the cheaper book up to quality. It all comes down to selecting your writer carefully.

Apart from Guru, which tends to be at the high end of the market, there are two main sites that are used to find ghostwriters.

Elance is the site that seems to be recommended most often on the internet. It's not my personal favourite site and I think that the main reason they are recommended frequently is that their affiliate payout is better than their main rival. Personally, I've had bad experiences with Elance and wouldn't recommend them.

[Rentacoder](#) doesn't pay anything like the commission that Elance do, but they are the site that I personally use the most and I recommend them. They have systems in place that ensure that both you the person who bids to work for you are protected.

Using Freelance Ghostwriter Sites

Discussing fully how to use these freelance sites is outside the scope of this book but they are well worth investigating if you really don't feel up to the job of writing your ebook yourself.

That said, there are a few pointers that will help you:

The freelance sites work a bit like eBay. Except that you're not selling stuff from your attic. Instead, you are selling temporary work.

You place what is effectively an advert on the site, asking for people to produce work for you. Be as specific as you can in this advert. If you're not sure what to write, do what I do when I'm looking for bids in a new area and examine other bid requests.

If you want a writing project such as an ebook, make sure that you get samples of their previous work. Ask for this in your bid request. The same goes if you are asking for graphics or programming or any other work. Sometimes the "coders" will ignore your request but most of them will comply. When the bid requests come in, make sure that you actually look at the samples. These should be the best work the coder can produce, so if you get a poor sample then move on to the next bid.

[Rentacoder](#) allows you to select a price range for your bid request. Be reasonable here – don't expect a 100 page book to be produced for under \$100 for instance. If you're not sure, select the "unsure" option – that's what it's there for.

Make sure the title for your bid request grabs attention. It's the headline for your project and should entice coders to read more and bid to work for you.

Set a realistic time deadline for the bid to be completed once you've accepted it. For a 40 page book, I'd allow 3 – 4 weeks. Oftentimes the writers will have more than one project on the go at a time, so they'll appreciate the time you've allowed. Remember that as everywhere else, rush jobs are more expensive.

Providing you've used a good title for your bid request and your price bracket is sensible you'll likely find that you'll get anything from 10 to 30 bids in the first 24 hours. After that time, things quiet down and you're unlikely to get many more bids.

Set aside the time to go through each bid request.

Check the sample work they've sent – this will either arrive as an attached file that you have to download or, sometimes, links to external sites that act as showcases.

Check the ratings the coders have received. On [Rentacoder](#), despite the sliding scale of scores, it's normal for coders to receive either a 9 or 10 out of 10 if the work was anything from good upwards. If they've got many scores below this, move on to the next coder. Also take the time to read the comments – these often give more of a handle on what the coder is really like. I have my favourite coders but when I'm looking for a new writer then I look to see how many times they have been used by

the same person. If someone is regularly using them then that is usually an excellent sign.

If the coder is new and has little or no feedback, I'd be careful about using them for a critical task. Instead, if it felt "right", I'd test them out by getting them to write a series of articles for me instead. Articles come in handy when you're promoting a site, so the cost isn't wasted. And new coders are stupidly cheap as they know they need to get their ratings, so you'll likely get 10 articles of around 400 – 500 words written for well under \$50.

With Rentacoder, you can select more than one bid. You have to agree to pay each coder but it can be a useful method to adopt. I've used this technique a lot when I've had articles written for me. I've also used it for graphics as they are more related to personal taste and one person's idea of an excellent graphic is someone else's garbage. And if a particularly cheap bid comes in, I've even used multiple bidders to write ebooks for me.

One of the main things to remember with the ghostwriter sites is that the coders, especially those who are less experienced, need attention. With some coders, you will get something close to silence between accepting a bid and receiving the finished item. Rentacoder expect regular communication between you and the coder unless you state otherwise by clicking a link in the "you haven't communicated recently" notification. If you aren't communicating with your coder on a regular basis then it's well worth clicking it to switch off the nagging messages. Personally I much prefer the coder to be getting on with the work without constant communication, so I almost always click the nagger to "off".

With Rentacoder you've put money into an escrow account to protect both yourself and the coder. When the work is completed, the coder will expect you to check and approve it quickly. This is especially true at the end of the month and also around the 15th of the month. These are the two times a month that Rentacoder release approved funds to coders. If you've got multiple projects underway, be aware that you are likely to get a flurry of activity around these dates. Coders are like most normal people, they work towards deadlines and the prospect of getting paid is a good deadline for them, even if it's before the official deadline of the project.

Speaking of deadlines, you need to be realistic with your deadlines. Don't expect a work of art to be produced in a day. On the other hand, don't allow your coder to take forever to complete your project. Many coders will take on a number of projects simultaneously. The projects with the longest deadlines will be left until last. I find that graphics jobs take the shortest amount of time – if there is little or no original thought likely to be involved I've often put up graphics projects with just a few days deadline and had even this beaten. Articles, ebooks and programming can take longer, so give your coder anything from 10 to 28 days to produce the work.

A bit like homework when you were at school, you'll hear all sorts of excuses when a coder wants the deadline extended. Dead or seriously ill relatives crop up with alarming frequency. As does pressure of other work (many coders will also have a full time job). Power and internet outages are also common, although these can be

believable in the remoter parts of the world and even in the States where natural phenomena like hurricanes and heavy storms are quite commonplace.

What this means is that you shouldn't rely on work always being completed by the original deadline you've set. If your project is of a sufficient size (over \$100 at the time of writing), Rentacoder have introduced a new scheme where you can ask the coder to post a "bond" so that you get a penalty payment from them if they miss the deadline. I've not used this myself as I'm often guilty of extending deadlines from the buyer's end – with projects lasting several weeks, other items crop up and I'm not always able to attend to projects as quickly as I would like. But if you are absolutely desperate for work to be done by a certain date, this scheme is definitely worth considering.

The other option, which I do use quite regularly, is to accept a "spare" bid and just accept that the project is probably going to cost me more money. So I'll quite often have two of the same job on the go and will pick the best one to use. If you're having articles written, there's no problem with this method as you can use all the articles. Even extra ebooks can be used quite easily. If you are really meticulous you could go through the two ebooks and merge or re-write them to give yourself one big super-ebook. Alternatively, you could use one of the ebooks as a source of articles. Another option, if the two ebooks are sufficiently different, is to offer one as a bonus. In fact, if they are really, really different you could even offer the second book as an "upsell" when people buy the first book. I'll discuss this technique later in this book.

If the job goes past the deadline then you have the option of extending the deadline or putting the job into arbitration. You'll get a 24 hour warning of an approaching deadline. If I haven't heard from my coder recently, I'll use that as an excuse to send a "are you nearly ready" message. Usually this will result in a message back either saying that everything is still on track or, less often, that they could use an extra day or two. I'll almost always extend a deadline by a day or two as it's quicker to do that than it is to go through the whole bidding procedure again.

On the rare occasion where you have to put a job into arbitration, [Rentacoder](#) include this in the price. Either you or the coder can put a job into arbitration. Some novice coders will do this if they haven't had their work accepted within a very short time of posting the work as completed, but I've only ever had this happen to me once, so it's quite rare. Normally, an arbitration is started either when you haven't heard from the coder when a deadline has passed and normal messages are ignored. The other time you should put a job into arbitration is when the work is sub-standard – for instance, when it is obviously rushed and is nothing like the original sample or, much worse, when it has been copied from elsewhere.

If you use Rentacoder, your initial bid request will automatically state that the work has to be original. If you are using one of the other ghostwriting sites, you should check that this is included in the terms of the job.

What this means is that the coder shouldn't go off and rip off words, graphics or other content from the internet (or elsewhere). If they do so, they should check with you first whether or not it is OK to do this. In normal circumstances, the answer is a firm "no".

When you are dealing with a new coder, you should always check their work.

If the project involves graphics, use Google Images and Yahoo Images. Search for similar terms and see whether a similar graphic appears. Graphics aren't as easy to check as words but there are some sophisticated programs in use by the major graphics libraries, such as Getty Images, so you want to at least do some kind of research. If you are worried about possible copyright infringement, it may pay you to get graphics done by a local firm and pay the extra money involved for the assurance of dealing with someone who you can track down, face to face. That said, if all you're after is a simple ebook cover then it's probably overkill – your ghost graphics person should be using copyright-free images. Specify this requirement in the bid request and, if you are still worried, ask for the source so that you can check yourself.

Checking words is easy. There's a site called [Copyscape](#) that is quite sophisticated and will run checks for you free of charge at the time of writing. Copyscape needs a web page to check, so you'll have to upload the file(s) to your website. You then give Copyscape the URL of the files and it will go off and check through Google whether there are any other pages with similar text on them. Most of the time it's good at doing this. I've had jobs where coders have lifted paragraphs from Wikipedia and other sources and it has picked these up. It even highlights the problem words or sentences when returning the results.

If you don't want to go to the trouble of uploading a bunch of files then a less thorough way is to simply do a search in Google. Select up to 10 consecutive words and search for them, remembering to surround your selected phrase in quote marks. This forces Google to look for that exact phrase. Providing you select your words carefully, you shouldn't get any matches. If you do get matches, investigate further by selecting another sentence or two or by going down the Copyscape route. Rentacoder and the other ghostwriter sites take copyright theft very seriously, so if your coder is trying to pull a fast one by using copyrighted text, you will get your money back quickly and they will get their account banned.

Don't let any of this put you off using the ghostwriter sites. I've had some very good success with Rentacoder and Guru. The few times where I've had issues, this has been sorted out fast. The rest of the time, I've had work done for me that has varied from "OK" to "excellent" and all for prices that are pretty much unbelievably low. The lowest I've paid so far is \$8 for a 3,000 word report. And that read really well, especially since English wasn't the writer's first language. Prices that low are the exception, not the rule, but one of my regular writers in India charges around \$200 for 10,000 words. Another writer in Canada isn't much different in price, although her quality of work is slightly lower. I've had ebook cover graphics produced within a couple of hours. It's not unusual to get a draft as part of the bid request. I've had this with writing projects, graphics and programming. It's against Rentacoder's rules to send the finished work before the bid has been accepted, but these do arrive quite often. One graphic was sent as a "kindergarten sketch" but to my untrained eye, it would have been fine sending to a printer. On a programming project I had two people send the results from their program as part of their bid request. It's a really good feeling to know that what you thought was difficult is actually so easy that

people are prepared to near enough complete the work just to be able to bid on your project!

