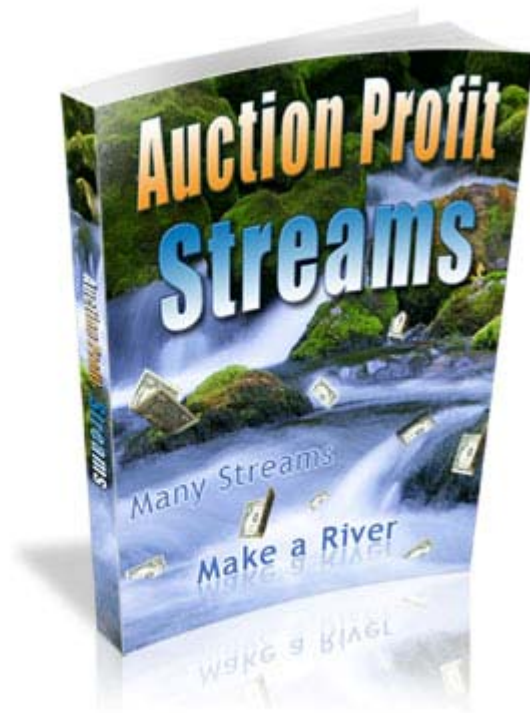


Auction Profit Streams! Version 2.0

"Many streams make a river"



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Chapter 1. Introduction.

Thank you so much for choosing to buy this eBook. I hope you get as much out of reading it as I have writing it. I would first like to state one thing before we get started. I am about to reveal **everything** in this eBook and back it up with proof. If there is one thing that annoys me it is someone who says they will show you how to make money on (or using) eBay then they don't (or won't) reveal their eBay ID. Even after you have invested \$100s in their product. Now while I know most sellers are genuine the reason some sellers will not reveal their eBay ID is because they don't even trade on eBay or are not doing as well as they claim.

Well I am different, my eBay ID is **planetsms**. Now you may ask why I reveal my ID. Some would see it as financial suicide. Well the simple reason is while most people can watch me run my eBay business they do not have a clue how to use eBay to generate multiple income streams and that is what I am going to reveal in this eBook.

Proof! Throughout this eBook you will see highlighted yellow sections like this. This is proof a method I am explaining works. These are key areas of this eBook and you should pay particular attention to these sections.

I will also be making a few recommendations throughout this eBook, while some may be affiliate links (you will understand why later) I only ever recommend products and services I use myself. I would never ever recommend something I did not believe in.

Remember, I said I would be revealing everything in this eBook, that means in some cases going back to basics so if you have ever read any of my material before you may be more experienced than someone who hasn't. However, there is some real meat in this eBook and no matter how experienced you are you will learn something. Sometimes you just need to learn or apply one method to your business and you can change your life. Let's hope I can do that for you.

Testimonials... If you like what you have read and would like to leave me a testimonial please visit www.planetsmsblog.com/category/testimonials/
You may also include a link to your website or eBay store.

Ok, now we have all that out of the way let's get started...

Chapter 2. Your ultimate goal.

Although the title of this eBook is 'Auction Profit Streams' you may be puzzled to know that most of the money I earn online I earn outside of eBay. However, bear with me and everything will make sense after you have read this eBook. So first of all I am not going to talk about eBay.

I want to get started with what should be your ultimate goal when building your online business. It is crucial you get this right from the very beginning and fully understand what I am about to say...

... Your ultimate goal should be to build a database of subscribers and this should be your primary objective when someone visits one of your websites. If you can capture a visitors email address you could have a customer for life and that is more valuable than any quick sale. So if you have not got started building a mailing list you need to get started now, and when I say now I mean **today**, not tomorrow, not next week, **today**.

The main reason you need to have a mailing list is so you can build up a relationship with your subscribers and be seen as an expert. As time goes by you will become more knowledgeable and your eBay feedback will grow. The more this happens the more you will be respected and trusted and this is your ultimate goal.

Then you can let your subscribers know of new products you have created or recommend, you can also start to make relationships with other marketers and strike joint venture deals. This is where the real big money is made.

So in everything you do online think of building your list because I don't care how sick you are of hearing it, the money is in the list. In fact this is probably more important than any cheap eBook sale. If you get someone on your mailing list and do things right one person can make you thousands of dollars in recurring sales. Now if you repeat that 1000s of times the earning potential is unlimited.

So the number one goal of any websites you create should not be to sell first but to capture your visitors email address. Once you have done that then you can sell. If you look at all my websites you will notice almost all have some system in place to capture leads, so if this is something you have not started yet now is the time...

I will cover list building techniques towards the end of this eBook.

Chapter 3. Many streams make a river.

I want you to imagine a mountain, and on that mountain I want you to imagine a small stream flowing down that mountain, this one stream eventually leads to lots of streams that continue to grow and grow. These streams eventually lead to a river, this river continues to grow and grow as more streams join it until eventually the force of the river flow is so strong that it simply cannot be stopped.

Now imagine if that river were your business? This is what I am trying to teach you in this eBook. You will not make much money from one stream, but you will make a lot of money from multiple streams. You will keep building these streams until your business is a raging river flowing so strong it cannot be stopped. Streams that grow your business could be a number of things including:

- Writing an eBook.
- Writing a short report.
- Writing and submitting an article to multiple article directories.
- Adding an offer to your autoresponder series.
- Adding a new product to your eBay inventory.
- Taking part in a forum discussion.
- Recruiting or contacting potential JV (joint venture) partners.
- Creating a new website.
- Updating your newsletter or ezine.
- Creating and updating your blog.
- Creating an eBay classified ad.
- Submitting your re-sellable eBooks to eBook websites to speed up the viral process.

Even if you have little or no experience in any of the above tasks you are about to learn how easy it can be. All it takes is a little time and effort and you will reap the rewards later.

Chapter 4. Your most valuable asset.

Just like I stated earlier the importance of building a mailing list there is something else that is equally important. **Your eBay feedback.**

Your eBay feedback is the most important part of your eBay business, without a good feedback score your eBay business is nothing, it is highly possible you checked out my eBay feedback before buying this eBook. This is what could have made you purchase this eBook from me; if that is the case you already know the importance of a good feedback score.

I have found through experience being polite at all times and in all circumstances go a very long way to achieving a good rating. A happy customer is a good customer and you will find many eBayers come back for more if you are polite and efficient. And this is especially important in today's eBay environment where competition is fierce.

By following the simple steps below you should be able to keep your feedback above 99% positive. Do that and you will be fine. Here are a few tips to keep your feedback positive.

First of all **always** be polite in any emails with customers particularly **before any sale.**

Do your best to reply to any questions within 24 hours. If you have the time check your emails as often as you can as a potential customer will only look somewhere else if you don't respond quickly. If you do reply to any queries after 24 hours start your email by apologising for the delay. If you can set up an autoresponder message letting your potential customer know their email has been received.

After a sale I send out my email to the winning bidder so they can download their eBook. I always have it look something like:-

Hi,

Thank you for your order. It will be shipped by first class post within 48 hours.

Please allow at least 72 hours for UK delivery and up to 10 days for international orders.

If you have any questions please don't hesitate to ask. I am here to help.

Once again thank you for your order.

Regards,

John

end of email

Do you notice how straight away the transaction is off to a friendly start? I feel this politeness only encourages the customer to leave nothing but positive feedback. Notice how I have thanked them twice for their custom and hope to do business again? This encourages them to consider further purchases. Perhaps even visiting my eBay store and buying more products.

You should always have a refund policy too and always honour it. If someone asks for a refund don't ask why or try to delay the refund just process the refund. It's simply not worth risking your feedback and you can always claim your eBay fees back so you will not be out of pocket.

Sometimes your patience can be tested and you may get a rude or offensive email saying your product is rubbish, doesn't work, can't be downloaded or hasn't been delivered; this will usually be from someone with little or no eBay experience or computer skills not knowing how to use your product. Simply stay calm and deal with the situation. If I get an awkward customer I will usually offer a refund before they even ask for one just to keep the situation positive. Remember, as you are selling Physical Information Products you don't have to worry too much about returns as your items are low cost. Simply process ask them to return the item to you then process the refund. You will find that refunds are virtually non-existent, due to the low cost of the product and the price to ship it back to your address.

There will always be one awkward customer who leaves a negative comment, this will happen no matter how good your product and customer service is and my experience has found it's normally the newcomers who are most likely to leave you a negative, this is also normally done without contacting you first and it can be very frustrating.

But simply remember one or two negatives per 500 or so sales won't hurt anyway and if you keep your percentage above 99% you will have no problems. Even the best sellers on eBay receive negative comments so don't let it get you down.

I have found the best way to protect your feedback when you sell is to be as polite and helpful as you can be. A happy customer will always leave good feedback. A simple rule to remember would be - provide the best customer service you possibly can no matter how awkward things get and your feedback will flourish.

So now you should understand what the most important factors are in making serious money online using eBay.

- 1. You need to be building a mailing list.**
- 2. You need to keep creating those income streams.**
- 3. You need to protect and build your eBay feedback.**

Keep those 3 methods above in your head as you read this eBook. Or better still, write it down as you read this eBook to help generate ideas.

Chapter 5. Why eBooks & information products?

You may not realise this but an eBook is the perfect product to sell on eBay, and here are 10 good reasons why.

1. **An eBook costs you nothing to create.** It's true; you can create an eBook at no cost whatsoever using free tools downloaded from the internet. Do you know of any other products that can be created at no cost?
2. **You do not need to store or hold a great deal of physical stock.** As your eBook is a digital file it is stored on your PC or web server. The only thing you need to store are your blank CD's, CD or DVD boxes and your padded envelopes. You can burn your eBooks as you go. Or take it one step further and use a fulfilment company to deliver your eBooks for you.
3. **You can create as many new products as you want anytime you want.** That's right; you could create a brand new product every week if you wanted to.
4. **Your own eBook is unique to you.** If you are the sole author of your very own eBook you have created a 'one off' product that can not be obtained anywhere else. This means you have no competitors.
5. **An eBook can make you money months (or even years) after the initial sale.** With relevant 'recommendations' in your eBook in the form of affiliate links an eBook can make you money many years after it was created.
6. **An eBook can drive targeted visitors to your websites.** Yes, write an eBook on any given subject and provide links to your eBay store and websites and you will have guaranteed 'targeted' traffic.
7. **An eBook can gain you expert status in any niche you wish.** Write an eBook on gardening and you will be seen as an expert gardener. Write an eBook on fishing and you will be seen as an expert fisherman. Expert status can make you a lot of money if you do it right.
8. **An eBook can generate sales of your high ticket items.** If you have high priced items for sale create a 'teaser' in the form of an eBook. Use this eBook to generate sales of your high ticket items by allowing other eBay members to sell your eBook. Each sale made by other eBay members will promote your high priced products.

9. **You can sell your eBooks from a mini site outside of eBay** and send a digital download link, saving you money on shipping costs. If you sell eBooks on a website outside of the eBay market place you deliver your eBook via a digital download link.

10. **EBooks can build your mailing list at an incredible rate.** As an eBook author you are seen as an expert so now is the time to capture leads. Provide links in your eBook to your squeeze pages and watch your subscriber rate soar.

The ability to create eBooks places you in an incredibly powerful position, eBook selling allows you to make your own unique product; it makes your business different from any of the thousands of sellers on eBay competing for the same customers and selling the same products at the same prices.

EBooks can also generate masses of visitors to your web site and other eBay auctions and create thousands of leads. If you need to find prospective customers a free eBook or report can be the perfect solution. Simply ask your web site visitors for their contact details in exchange for a free information product (eBook) - use this free eBook to give them a taster version or sample of your related product(s). Include details of where they can find your main products and use simple follow up tools like auto responders to turn these leads into sales. (More on these methods later) If you ensure your free eBook contains enough quality information and it offers plenty of encouragement for the reader to follow the links back to your site for more information they will come.

Allow your free eBooks to be copied and redistributed freely and they will spread like a virus across the Internet, each one of them a homing beacon leading the way back to your web site. This type of traffic generation is called viral marketing and it is one of the most cost effective ways of doing business on the Internet.

Give something away for free and watch the money follow straight in behind it.