My advice on outsourcing with the ghostwriter sites is to dip your toe in the water for the first few projects. Make them small and simple. Get them done fast. Maybe an ebook cover graphic, which should cost you well below \$50 and will take 3 days at the most. Maybe a batch of 10 articles, which shouldn't take more than a week to 10 days. Use these to build up your own feedback rating. Rentacoder, etc are much like eBay in this regard. The people bidding on your project will be checking out your feedback before they bid in much the same way as you'll be checking out their feedback before you accept them to work for you.

Even if you get a less than perfect job, it shouldn't take long to "polish" it, ready for use. You can even use the ghostwriter sites to post this kind of project, so you're still not really getting your hands dirty. In my experience, so long as you've chosen your writer well in the first place there will be little if anything to tidy up and you'll be able to do that as you are reading the finished product. Graphics will almost always be fine to use as they are delivered. Programming tasks will either work or not, so unless there's some subtle bug hidden deep in the code then you'll be fine.

Checking and Producing Your Product

It's important that you proof read or test your product before starting to sell it. If you've done a telephone interview with an expert and then sent it out to be transcribed, you need to check that the transcription is accurate and isn't filled with typos or misunderstandings of the words used. If you've used a ghostwriter then you need to read through the material they have sent you, check that it reads OK and that there are no glaring factual errors.

You should also check that things haven't changed since the material was written. For instance, a while ago I had a book written about astronomy. While it was being written, Pluto was downgraded from being a planet, which meant that I had to edit the book to reflect the changes. For this book, I had to remove my original references to the Overture keyword tool as it no longer exists. Fortunately, unless you are serving a fast moving market, this doesn't happen very often. However, you do need to be aware of it. This means that once you start to become successful, you should revisit books that you've had out for a number of years and check that they are still relevant and up to date.

One of the easiest ways to keep your books up to date is to use your own website for links. You'll notice that when I suggest most resources in this book, I send you to my website which then sends you to the actual resource. That way if there's an unexpected change, I can keep everything up to date. Services on the internet come and go. For instance, when I first started on the internet the browser everyone used was called Mosaic. Then Netscape took over. Then Internet Explorer became the dominant browser. Now Firefox is starting to nip at the heels of Internet Explorer. All that happened in the space of a dozen years. Similarly, my default search engine has changed several times and the first few that I used are essentially no longer in existence.

The pace of change in modern life means that this is likely to happen to you as well. Especially if you are recommending resources that you earn extra income from. I'll discuss this more a bit later in this book.

Once you've checked your product, you're ready to turn it into a product that people can read or use, without changing things without your permission.

You wouldn't expect to buy a book in a bookshop and be able to change the words printed on the page. The same goes on the internet. So you won't normally be sending out a Word document as your final product.

The standard for eBooks is currently the Adobe PDF format. It's not necessarily the nicest product to use (I personally find it awkward when it jumps through pages as I'm scrolling through a book and I don't like password protected books when I can't find the password!). But it has a number of advantages, so it has become the standard at the moment.

The major advantage of PDF files is that they are "cross platform". This means that I can read them on a PC, someone else can see exactly the same file on an Apple

Macintosh, they can be read on portable reading devices like Palms, your granny can read them on her Windows 98 machine that you haven't got round to upgrading yet, even techies using Unix or Linux can see the same file without you needing to produce different versions for each different platform.

They are also loved by graphics people as they can control the look and feel of the book and make sure that it prints out exactly the same as you see on the screen. That said, you as the user can control how the book prints out and can print out multiple pages on the same sheet if you so desire. I often use this option when printing ebooks – providing your eyesight is up to it, it's worth considering printing out ebooks 2 pages to 1 sheet for your own personal use.

There are many different ways to turn Microsoft Word or other files into PDFs.

Some of them cost money, so I'm going to ignore those except to mention that if you are feeling rich and want lots of different options to explore, you can buy the full version of Adobe Acrobat and install it on your computer. I don't recommend this option as it's complicated and there are plenty of free options available instead.

The method I use to convert a Word document into a PDF is with a software suite called Open Office. I do my main writing in Word (for no better reason than I've got used to it over the years). Once I'm happy, I close the file in Word and open it up in Open Office Writer. It's then simply a matter of going to the File menu and choosing the "Export as PDF" option. You then get the option to set various things – I tend to leave these set at the defaults, then press OK. Depending on the speed of your PC and the size of the file, a few seconds later the finished PDF appears.

As you probably gathered from my earlier comment, I don't password protect my PDFs. Whilst it is possible to add a password to a PDF that people have to type in before they can open the file, I don't think it's worth doing. For starters, if someone is going to go to the trouble of passing your PDF to another person, it's not exactly difficult for them to say "Oh, by the way, you need to use a password to open it up. Here's the password...". So, in my view, all "password protection" does is increase the hassle factor for your customers whilst giving you no extra protection on your product.

If you really must password protect your product, there are far better ways to do this, which I will discuss later.

PDFs also allow you to restrict printing and copying of text. Again, I don't think that these are worth doing. Most customers will expect to be able to print out your book because most people find it easier to read a printed version than one that is on screen. Printed versions are also more flexible – they're easier to read whilst commuting to work or waiting for a meeting to start, for instance. Which, to my mind, means that it's best to leave in the ability to print out the PDF.

Copying text could be argued as slightly more contentious. But if people can pass round a copy of your book, my view is that is the same as copying it anyway.

Don't get wound up about the fact that not everyone who reads or uses your product will have paid for it. It happens with everything. People record CDs and DVDs and pass them around. They hand a book, magazine or newspaper to another person for them to read. They record television programs and pass them on to friends. Even programs that are on subscription only satellite channels.

Copying happens.

Live with it.

And turn it to your advantage!

Remember those resource links to your website? People who have been given your product by a friend will use those when they use your product. If you've followed the instructions later in this book, you'll make money when they do that.

This means that sometimes it is advantageous to give your book away rather than sell it. In much the same way as commercial television is given away so long as enough people respond to the adverts. Even some newspapers are given away to gain extra money from advertisers – not just the free newspapers that come through your door each week or the free papers that are given out to commuters. Even some of the major national newspapers are given away. Sometimes at shows and exhibitions but more often to hotel guests and air travelers.

Anyway, I digress.

I prefer the control aspect and speed of converting a file locally, which is why I use Open Office.

If you're using Lulu to produce your books, they also offer a free PDF conversion as part of their upload process. Feel free to use this rather than Open Office if you prefer.

I have used other free services that I've found online but I have found them to have too many limits for my liking. For instance, many of the other free services have restrictions on file size, so when your book gets too long they won't convert it.

I'll also mention PDF995 as this gets talked about quite a bit. So you're likely to hear about it at some stage. A few years ago, it was the only free way to convert files to PDFs. But it is clunky to operate and has been overtaken by the other methods that I've discussed. Unless you like installing lots of extra software on your computer and enjoy adverts popping up in your browser, avoid PDF995. If your product isn't a book then you can't go down the PDF route. This also applies if you want to get really protective about your book.

If you've produced a series of videos or audios then you can either deliver these on CDs or DVDs or you can make them accessible from a web page. I'll discuss internet delivery here as it's cheaper and quicker than producing individual discs.

One of the best ways of delivering audio content is via the internet. With the popularity of sites such as iTunes people are getting more confident about

downloading audio files. You can also add some simple, step-by-step, instructions for those who aren't totally confident about downloading files. Much will depend on your market and their likely technical knowledge, but it's not exactly rocket science.

What I tend to do is provide brief instructions along the following lines:

Right-click here and select 'Save As' or 'Save Target As' to download your copy of [whatever the product is].

The reason for saying "Save As" or "Save Target As" is that the two different current major browsers (Internet Explorer and Firefox) use these two phrases. By including both of them in my instructions, I can cover near enough 100% of the market and I don't leave Firefox users out in the cold on the instructions, something they appreciate (or so I like to think).

Some people go to the lengths of showing what the right click mouse menu will look like or even explaining how to right click a mouse. I've never personally gone to these lengths and I haven't had any support emails about it, so I have assumed that it isn't a problem for the markets I serve.

Make sure that when your customer purchases your product they get sent an email telling them where to download the product. This is important for several reasons:

- There may be a glitch on the internet or your site or their web connection that means they don't get taken to the download link.
- Their computer may crash at just the wrong moment.
- They may misplace where they downloaded the product and need to download it again.

ClickBank automatically send such an email with every receipt, so if you are using ClickBank to process your credit card payments you are already covered.

If you are using another payment processor, such as Paypal, then you don't have the option of sending an automatically generated email with download instructions. This means you will have to set up a system that lets that your customers get a download link in their email inbox.

If you don't have too many sales, you can do this by hand each time a Paypal payment notification arrives in your inbox. But this runs the risk of you missing an email, not to mention the fact that it's a boring thing to do.

One way around the email download link problem is to put up a simple form that says something along the following lines:

Thank you for ordering my product.

I like to keep my customers updated when changes happen in this marketplace. To keep you up to date, please confirm your email address and click the button below it.

Put your [AWeber](#) or other autoresponder sign-up form here

You'll then get a message in your email inbox from sales@mydomain.com

This will have the subject line of "Important! Please confirm your email address"

Note: You may need to check your spam folder or white list the email address sales@mydomain.com

When you get this email, make sure that you click the confirmation link. As soon as you confirm your email address, I'll send you the download link for your records.

Thanks,

Your name

P.S. Don't worry, I hate spam as much as you do. I promise that I won't sell or give away your email address. You can unsubscribe to the messages I send you at any time.

If you put up a screen saying the above before your customers get to the download, most of your customers will complete their email address and you can then automatically send them the download link. You also now have them on your mailing list of buyers. (But make sure that they can get to the download link without giving up their email address as some customers simply hate giving out their email address.)

Once they've completed the above details, take them straight to the download page.

This means that audio can be provided the same way as PDFs.

When delivering your product, it's up to you whether or not you zip it before placing it in a download link. There are pros and cons to doing this:

If the file is zipped, the customer has to download it. They can't simply click it and have the browser open the PDF or MP3 file. They then have to actually unzip the file after they've downloaded it.

Unzipping a file is easy but if you choose to provide zipped files then you should give extra instructions so that your customers aren't left guessing what to do. Modern versions of Windows come with their own unzip utility, so it's simply a matter of double clicking on the downloaded file and then following the on-screen prompts. Again, this is where older books will advise you to tell your customers to download a copy of Winzip in order to unzip files. Instead, I advise you to simply tell your customers that if they have a recent version of Windows then they can unzip the file there and then without any extra software. Not all your customers will know this (not least because so many people are still saying they need to download Winzip), so you'll be doing them a favour by giving them this piece of information.

Ok, that covers regular ebooks and audio files. But what happens if you have promised Camtasia videos?

Since video files are easiest to deliver via regular web pages, I think the best way to let your users view these is from a password protected area of your web site.

How you control the password protected area depends on how much of a control freak you are.

If you are paranoid about protecting your work then you can assign every new customer a personal log-in and password. The best way to do this is by using specifically designed software. There are a couple of programs that I recommend in the resources section:

[Amember](#) is quite cheap, widely used and comes with free installation if necessary. The downside with [Amember](#) is that learning how to use it has quite a steep learning curve. It's not something that you will install and have up and running in a few minutes.

[Launch Formula Marketing](#) is more expensive to purchase initially but it is a lot easier to manage and could even be cheaper to use in the long run as the licence allows you to install it on all your websites, whereas [Amember](#) requires a new licence for each new site.

Using either of these programs is outside the scope of this book but both have active forums and good support.

The cheapest way initially, albeit with less control over individual users unless you want a great deal of hard work adding every new user by hand, is to set up password protected area on your website.

That may sound difficult but in fact with most modern control panels it's really easy to do. If you're using the [host](#) I recommend or any other host that uses cPanel for their control panel, then choose the "Password Protect Directories" icon and follow the instructions.

If I was setting up a password protected area this way using cPanel, I would issue a new user name and password every now and then – maybe every one to three months – and use the [autoresponder service](#) to notify registered users of this change.

This method gives you a reasonable amount of control over the download area without spending all your time worrying about thieves.

Once you've set up your password protected area, place one page with links to each section of your video production.

Ensure that your customers have a way of getting to each chapter. The easiest way is to make each link open in a new browser window so that your customers always have the main index to hand. Your HTML program should offer an option to make links open in a new window. If it doesn't, simply add

Target="_blank"

into the link with the main reference to the file. Consult any of the many HTML references on the internet if you need more details.

Once you've got your product page in place, you need to check the links all work.

This should ideally be done on a different PC to the one containing all the files. The main problem with checking links on your local PC is that some HTML programs will put the link to your local hard disk into the web page you create. This works fine on your local PC because it's **your** hard disk. It doesn't work on anyone else's computer as they don't have the same files on their hard disk.

You should always test your final product page using a different computer. You can use one at a local internet café, ask a friend, use your spouse or child's computer. Anything so long as it isn't the same computer as the one with all your local files on it. It's much less embarrassing to find out there's a problem before you go live with your product.

Writing Your Sales Letter

It's all very well having a good product but you need to tell the world that it exists.

This is usually done with a [sales letter](#).

If you're not sure about copywriting, there are lots of courses on the internet and in bookshops that will help you with copywriting. I will only be skimming the surface here.

Don't let the fact that you are writing a sales letter worry you.

What you are aiming to do with your sales letter is exactly the same as if you were selling your product face to face with someone. The main difference is that you can't see their reaction and therefore you can't adjust your sales pitch to deal with any objections they may have. This is one of the reasons why printed sales letters can get very long. It isn't uncommon for a printed sales letter to run to 12, 16 or even more pages. Read out loud, a sales letter can sometimes take an hour to go through.

In a nutshell, the format of a sales letter is as follows. It may not contain all these elements, and sometimes they may be in a different order, but it's likely that it will contain most of them.

Pre-headline. A "teaser" line above the main headline.

Main headline. This is the main pitch for your product. If it doesn't interest people, they won't read any further.

Sub headline. An extra headline, underneath the main headline, that expands on the points raised in the main headline or offers extra benefits.

Body copy. This is the main "meat" of the sales letter. Typically, it will go through the problem that the reader has got (whether they know it or not yet) and then introduce your product as the solution. Along the way, there may be examples of the product in use, testimonials from satisfied customers and anything else that you think will help the sale. There will also be headlines to help break up the text and to provide a fast track through the copy.

Call to action. This is where you essentially tell your customer how to buy their copy of your product.

P.S. You need at least one P.S.

Order form. Your customer needs to complete this to give you or your payment processor details about themselves and their credit card. Depending on who you use to process your credit card payments, you may have little or no control over this crucial element of the sales process.

Upsell offer. If you can fit this in, you will often find that an upsell will generate extra income for you. Your customer has already committed to buy the product, you're just offering them an optional extra that fits well with it. A bit like the polish that shoe shops tend to offer you when you buy a new pair of shoes.

OK. Let's go through each of these sections in turn. Remember that the important thing is for your customer to buy your product. The more information you give them,

without sending them to sleep in the process, the more likely they are to buy from you.

As a general rule, the more expensive the product, the longer the sales letter will need to be. Think about it. You don't need a long sales letter before you buy a Snickers bar or a bottle of Coke. But if you were buying a car you'd expect a glossy brochure with all the specifications. And probably a test drive as well.

If you're selling an ebook, chances are that it will be anywhere from \$7 to \$199. It may be cheaper than \$7, although giving things away can be more difficult than selling them. In exceptional circumstances, it may be more than \$199. But you'd need some convincing arguments to get people to part with much more than that currently. If you want more than \$199, it's far better to split your product into several parts and sell them as a weekly or monthly subscription.

The Pre-Headline

This is a bit like the teaser copy on the outside of an envelope. If you haven't noticed web sites using these, start looking. If you've been on the internet a while, you may have started to tune them out and may have to stop yourself glancing over them or missing them completely.

Not every sales letter has a pre-headline. Quite often it gets missed from the process.

One I've used on my meditation book sales page is:

Learn the tips and tricks of meditation with this fast guide to starting to meditate

It's simple and to the point. I'm not claiming it's a fantastic pre-headline but the idea is to start to get people interested in the product.

Another pre-headline that I've seen used quite a bit is:

Now there's a fast, easy, and fool-proof way to...

This could be used to lead in to almost any product.

Spend some time thinking about your pre-headline and get it to be the best you can. If you can't think of anything better, use the second one above until you can spare more time.

The Main Headline

This is probably the most important part of your sales letter.

It's there in a big, bold font. Screaming out to be read.

Studies show that you have around 5 seconds to grab your reader's attention. Take any longer than that and you're almost certainly history.

That's why most headlines are short.

If people aren't intrigued or interested by your headline, there's next to no chance that they will read the rest of your sales copy.

This is why most copywriters will spend a really long time on their headline.

Your headline can make or break the rest of your advert.

If you are going to test any element of your sales page - and you should test – then test the headline first.

If it's easy to do, split test your headlines. If you're running Google Adwords, this is quite easy to do. Simply create two identical adverts and send each of them to separate pages on your site with the different headlines. Make sure that you check the box in your Adwords settings that tells Google to serve ads more evenly. You'll find this in your campaign settings and will almost certainly need to turn it on because Google's default is to show better performing adverts more frequently.

Obviously you'll need to make sure that each page sets a separate tracking cookie so that you can see which headline leads to the most orders.

When you are writing your advert, you should brainstorm and come up with as many possible headlines as you can think of. There are plenty of books and other products that will help you. Some of the best are the old books like The Robert Collier Letter Book. These date back to the time before many people had phone lines, credit cards were unheard of and people had to find a pen, complete a coupon, tear it out, write a cheque, place all this in an envelope, address the envelope, find a stamp and then walk to the post box to send off their order. That's a lot, lot tougher than just having your web browser remember your details and pressing "Order". These older mail order books are a good source of inspiration and ideas for copywriting in general and the headlines they contain can be modified to fit your campaigns.

Human nature changes very little over time, so re-using the old headlines is a good standby.

That's why you'll see so many headlines starting with "They laughed when I"

These go back to a sales letter written in the 1920's by John Caples that started:

“They laughed when I sat down at the piano ...
... but when I started to play!”

This headline has been modified and re-used. But if the market you're writing for hasn't seen it recently, chances are it will work for you.

Type the phrase "They laughed when I" into your favourite search engine, remembering to include the quote marks around it. At the time of writing, there were over 30,000 instances of web pages with this phrase. Simply digging through some of these will give you plenty of inspiration.

Another common phrase you'll find is "Who else wants to"

This is even more common than "They laughed", with over 400,000 results when I was writing this book.

"Who else wants to..." can be adapted to almost any subject you care to think of. Going back to my meditation example, I could have used "Who Else Wants To Discover Everything They Need to Know To Learn Meditation?"

Spend time on the main headline.

Get 10, 20 or even 100 possible headlines. The more the better. Write each of them out on separate sheets of paper and lay them all out. Your eye will be guided to some of them more than others. These are usually the ones that will work best, but you still need to test.

By the way, if you're working alone on this copywriting, you may find it best to write out your list of headlines and then come back to them in a day or two's time. What seems a good headline today often looks "flat" and uninspired after a couple of days away from it.

The other main tip with headlines is to read them out loud. This goes for all your copy but is even more important for the main headline. When you read, your mind is reading out loud inside your head. Take this process one step further and read your headlines out loud. Either to yourself or, if you can find one, to an audience of one or more people. You'll find yourself stumbling over words or the sequence in the headline. These are the places that will need attention and re-writing.

Sub Headlines

You'll probably have quite a few sub headlines in your copy. There's often one after the main headline and they are used throughout your copy as titles for each section.

Sub headlines are important for two reasons:

- They tell your reader what to expect in the next section of your copy.
- They provide a way for some of your readers to "fast track" through your copy.

If you've done your job correctly, your reader should be able to work out exactly what your product does and the needs it fills, just from reading the sub headlines.

Some potential customers are in a hurry. The sub headlines are all that they will read.

Other potential customers will skim down the copy and use the sub headlines to decide if and when to read something in more detail.

The next time you are reading a sales letter, notice what you do. Think about the process you go through when you are reading it.

For instance, I will often read the main headline of a sales letter then skim straight to the price information. Then, and only then, will I decide whether I want to continue reading.

Other times, I will read the main headline and then skim the pages until the sales letter starts talking about what it is trying to sell me. This is especially the case when the sales letter goes on about the benefits I will receive by buying the product – the big house, the fast car, the holidays spent checking my bank account on the beach. You know the ones!

And sometimes I will read the sales letter right the way from start to finish.

Sub headlines give your readers the chance to navigate through your sales letter in their own way, whilst being gently guided by you.

Take your time on your sub headlines and when your sales letter is close to completion, go back and read just the headlines and sub headlines and see if the letter makes sense. If it doesn't, go back and amend it until it does.

The Main Body Copy

This usually forms the bulk of your sales letter.

This is where you address every aspect of your product.

This is where you raise every possible objection that your potential customer could have about your product. And then answer those objections. This sounds weird. After all, why would you go out of your way to raise possible objections to buying your product? Surely every customer should want to buy it?