Another excellent way to generate web/eBay store visitors is to simply sell one of your eBooks cheaply with master resale rights. Give it a few Months and your eBook will be all over eBay. Yes it may be getting sold for only a dollar or two but who cares, every time your eBook is sold it will provide a link back to your website/eBay store and you get the chance of a sale for doing absolutely nothing.

An excellent idea to generate sales is to provide a 'taster' in the form of a cheap eBook or 'report' with resale rights and then promote the 'full version' at a higher price within your cheap eBook.

You can also earn an affiliate income through recommendations in your eBook. I earn many \$1000s per month by simply promoting other peoples products and most of this income comes through recommendations in my eBooks.

I hope I have now whetted your appetite about the benefits of selling eBooks and how with a little effort they can make you a lot of money. Read on and find out the easy way that you can develop your new products and create the perfect eBay business.

Chapter 6. Does Information Sell?

Despite what you may be told the answer is and always will be yes.

People have and **always will** be prepared to pay for information.

One of the strongest human desires is to learn, to be educated and to better ourselves, no matter what the subject is:

To live longer and healthier, to be a better parent, a better partner, to raise children well, to earn more money, to work fewer hours or to own a nicer home or faster car, maybe play a sport better or even just bake tastier cakes, everyone wants information and nearly all would be prepared to pay for it.

EBooks have become desirable because of their read anywhere nature. eBooks can be read from multiple platforms from PC's to hand held phones and even cameras. They can be emailed to friends and stored on a hard drive, saving valuable home space too.

Proof! What you are now reading is the quickest proof I can give you that people will pay for information. You bought this eBook - you paid for the information it contains.

You made a good decision! (Although I'm obviously a little biased about this)

This eBook contains all the information you will need, it will show you how to create eBooks, how to package your information products and how to then promote and sell them without any big financial risks.

Follow the advice I give you and you really can change your life.

As an "Info Publisher" you can earn a substantial income and put in far less hours than the average person working the 9 to 5 treadmill. You can fit in work time when it is convenient and from the comfort of your own home.

Alternatively you can put the knowledge here to work for only a couple of hours each week and you can still make a healthy second income. How hard you work and how much you make is up to you. **But nothing comes for free.**

YOU MUST BE PREPARED TO LEARN AND THEN TO PUT INTO PRACTICE WHAT I'M TELLING YOU.

I cannot express this strongly enough; you would be amazed at just how many people **FAIL** simply because **they do not take action** -

Chapter 7. Why most eBay eBook sellers fail.

First of all I want you to get the thought of making all your money on eBay right out of your head. If you do things right and follow my instructions you will be making most of your income from other sources. eBay is simply the starting point for all our streams; you could imagine eBay is the top of the mountain summit. All will be explained later.

This is why most people who sell digital products on eBay fail, they fail because they have no streams in place, they try to make all their money on eBay and when the fees come in they find that they have made little or no profit and simply give up. Also, another common mistake is they sell nothing but other peoples products, while selling other peoples products with resale rights is fine you also need to be selling your own products. This means you need to be writing your own eBooks, eBooks with and without resale rights...

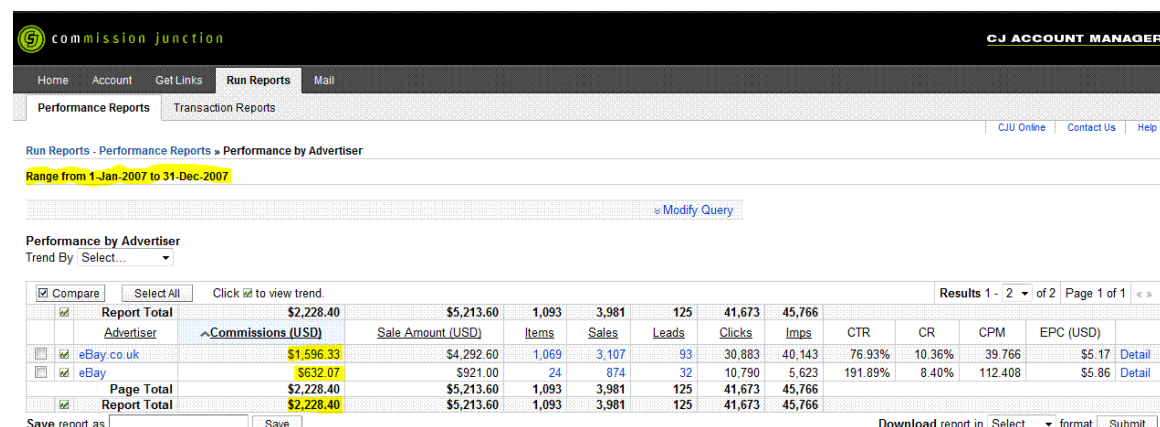
Chapter 8. Resale rights and non resale rights. The pros and cons and what you should be doing.

First we will start by stating the benefits of selling an eBook with resale rights.

These will generate sales of all your products in your eBay store and websites, plus you will earn commissions through affiliate links, what's an affiliate link I hear you say. An affiliate link is where you send a visitor to a website, then if the visitor goes on to make a purchase from that website you earn a commission, this can be as much as 80% in some cases.

As an example most of my eBooks link to [eBay](#) (try clicking the link). Now you may not realise this but that is an affiliate link. If you then go on to bid or buy an item **anywhere** on eBay I will earn between 12c - 20c. Not a lot, but if it's an eBook getting viewed a few hundred times a day it soon mounts up, plus I also get between \$12.00 - \$20.00 per new registration.

Proof! You can see my eBay affiliate earnings for the whole of 2007 below. And this is just from one affiliate link. Remember! Many streams make a river.



The screenshot shows the Commission Junction account manager interface. The main content area displays a performance report for the period from 1-Jan-2007 to 31-Dec-2007. The report is titled 'Performance by Advertiser' and shows a total report value of \$2,228.40. The report is broken down by advertiser, with eBay.co.uk being the primary source of earnings, contributing \$1,596.33 in commissions. The report also shows sales amount, items, sales, leads, clicks, and impressions for each advertiser. The overall report total is \$2,228.40, with a sales amount of \$5,213.60 and 1,093 items sold. The report is displayed in a table format with columns for Advertiser, Commissions (USD), Sale Amount (USD), Items, Sales, Leads, Clicks, Imps, CTR, CR, CPM, and EPC (USD). The report is saved and can be downloaded in various formats.

Advertiser	Commissions (USD)	Sale Amount (USD)	Items	Sales	Leads	Clicks	Imps	CTR	CR	CPM	EPC (USD)
Report Total	\$2,228.40	\$5,213.60	1,093	3,981	125	41,673	45,766				
Advertiser	Commissions (USD)	Sale Amount (USD)	Items	Sales	Leads	Clicks	Imps	CTR	CR	CPM	EPC (USD)
eBay.co.uk	\$1,596.33	\$4,292.60	1,069	3,107	93	30,883	40,143	76.93%	10.36%	39.766	\$5.17
eBay	\$632.07	\$921.00	24	874	32	10,790	5,623	191.89%	8.40%	112.408	\$5.86
Page Total	\$2,228.40	\$5,213.60	1,093	3,981	125	41,673	45,766				
Report Total	\$2,228.40	\$5,213.60	1,093	3,981	125	41,673	45,766				

However if I were selling you a 'how to plan the perfect wedding' eBook and I gave you a list of wedding websites and you bought recommended products from any of these sites I would earn a commission. Or you could be an expert gardener selling an eBook on gardening. In this book you would provide links to gardening websites for people to buy their plants and tools from. Or you could be selling a health eBook linking to health websites. You get the picture. Also, in this eBook you would have links to your eBay store and your websites. Now as well as generating extra sales you would be earning a commission too.

For more info on affiliates visit www.cj.com this is the leading affiliate website and it is worldwide based. You can promote almost any product you can think of and earn a commission.

Now lets say for example you are selling an eBook on 'how to play poker like a pro' you would include a link to related gambling and poker websites. Some will offer as much as \$200 just for joining. In your eBook you would mention these sites that the visitor would go to and get 'free chips', when they sign up you would receive your commission which can be as much as \$100 per site registration.

Now here's where the beauty of resale rights comes in!

You sell this 'how to play poker like a pro' eBook with resale rights, now most people who buy it will also be thinking of reselling it. Imagine after a few Months how many people will be looking at your eBook. Even if only 1% of people reading the eBook were to sign up for a poker website you would be earning some serious money. And this is for **only one product**. This product will never expire because it will always be getting sold on eBay by other users. It will continue to earn you money for years to come.

So there you go, you have just created an income stream, this stream will continue to flow and gain momentum. But you don't stop there; you keep creating more streams to keep building your business.

Also, the point of any eBook you sell with resale rights is to drive people to your eBay store and website and buy your high priced items.

Now what about selling an eBook without resale rights?

These are totally different and these are what can earn the big money, **what you are reading now is an eBook without resale rights**.

This product is **unique to me**, which is probably why you paid me what you did; you bought this eBook because you could not find this sort of info anywhere else. This product is priced at a reasonable amount because of this. This is what I call my **niche market**. This is what I do best, I create and sell eBooks and tell people how I do it. That's why you bought this eBook. If you are the only person selling an eBook on a particular topic or your product is better than other sellers similar products your product will sell, it really is that simple. It's all about research and producing a product with little competition or if the competition is strong being the best there is. Now there are many eBay sellers selling eBooks successfully for upwards of \$50.00 a time. However they are still doing it wrong and in the next chapter I will explain why.

Chapter 9. Using resale rights and 'reports' to make a killing.

I know of a seller (let's call him Jim for arguments sake) selling a product that will show you how to make a lot of money betting on football. The product is simply an eBook that Jim has written and he sells it for around \$50.00 a time. On some occasions he may sell 5 eBooks in one auction and make over \$200.00 and you may think wow, but here is what else he could be doing.

Jim could take small sections of his eBook and create a short 'report'. This report would show Jim knows his stuff when it comes to football betting. It would show you a few small tips but it would not be the completed product, however it would be worth a few dollars. Now in this report would be a link to his website where he would be selling the 'complete product' at a small discount price to the eBay price. Let's say his eBook sells for \$47.00 on eBay. He could offer the same eBook from his website for \$37.00 because he would have no eBay fees to pay. Anyone looking at the low cost report would be seriously tempted to buy the complete product for 3 reasons.

- 1. It is a topic they are interested in; you know this because they are reading the report.**
- 2. The report has given enough info to do something with but it's not the complete package. However the eBook is.**
- 3. They can make a saving buy buying from Jim's website.**

So Jim grants resale rights to the report and sells it on eBay. Given time this report will be getting sold by the 100s of eBay eBook sellers who are happy to make a couple of bucks from an eBook sale, each time they make a sale they are promoting his high priced eBook.

And here is where it can get even better.

Jim starts an affiliate program and starts to recruit affiliates. He can then allow anyone selling his report to brand the links inside it with their affiliate link (more on how to do this later) so they now have an incentive to sell the report and promote the main eBook as much as possible. If someone has the chance of making a further backend income from selling something or giving something away believe me **they will do it.**




So now Jim is making half of \$37.00 from affiliate sales and the affiliate gets the other half, the affiliate is happy because they are making easy money but Jim is the real winner. He still gets the same \$47.00 eBay sales and now he has a ton of \$37.00 website sales, **these are sales Jim would never have had.** But the real beauty is he now has multiple affiliates promoting his product. Given time he will make more from affiliate sales than sales he can generate himself. And all this is

done on autopilot. Now can you see how much money Jim is missing out on by not using the viral power of eBay?