Like it or not, your customers will have objections or questions about your product. If you were sitting opposite them, face to face, or even if you were on the phone with them, you'd deal with these as they came up.

With a sales letter, you don't have the luxury of knowing what's going through your potential customer's mind. You can only do your best to get inside their mind and answer as many of their possible objections as you can. The more questions that are left lurking in their mind, unanswered, the less chance you have of selling your product. That's one of the reasons that sales letters go on and on for pages and pages and pages. They're raising as many possible objections and then defeating these objections.

If you have done your copywriting job correctly, the only thing that should be going through your customer's mind by the end of the process is "Where's my credit card?"

If you don't cover all the different possible points where your customer could back out of a sale, they will probably back away and not purchase your product.

The other cardinal sin that is practiced by many sales people is to forget to ask for the order.

Humans are a herd animal. We congregate in groups. We like to be led.

One way of leading people is to tell them what to buy!

Television adverts do this all the time. They show people using products and looking happy because they've bought them. As an aside, if you want to see what television adverts are really "saying", press the mute button on your television. You'll then see what the advert is actually telling you without the distraction of the words and music, which are normally just there to keep your conscious mind occupied and maybe to give you reasons in order to justify your purchase.

Your main body copy should be as long as is necessary to tell your customers why they need your product and to overcome all their possible objections. Just make sure that you don't bore them on the way. If you lost your customer's interest at any point, they'll go away, probably never to return.

If you get a chance, read Joseph Sugarman's book called Triggers. He is a top mail order salesman in the States and the book is a compulsive read. It will inspire you and add to your copywriting arsenal.

So, what do you need to include in your main body copy?

If it's possible, try to tell a story. People like to read stories. One of the most successful mail order adverts of all time was a story written for the Wall Street Journal. It told of two young men who graduated college together. It then fast forwarded 25 years in time. Both worked for the same company but one of them was manager of a small department and the other was president of that same company. The difference was that one read the Wall Street Journal. This advert ran and ran, making the newspaper an estimated \$2 billion in sales. One of the reasons it ran so long and was so profitable was that it told a story. That story was one that most readers could identify with – you doubtless had someone close to your grades at school or college. You may even still be in touch with them. The picture the story painted was that one of the two friends did averagely well whereas the other leveraged his reading of the newspaper to take him to the top of the company.

Look for a way to include a story in your copy.

Maybe it's a description of how you or someone else has used your product successfully. That would make a good story, revealing enough detail to make your readers intrigued enough to want to buy your product.

So if your product is to do with weight loss, you'd describe the feeling you felt of being overweight with a flabby figure. You can paint a picture in words very vividly. Then you'd go on to describe how many diets you'd tried and failed with (most dieters are serial dieters, so they'll relate to this). Finally, you discovered the perfect diet. It was one where you didn't have to calorie count. You didn't have to watch what you ate. Nothing was outright banned, so chocolate and other treats were still on the menu. And yet you lost 22 pounds in just 7 weeks. Or whatever the actual figures are. Keep your figures accurate, obviously, and make them believable.

Sometimes you may actually have to tone down the real results – this happened with a campaign for a martial arts video in the States. They were talking about the number of times you could hit your opponent in one minute. The real figure was too high to be believable, so they actually reduced it to make the advertising claims appear to be realistic.

The main thing to do when writing your body copy is to start.

I find it's often best to start with a list of points that I want to cover. I find it easier to expand a short sentence ("lost 22 pounds in 7 weeks", for instance) into several sentences. In modern writing, several sentences is a whole paragraph of text. So each point I can expand upon is likely to expand into a paragraph.

Quite often, I'll find another point comes to mind when I'm expanding on the single sentence. So I'll add that as another bullet point to my list.

Pretty soon, you'll have 3 or 4 (or even more) pages of text.

At this stage, when you think your letter is in reasonable shape, go off and do something else. Post a project for your graphics, fire off an article to an article site, answer some emails. Anything.

You need to let your draft sales letter sit and rest for a day or two. Then you need to go back to it for the next draft.

Go back and re-draft your letter if necessary. Add points. Expand on items where the description is a bit skimpy. Make it as good as you can.

Then your next test is to read it out loud!

Either read it out loud to yourself, as though you are practicing a speech. Or, even better, read it out loud to someone else.

Listen to yourself as you read your sales letter out loud.

Listen to the points where you hesitate or stumble. These are exactly the same points where your readers will stumble, so they need addressing.

Listen for the parts where your letter doesn't sound quite right. I'm not talking about perfect grammar here. I'm talking about the parts of your letter where it doesn't seem to flow or where the sentence is disjointed or doesn't read quite as it should do. Unless you're a perfect writer, there'll probably be a number of these places. Again, you need to go back and adjust what you've written.

Tweak your letter until you think you've got it as perfect as you can within the time you have available. There's always room for improvement, even in the best sales letter. In fact, large mail order companies are constantly testing against their best performing sales letters. They play a game called "beat the control". The control is the current best performing sales letter. The game is to get an even better letter, one that beats the current control. This then becomes the new control letter. And so on.

You can see how this works very quickly by using Google Adwords. Design two different adverts. If you're at a loss, start with the exact same advert except that one advert has Every Word Capitalised and the other doesn't. But ideally two different headlines as you'll get more dramatic results this way.

Then make sure your settings are set to display the adverts evenly.

Let your adverts run for a couple of days and go back and check the results. You'll almost certainly find one worked better than the other. With Adwords the differences can be outstanding. I've had some ads getting ½% click through and others for the same product getting 2% and upwards. Doing this will open your eyes to the importance of testing. Especially with Adwords where the advert with the higher click through rate will almost certainly cost you less per enquiry.

The same holds true for your sales letter.

The higher the response you can get from the sales letter, the lower your cost per sale.

If you have an advert that attracts one sale per hundred visitors, that's a healthy 1% response. But if you can tweak that advert by even 10%, you'll get a "free" sale for every ten regular sales you get.

The internet allows you to test cheaply and economically. Simply send half your visitors to one page and the other half to your test page. Monitor which page gets the most sales. That's your new control. Now you're trying to do even better.

Keep testing.

Test different fonts.

Test different colours.

Test different pictures (or no picture at all).

The first few tweaks you make will likely make the most difference. It's up to you to judge when you think you've got a high enough response rate. Then move on to your next product.

The Call To Action

Typically, the British hate asking for a sale. We get embarrassed. We hope that people will pay us for our product anyway.

Sometimes that's true.

But normally it's best to ask for the sale.

Be brash!

Tell your customer what to do. Tell them to click the "Purchase" button. If you're selling on a web page, tell them more than once.

Make sure that your customer is in no doubt as to what they need to do to order your product.

If there's a link they need to click, tell them to click it!

If there's a button they need to press, tell them to press it!

Don't be afraid to ask your customer to buy. They're miles away from you. They aren't going to knock on your door or phone you up and go mad about you asking them to make a purchase. They may click away from your page but that's probably about the worst that can happen.

Emphasise your guarantee. Tell them how they have 60 days to make up their mind, so there's no real risk. Do whatever you can to reassure them that they are making a wise decision. Then tell them how to purchase.

People find credit card symbols reassuring, so make sure that you use these.

You may think it's overused, but a "gold seal" or something similar next to your guarantee will also help to reassure your customers.

Make sure that you have an extra call to action in your P.S. at the end of your sales letter.

If you have a plausible reason as to why there are only limited copies of your product available, tell your customer that the item is scarce and that they need to place their order now.

If you are offering a bonus for prompt ordering, stress this as well.

Do whatever you can to get your customer to place the order. It's a bit like the stereotype of the salesman with his foot in the door, refusing to take no for an answer.

Without becoming too much of a nuisance, keep asking for the order.

You might even consider adding a button that says "no thanks". Don't make it too big – I've seen this used to good effect as a small link at the end of the page. This then leads to another page with a cut-down version of your offer for a lower price. Maybe the videos aren't included. Maybe they don't get your personal email support. Think of something that can be cut out of your main product without devaluing it too much. If you're offering a CD or DVD, turn that into a download. This gives you the perfect excuse to reduce the price because you're not having to manufacture a physical disc.

If they still refuse you, see if you can get them onto your email list. Maybe by offering a free gift as a bribe in exchange for their email address. If you can get your customers to do this, there's a chance that you can sell them something else at a later date. With the internet, it's cheap and easy to maintain contact with customers. So remember to get as many as you can on your email lists.

P.S.

You need a P.S. at the end of your sales letter.

More than one if you can get away with it.

A lot of people will read your headline first, then leap straight to the P.S. at the end of your letter.

So your P.S. needs to encapsulate your whole offer. It should spell out what you're offering and the main points of your offer. It should also have a call to action. After all, apart from the headline, it could be almost all some of your customers read.

Study some sales letters on the internet and ones you get through the post. Most of them will have strong P.S.'s.

Make sure that you include at least one strong P.S. in your sales letter.

The Order Form

If you're using ClickBank or Paypal, you can safely skip this section as you don't have any control over your order form using these systems.

If you use a shopping cart or anything that allows you some control over your order form, then keep reading.

The order form is very important.

A lot of people are impatient. They'll skip down to the order link and click the order button as that's often the quickest way to find the price of a product. Chances are that you've done the same.

This means that at least some of your customers will miss out your beautifully written sales letter altogether.

Your order form needs to re-state your offer. It may be the only time your customer sees the full offer – they read your headline, skipped down to the order button, clicked it and then started to read what you're offering.

This means that your order form should summarise your offer. It should say what the customer is getting, what bonuses they will receive, your guarantee period and anything else that's important.

It can be useful to include some kind of customer involvement on the order form: a box to tick to claim their extra free gifts, that kind of thing.

Your order form needs a clear call to action.

You need to spell out to your customer what to do.

This is especially important with internet forms. Make it clear which fields on your form your customer needs to complete.

If you're using your own design then test your order form.

Make sure that your website's reaction to missing data is helpful. Point out the parts of the form that haven't been completed. If at all possible, make sure that if your customer presses the "back" button on their browser then the data they've already entered is kept. Don't be annoying like my internet bank which assumes that if I commit the cardinal sin of pressing the "back" button then I want to log out of their system!

Above all else, keep your order form as simple as possible.

If you're asking for anything out of the ordinary, explain why you need it. For instance, you may be asking your customer for their full address yet the product is only available as a download. OK, you may well be doing this so that you can mail

them at some stage in the future. You can choose to tell them this: "I like to keep my customers informed of updates to my product and have found that email is increasingly unreliable. Please let me know your full postal address so that I can send you occasional updates about this product." Or you can blame your credit card merchant who needs to check the address against their files. Keep it believable and you'll be fine.

Don't ask for information you don't need. It will just clutter your database and put off customers.

The less information you ask for, the more orders you'll get. We're all lazy, so the less typing we have to do, the better.

Make sure that the actual "Complete this order" button is big and bold.

Keep your graphic designer out of the way when you're doing this!

Use a standard web button. It's what everyone recognises.

If you're designing a mail based order form, offer different ways of completing the order. Offer a web page link. Offer a fax option. Make sure the address to return the form to is included on the form, just in case they've mislaid the rest of your mailing.

The easier you make it for your customer to order, the more likely they are to send money.

Credit cards are essential. You must take credit cards nowadays.

Fortunately, PayPal and ClickBank make it easy for you to take credit cards. There are also other services available that will allow you to have the flexibility of your own credit card merchant account and I've listed these on the resource page.

The Upsell Offer

You may have noticed that some of the web sites you visit don't take you straight to the order page when you click the "order now" link.

Instead, they take you to an intermediate page that offers you the chance either to upgrade to a premium version or to buy a second product at a discounted price.

Sometimes, instead of this intermediate page, you'll be given the option after you've made the first purchase.

Occasionally you may not even have bought anything. For instance, you may simply have subscribed to an autoresponder list.

Whichever way it's presented, this offer is called an upsell.

It's well worth working out how you can offer an upsell. Initially, when you only have one product, you'll probably need to do the upsell once people have bought your product. When you are established in a market, you can start to promote a second product of your own.

The important thing with upsells is that you start to do them!

You'll have noticed when you received this manual that you were given the opportunity to buy a ready made product every month. That's the upsell I use with this manual.

Presented correctly, an upsell is an easy sale. The customer already trusts you enough to open their wallet. All you need to do is convince them to spend more money.

If you've ever bought a car, you'll probably have experienced upsells. If it was a new car, there would be the special wheels, nicer paintwork, sat-nav if it wasn't fitted as standard, etc. If it was a used car, chances are it would be the extended mechanical breakdown guarantee.

Anyone who has bought goods in any of the major electrical retailers like Currys will have experienced an upsell. The extended warranty is pushed heavily.

There's good reason for this.

Upsells make money!

You've already paid to get the customer to your site, so there's no extra cost involved. They'll either buy the upsell or they won't. So if the product is your own, the upsell is almost pure profit. If it's not your own, you don't have any costs of getting the customer to the second sale page, so again there's no advertising cost.

On the web, the most profitable upsells present the higher priced option first. It may be called the Gold or Platinum version to help add perceived value. If your product

lends itself to it, it may be that the higher priced version allows the purchaser to put their own affiliate links inside. Yanik Silver did this with the first version of [33 Days to Online Profits](#). The offer has changed now to offering 100% profit on the resale rights, but the principle is the same. The current craze for \$7 ebooks often has an upsell to \$47 to include the rights to resell the product as your own.

If you are upselling to your own product then you will have all the copy you need already to hand. If your upsell involves someone else's product then you may need to pre-sell their product. You do this by saying how much the product has helped you and how it complements the information in the ebook you've just sold to your customer. Tell them how the information they've just bought is extremely valuable on its own but by purchasing the second product they can leap frog ahead and progress further, faster.

You can also do upsells from inside ebooks.

Simply put in links inside the ebook that go to your affiliate link. Make sure that these links go via a redirect page on your website. That way if the affiliate link you are promoting ceases to exist, you simply need to change one web page to link to a new product. It's not normally possible to recall ebooks for update once the customer has them. Since ebooks can be around for years, it's best to take the precaution of putting the redirect links on your own website.

Even if only one in ten people take up your upsell offer, that's still extra profit that you wouldn't otherwise have made. With compelling sales copy, you should easily be able to persuade 10% of your customers to upgrade to the higher priced offer.

The Downsell Offer

If you are selling a high priced product such as a set of 10 or 20 DVDs then you may find that you are meeting sales resistance from some of your customers.

You can turn this round and gain extra sales by offering a downsell.

This is the exact opposite of an upsell. It's the chance to buy the product for less money.

Of course, you don't make the downsell a prominent part of the page. Instead, it goes towards the end of the page as a link that says something like "No thanks. I can't afford this product at the moment". The link then takes your potential customer to the downsell page.

This page explains how they can get most of the benefit of the product without spending as much money.

In the case of a CD or DVD set, you could offer a download version instead.

If it's an ebook, you could cut out some of the bonuses. For instance, your customers may get personal email access to you when they buy the full book. With the downsell version, they only get the chance to contact you through the support forum.

Incidentally, any kind of personal support is a good option as a bonus. It could be a copywriting critique, a commentary on the goals you've set yourself once you've bought a self help product, anything. A good bonus would be the opportunity to join in a teleseminar on the product. That way your customer gets some extra inside knowledge on the subject and feels they would be missing out if they didn't get to listen to the teleseminar. By offering a teleseminar, you get an extra product for the cost of a phone call and a transcription. Taking these kind of products away doesn't stop the original product from being used but can be used as a reason to reduce the price.

You'll be pleasantly surprised at how much extra money you can make from a cheaper version of your product by selling to people who are unwilling to purchase at full price. There are always people who are on a budget or who believe they won't use all the extra bells and whistles, so why should they pay extra for them? (I do this often with electronics as I know I won't use all the extra fast forwards, freeze frames, etc that are on even the most basic model). You can get the best of both worlds by selling the high priced product to most of your customers and using a downsell to sell a cheaper, trimmed down version to other people.

Whether you a downsell or an upsell is the most appropriate for your product, make sure that you offer your customer the chance to spend more money with you. Almost every customer has more cash somewhere and your profits will be much healthier if they spend a larger percentage with you!

I realise that some of you reading this may not feel entirely comfortable with this attitude.

I'm not suggesting that you rip off your customer. Indeed, I suggest that you should offer the best possible value to your customers.

However, if you have another product or service that your customers could benefit from, you are actually doing them a disservice if you didn't at least bring these to their attention.

For a start, the extra product or service could be exactly what your customer has been searching for over the last few months or years. In this case, they'd actually be highly irritated if you had the product but hid your light under a bushel and didn't tell them about it.

Even if it's not precisely what they are looking for, you're not forcing your customer to buy the extra product or service. What you are doing is drawing their attention to it. They can then make an informed decision now that they know this extra product or service exists.

Offering upsells, downsells and other related products is all part of doing business. If you only sold one product and, for whatever reason, sales dried up then you'd have to find another product. By offering extras you are diversifying this risk. You may even find that your customers start to ask you if they can buy just the extra product. If this happens on a regular basis, you may have discovered a new area to promote to.

Producing Graphics For Your Product

Some people enjoy producing graphics. Personally, it's not my cup of tea and I would much rather outsource this aspect of my business.

The same sites that you used for a ghostwriter will happily lead you to graphics designers.

Alternatively you can use a specialist site such as [Absolute Covers](#).

Unless you are after a very particular look and feel, you should find the graphics designers on the various freelance sites perfectly adequate.

As usual, make sure that you get samples of their work beforehand.

The main problem I've had with getting graphics designed on Rentacoder was that some of the samples I received were way too sophisticated. I was after simple banners and they were producing animated Flash graphics.

Make sure that your specification is clear.

When I first deal with a graphics designer for an ebook cover, I include links to other ebook covers that in the style I require.

For instance, most ebook covers look best as 3 dimensional graphics. They look as though they are actually a picture of the book, right down to the shadow on the surface below it. Some of the smaller reports use graphics that show the book being slightly bent, as though someone was holding it up and the pages were splaying out.

There are software programs out there for ebook cover design but I've found them to be fairly limited in what they can do and, more importantly, in the number of cover graphics that come with them.

The cover I had designed for my [Easy Meditation](#) book took under 2 hours from posting the project to having the finished cover back. I got the cover made in two different sizes and in two different formats – book style and "flat" for the first page of the ebook. It cost me \$30 and the designer prompted me to write an extra sub-heading for the cover as that was something I'd forgotten in my rush. He was based in Hungary (but has now moved to Australia), which is why he is cheap by Western standards and I have worked with him on a number of graphic projects now.

An ebook cover is, to my mind, essential. After the ebook cover, there are three other elements that you should consider for your web page. I don't think any of these are essential, so I will often skip them when I am working on a project. It's up to you to decide whether or not you include these extra graphic elements on your web page.

Header Graphic

This is the graphic that you often see at the top of a web page. Usually it includes the name of the web site and a picture of the subject that the site is promoting. It may also include some extra text to entice you to buy.

The jury is out as to whether or not header graphics help or hinder sales. Some people claim that they help, others claim that they hinder. So you need to do your own testing or simply do like I've done and take a decision on whether or not to use a header graphic.

Personally, I find that I don't read header graphics when I'm looking at a web page. So I don't use them often nowadays. They also mean that the page takes slightly longer to load, while the customer's internet connection goes off to grab the header graphic.

Additionally, you need to remember that search engines can't read the text inside a graphic. So if you want the text in your header graphic to be indexed by a search engine, you'll need to include that text somewhere else on your web page.

If you decide that you would like to test a header graphic, you need to remember a few things:

The width of the graphic should be less than 800 pixels. As at the time of writing, over 10% of internet users were still using screens which only display 800 pixels wide. The reason for the header graphic being a few pixels less is that the web browser takes some screen space, so you need to set your graphic to be narrower otherwise some of your customers will be presented with a horizontal scroll bar in their browser.

Even customers who use higher resolution screens that this will still appreciate you using fairly narrow graphics. The reason for this is that with bigger screen resolutions, a lot of people have multiple browser windows open and therefore aren't looking at your site on a full screen.

Incidentally, don't be tempted to use one of the tricks available to force the customer's browser to full screen size. This will grate with most of your customers and is likely to lose a sale.

Once you've decided what you want on your header graphic, either design it yourself if you are feeling "arty" or post a project, giving samples of graphics that you like in your bid request.

Page Background Image

This is actually an image for the border around your main sales copy. Your webmaster can insert it quite easily or you can do it yourself if you're handy with HTML.

This image is again optional. I've not seen any tests as to whether it helps or hinders sales, so if you go down this route you'll need to test your results.

The page background image is normally the title of the ebook written at an upwards angle on a coloured background.

Personally, I now use a dark border around my pages instead of paying extra money for an image that, I feel, is at best a distraction from the main message of the page.

If you buy ready made, "private label" ebooks, chances are that you'll find this image included in your package.

Order Now Image

Like the page background image, these are often included in ready made ebooks.

It's a matter of testing, but my personal preference is to ignore these images.