Proof! I have a branded version of one of my eBooks being sold on eBay right now by 100s of eBay members. Look how many eBay members are selling my eBook 'The 90 Day Powerseller Challenge' on eBay. Most are selling it because they can generate an affiliate income after the initial sale. Remember! **Many streams make a river.**

520 items found for powerseller 90 [Add to Favourite Searches](#)
Location: Worldwide [Show all](#)

List View | [Picture Gallery](#) Sort by: Time: ending soonest [Customise Display](#)

<input type="checkbox"/>	Compare	Item Title	Bids	Price	Postage	PayPal	Time Left
<input type="checkbox"/>		Become A POWERSELLER in 90 DAYS. E-book RESELL RIGHTS!	<i>Buy It Now</i>	£0.99	--		17m
<input type="checkbox"/>		 You Too Can Become A Powerseller In 90 Days	<i>Buy It Now</i>	£0.99	--		28m
<input type="checkbox"/>		 How you can become an eBay powerseller in 90 days	-	£0.99	Free		43m
<input type="checkbox"/>		 How you can become an eBay powerseller in 90 days	-	£0.99	Free		43m
<input type="checkbox"/>		 How you can become an eBay powerseller in 90 days	-	£0.99	Free		44m
<input type="checkbox"/>		 How you can become an eBay powerseller in 90 days	-	£0.99	Free		44m
<input type="checkbox"/>		 How you can become an eBay powerseller in 90 days	-	£0.99	Free		45m
<input type="checkbox"/>		 90 DAY POWERSELLER CHALLENGE - E BOOK E-BOOK	<i>Buy It Now</i>	£0.99	Free		47m
<input type="checkbox"/>		Become a POWERSELLER IN 90-DAYS ebook reveals SECRETS	- <i>Buy It Now</i>	£0.49 £0.95	--		47m

If you look in the top left corner of the above image you will see at that given time my eBook was listed on eBay 520 times. And this was **only one** of my products. I have many many eBooks listed on eBay. All of which are generating an affiliate income and promoting my higher priced products.

Now the reason so many sellers are selling this product is because they have a chance to get paid an affiliate income from me after the initial sale. Once they see how easy it becomes to make money they will try even harder to distribute my eBook. They may add it to their website, give it away to their subscribers but all the time they are generating themselves an affiliate income and more importantly they are generating me an income. And once you get multiple affiliates on board this is where you really start to see the big bucks come in.

As you can see even if I wanted to I could not stop this stream of income. But the real secret is not to stop there and to keep building. Every single day I try to do at least one thing that will build my business and add to my streams.

Help The Viral Process Begin.

If you create an eBook or report with resale rights you need to make it as viral as possible, so many sellers fail to put the viral tools in place and then wonder why no one will sell their eBook, here are a few tips to ensure others sell your eBook.

First of all make sure in the opening statement you mention your eBook has resale rights and state your resale terms if you have any. Also, don't complicate things here. Keep the resale terms as simple as possible. If you complicate things here you will find no one will sell your eBook. I personally don't care how others distribute my resale rights eBooks as long as they are not modified.

Statements that may complicate things include:

- Having a minimum resale price.
- Not allowing your eBook to be added to membership sites.
- Not allowing your eBook to be packaged with other eBooks/products.
- Not allowing your eBook to be given away.
- Not allowing your eBook to be sold on eBay (why do people do this?)

Now most people will have the above rules to keep the value of their eBook high. However, if you feel strongly about some of the terms above my advice would be not to grant resale rights in the first place. For me granting resale rights means I want as many people as possible to read my eBooks so I don't really care how much it sells for and how it is distributed. Plus if you are trying to sell a high priced item on the backend don't worry about the price.

You also need to make it as easy as possible for others to resell your eBook.

The first thing you should include is your sales page/eBay listing. Make sure you mention the page can be edited. Also, the better looking the sales page is the more chances you have of someone using it to sell your eBook. It also helps to include additional graphics and images. This helps your reseller to make the page more personal. You can even go as far as hosting the graphics for the sale page, so all your potential resellers need to do is simply paste the HTML code to turbo lister and they are done. Simplicity is the key here.

Also try and include a decent eBook cover, CD or DVD Cover. This helps with eBay listings as most sellers like to add the cover to the listing. The more tools you provide for the reseller the better the chances they will resell. If you need a cover created check out my [resources page](#).

Now have you ever thought of including a winning bidder email with your eBook? This would simply be a text document with a short message. I don't see this getting done much and can't understand why more sellers don't do it. Think about it? If someone who is not very experienced with selling eBooks/CD ROM based eBooks,

providing an email they can simply copy and paste into eBay or Turbo Lister they are more likely to sell it for you.

Later on in this eBook I will discuss how to create the perfect interactive CD ROM for selling on eBay. These techniques will make you an additional income from other sources. What if other sellers were sending **their** customers to **your** Affiliates page or high end product page or better still copying and selling your CD ROM on eBay? How much more income would you be generating from your up-sells, recommendations and AdSense?

So try to remember to make it as easy as possible for others to sell your eBook. The easier you make it the more people will sell it and that will ultimately lead to you earning more, and that's what it's all about...

Chapter 10. What should I write about?

It's time to think of what you do best and what you can write about. Don't think you can't write about anything because you can. To write an eBook is easy, you just need to do some research and sell the info. Here are a few examples. These are just examples off the top of my head.

Maybe you are a keep fit fanatic. How about an eBook on how to get a 6 pack in 6 weeks? Maybe you have a hobby collecting antiques. People would pay to know how to go about buying and selling antiques for profit. Maybe you are a keen gamer; you could write a guide for a game you have just completed... Get the picture? The list is endless.

However, by far the best sellers are usually about the following:-

- 1, Getting things for free
- 2, Gambling
- 3, Making Money
- 4, Saving money
- 5, Improving your health
- 6, Working from Home
- 7, eBay
- 8, How to guides
- 9, Learning a new skill
- 10, Improve appearance
- 11, To be entertained
- 12, Have a better lifestyle

Successful products usually fall into one of these 3 categories.

- **A time saver.** As an example article submission software is very popular at the moment.
- **A problem solver.** As an example a how to guide such as 'How to list your eBook on eBay'.
- **A way to make money.** Topics on how to make money from eBay, AdSense, AdWords, articles, blogging, forums, list building, websites and so on are all very popular as long as you actually make money from your methods and can teach others how to do the same.

If you take a long hard look at the products you are offered online you will find most will fall into one of the categories above.

Quick Tip! If you discover a way to make money online you will probably make up to 1000 times more money selling the information explaining how to do it.

Proof! Visit the WSO section of the warrior forum (see the [resources](#) page) and look for hot selling info products. Most will be in the 'money making' field and will be topics such as "how to make \$50.00 per week using xxx" I know of one guy who sold over 1300 eBooks at \$12.00 each by using this method.

I would suggest you read the last few paragraphs again till it truly sinks in as this is how I make most of my money online.

Chapter 11. Research your chosen topic.

I am now hoping you can see the possibilities that are being presented to you. I am also hoping now you have a few ideas for eBook topics. Now as a rule I personally think just about any topic has possibilities but it's always best to do some research first. I am now going to take you through the process of creating your 1st eBook.

I am going to pick a subject I know nothing about and show you how I would write my eBook. I am going to choose the subject of dog training.

Now please don't go and write about this subject. I am using this as an example. For your 1st eBook I would suggest you write about something you are knowledgeable about.

A great resource to discover the popularity of a subject is the search term suggestion tool available at **Wordtracker**.

<http://freekeywords.wordtracker.com/>

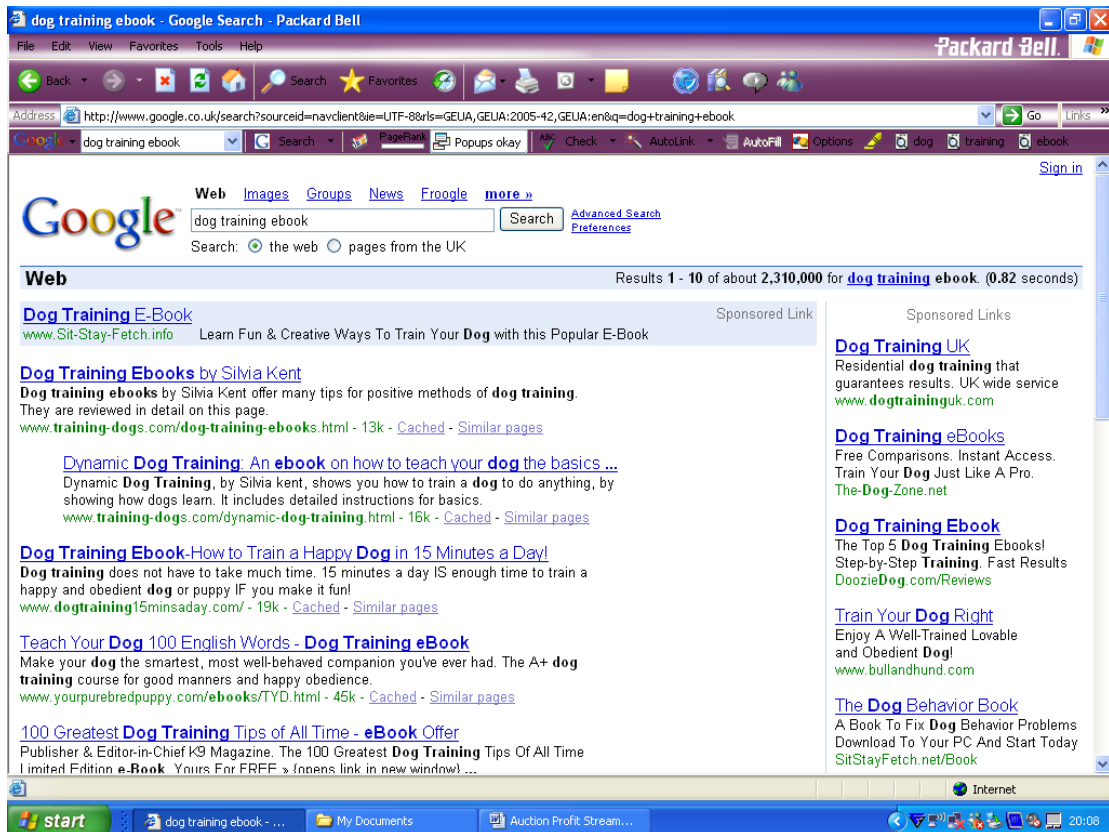
Simply enter some keywords relating to your chosen eBook subject and it will show you how many times in the previous month those terms have been searched for.

dog training

10,185 searches (top 100 only)	
Searches	Keyword
2419	dog training
433	dog training collars
225	dog training aids
179	dog training collar
161	dog training career
153	dog training harness
150	career in dog training
150	dog training leads
144	dog obedience training
133	dog potty training
123	dog and training collars
122	cheap dog training collars
120	dog pull training equipment htm
120	dog training accessories
119	bird dog training

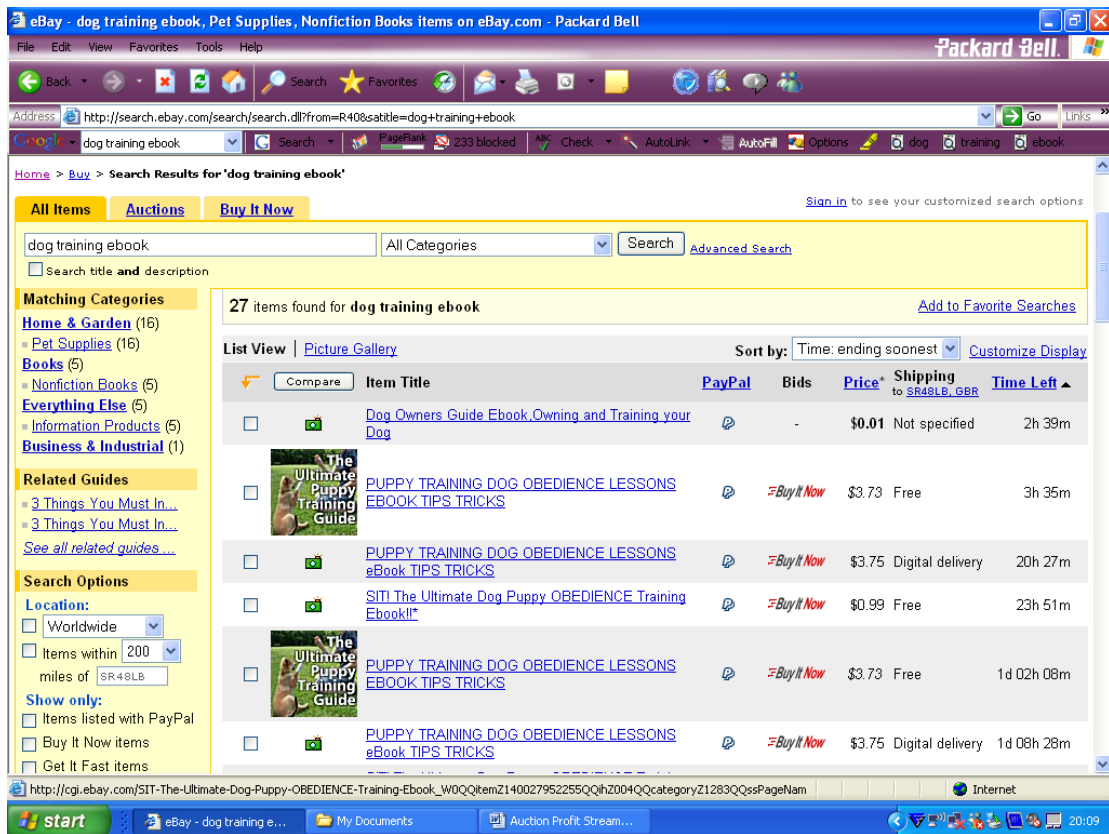
In the above example I can see this is quite a popular search term. I would suggest your topic should have at least a few thousand results. Anything lower could mean there is not much demand for your chosen topic. As we have over 10,000 results in total it should be a pretty safe niche.