Most customers are used to regular buttons or links to click when they buy something. I like to keep my sites the same way. I use credit card graphics as well, but I don't use customised "order now images".

If you do want to include these images on your sales page, simply give your graphics designer links to ones that you like and let them go ahead and do their thing.

Ebook Image Packages

There are a number of sites out there who will do a complete package of images for your ebook. I've listed the one that I have found reliable and reasonably priced on my resource page or you can use your favourite search engine to find other designers.

Since I only tend to use the ebook cover, I find it cheaper and quicker to get this designed on [Rentacoder](#). You may decide differently and get a full package from [Absolute Covers](#) or whoever – it's up to you.

Recommending Other Products and Services

An ebook is a perfect place to promote other products and services.

Most people will be at their computer while they are reading it. Broadband is increasingly prevalent, so any links inside the ebook can be clicked on immediately.

Whether or not you include affiliate links in your product is a matter for you, but you will also need to decide whether or not your customers will be irritated if the product they have just bought appears to be a gigantic sales pitch.

I think that if the product is cheap, such as free or a \$7 ebook, then putting in affiliate links is perfectly acceptable. But if the product is more expensive, say \$100 upwards, then I think it's a bit cheeky. But the decision is yours.

Even if you don't use affiliate links, you should link to web pages in your ebook. It's a pain in the neck to highlight text in a PDF ebook, so providing a clickable link is a service to your customers.

As I've said earlier in this manual, your links should always go via a redirect on your own website. It's not uncommon for things to change on the web. Sites can go out of business, get taken over or change their direction.

Once an ebook is on a customer's computer, you can't change it.

So you should always make your links in the following format:

www.YourSite.com/product.html

This then goes off to a redirect page on your site which will have very little code on it:

```
<html>
<head>
<meta HTTP-EQUIV="REFRESH" content="0;
url=http://www.YourAffiliateLink.com">
</head>
<body>
</body>
</html>
```

What this does is immediately takes your customer off to your affiliate link (or wherever you choose to send them).

So if one of the products you are recommending ceases to exist, you simply need to change the redirect URL in one file and re-upload it. That way your customer always gets an up to date link to follow and your ebook can cope with changes over time.

I didn't do this when I first started and a number of programs that I have promoted over the years are either no longer in existence or have changed their affiliate

program, so any links in my early products are likely to be out of date and not operational.

They represent lost sales if anyone is still using the ebook.

My newer products always use the above format so that I can keep the links up to date.

If you've bought any of the packages of cheap ebooks on eBay, you'll have experienced dead links embedded in them lots of times. Make sure that if your ebook appears in one of these packages, either intentionally or unintentionally, that your links are always in working order, with the potential to earn you money.

The other option that you may be considering is using a service like TinyURL. They offer a way to shorten URLs and hide affiliate links. I don't like to use these services as I have no control over how long the shortened link will be available or whether it will exist at all in a few months or years time. To my mind, they are OK for publications like newspapers and magazines, which usually have a short life span, but I wouldn't use them for anything that has the potential to be in existence for years.

Of course, any product or service that you recommend should be one that you are happy to recommend. You shouldn't send your customers off to buy a product or service just because you make money from it. That's why I mention Elance but don't provide a clickable link.

Ideally, you should only recommend products that you have used yourself. Sometimes this isn't possible, so in those circumstances you should make sure that your customers have a good quality guarantee, so if the product isn't up to standard they can get their money back.

It's very easy to promote products on the internet that you haven't personally read. After all, email can seem impersonal and it's "only a list". But remember that you are dealing with real people. If it's not a product you'd be prepared to persuade your best friend to buy then it's not a product you should be promoting. Simple as that. Your future profits will thank you when you follow this rule, even if you forgo a short term profit.

How to Take Credit Cards

Everyone expects to be able to use their credit card nowadays. Which means that you need to be able to accept credit cards in order take their money!

The quickest and easiest way to take credit cards is to use PayPal. Chances are that if you've ever used eBay then you already have a PayPal account.

PayPal offer several different account types. At the time of writing, you can have a personal account or premier or business. You should have a business account. It's easy to upgrade if you're currently on one of the other account types – just follow the instructions on the PayPal site.

If you haven't already done so, make sure that you follow their account verification procedures as well.

PayPal offer lots of different ways to create Buy Now buttons and they also offer a basic shopping cart, although you're unlikely to need this for eBooks. Again, just follow the instructions on screen and play around until you get the results you want.

You may see products offered that will encrypt your PayPal buttons. These are out of date as it's now offered as part of the standard PayPal functionality, so don't waste your time on them.

If you are selling digital ebooks then you may not even need a PayPal account.

The main credit card accepting service for ebooks and other digital products is ClickBank. There are competitors, but ClickBank is the biggest source of affiliates to sell your product.

Selling your products on [ClickBank](#) is relatively easy. You need to set up an account, which is quite straightforward. If you haven't already got a ClickBank account, [follow this link](#) and then follow their instructions.

Once you've set up your basic ClickBank account you can sell other people's products and get commission. But you will be selling your own products, so you need to become a ClickBank publisher.

Again, this is a simple process. Setting up as a publisher with [Clickbank](#) takes a few days as ClickBank manually check that your site meets their standards. If there is anything wrong, they'll get back to you and ask you to change whatever is wrong. Once they have approved your site and the download page, you'll be asked to pay a fee. At the time of writing, this is just under \$50 for the first product and just under \$30 for subsequent new accounts (although you need to mention the fact that you are already a ClickBank publisher when you open more accounts).

Once the fee is paid, you can start selling your products and use ClickBank for your credit cards.

The real power of ClickBank comes from the army of affiliates that they have.

ClickBank claim to have around 10,000 products available and claims to have over 100,000 affiliates in their system who promote ClickBank products.

When you launch your product with ClickBank, you can set a percentage of the product price that goes to your affiliates. This can be zero if you only want to sell your own products and don't want to give any money away, but that would be missing out on all the other people who could help sell your product.

ClickBank recommend that you offer affiliates between 33% and 75% of the price of your product as an incentive to sell it.

Bear in mind that the affiliate is taking all the risk in the promotion. You only pay the affiliate when they make a sale.

With this in mind, I suggest that you pay out somewhere between 50% and 75% to the affiliate making the sale. Check your sector in the ClickBank marketplace to see what others are offering affiliates. It's a good idea, especially when you are starting out, to match their percentage offer.

Your product won't appear in the ClickBank marketplace until you ask ClickBank to list it there. Follow their instructions and be prepared to wait a day or two until it gets approved. Once you are listed, you will show up at the end of the results until you start generating sales. The higher you appear up the list, the more affiliates are likely to promote your product. We'll discuss ways of promoting your ebook later in this manual. These will start to generate sales and help you to make your way up the ClickBank marketplace.

ClickBank allow you to have up to 100 different products in your account but they only offer one landing page per account for you to promote it. There are ways round this by using multiple item scripts. At the time of writing, I have investigated a few of these but haven't found one I like.

If you want to sell real, physical products then ClickBank isn't the place for you. They only let you sell electronic, downloadable products or ones that are displayed on a web page. Likewise, it's not easy to sell recurring billing products (such as membership sites) with ClickBank. They do offer the service but are still fairly restrictive about it.

2Checkout overcomes both these obstacles. In a lot of ways, it is quite similar to ClickBank in that it allows you to accept credit cards without opening a merchant account.

Technically, that's the wrong description. In theory, ClickBank and 2Checkout buy your product from you at a "wholesale" price and then they make the actual sale. This is to get around various credit card company rules but you don't need to worry about this technicality.

Opening a 2Checkout account is similar to opening a ClickBank account. Just follow the instructions on their website.

Personally I prefer PayPal or ClickBank both as a customer and as a vendor. But if you are selling real, physical products and don't want to just rely on PayPal then 2Checkout may be the way forward for you.

The final way is to get a "proper" merchant account. You can do this through your bank or through services like WorldPay. If you're just selling ebooks, they are almost certainly overkill. But if your business expands in other areas then you should take a look at them.

Whichever route you choose, people expect you to accept credit cards. This is especially true on the internet where people won't meet you face to face.

Whatever you do, make sure that you choose a mainstream service to accept credit cards. I've included PayPal in the discussion above as it's quite mainstream, helped along by the fact that it's owned by eBay.

Google have introduced Google Checkout as a competitor to PayPal. Time will tell whether or not it is successful. At the time of writing, I haven't come across it as a customer, so it's got a way to go yet.

If you have a real merchant account like WorldPay then you will have the option to take credit cards offline. This means that the customer would fax or post you their credit card details and you would enter these details into a "virtual terminal", which is an online form that is designed to securely take all the necessary credit card details. I've not experimented with this yet but my guess is that giving people extra ways to purchase will probably help sales.

If you are offering a membership site which has a monthly subscription then you can use PayPal's subscription payment service. This works in a similar way to a standing order, except that it comes out of the customer's PayPal account. As a customer, I like it because I'm in control. As a vendor I like it because I get notified when a payment is made or when a subscription payment is cancelled.

If you use a membership software program like [Amember](#) then it will come with integration to PayPal's subscription service and you can run your membership site in a fairly "hands free" way, without having to worry about non-paying members getting access to your information and without the day to day administration that other, less automated, options would need.

Some people worry about the costs of accepting credit cards. Personally, I'm not worried by them. They are just a cost of doing business. If I didn't take credit cards, I wouldn't have a business. It's as simple as that!

Just accept that your main overhead will be the cost of accepting credit card payments.

Obviously you need to take the credit card charge into account when you are setting your prices. Especially if you are using a service like ClickBank which charges a fairly high fixed fee as well as a percentage of the transaction price. What this means is that there is a minimum price that it's worthwhile to sell through ClickBank on. Anything below \$3 and you won't see anything from your sales apart from the leads you generate. If your aim is to sell a cheap product to build up a mailing list, you'd be better off using something like eBay to sell at \$1 but that's outside the scope of this manual.

Promoting Your Product

It's no use producing your product then hiding it.

You need to promote it to the world in order to get sales.

OK. That's quite a tall order, so we'll look at ways that you can start to drive targeted traffic to your product as soon as it's ready. Or even before it's ready if you prefer!

I won't go into product launches in detail as they can be quite complicated. But the general idea is that you build up a list of people who are interested in your product by drip feeding them information and asking them to sign up to show their interest. As the launch date gets closer, the frenzy builds up. Ideally you have a number of affiliates all promoting your product launch at the same time.

The formula then goes on to launch the product at a set time. With limited numbers available. The scarcity aspect is stressed by saying how few copies of the product will be sold and how many people are on the mailing list. Alternatively, scarcity is brought in by saying that if you don't buy the product as soon as it's released, everyone who does buy it will squeeze you out of the marketplace.

If you've been on any of the internet guru's mailing lists for a while, you'll know the kind of tactics being used.

If you're interested in doing this kind of high pressure launch, search for Jeff Walker and treat yourself to a copy of his guide.

Back in the real world, most product launches are lower profile. I suggest that at least your first few launches are low-ish profile so that you can iron out any bugs without alienating too many people.

We'll be concentrating on slow but steady launches here.

Depending on the mood of the search engines, these kind of product launches will take a few days or weeks to get off the ground but they'll continue to deliver traffic a lot longer than the big "one hit" product launches.

Once you've got your site up and running, you need to start working on getting affiliates.

If you are selling your product with ClickBank there are lots of affiliates waiting in the wings to sell your product. The trouble is that until it creeps up the ClickBank marketplace, they won't know about it.

So initially you need to start driving sales yourself.

The ClickBank marketplace defaults to listing products by popularity. This makes sense for ClickBank. Most affiliates are lazy and won't go through too many entries when they look for a product to promote. The most popular products make the most

commission for ClickBank, so this once you get into a decent position on their list, you're likely to stay there as more affiliates start to see your product and promote it. If you're on the fourth or fifth page of the results then it's unlikely that many affiliates will promote your product.

This means that it's important to get some sales yourself.

Articles and Article Directories

You can start driving traffic to your sales page by using articles. These are quick and providing you know what you are doing they are remarkably effective.

There are hundreds of different article directories on the web. They are places that display articles from you and hundreds of other authors. The articles are categorized and usually have Google AdSense adverts on the same page. Typically, this is how article directories make money.

Some of the larger article directories employ editors to check that your article is of sufficient quality. Any article directory worth submitting to will have some kind of process to ensure that it is not instantly filled up with spam.

Your aim from writing articles is two-fold:

- Get traffic to your site direct from the article directory
- Get your article used on other sites and get a backlink from them

Both these methods are achieved by using an "about the author" or "author's bio" box. Almost all the article directories you'll encounter will have a separate box that allows you to put some promotional text that points to your web site. This is your "payment" for the article.

The main aim is to make the article of a good enough quality that it will be read through to the end and then to make the author's bio box compelling enough that the reader will click through to your site.

The secondary aim is for the search engines to pick up the link to your site and then start to index your site for the terms that you have highlighted in the link.

When you are writing an article, the single most important element is the headline. If people aren't attracted by your headline, they won't read the rest of the article and you have no chance of getting them to click through to your site.

I now use a combination of Wordtracker and Google to decide on my article headlines. I didn't do this when I first started and I'm gradually revising my non-performing article headlines to increase the amount of traffic they send.

I find a phrase using [Wordtracker](#) that is getting searches. Wordtracker shows the exact phrases that are searched for by real people.

I then put that phrase into Google but surround the phrase with quote marks and see how many competing sites Google thinks there are. Putting the phrase in quote marks forces Google to look for the exact phrase, rather than all the other variants that it thinks might be relevant.

For instance, at the time of writing, the phrase "breathing meditation" says there are about 95,100 results.

I'm looking for a phrase with rather less competition than that. I'd need to do something fairly spectacular to come near the top of the results for that phrase and whilst this method delivers good results, it doesn't deliver spectacular ones.

So I look around. Sometimes using Wordtracker, other times just using the results that come up in Google.

"Breathing meditation posture" has 8 competing results. That would be simple to take the top slot in Google. If it had some searches shown in Wordtracker, it would be worth going for.

"Simple breathing meditation" has 2,150 competing results in Google. If I was going to write about breathing meditation, I'd probably choose that.

Anything with less than about 10,000 competing results means that I stand a very high chance of my article appearing in the top 10 results in Google when people search for that phrase without the quotes. That last bit is important – most people don't search using quote marks. We're only using them here for research.

Keeping with the "simple breathing meditation" example, I'd write (or have written for me) an article of between 300 and 500 words that had the phrase in the title and scattered two or three times throughout the article. Much more than that and a human reading the article wouldn't be too keen on it – they'd find it repetitive.

Then I'd submit the article to one or more article directories.

At the time of writing, the best article directory is [Ezine Articles](#). It's free to submit articles to them but they have a few rules that you must adhere to.

The main rule is that you can't link to your site more than twice from within your article and that these links have to be some way into the article. You can also link twice from the author's bio box.

The other main rule is that you can't link to an affiliate link (such as a ClickBank hop link) from the bio box. You need to send the reader to your own site. Since we're talking about using articles to send traffic to your site, this won't matter. Don't think about using a "redirect" to the hoplink – Ezine Articles check the links religiously and will reject your article.

Once your article is written, you need to choose the correct category to submit it to. Do your best to get this right! If you're not sure then use the search facility on their site and check which areas similar articles have been submitted to.

[Ezine Articles](#) also have a box for an article summary. This should be a short summary of what you are going to talk about in your article. Think of it as a trailer for a television show. You want people to click through to your article and this is your second chance, after the headline, to get them to do so.

The whole process is quite straightforward and there are help screens if you get stuck.

Once you've submitted your article to Ezine Articles, you'll need to wait. Articles from new authors take a while to be approved. Once you've submitted a certain number of articles, you'll be given platinum status which simply means that your articles get approved faster.

You can also add pen names. So if you've got one product on embroidery, another on dog training, another on handwriting analysis and yet another on doing fancy things with spreadsheets, you can use a different name for some or all of these.

If you go down the pen name route, make sure keep track of which pen names you are using for each area. I keep a simple spreadsheet list that I refer to. This makes sure that my article author names are consistent.

Once your article is accepted by Ezine Articles, you'll notice a flurry of activity. It will be featured on their front page and fed out to their RSS feeds. After about a week, you should be able to find the article listed in Google. This varies depending on Google's spider visits. Usually I've found that after about a week, I can find my article if I search for it using quote marks. After another week or two (sometimes more), the article often comes up in the top 10 Google searches without using quote marks. At the time of writing, one of my breathing meditation articles shows up in the top 10 for the search I was targeting and in the top 40 for the broader search of breathing meditation. That's a good result and it generates a steady stream of traffic, although another article of mine with a different title has overtaken it in the space of a month.

Ezine Articles gives you lots of statistics about your articles. But the main thing is to use them to promote your product on a regular basis.

I suggest that you send out a new article promoting your product at least once every week or two weeks. If you can produce them more frequently, so much the better. Over time, your article will get traffic from both the article sites themselves and from people using your articles on their sites and in their newsletters.

The general consensus is that it's not a good idea to send out exactly the same article to a bunch of different article sites. So if you want to send your article out to other sites, I suggest that you re-write it. At the very least, give it a new headline. And ideally, change the sentences in the article as well. If you're using ghost writers you can do this easily by giving the same keywords to two different writers.

As I said earlier, there are hundreds of different article sites on the internet. It can be very time consuming to submit your article to each and every one of them.

My personal strategy is to submit my articles to Ezine Articles and, if I have time, to submit a variant of the article using a service called [iSnare](#).

[iSnare](#) charge a small fee to submit your article to a large number of article sites (but not including Ezine Articles) and also to lists of people who are interested in receiving articles. This second part of the service just happens, although personally I've never seen much benefit to it. The main benefit is that your article is sent out to lots of article directories. [iSnare](#) review your article before distributing it, so it takes a few days from pressing the "submit" button before your article is distributed.

[iSnare](#) sell article distribution credits in bundles. The more you buy, the more the price goes down. If you do like I do and buy a bundle of 100 articles, they cost just a dollar each.

When you use article directories, you need to make sure that you write a compelling author's bio.

You need to entice your reader to click through to your web site. Which means that after your headline, your author's bio is an important part of your article.

Don't just write something like:

Fred Bloggs is an expert on scrapbooking and writes about it on his scrapbooking website at www.whateverthesite.com.

Give your reader a reason to click through:

Get your [free scrapbooking tips](http://www.whateverthesite.com) and discover how to make your scrapbook the envy of your friends. Visit www.whateverthesite.com now!

You'll notice that this second bio has two links in it. The first link tells the search engines that your site is about free scrapbooking tips, which over the course of time will help you to rank higher up the search engine results for that term.

If your site has a number of pages, it's a good idea to send your author's bio links to different pages from different articles using different keywords. This will build up over time and will help your site to start ranking for different search terms. It's a long term strategy but will gradually give you a long term source of essentially free traffic.

Press Releases

Some people have had quite a lot of success from using press releases.

Press releases can be submitted online using various services. Some are free, others charge a fee. I haven't included resources as I have not used them personally.

A press release needs to be newsy. If you're serious about going down the press release route, buy several newspapers on one day and see which manufactured, not-

real-news stories get into them. By not-real-news, I mean stories like the one the other year where the latest Harry Potter novel was completed by J K Rowling a day early. This got reported on Christmas Eve in several newspapers.

Then look at the style that was used. You need to be writing in something like the same style. The press release should read as though it's a real news story, not a simple piece of hype for your product (which is what it really is, but journalists don't like to feel they're being used in that way!). Essentially, a press release is like a wolf in sheep's clothing.

If you are interested in going down the press release route, search for Paul Hartunian. He is one of the world's experts in using press releases to sell things. One of his first successes was selling the Brooklyn Bridge. Search out the details if you want to see how he twisted the story round to make it newsworthy.

Links From Other Sites

Over time, your articles will start to get you links from other sites.

Search engines like one way links as these are the hardest type to manipulate. Reciprocal links are fairly easy to manipulate – I'll put a link to you on my site if you'll put a link to me on your site.

That said, reciprocal links can still work. It's just that search engines are playing down their importance, so they are not going to be part of the traffic strategy I'm going to suggest.

Which will make my mention of Link Metro seem odd. Link Metro's purpose in life is to create a simple mechanism to allow sites to create reciprocal links to each other. The reason for mentioning Link Metro is that if you go for the paid-for option, it's quick and simple to create a reciprocal links directory. You get to approve the sites that are listed, so there is an element of quality control. I've used Link Metro for a couple of my sites and it does get some traffic. Whether it's worth the time is for you to decide.

The main way that I get one way inbound links is by submitting to the various directories on the internet that give away free links. They do this for the Google AdSense revenue they hope they will get once people start using their sites.

If you were to hunt down these directories on their own, it would take you forever and wouldn't be worth the effort.

Fortunately, there is a software program called [Directory Submitter](#) which makes it a straightforward, if painstaking, task to get links from these directories.