I now go to google and search for 'dog training eBook'



How many results? Wow, who would have thought there would be so much info about training your dog? Now here is where it gets interesting.

Let's put the exact same search into eBay.



Today there were only 27 results so as you can see there is not a lot of competition on eBay. So this could be a very profitable niche. Now I start to research the topic on the internet. I visit various dog related forums and websites and collect as much info as I can. I especially look for people who need help with their dogs and try to find the answers, you can bet if someone needs help with something they are willing to pay for the solution. I also look for free eBooks and even private label material (more on private label material later) and once I have collected enough info I begin writing my eBook.

Chapter 12. The importance of your eBook title.

The title of your eBook is probably one of the most important factors of the whole process. In fact it's best to have your title before you even begin writing your eBook.

The title of your eBook will appear on the cover so it's best to keep it short and to the point. Your title should say what the eBook does but not sound boring. EG, 'AdSense strategies revealed' sounds better than 'How to make money from AdSense'

It's best to brainstorm your title ideas with someone else, suggest what your eBook will be about and talk it over with someone, or even consider using an online forum to brainstorm your ideas. Once you get a few suggestions ideas will start to flow. Once you do get a title you should see if the domain is available. This is essential to the success of your eBook; do you think this eBook would be called Auction Profit Streams if www.auctionprofitstreams.com was not available?

I would suggest you search Google and eBay and see what other titles are in use, this will also help you brainstorm your own title.

Chapter 13. Writing your eBook.

If you need a free solution to writing your eBook look no further than www.openoffice.org/product/writer.html

This is an excellent free tool that is similar to Microsoft Word but is free. It also has a free PDF converter so you can create an eBook with a zero budget. I also have more eBook compilers on the [resources](#) page.

OK, we have done all our research and are ready to start writing. Only use the good information that's been given to you during your research. Your eBook only needs to be between 10 and 20 pages long to sell for between \$5 and \$30.

This is probably the hardest part, you are looking at a blank computer screen and don't know where to start, especially if this is your first eBook, what I do first is create my chapters. And after that I just start typing, just type away and let your fingers do the talking. I know this may sound corny but try it. It makes no difference if your eBook is garbage or is full of grammar/spelling errors. Just keep going till you have a few thousand words.

Now read what you have written, add more content as you read, correct errors and once you are done read it again. Keep doing this till you have nothing more to add.

When you think you have enough relevant information for your eBook. Usually at least 10 pages but of course the more pages the better the value and of course you can charge all the more. You can start to add pictures, bold text, links to other websites etc to make it interesting.

Try to include links to relevant sites that can add more information to the info included in the eBook. These can be affiliate links that will earn you even more. If you go to www.cj.com and www.clickbank.com you will find many related products you can promote.

Also maybe add a few relevant free eBooks that your customers would be able to resell. It makes your package bigger and more value for money. After all, there is plenty on eBay that can be bought for a few dollars, give a few away to create a 'package' Just as long as they know that they cannot resell yours.

If you have any websites or any other products to sell use a link. You could get more sales from it. You are almost finished...

If you want more information about creating your own eBook look no further than: www.operationebook.com

Chapter 14. Compiling your eBook.

You now have to convert your word file to an eBook using either an eBook compiler or converting them to PDF. (Portable document format). The best program for this is the Adobe Acrobat writer programme as most PC's have Adobe Acrobat Reader already installed on their PC. You can also security password it so no one can edit it or steal it by copying it.

There are some FREE or low cost services that can convert your Word or any word processor document to PDF format for you.

Such as

www.openoffice.org/product/writer.html (recommended and it's free)

www.primopdf.com

www.pdf995.com

www.gohtm.com

You could sell it as a word file but as there is no security and all your affiliate links or products links can be altered. Word to PDF is by far the easiest route to take. You only have to convert your document to PDF format once.

You can also download other types of eBook compilers from the net. Most are free and have good security. Just do a search for 'eBook creators' on the Internet. If you want to create an .exe type eBook the best software by far is [Activ EBook Compiler](#)

Chapter 15. Pricing your eBook.

This chapter applies to eBooks **without** resale rights. If you don't grant resale rights to your eBook you control the price. Now you have to decide how much to charge for it. Finding the right price is essential to the success of your product. If you charge too little, people will think it's of little value, and they won't purchase it, or even if they do buy your eBook, you will have to sell thousands of copies to get to the point where you can begin to see a profit. If you price it too high when compared with your competition, you will find yourself steadily lowering the price.

Do you think \$27.00 was a fair price for this eBook? I personally think I could have charged \$47.00 or even \$67.00 but as I have covered some of the material in other eBooks I figured \$27.00 was a fair price. What you paid for is all my eBay and eBook marketing knowledge in one package. The aim of this eBook is not to make me a fortune, remember most sales will be through ClickBank affiliates so I will only receive a little over \$10 per sale as I am paying 50% commission. The aim of this eBook is to build my reputation through a high sales volume, only time will tell if it works, but that's the main reason this eBook was only \$27.00.

Think what you want to achieve with your eBook before you set the price as choosing the right price for your eBook is one of the most critical parts of the marketing process. The first rule of pricing eBooks is to never under price. Determine the highest price you think your audience can afford, and then if you find your eBook isn't selling, you can always reduce the price. But before you take that step, make sure you are promoting your book like crazy on eBay, the Internet and on websites.

The price should be aimed at bringing in profits, but you should never forget that price is one of the factors that people use in judging the value of your eBook before they buy it. So always start with the highest price, and then launch a mega-marketing campaign.

Pricing an eBook is particularly difficult because eBooks are a fairly new commodity. Since they are digital, the value of an eBook is as confusing as the understanding of what digital actually is to the average layperson. This means that we must look at eBooks in a different light in order to determine their actual value.

Let's look at the difference between a book in print and an eBook. A printed book is an object you can hold in your hand, store on your bookshelf, even hand down to the next generation. It is priced on factors such as paper stock, design and production costs, and marketing.

But the fact that unites eBooks and print books is that they are composed of ideas. It is the ideas in these books that have the ability to change, or possibly transform, people's lives.

What do you think an idea is worth when evaluated against the cost of paper and ink?

It is the IDEAS that are valuable! That is how you determine the cost of your eBook. When you bought this eBook you paid for my ideas and my knowledge and the time it took to compile.

What should I charge for my ideas?

There are all different formulas and methods for determining the correct price for your eBook. Let's begin with honing in on your ultimate goals.

Decide if your goal is to get wide distribution and **maximum** exposure. This goal is aimed at drawing customers to your business or service, or to establishing the credibility of your reputation. If this is your main goal, you should aim to keep your price on the low side. Some authors have even priced their eBooks at a profit loss to draw a high number of new customers. The key is to find a price that maximizes your profits and the number of books you sell.

This is an excellent pricing strategy if you are looking to acquire long-term customers. Long-term customers are extremely likely to buy from you again and again as long as the first eBook they buy is of exceptional quality and beneficial to the customer.

However, if your eBook contains valuable and more importantly NEW information, references, or techniques then you should aim to price it on the high end.

After you figure out your goal, you must figure out what your audience's need is for your eBook. For example, does your eBook solve a particular problem? If it does, and solves it in a way that hasn't been written about in one hundred other eBooks, you will be able to achieve high sales at a high price. If your book solves a problem or answers questions in a new and unique way, you should price your eBook as high as you can go. You will achieve larger profits this way, but bring in fewer customers. Just make sure the question or problem that your eBook solves is one that is important and relevant to the majority of your market audience. If your ideas are not common knowledge, or you are presenting a brand new technique, you will be able to sell eBooks at a high price. Just be prepared for your competition to undercut you on price as soon as they hear about your eBook.

If you want to see large profits over customer draw, aim for an audience that is looking for easy solutions to their problems at a low price. If your book is aimed at solving one particular problem rather than general advice, then you can charge more. Start at the highest price the market will bear to bring in the largest profits, and plan to discount the book a number of times throughout the year.

Chapter 16. The Importance of Your Auction Title.

Your auction title is crucial as this is what gets a potential customer to view the eBook that you are selling. You could be selling the best eBook ever written but if no one clicks on your auction title you won't make a cent.

You have 56 characters at your disposal when you create your auction title. Try to use them all.

Now ask yourself what keywords you would search for if you were looking for your own eBook. Write these keywords down and try to create a catchy title.

Let's say we are selling an eBook on how to get perfect abs. (stomach muscles)

What keywords do you think anyone seeking this sort of information would use?

Keep fit, lose weight, 6 pack, sit ups, muscle, body building, diet, healthy are all words we could use.

Which title appeals to you the most?

1. How to get perfect abs, eBook.
2. eBook. Sit up guide, lose weight.
3. The Secret to **ROCK HARD ABS**, get fit and lose weight.

I am hoping you have chosen number 3. If you did there will probably have been 3 words that attracted you to it. **ROCK HARD ABS**.

The reason you were drawn to these words is because they were capitalised, it's best to capitalise only a few words in your title, this helps them stand out. Also notice I have used words that should be searched for a lot, 'get fit' and 'lose weight' so anyone searching for those terms will see my title and you can guarantee they will want **ROCK HARD ABS**.

There are many other words you can use to draw visitors to click on your title such as:-

Amazing, fantastic, rare, best on eBay, mint, make money, resell, resale, superb, complete guide. There are many more. Try browsing eBay and looking at what words the big sellers use.

These words work best capitalised, but don't make the whole title capitalised as this won't draw visitors to your keywords.

17. Designing a listing/sales page.

If you're not familiar with web page design or HTML coding don't worry. The learning curve doesn't have to be too steep and I'm going to show you plenty of tips and tricks that'll make life much easier for you.

Designing a listing/sales page:

High quality graphics are essential in your listings; I always use [Planet Divinity](#) for all my graphical needs as they are top quality and very cheap too. David can create anything from sales graphics to eBook covers. Also, David is a personal friend so it's a pleasure to promote his services. You can also get a 25% discount by using the link above.

First up if you're familiar with web design and HTML the next few pages may seem a little basic, if your not, then I'm guessing you're starting to get a little anxious and probably think that the going may be getting a bit tough. If you fall into the "starting to worry" camp, rest assured, within a few days or so you'll be wondering what you were worried about.

I'll let you into a little secret. Six years ago I knew nothing about eBay or information products and I hardly knew one end of a computer from another.

Today I earn thousands of dollars a year from Internet marketing and the odd online promotion campaign.

But here's a bigger secret - I still don't write in HTML. I've learnt how, I've had to, but I find it easier to use WYSIWYG software, it saves time and effort and in my opinion it works just as well as coding your web pages by hand.

Now don't get me wrong, I think you should try and learn at least the basics (and I've included some good places to start at the bottom of this page), and there are many purists out there who will argue that hand coding is the only way to design. To a point their arguments are valid, however we're here to publish eBooks and to make money, and to do that you don't need to do everything the hard way.

Q: What is WYSIWYG? A: What You See Is What You Get.

There are many different WYSIWYG web editors around, you could even save a Word or PowerPoint document as Html if you wish, but my own personal favourite is called FrontPage supplied by Microsoft.

I'll list many of the better programs on the next page. Some are free, some are shareware and some are offered for limited trial periods.

Download a few different ones to try until you find a favourite.

Microsoft Expression Web: Gives you the power to develop a sophisticated Web site, design the Web site you want, and generate code more efficiently

www.microsoft.com/expression

Coffee Cup HTML Editor: Really fast and easy to use editor with many great time saving tools already built in.

www.coffeecup.com/html-editor

Amaya is a Web editor, i.e. a tool used to create and update documents directly on the Web. Browsing features are seamlessly integrated with the editing and remote access features in a uniform environment.

www.w3.org/Amaya

Trellian WebPAGE allows you to create your own web pages without having to learn complex scripting languages. WebPAGE's WYSIWYG interface makes editing pages as easy as using your favourite word processor.

www.webpage.vendercom.com

WebDwarf V2 is Virtual Mechanics' free prototype editor for the design of Web content using HTML and SVG (Scalable Vector Graphics). Version 2 hosts a number of advanced features.

www.virtualmechanics.com/products/dwarf/index.html

What I am now going to show you is how to create a listing that sells and what you should and shouldn't include in it.

Listing Design:

Your eBay listing must highlight the many features and benefits your product provides and at the same time it must create a sense of urgency to buy today, right now. (We'll deal with both of these subjects later).

Your listing needs to offer a guarantee of satisfaction and it must explain how quickly, easily and securely the product can be purchased.

It needs to build up the potential customers' confidence and it should create a smooth and seamless pathway to the buy button.

After the sale you should try to generate additional income by promoting relevant, affiliated sites and/or products to your customers.

I use a Thank You page to direct my customers to after the sale and alert them that their product purchase has been acknowledged and is on the way. You can also place your eBay store links on this page to generate an upsell of more items, you can also add your latest eBay products to this page too. The choices are endless.

For example, if your eBook offers beauty tips or makeover techniques your thank you page could link to other sites that sell cosmetics and beauty products, health and well being sites etc, etc -

This strategy and the promotion of affiliated sites can double or even triple the value of each sale by generating high levels of commission for you.

One thing I have personally learned from this strategy may sound a little cold blooded but it works very well.

Here's why - Your customer has arrived at your listing hungry for information, they have proceeded to purchase your eBook and you now know three important things about them: They have an eBay account, they are interested in your chosen subject and emotionally they are in a buying mood. Fantastic - you could not wish for more.

Sell them something else! Why stop with just one eBook? What about a pro version of your eBook that offers even more features and benefits for just a few dollars extra or maybe a special 'valued customer' offer of an associated eBook at a discounted price. At the very least promote one of your affiliate sites that pays you a % commission on sales.

If you want to see a simple example showing you how to do this [CLICK HERE](#).

One of the key factors that will determine your web site's level of sales was mentioned in the paragraph above. Nine words, what were they?

"It needs to build up the potential customers' confidence"

This is the real key to unlocking your listings sales potential and making you wealthy.

You must make every visitor confident enough in you, in the product and in your ability to deliver what you have promised. Here are some excellent ways to inspire confidence:

1.) Offer a money back guarantee and always honour it. It's better to refund a sale if there's a genuine reason than to upset someone.

Remember in business, and especially on the Internet, where word can spread very quickly, it's better to make friends rather than enemies. If someone doesn't like your product at least they will like your service. You could ask why they are seeking a refund. Why they are dissatisfied. Take this feedback into account and use it to improve your products.

2.) Don't make exaggerated claims about your product and avoid clichés, we've all seen the 'make a million bucks overnight' copy and no one believes it and your web site will lose all its credibility. Using statements such as 'It's the best' and 'Unbelievable but true' smack of amateurism so avoid using them.

3.) Gismos. If something on your page serves no real purpose it will only slow down the page loading time unnecessarily, so forget about those fun animated gifs and embedded midi files and tell me what your selling, why I should buy it and how I can buy it. Do it quickly or I'll get bored and go look elsewhere. Keep it simple and keep it informative.

4.) Publish any letters of thanks or references from previous customers and include snippets from favourable reviews of your eBook. If someone congratulates you on your product ask them if you can use their comments as a testimonial. Testimonials go a long long way to securing a sale. For some guys this is all they read before buying.

I find the best time to ask for references is just after you have made a sale or a few days later maximum. At this point your customer should be most satisfied with your services and they may be willing to supply you with a reference, maybe all they have to say is how easy they found it to download your eBook but at least this will help prove to potential customers that your system works and they will get the product when they pay for it. Also try contacting eBay members that leave exceptional feedback.

5.) Make sure that you tell the potential customer about all the main features of your product and provide at least 2 benefits per feature.

If you don't know about features and benefits I'll explain later

6.) Design your sales page properly by using colour effectively. This is important because people will subconsciously relate different emotions to different colours. You really can make your product more appealing by carefully choosing from good colour combinations on your sales site:

BLACK AND WHITE - Very business like and exudes authority (but can be harsh to read if there's a lot of text.)

BLUE - Inspires trust and confidence.

Neutral shades such as Browns and Greens put people at ease and make them feel more comfortable.

REDS - Can trigger subconscious warning messages and arouse suspicion but can also trigger action i.e. listing page titles.

Don't make the pages hard or even impossible to read by using a **dark coloured font on dark backgrounds** or **bright coloured font on light backgrounds**. It's not easy to read is it? But you'd be surprised how many eBay sellers do it.

Forget using that fancy font you just downloaded because it will not necessarily be installed on everyone else's computers. Putting non standard fonts on your web page doesn't necessarily mean that everyone will see them. Their browsers will revert to a standard font and it can ruin your layout. Stick with the standard fonts that everybody has like Arial, Courier or Times New Roman or better still Verdana which has been specially designed by Microsoft to make reading from computer screens easier. Remember to set the font size so it's readable on different monitors.

Don't use huge font. It is harder to read and makes you look like an amateur. Bigger is not better!!

10 - 12pt font is large enough for standard reading, and you can always **bold any points you wish to highlight**.

Page width is important too when designing your sales page, I'm sure you've come across poorly designed listings that are like watching tennis matches to read. Don't make your visitor scroll left to right to read your page by setting the page width to a maximum of 600 pixels.

Remember that as your own experience of creating listings grows you mustn't forget that many people that surf eBay are newcomers. Make it easy for them to view your listing and give them the chance to buy from you.

Effective Design:

1.) What do I expect from my listing?

Thousands of new listings appear on eBay every day and each one of them has a different purpose for its existence. It's important then to address the issue of what you want your listing to do. You want it to sell and make money so use it to sell, don't educate or entertain, don't distract from its purpose - just sell.

2.) What do I want my customers to get from my listing?

Make sure that your listing is informative and helpful and provides enough information to allow the customer to come to a buying decision. Don't create questions and leave them unanswered because it will lose sales. When you have proven the effectiveness of your product provide an easy way for people to buy it.

3.) When will my listing be complete?

The true answer should be never! To survive and prosper on eBay you must continually refine and adapt your auction layout and the mechanisms behind it, seek to improve your products and the ways you promote them. Learn from the experience of others, from your own imagination and intuition and use your mistakes in a positive way. Continually seek to improve and develop your business and give it the time and patience it deserves, if you do, you will be successful and you can make more money than you ever thought possible. E.g. imagine two guys had the same sales page text, would you buy a product with out of date images text and graphics from Mr Y? Or would you buy from Mr X who has the latest images text and up to date earnings graphics? Mr X is a clear winner.

Sales Copy & Ad Writing:

Once you're happy with the mechanics of sales page building its time to move on to what you should actually say in your listings to get people to buy your products. In business there are many ways to sell products but on eBay the cheapest and most effective way to sell is with a good sales letter.

Below we are going to look at the different areas that are important when considering what to say:

Features and Benefits:

A feature of your product is something it has, for example, your eBook has an index. That's a feature, it's something it has. The benefit is something that the feature does. A customer's buying decision is usually based on the relevance of the benefits your product offers, they are very rarely decided by the actual features of your product so you must highlight the benefits.

For example: If I were to purchase a car, the fact that it had a fuel efficient engine would not be my reason to buy it. My reason would be that the fuel efficient engine (a feature) meant that my petrol bills would be less (the benefit). My buying decision in this example is made because I will save money on fuel.

When you have a list of 10 or more benefits pick 2 or 3 and link them together.

When you're done go make yourself a coffee and read the paper or go for a walk. Then go back and read it through again, making any changes you think necessary or better still ask a friend to read it for you and ask them to give you an honest opinion.

Does it sound good? Are there any other benefits you've missed? Does it make sense and is it relevant? When you're happy it's done.

I would suggest that you actually create two or three alternate lists of features and benefits and trial them on eBay. After a few weeks change them around and see if it affects your sales, does a particular list generate more sales? If so discard the others and create new lists based on the high sellers and again alternate them every few weeks, working this way will help you to better target the needs of your customers and will result in more sales.

WHAT IS YOUR USP?

If you're scratching your head you're not alone, many so called web marketers couldn't tell you the difference between a USP and an ISP. So what is it?

IT'S VITAL TO THE SUCCESS OF YOUR EBAY BUSINESS.

A Unique Selling Proposition (USP) is a single, unique benefit that makes your business stand out from your competitors and before you go any further, before you write your sales copy and even before you start to add any words to your listing you must establish what it is, it should influence everything you write and it can change the look and feel of your listings design. -What is your USP?

Incorporate your USP into your listings headlines, and in the body text, use it to reinforce your sales message, if possible use graphics that relate to your USP, do everything you can do to get the message across.

How to determine your USP?

It should be the one unique strength or advantage you and only you deliver. (It could be any of the following :)

Price - Are you the cheapest or do you offer the best value package.

Quality - You offer the best or highest quality products with guarantees to prove it.

Service - You offer the best after sales service or response times.

Reliability - You are more reliable than the competition.

Authority - Do you have qualified knowledge? If so tell people.

These are examples only and they will be quoted by your competitors - so be different, be unique!

Here are some more ideas to consider:

Offer more bonus reports; give free articles, additional eBooks, or other freebies than anyone else.

Guarantee results (within a timeline is even better). Have the widest selection of niche content.

Offer a no questions asked 100% money back guarantee or give a FREE 30 day trial
Get the idea? Take some time, create your USP and then use it in all your online marketing efforts including your sales copy, your listing and in your newsletters. Then remember to integrate your USP into absolutely everything you do including your email signatures and any advertising campaigns.

Chapter 18. Promoting your eBook and making the sale.

So you have now created your masterpiece and you have it listed on eBay. I hope you feel good inside. Now you need to see some sales. Here are a few ideas you could use to promote your new eBook. These are in no particular order but they will all help with sales.

1, Always give any new eBook you create a top spot in your eBay store. This means anyone viewing your store will see your eBook and possibly buy. My own eBooks link directly to my eBay store thus creating a viral process that never ends.

2, Use a simple signature in your outgoing emails. Here is one I have used in the past.

Do You Need a Mentor?

www.mentorshipmonthly.com

Anyone I send an email to will see that signature. You will notice the signature creates curiosity. As I receive 100's of emails each day, this is very effective. You can use this method to promote your eBay store, higher priced items or your new eBook.

3, I also have used the exact same signature in forums I visit. I go to many eBay/marketing forums and try to give advice where I can. This method also generates sales and boosts my reputation. Do not just Spam forums; make sure you are allowed to advertise in the form of a signature. If you are allowed simply get involved and offer advice. You will soon see the sales start to come in, especially if the eBook you are selling is the same topic as the forum, (e.g. If your eBook is about training your dog look for dog training forums and get involved).

4, Use other eBooks to cross promote your products. Just link any relevant eBooks you write. This is also an excellent way to sell your higher priced items. Many of my own eBooks advertise my [membership area](#) and I know I get many sales from my eBooks by promoting it this way.