I've used it for a few of my sites. It works by storing the details you want to be shown. These are then pre-filled for you, so typically all you have to do is select the correct category and then press the "submit" button. [Directory Submitter](#) keeps track of which

directories you've submitted your sites to. So you can pick it up for 10 or 20 minutes, submit to a handful of sites and then come back another day and do the same thing.

Submitting to directories can build up your incoming links over time. Because most of the services are free, it can take time for your submission to be reviewed and added to the site. Generally speaking, adding your site doesn't happen automatically as otherwise it would lead to a directory full of spam. If you're impatient, most of the directories also offer a paid-for inclusion service to speed up the review process. Personally, I'm happy to submit my site for free and take my chances on if and when it will be added. Google don't like inbound links to build up too quickly, especially for brand new sites, so it's probably better to let them build up over time.

Another way of getting incoming links to your site is by adding comments to blogs. This can be surprisingly effective.

In a nutshell, you search out relevant blogs for your topic, add a comment and make sure that there's also a link to your site somewhere in the comment. Some blogs are set to automatically add comments but it's more common nowadays for comments to either have some form of "captcha" device (where you type in a mixture of numbers and letters to prove that you're a human) or for the comments to be moderated by the blog's owner. Which means that you need to make your comments relevant to the blog post. That way you are much more likely to have your comment approved.

Most blog owners welcome comments as it keeps their blog alive and fresh.

Whilst it is possible to do find relevant blogs manually, it's much easier to have a small software program that takes the hassle out of finding the potential blogs for you. The one that I've used is called [Comment Hut](#). You simply type in your keywords and it searches out the relevant blogs for you. You can then set a minimum Google Page Rank and filter the list further. Once you've done that, the software allows you to go to each blog and post your comment. I recommend that you add three or four sentences that are relevant to the blog post and also a link to your site.

It can also be worth setting up your own blog to give yourself links. You can use one of the free services like Blogger or Wordpress as discussed earlier or you can set up a blog on a domain that you own. I prefer the control aspect of having a blog on my own domain. Make sure that whichever system you use, it is set up to "ping" the various blog services so that they know your blog has been updated. This is usually a simple setting in the blog's control panel.

When I've used this system, I write a short blog entry of around 3 paragraphs. This features links to the page I want to promote. Once that is set up, I write an article on a similar subject and post it on an article site such as Ezine Articles. The bio in the article points to my blog entry. This adds extra traffic to the blog and starts to give it importance in the eyes of the search engines. It's a very simple system and allows you to gradually build up traffic to your blog and your site over time. Obviously you can use articles to promote your site directly. I find that by mixing the links, some directly from articles, others from a blog, it can help move things forward just a bit quicker.

Using Affiliates To Build Your Sales

An affiliate is a commission-only sales person. They only make money if they sell a product for you.

As a product owner, this is a nice situation to have.

The affiliate picks up the cost of advertising your product and you only pay them when they actually make a sale. This means that your cost per sale is fixed. It doesn't matter if it affiliate cost 1p or £100 to make the sale. You still pay them the same amount of money.

I like the affiliate idea from both sides of the transaction.

As an affiliate, I can sell a product instantly. I don't have to create the product or the sales letter. All I need to do is send traffic to someone's site and cash the cheque. Done properly, it's easy money. I make regular money from products I promote this way. There are plenty of ebooks on affiliate marketing – do a search for Rosalind Gardner if you want to follow that route.

Affiliate marketing really comes into its own when you own the product.

You have a free sales force who happily promote your product. What more could you want?!

If you are promoting your product on ClickBank, you have a ready built army of affiliates. The problem is that until your product gets established, most of them won't know that your product exists.

As discussed earlier, ClickBank's marketplace works by popularity. Which means that the best selling products get priority. Most affiliates want the comfort of promoting best selling products, so it can be a bit of a struggle to work your way up the ClickBank sales chart.

There are ways to help your marketplace position.

The first one is to sell the product yourself. Use articles, blog entries, forum signatures and any other means at your disposal to get sales. Let purchasers know that they can make money when they recommend your product to friends. Depending on the market you are in, you may need to change your terminology. For instance, if you are selling an internet marketing product then the chances are high that your purchasers will know enough about being an affiliate for you to just give them a ClickBank link. But if they are in something like meditation or embroidery, the thought of earning money from selling someone else's product won't have crossed their mind.

So you need to be creative in your descriptions in you want your purchasers to promote your product. Maybe couch your description in terms of being a Tupperware party host, where the person housing the party gets a portion of the sales. Putting your

affiliate program into words that your purchasers will understand will help them to sell your product.

When you have your affiliate program ready, you should submit it to the Associate Programs directory. You can find the URL on the resources page for this manual. Submission is free and it usually takes a few days to get listed.

I recommend that you give your affiliates a set of resources to help promote your product. At a minimum, this should be some text adverts that they can use. If you give them a set of adverts that conform to Google Adwords rules, then some of them will use those adverts for their Adwords campaigns.

If your product lends itself to it, you could create a cut-down version for your affiliates to give away. Ideally, this should be "rebrandable", so that your affiliate can place their affiliate links in it. The program I use to do this is called Viral PDF Rebrander. I've found it to be reliable and easy to use (I've tried several programs but this is far and away the best). The program takes a regular PDF file and allows you to decide which links are rebrandable. It then creates a program that you give away to your affiliates. They run the program, change the links to their affiliate links and then the program creates a regular PDF with their links inside it.

An affiliate is much more likely to promote your product if they can give their customers a free taste of what is to come from the full product. The rebranded PDF means that they can give the taster product away and they stand to make a commission when the links are clicked inside the PDF.

You can also give your affiliates autoresponder articles to use. These allow them to add messages to their autoresponder series that promote your product. Figure that affiliates are lazy like the rest of us, so the more you spoon feed them things that they can quickly and easily use, the better.

Running Your Own Affiliate Program

If you're not using ClickBank to manage your affiliate program, then the chances are that you will be running your own program.

This isn't as difficult as it sounds.

As always, there are programs out there that will make your life easier and will keep track of things for you.

There are two methods that I've used to run my own affiliate programs. Which you choose is going to be a matter of your own preference and also the one that best suits your needs.

1Shopping Cart is a popular choice. It takes care of the functions of a shopping cart, so you can set up various products and selling prices. It has an autoresponder feature. I personally prefer [AWeber](#) for my autoresponders, but the one built into 1Shopping Cart is perfectly OK and has the ability to automatically add customers to a list once

they purchase a product. Which is why I used it for the list for purchasers of this manual. You can also set up affiliates quite easily. They get notified of sales, which helps to maintain their enthusiasm (ClickBank no longer notify affiliates when they make a sale) and processing payments is easy as well.

If you want a standalone affiliate tracking program then, in my view, the best is [IDev Affiliate](#). It can be used in association with 1Shopping Cart or a number of other shopping cart programs. From an affiliate's point of view, it's a dream to use. Links are easy to find and the reporting is first class. From your point of view in running the program, it's also a dream. You can decide whether affiliates earn per visitor sent to your site or only per sale. You can approve affiliates automatically or manually. Reporting is first class. Mass payment of affiliates by PayPal is a click away. You can set the minimum payout. You can even give affiliates a bonus just for signing up if you want to. I've used this software for one of the sites I'm involved with and it took under an hour to set up, including adding a number of deep links for affiliates to link to specific pages on the site.

Advertising Your Product

Whilst I don't particularly recommend it, you can advertise your product in a number of ways. Personally, I much prefer my affiliates to pay for my advertising.

Google Adwords, Yahoo Publishing Network, Microsoft Advertising

The above three sites are the main pay per click (PPC) networks that you should consider if you want to advertise your product next to the search results.

Most of the ebooks concentrate on Google Adwords as this is the biggest and best known of the three networks. But if you just use Adwords, you are missing out on around half the search traffic that is available to you.

The rules for PPC advertising keep changing. It's tougher to use PPC now than it was a few years ago and it will probably get tougher still.

If you choose PPC advertising then in my view you are swimming with sharks and they are after your blood (in the form of your wallet). PPC ads can drain you of cash very, very quickly.

Before you even consider PPC adverts, check out [Perry Marshall's site](#). He has an informative email course which is available for free. This is essential reading before you spend any money on PPC adverts. His cheapest paid-for ebook will probably pay for itself in money saved within a few weeks if your PPC budget is over about \$100 a month. Although he concentrates on Google, you can apply his methods to the other two main sites.

Traffic Exchanges

I haven't personally used these but if your subject area is appropriate (business opportunities and other make money schemes) then they are worth considering.

You should spend your time initially checking out other adverts on the traffic exchange network you want to join. Remember that people only spend a few seconds on each page, so you need to ensure that your page is attention grabbing. Most traffic exchange members belong to a number of sites and keep each one open in a different tab in their browser. They spend their time going from tab to tab getting their "free" credits. So you really only have a very short time to grab their attention. Offering something valuable for free can help, so long as it isn't already advertised all over the internet.

If you think that traffic exchanges can work for you, start with a small test purchase of credits and monitor your conversions carefully. Don't spend your time clicking to earn credits – there are much more profitable things you can do to earn money!

Adbrite

Adbrite is an advertising network that allows you to purchase adverts on a range of sites. Typically these are high traffic sites such as YouSendIt. The traffic you buy is often quite general, although there are ways of targeting if you have the time.

I've used this network in the past but not had much success. You need to check out the page that your advert will be shown on to decide whether it is worth advertising on it. You then need to write a compelling advert that conforms to the rules of that particular site (each one seems to have different advert lengths, etc).

Then test your results. If the advert pays, repeat it. If it doesn't, tweak it or drop it depending on what your results show.

Repeat!

Once you've got your first product produced and making sales, start on your next product.

Each product on its own will probably make you money but it's not likely to earn you enough to retire on.

For instance, if you're making a sale every day or two, then that translates to a reasonable amount of part-time income over the days and months.

Multiply that by one product a month and in a year's time, you'll have twelve sites all earning you a reasonable part-time income. Added together, you'll probably be quite happy with the amount of money you are earning.

When you have a number of sites, it won't matter as much to you if one of them earns less money one month because another one will probably have grown to compensate.

You should also use your autoresponder series to sell other products to your buyers and enquirers. So you can start to get extra sales even before you've created your next product.

The chances are that, over time, some of your products will be more popular than others. Consider developing another product in that area and selling it to your current list. Promote this extra product to a different section of the market as well and sell them the first product. The internet is so big that the chances are these two lists will be completely separate and unique.

Whatever you do, keep producing and promoting new products as well as going back to your existing products every now and then and finding new ways to promote them.

I wish you every success in your internet ventures.