5, Submit articles to the article directories. This is another excellent free way to generate traffic. Try to do this at least once a week and this will get you recognised as an expert in your field. Take a look at some of my articles at [ezine articles](#) to give you an idea. As you will see I usually write about what I do best. (sell and create eBooks) Now you just need to write about what you do best, simply take a few paragraphs from your new eBook as a 'taster' and use the resource box to link to your 'complete' eBook, website or eBay store.

6, **Very important** - With all my products I have a 30 day refund policy and I stick to it, if someone wants a refund I will let them have their money back, very few people ask for a refund but how many people would not have bought some of my

offerings if the refund policy was not there? **Always have a refund policy and always honour it! I know this is the third time you have read this but you need to understand how important this is.**

7, I post my CD ROM's as quick as possible. In fact I try to get them all out the same day. If a customer knows they can get your product quickly they are more likely to buy from you again and again. Also word gets around about speedy delivery in your DSR's (Detailed Seller Ratings) check mine out in my feedback.

8, Offer bonus eBooks as an incentive to buy your auction. All you have to do is offer relevant bonus products that have resale rights. If the bonus products are your own which can be resold you will start the viral process again.

Bonus for you

9, If your eBook has resale rights **send it to me**. I will include your eBook in my newsletters and it will be downloaded 100s of times by fellow eBook sellers like yourself.

Chapter 19. After the sale.

As an eBay eBook seller I find myself buying quite a few eBooks on eBay and I still can't believe how many people still don't realise that eBay is not the only way to generate an income from selling eBooks. Many sellers are just seeing the eBay money and don't realise they could probably make a lot more after the initial sale.

I will now take you through the process of a typical eBook sale. First we will start with the email that is sent out to the customer after they make a purchase. Here is an email I would send out to one of my customers.

Hi,

Thank you for your order. It will be shipped by first class post within 48 hours.

Please allow at least 72 hours for UK delivery and up to 10 days for international orders.

If you have any questions please don't hesitate to ask. I am here to help.

Once again thank you for your order.

Regards,

John

Powered by: http://www.mydigitaldispatch.com/?a_aid=114&a_bid=19

end of email

Notice the link for My Digital Dispatch above. This is the software I use to deliver all my thank you emails. If you bought My Digital Dispatch from the above link I will receive \$23.45 in commissions. Now I can remember the 1st time I saw an email delivered by this software and I was amazed. So amazed I went and bought the software there and then. Now I have generated over **\$20,000** in sales of this software and a large chunk is from the affiliate link that goes out with each email I send after a sale. So that is the 1st chance I have of generating an extra income.

Proof it works. Here are my affiliate earnings from promoting My Digital Dispatch. This is another simple income stream that is extremely effective. Remember! **Many streams make a river.**

Quick report	
Product category name	Instant Digital Product Delivery
Time period	
<input type="radio"/>	Today
<input type="radio"/>	This week
<input type="radio"/>	This month
<input checked="" type="radio"/>	Time range
From Day	1
Month	1
Year	2006
To Day	28
Month	2
Year	2008
<input type="button" value="Submit"/>	
Summary	
Total clicks:	15875
Total approved sales:	430
Total pending sales:	0
Total declined sales:	26
Total approved commissions:	\$ 1667.00
Total pending commissions:	\$ 0
Total declined commissions:	\$ 502.95
Total paid commissions:	\$ 7664.60

Now let's take a look at a typical CD ROM Template I would create and send the buyer!

This is a typical CD/DVD ROM image I would place on every disk for a professional look and also to let the buyer know where and who they purchased the item from. All disks are the same so you can make these in bulk to prepare for burning of your eBooks. Remember the guys at [Planet Divinity](#) yes they are responsible for this one too.



Below you will find a typical CD/DVD ROM template which I place on all of my disks.

Here is an example of an interactive DVD/CD Rom template which I place on all my disks before delivery: www.auctionprofitstreams.com/dvdtemplate/ Click the link and take a look around so you can grasp the understanding of the 'My Purchase', 'Bonus Items', and the 'Earn Money' links.



First of all I again thank the customer, this is very important and keeps the transaction friendly. I then provide the text 'You can view your purchase via the **'my purchase'** link above. This allows the customer to immediately open their eBook which is held in a folder on the disk. Also notice the statement:

As long as you are happy with your purchase please leave me positive feedback and I will do the same for you automatically within minutes.

Once again thank you for your custom and I hope we can do business again in the near future.

Regards,

John

Remember when we spoke about customer service and being polite! Well this is another good way to avoid a negative feedback comment.

I then hit the customer with my offers and bonuses. On this template I have provided 3 links, one to a free report, one to my high ticket product which is membership to my website, and one to a huge collection of eBooks. Most people will click these links to see what you have to offer. If only 1% take me up on membership I will cover my eBay fees for listing over 100 eBooks. Now from those 100 listings I may sell about 40. Those 40 customers will receive a CD or DVD and See my offers and the process continues.

But I don't have a high ticket product to offer?

No problem, promote someone else's product. Go to clickbank and find relevant products. Here is an example.

You have just sold a 'low fat recipes eBook' so you know your customer may be interested in losing weight. Now take a look at the clickbank eBooks you could promote. [CLICK HERE](#)

And it doesn't have to be an eBook you promote. It could be a website through an affiliate link. Maybe you have just sold a 'plan the perfect wedding' eBook. You could promote a wedding suppliers website. Maybe you have just sold an eBook about 'weight loss'. Perhaps you could promote relevant physical books through Amazon as recommendations.

And it doesn't end there, you could send them to a website with [AdSense Ads](#). Integrated to them? A great company for providing free AdSense websites is www.freemonthlywebsites.com These websites will be relevant to the product you are promoting and you will get paid every time one of your displayed ads is clicked. All you would do is provide a link in the bonus items section of your CD/DVD ROM

You should also include an option to sign up for your mailing list. (You are building a list, right?) This is probably the most important thing you need to be doing as if you can capture your customers email address you could have a customer for life. In this example I am promoting my eBook marketing course. Notice the 'Bonus Items' section on the example template: www.auctionprofitstreams.com/dvdtemplate/

So can you see? Not all the money is made on eBay. You are using eBay to generate leads and an affiliate income plus offers to your higher priced products. Once you start to think like this making money from eBooks becomes a lot easier.

So next time you sell an eBook think what you can do to make further sales. Remember, your customer has already spent money with you so are in a *buying mood*. This is the perfect time to try and make further sales.

Chapter 20. Making the most out of private label content.

There are two types of resale products that I am a really big fan of. **Private label** and **brandable**. First we will talk about brandable eBooks. You cannot change the content other than put your name on it and maybe add a few affiliate links. The eBook software or the author of the eBook will do this and the author is always in control. However this means there is something in it for you as the product gets distributed around eBay and the internet and contains either an affiliate link that will pay you for any sales generated or a link back to your website.

There will also be something in it for the author, probably a link back to a high priced product. Or the author may charge for branding the eBook. If your selling eBooks on eBay you're better off having something that links back to your network. Then even if you are promoting someone else's product there is something in it for you after the sale has been complete.

If you want to receive a ton of brandable eBooks for free visit:

<http://www.viralebookexplosion.com/>

Now I will let you into a little secret here. **I don't write most of my eBooks**. Yes, some I have wrote 100% myself (this one I did write) but most are simply bought as private label content.

A private label product is not a finished ready-to-sell item like most eBooks are. Instead it will be the raw source material that you can use to produce a finished item. These will be in a word processor format, like MS Word. You can usually modify the content and even put your name as the author. You can basically do what you like with it.

You need to understand there are many websites providing private label content and many have their own terms and conditions. Be sure to check out these terms before you start.

Here's what I usually do with private label content, this method earns me \$1000s every Month.

First of you need a private label product. Visit www.planetsmsresources.com

Now as an example we are going to imagine the private label product we have acquired is all about 'training your dog'. It really makes no difference what the subject is.

Now I would first read the eBook to get a feel for the subject. Then I would spend an hour or so researching the topic on the internet. Finding out all I can about training dogs.

Once I've done this I make a list of points I want to make in my own version of my eBook, I read through it again and start editing the content so it says what I want it to say, I cut and paste to copy sections into the right place. Now I look at the way my draft reads now and see if it fits my style of writing, my personality and my business.

This puts my 'spin' on it and makes it **100% unique to me**. As long as I have rearranged, edited, removed, added and **made the product unique to me** I can do whatever I want with it.

Now I would go to google and search for relevant affiliate links. I have not looked but I know there will be 100s of dog related products I could promote. I would include these affiliate links in the text of the eBook. Here is an example.

"The [planetsms](#) training lead supplied by the [planetsms dog training company](#) is probably the best on the market and has been proven to help train your puppy. The best way to use this lead is to blah blah blah"...

The above links would be affiliate links to your related product. You would also provide affiliate links to high priced dog training eBooks that would be sold on [clickbank](#)

At this point I would tweak it, proof read it, (get someone else to do this) and then go ahead and publish it. There are many free word to PDF publishers on the net, try [www.primopdf.com](#) and [www.openoffice.org](#)

Now here is what I do.

I grant master resale rights. I sell it on eBay and make it as easy as possible for anyone that wants to sell it on eBay themselves by providing a sales page, eBook cover, CD/DVD cover and also allow them to copy and resell the disk, and I even provide the thank you email. I make it as easy as possible for the buyer to start reselling my product as I want as many people as possible viewing my eBook, the reason being it will generate me an affiliate income and it will bring visitors to my eBay store and my website and this is where I sell my higher priced items, my membership, my complete packages and anything else and also get adsense clicks. But the most important thing of all is I get to **capture subscriber email addresses**. Once you have a visitors email address you have a potential customer for life. This is what it's all about, this should be the number one goal of your business. **The money IS in the list**. You need to create as many products as possible to build your list, the more products you create the more money you will make, **it's as simple as that**.

And here is something that can earn you even more? Why not make your own brandable eBooks from private label content? This can be extremely profitable for two reasons.

- 1, You would have at least one link on the eBook main page that would link back to your products or services.
- 2, You could charge people to brand the eBook, thus generating 2 forms of income from one eBook.

This is how you would do it

Again, on the same subject let's imagine the private label product we have acquired is all about 'training your dog'.

Now you need to think about the links you will allow to be edited, this would usually be a link to the buyer's website and/or eBay listings. This will encourage the buyer to promote your eBook. Remember, your eBook would still contain **your** affiliate links and a link to your website.

On the eBooks main page you could have the following links

- 1, This eBook is brought to you by www.buyersdomainname.com
- 2, Visit my about me page. **CLICK HERE.**
- 3, View my eBay auctions. **CLICK HERE.**
- 4, Get even more FREE eBooks. **CLICK HERE.**

The **CLICK HERE** links above could be branded.

If you want to see a real eBook showing these examples [check out the resources page](#). This will give you a better understanding of what I am explaining.

Now as you can see there are 4 clickable links in the eBook. You would let your customers edit links 1,2 and 3. Link 4 would link to **YOUR** website or offer. This would never change and it gives the buyer a lot of links to edit for an affiliate income.

Now here's where it gets exciting.

You could either offer free branding or sell the branding rights. If you offer free branding rights make sure you at least capture a subscriber email address. However, you're better off charging then you're sure the buyer will want to distribute the eBook as they have invested in it. Now this is what happens...

Let's say in 1 Month you have sold 50 eBooks. You now have 50 possible buyers of your branded version; let's say 5 buy branding rights. You now have 5 people actively selling your eBook as there is something in it for them. However, in all of these eBooks you have the 'free eBooks' link, or whatever link you choose and you still have any regular affiliate links you have added to the eBook as you compiled/wrote it.

Plus out of the 50 original buyers many will be selling the eBook as it is with all your links intact plus your original ad to brand the eBook. In time your eBook will be all over eBay and the internet. Each one linking back to your website like a homing beacon. Give it a few Months and you will see your eBook all over the place, all promoting your services. Once this viral method kicks in you simply can't stop it. Just picture the streams we talked about getting bigger and **BIGGER?** This could be your eBook.

Ok, so how would we do this?

First of all you need some content, you could write your own or use private label content.

Now you need some eBook compiler software. The eBook creator I use is called Viral PDF. Take a look at this by [clicking here](#). This software is excellent and is quite easy to use. The beauty of this software is it has its own branding tool, this means everything can run on auto pilot. Although it can be quite difficult to set up there are step by step video tutorials included. Just check out the help files.

Always always **always** include a sales page, your templates graphics and so on with your eBook. This makes it easier for the eBook to be resold, the easier it is the more it will be sold. I know I keep mentioning this but it is very very important to make it as easy as possible for the buyer to resell. People are naturally lazy (no offence to anyone but we are) the easier you make it the better it is for you in the long run and from a viral point of view.

Now create your eBook and make sure you mention the eBook can be branded and link this to your sales page. Be sure to include relevant affiliate links. Now list your eBook on eBay, you need as many people as possible buying your eBook so keep the price low. If you wish you can even let me distribute your eBook through my newsletter, 100% FREE, just contact me and I will include it for you.

Once you have sold a few copies things should start to happen. When it does your off and running, now simply **do it all again**. Go and create another stream. The beauty of private label eBooks is you can set up a product in a matter of hours and create a product that will earn you money for years to come. It really is that simple, so **take action** and **start earning**.

One of my biggest private label secrets...

The method I am about to present to you has earned me over **\$10,000** on complete autopilot and I am about to reveal exactly how I done it. First of all you need some private label content. You also need to make sure the private label content you are using can be resold and the company you have acquired the eBook from has an affiliate program. In this example I am going to use a company called [Push Button Health](#). What they basically do is let you have 2 private label products in the

health niche each month for a monthly fee. Of the 2 products they provide each month they let you grant master resale rights to one

So What I do is everything I have just explained in this chapter, I edit the content and add my affiliate links and other links to my products/services. Now here's where it gets interesting. At the start of the eBook I add this:

Thank you for your purchase!
You have master resale rights to this eBook; you may resell it and keep 100% of the profits as long as you do not modify the content.

If you would like to get more **FREE** eBooks that you can resell

[CLICK HERE!](#)

If you would like to see the premium eBooks I have on offer

[CLICK HERE!](#)

[EBook content provided by pushbuttonhealth](#)

If you want content to create your own eBooks

[CLICK HERE!](#)

Notice how I promote Push Button Health? Well I am promoting them through my **affiliate link**. If anyone clicks that link and joins Push Button Health I get paid a recurring commission of \$17 per month. This method alone has earned me over \$10,000 from Push Button Health and I do it with many different companies. If you want to see more check out the [resources](#) page.

Proof it works. Here are my affiliate earnings from promoting Push Button Health. Once again this is another simple income stream that is **extremely effective**. Remember! **Many streams make a river.**

[UPDATE YOUR INFO](#)
[CREATE YOUR LINKS](#)
[IN-DEPTH COMMISSIONS](#)
[TOP 100 REFERRERS](#)
[OVERVIEW FOR THE YEAR](#)

Welcome Philip John Thornhill
[LOG OUT](#)

Your affiliate url:
<http://www.pushbuttonhealth.com/cgi-bin/affiliates/clickthru.cgi?id=planetsms>

Affiliate Program Summary for March 2008

March ▾ 2008 ▾

	March	Accumulated
Raw Clicks:	281	14668
Unique Clicks:	225	11616
Sales generated:	25	624
Clicks per Sale (CPS):	9	18
Commissions Earned:	\$425.00	\$10608.00
Paid so far:	\$0.00	\$9622.00

Once again that is an income stream I could not stop if I wanted to as there are so many people selling my eBooks with the above links in. The beauty of this particular stream is I have a ready made product each month. All I have to do is spend a few hours editing the content and adding my affiliate links. I would also like to add that after using this method for over 2 years my affiliate earnings for this particular stream is **still growing** each month.

Important! If you decide to try this remember you can only do this with one product out of the 2 released each month. Also remember as private label content is so hot right now there are 100s of similar companies. All you need is the ability to grant master resale rights and the means of promoting through an affiliate program.

Another way you can do this is to buy a collection of private label material that allows unrestricted rights, what this basically means is you can do whatever you want with the content including granting resale rights to others. Then all you have to do is add the link 'Content provided by' and link this back to your sales page containing a collection of private label material. If you do it this way you get to keep 100% of any sales.

Chapter 21. Become an expert in your field.

If you become an expert in your field you will sell more products. While you do not necessarily need to be an expert **you need to be seen as an expert**. By following the simple methods below you will be seen as an expert.

1, You should submit at least one article a week to the article directories.

All the article should contain is a little bit of information about your chosen topic. Just be yourself and write from the heart. All you need is about 400-800 words. It should take you no more than an hour to do. Make sure you link the article to your newsletter sign up page or offer page. To do this simply include a short description about yourself at the end of the article. If you want to see how I have done this [click here](#) to look at some of my articles. Now submit this to article directories such as www.ezinearticles.com/

You should also consider some form of article submission software. I use [Submit Your Article](#) and I can highly recommend them.

There are many more and all you need to do is search google. Try to submit to as many directories as possible, the more directories you submit to the more visitors you will receive. And your not done yet, not only are you going to submit what you have written to the article directories, you can also submit this as a guide on eBay. Just visit the [eBay guides section](#).

And best of all, you also have the perfect content for your 1st blog. Now you can start generating income from advertising and affiliate recommendations, you can also add AdSense ads to further increase your profits. To set up a blog visit <http://wordpress.org/>

Now you are becoming an expert in your field, you are starting to build an army of followers, people who will look up to you and trust you.

Feels good doesn't it?

2, Take part in forum discussions.

Simply search google for relevant discussion forums related to your product, become involved in discussions, polls, reviews. Post questions to get conversations started. **Just get involved.**

The reason behind this is you want to be seen as an expert. You also want people to see your forum signature (as long as it is allowed) that will show under each post you make. If you do this right people will click on your link, visit your website, sign up for your newsletter and start receiving your emails. Now we are really getting somewhere.

3, Create a viral report or eBook.

Just a simple report containing 1000-3000 words will do. Just make sure it promotes at least one of your products or website. Add this to your autoresponder series or even give it away for signing up to your blog. Allow this report to be distributed and sold freely and watch the visitors roll in. Again, use places like the free eBook section of the [Warrior Forum](#) to distribute your report.

Quick Tip! Make your eBook or report brandable and you will make a lot more money. If someone can include their affiliate link and earn money for distributing your eBook don't you think they are more likely to promote it?

Chapter 22. How to capture leads and generate traffic using eBay.

What if I asked you what a subscriber is worth? How much would you say? While there is no definite answer to that question a lot of people say each subscriber is worth one dollar per month. I will half that and say 50 cents just for arguments sake.

This means if you had a subscriber base of 10,000 you can expect to earn \$5,000 per month if you do things right. While that figure is just an estimate lets just say \$5,000 for now, for some it will be a lot more, for some less.

So if each subscriber were worth 50 cents each it's a safe bet to say you would pay \$1.00 to gain a new subscriber. This means after 2 months you would be making profit from each new person on your list. So would you buy 1000 new subscribers for \$1,000? I bet you don't know the answer to that one as \$1000 is a lot of money?

Well what if I asked if you would buy 1000 new subscribers for \$200? That's only 20 cents per subscriber. Now you would be interested wouldn't you? Plus what if these subscribers were people who are willing to spend money online and not just freebie seekers? How do we know that? Because they are browsing eBay. Anyone browsing eBay is someone looking to **buy something**. So if you can capture that person's email address you could have found a customer for life. And if you could buy that lead for around 20 cents would you be interested? If the answer is no I suggest you stop reading now as you just don't get it and probably never will. (Sorry but that's the truth.)

So I will say this again. **Your number one goal in your online business is to build a subscriber database as they will earn you an income for life.**

I usually add 100+ subscribers to my mailing list(s) each day. I do this because almost all of my websites have some form of lead capture tools in place. If you think back to when you bought this eBook you will notice I tried to capture your email address or you purchased it via an email sent to you because you were already on my list. Like I have said earlier this should be the number one goal of all your websites.

We know that an eBook is the perfect product to sell and we should be building a list. **So let's use one to build the other using eBay.**

You can list an eBook on eBay for as little as 20 cents. So it's logical to think if you can capture **only one subscriber** from that listing that it is money well spent.

To do this is not very hard if you do things right. First of all eBay don't allow external links from your auctions unless it's something related to the product you

are selling. But eBay do allow you to link to your eBay store and about me page. And from your about me page you are allowed to link to your own websites, you are also allowed to add a subscriber opt-in form. eBay don't have a problem with this. So this is the process you need to follow:

Get visitor to your auction > Get visitor to your about me page > Get visitor to give you their email address or visit one of your websites.

When someone visits one of my auctions they will generally do one of 6 things.

1. **Buy the item.** If they buy the item that is brilliant as I get the chance to up-sell and capture their email address. (More on this later)
2. **Visit my eBay store.** If they visit my eBay store it's looking good as they may visit multiple auctions. Each time considering visiting my about me page or buying.
3. **Visit my about me page.** If they visit my about me page I now have the chance to capture their email address. I am hoping they either visit one of my websites or sign up for my email course. If you can do that with one visitor for each auction you run you would be adding new subscribers to your list for as little as 20 cents each.
4. **View my feedback.** If this happens I am now being 'checked out' and this should result in the visitor browsing, maybe checking out my store, about me page or other listings.
5. **Ask me a question.** If this happens I have usually made a sale. I will be polite and answer the question. I also have a signature in my email that offers another product or service. (More on this later)
6. **Leave the page.** This is the only option I don't want. As long as this does not happen I am in business.

Let's take this whole process one step at a time:

- **Get visitor to your auction:**

Your auction title is crucial as this is what gets a potential customer to view the eBook that you are selling. You could be selling the best eBook ever written but if no one clicks on your auction title you won't make a cent. So remember to make your auction title keywords related and use all the 56 characters that are available.

- **Get visitor to your about me page:**

This is probably the hardest part and you have to be very careful with eBay's rules here. You are allowed to link from your listing to your about me page. EBay also provides a link to your about me page in your profile. What I have done personally is add a nice graphic at the bottom of my listing linking to my about me page, I also have a link to my eBay store. Here they are:



Nothing fancy, just 2 simple links at the bottom of each listing. This gives the visitor a simple choice, buy, browse or leave.

You can experiment and see what works for you but you should always check eBay's policies regarding this. You can find eBay's about me page terms [here](#).

- **Get visitor to give you their email address or visit one of your websites.**

At the time of writing this eBook my about me page has a simple opt-in box and a link to my newsletter. It works well for me but my feedback score plays a big part in generating subscribers. If you want to view my about me page [click here](#). If you can't offer a course or something similar consider offering '5 Mystery eBooks'. This is a method I have used on a lot of my websites and it works very well. Make sure you put a value on the eBooks, EG:

Get 5 mystery eBooks FREE!

That's right; get 5 mystery eBooks that I currently sell for \$4.99 each **completely FREE!** That's a saving of \$24.95 Simply enter your details below and your eBooks will be delivered instantly.

Also feel free to visit my websites:

www.addyourwebsiteshere.com

If you have a good feedback rating and are already doing well on eBay compile a short report giving away some 'secrets' to your success. In this report offer links to higher priced products, these can be your own or related affiliate offers.

Perhaps you use a particular tool or software program to help you run your eBay business. If so see if they have an affiliate program and recommend it in your

report. As this is something you use yourself it will give your recommendation more credit.

Now offer this report as a free gift from your about me page in exchange for contact details. Offer the same report from your websites and in no time at all your list will be growing. It is important you put a value on your report as this gives perceived value and will help your conversion rates. EG:

Discover How I Earn Over \$1000 Each Month Selling Widgets on eBay!

That's right; Last year I earned over \$12,000 selling widgets on eBay. And now I am going to show you **exactly** how I done it. I have compiled this special report valued at \$47.00 that shows you exactly how I run my eBay business.

Simply enter your details below and your \$47.00 report will be delivered FREE to your inbox instantly.

In time this 'free' report will generate 1000s of subscribers and earn you \$1000s as it promotes your other products and/or generates you an affiliate income.

Remember! This all starts with a 20 cent listing on eBay. Now can you see how it works?

And you will be glad to know we are just getting started. So far I have only covered a few ways to generate traffic and leads. There are many many more ways.

Open an eBay Store.

This is not something I should really have to explain. If you want to be a serious eBay seller you simply must open an eBay store. This gives you your own unique URL to generate visitors. Here is mine:

<http://stores.ebay.com/PlanetSMS>

See how easy that was? Just like that you could be browsing my store and making a purchase.

There is also another excellent feature having an eBay store gives you. The [Sign up for Store newsletter](#) link means you can start to build your own eBay mailing list. This gives you the opportunity to email anyone who signs up to your store newsletter via eBay. You also get the opportunity to add a link to your newsletter sign up page in **every auction**. How powerful is that?

Another feature is the [Add to Favourite Stores](#) link. Anyone doing that will have your store details saved in their 'my eBay' profile.

These links can be displayed in the top right corner of **all your auctions**.

If anyone clicks on those links and signs up by default eBay will email them once a week displaying your listings. And this doesn't cost you one cent.

You can also email your eBay list once a week, you can use this to advertise new products or any offers you are currently running. This is a very very powerful tool indeed what so many eBay sellers seem to overlook.

If you have an eBay store and wish to add these setting go to your store and look at the bottom right corner of the page:

1. Click the Seller, manage Store link.
2. In the **Marketing Tools** > Shop Marketing section click Listing Frame.
3. In the **Listing Frame Features** section check Show my Shop listing header in my listings.
4. In the **Shop Listing** Section check the following. Store breadcrumb path above my listing header > Link to "Add to Favourite Shops" > Link to "Sign up for Shop newsletter".
5. You can also link to up to 5 store categories if you wish.

Use your eBay about me page to promote your website.

This is the only place eBay allows you to advertise products or services outside of eBay. This is another way to generate free traffic and be seen as an expert as if an eBay visitor sees you have websites on the same subjects as your eBooks you will gain more credibility.

Use winning bidder emails to promote your similar websites or other products.

When someone buys something off you on eBay you have the perfect opportunity to sell them something else. Just provide a link to your store or websites in your winning bidder emails. If you have multiple products in the same niche you will instantly be seen as an expert.

Use your 'thank you' page to make other offers to your store or similar niche products.

Were you made another offer from me when you downloaded this eBook? Of course you were. I do it all the time and this is a highly successful way of generating more profits.

Selling Manager and Selling Manager Pro.

One of the most valuable tools you can have as an eBay seller is [Selling Manger and Selling Manager Pro](#). This helps you fully automate your eBay business. Selling Manager comes as a free subscription as long as you have an eBay store and Selling Manager Pro is priced at \$15.99 per month. If you are deadly serious about your

eBay business I'm afraid this is a must as it helps to fully automate your eBay business.

Not only that, it also allows you to send custom emails to your buyers. Emails that can contain a signature link to your eBay store and about me page. Emails such as:

- **Winning buyer notification email.**

When your buyer wins an auction or buys one of your items they will automatically receive an email, this email can contain payment instructions. **And a signature link.**

- **Payment received email.**

Once payment is received from your customer an email will be sent. This email can remind your customer to contact you if they need help. **And also a signature link.**

- **Payment reminder email.**

This will send out a reminder email if payment is not received. I have mine set at 3 days. **Don't forget the signature link.**

- **Feedback reminder email.**

I have this set to send out a reminder to leave feedback if I have not received it 10 days after the sale. **And I add my signature link.**

There you go, 5 more ways of generating traffic back to your store and about me page. This is well worth the \$15.99 per month eBay charges.

Now let's cover methods of generating leads from your products and services outside eBay.

Method one, the leaked chapter.

If you are selling an eBook from your website consider offering a 'leaked chapter'. This will build a nice list for you and you can follow up on anyone who downloads it. Did you notice I offered you a leaked chapter of this eBook? Then at the end of the chapter provide a link to your full priced product. Not only will you build your list using this method, you will also make more sales.

To see how I have done this visit: www.auctiontrafficexplosion.com/

Method two, the mini course or 'eCourse'.

Simply create a 'mini course' that reveals a few secrets. Make this a seven day course and add this to your autoresponder sequence. At the end of each day leave the reader wanting more. Of course to get more they will need to buy your product so be sure to 'pitch' your product at the end of each email. To see how I have done that visit: www.ninetydaypowerseller.com

Method three, the video tour.

Consider offering a behind the scenes video tour of your product. Show your potential customers what they will receive if they buy your product. To see how I have done that visit www.resalerightsblueprint.com/

I use [Aweber Communications](#) to manage my mailing list. Most of the top sellers use them and you can try them out for free. There are cheaper and even free options but please bear in mind your list is your most important asset.

Chapter 23. Tips, tricks, methods and secrets.

Below is a quick list of methods you can use to increase sales.

1, People are more likely to buy something if it is limited.

Make something limited and you will sell more. If you send an offer to your subscribers make it last 48 or 72 hours and then close the page once the time is up. Make it clear the sale is limited in the 1st sentence; I guarantee if you do this you will sell more copies than a regular sale. Be sure to close the sales page after the time elapses or you will look like a liar who can't be trusted and this will ruin your reputation. It also shows you mean business and next time you limit something people will believe you and you will sell even more.

Proof it works! Methods 1, 3 and 4. I once listed 500 eBooks at \$10 each live on eBay. It was a *'LIMITED one off never to be repeated auction'*. Because of that I sold all 500 copies with over 24 hours to spare. [CLICK HERE FOR TRANSACTION DETAILS.](#)

2, People love a great story.

Did you enjoy the comments about me quitting my job and going full time online. I assure you that is 100% true. I love reading success stories like that and most people are the same. Especially if someone is stuck in a dead end job, they see themselves free of work in the future. You will see this method used a lot on sales pages.

3, If someone sees others buying a product they want to know what they are missing out on.

Sometimes an eBay auction can snowball out of control just because people see others buying the product and they feel they have to see what they are missing out on. This can also happen on the WSO section of the warrior forum. (See resources page)

4, If people get excited about a product others will buy it.

If someone raves about a product others will follow and buy. This is why you see so many testimonials on sales pages.

5, Controversy sells products.

Someone may hate this eBook and make a post on a forum saying so. And at the same time someone may love this eBook and say so. This could start off a long running thread that can only make me sell more copies, in fact if you have anything to say about this eBook I would appreciate you do it on a forum, you will help me sell more copies.

Can you create a controversial product? The [Rich Jerk](#) is a perfect example.

Chapter 24. (Bonus Chapter) More money making ideas.

Below are a few ideas that may help you with your online ventures.

The beauty of eBay is you can watch successful sellers and see the methods they use to make sales.

If you want to see successful sellers in action just look on eBay. Simply browse the information and business sections and you will see 1000s of eBooks, websites, software and ready made businesses for sale, almost all will be providing a solution to a problem, a way to make money or a way to save time.

By simply browsing eBay and looking at sellers completed items you can see what items are the best sellers. Another excellent place to look is the [Warrior Forum](#), this is probably the best money making forum on the internet and I find myself browsing on a daily basis. If you have never been to this site before try and spend a few hours just browsing, at first it may seem a little overwhelming but once you get used to it you will find it is a place full of useful info. Be sure to check out the Warrior Special Offer section for more money making ideas. Just look for the 'hot topics' and see what is on offer.

Remember! The most successful products are usually the following:

1, Money making information. This is usually (not always) in the form of eBooks and can be related to eBay, AdSense, AdWords, blogging, list building and so on. There are a lot more topics but these are the most common.

2, Time saving information or services. EG, article submission services, writing for others, (articles, eBooks) private label products, website building products, ready made websites.

3, Solving problems. EG, software, eBooks, tutorials, (video tutorials are red hot right now)

Well John, it's easy to say what type of product to sell but I can't write, can't make software and don't have a clue about website building?

I have never created any software yet but I do have plans to do this in the future and while I can edit websites I very rarely build them myself. I have people who I pay to do that for me. For services like this try www.scriptlance.com/ or www.elance.com

You can get almost anything done there from website and software creation to eBook and article writing. Just have a browse and you will soon see how the site works.

Or if you can't write well you could get an eBook written on any topic you like and do exactly the same thing. Or you may have an idea for some software, go to scriptlance and see if it can be made. If so then great. You are now selling your own software.

You see, people think if they do not have the knowledge to create something it can't be done but there are 1000s of people who are willing to make you anything you want for a fee.

It is also advisable to check the Warrior Special Offers section of the [Warrior Forum](#) at least once a week as you will find many similar services being offered there.

So now I am hoping you have some ideas for products of your own.

Also remember that your subscribers and customers are telling you what products you need to create, all you need to do is listen.

But John, I am just starting out and don't have a list or customer base?

No problem, if you become active on eBay you will soon receive a ton of questions.

How do I sell this eBook?

How do I create a sales page?

How do I sell this on my website?

How do I set up my 'about me' page?

How do I?

How do I?

How do I?

Whenever someone asks you 'how do I' there is an idea for a product.

And even if you are not active on eBay, have no customers and no list you can still get product ideas. Just visit any forum in your chosen niche and look for **problems** that people are having. Then create a product that solves the problem.

I am letting you into something big here. For proof just login to the [Warrior Forum](#) and you can actively see people doing exactly what I have just said.

Someone has a problem and along comes someone with a link to a product that solves the problem.

Just remember, where there's a problem there's a product waiting to solve it. **Your product...**

"Everyone Should Have at Least One Product on ClickBank"

One of the number one reasons for my success online is my affiliates, yes if it wasn't for my affiliates promoting my products I wouldn't be where I am today.

So what I am telling you here is get your own affiliate program started! No matter what you sell online you can usually create an affiliate program. Look at all the big online companies such as Amazon and eBay and you will see most will have some form of affiliate program. This is because they value the efforts of others and are willing to pay them to deliver traffic and sales.

And the beauty of selling information is you can always offer 50% commission as you are technically selling 'fresh air'. Yes, you may put a ton of work into an eBook but once it's complete every single sale you make is 100% pure profit as the product is digital and not physical.

Could you imagine Amazon offering 50% commission on a book sale? If they did they would lose a fortune. This is another reason why selling information is so profitable.

And if you are creating your own information products and want to recruit affiliates look no further than [ClickBank](#). The way I see it is they are the best program for affiliates as they make everything so simple. All your affiliate needs is their [hoplink](#) and a product to promote and they're off. No complicated forms to fill in or worries about receiving affiliate payments.

This is why almost every new 'premium product' I create (that's a product without resale rights) I sell via ClickBank. The main reason is because of the [ClickBank Marketplace](#). There you have thousands of experienced affiliates looking for products to promote. These are affiliates who know how to drive traffic to your sites, who know how to use Google AdWords, who have large mailing lists, popular Blogs and Newsletters and who can make you a ton of money if you create a product they are looking for.

As an example I have one affiliate who brings in on average about 10 sales a week for me for one of my products and has done since July 2007. All because he published a review of one of my products on his Blog. You see, he knows how to effectively use his Blog to promote affiliate products and I am reaping the rewards. I don't have to do anything and I'm getting paid.

This is why I strongly believe that everyone should have at least one product for sale on ClickBank.

Chapter 25. Summary.

Congratulations on making it this far, I am hoping you have learned something and have a few ideas about money making eBook topics and how to use eBay to generate those money making leads.

What you also need to understand is eBooks are still relatively new and there are still millions to be made, whether you become a part of the eBook revolution is up to you. Only people who take action will succeed so I urge you to get started. I really have revealed all my money making streams in this eBook and it is now up to you if you want to follow my advice.

If I could leave you with one piece of advice it would be to go and write just one eBook, it needn't cost you one cent so you have no excuses. Make one eBook and see how it goes. Remember, if you ever need any advice whatsoever contact me through my helpdesk:

<http://www.planetsmshelpdesk.com/>

Now go and write that eBook.

Until next time...

John

Testimonials... If you like what you have read and would like to leave me a testimonial please visit <http://planetsmsblog.com/category/testimonials/>
You may also include a link to your website or eBay store.

Resources

This is where most marketers add a ton of affiliate links. Not me, if you want to take things further I am recommending one more product. Simply visit:

www.mentorshipmonthly.com/



