

Easy Guide To Internet Riches

By

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INTRODUCTION

Congratulations on purchasing this ebook. As we progress you will discover that you made a wise decision by getting this ebook.

Selling products and/or services through the internet is one of the fastest growing methods of doing business in the world today.

Thousands upon thousands of people from all walks of life, and in all parts of the world are into internet business, with more coming in every day. Some of them are grossing in the millions, a huge number of them are making five and six figure incomes.

Internet business appeals to almost everybody with a desire to get rich. Generally, it doesn't require complicated equipment, a lot of start-up capital, or an expensive office.

Internet business is a kind of business that can be run by anyone from the comfort of his or her home. About all that's required for success in internet business is a good understanding of what people buy, why they buy, and an operational plan that will lead you to success.

So you've got to decide what you want to sell, who your buyers will be, and then, program your selling efforts in such a way that these people will buy from you.

The best, and the easiest selling product is information. Information has the greatest appeal to the most number of people. It is the most wanted product in the world. People are desperate to get it. And they want it instantly.

You can fill a tremendous demand for information by creating your own ebook and selling it on the internet.

Millions of people are searching online and spending huge amounts of money on valuable information every year, and with life's pressures, frustrations and difficulties ever increasing, demand is going to skyrocket.

People are hungry for all kinds of information. They search on the internet daily looking for the specific information that will help them be successful, live longer, be happier or attain good health. And they are willing to pay good money for information that will help them get what they want. Ebooks satisfy their hunger immediately.

Millions of dollars worth of information are sold every single day throughout the world. The information publishing business is a multi-billion dollar industry and I'm sure that you can cash in on it.

Most businesses require several thousand dollars to start. Unlike such businesses, selling information on the internet can be started with a small amount of money.

With ebooks, the costs are practically nothing once the products are created. You have no shipment and handling costs because the ebooks are accessed by the customer directly from the internet. No need to make your customer wait any waiting for a package to arrive. Your customer can download it automatically and instantly once payment has been verified.

You simply keep one copy in your website and buyers will continue to download your ebook after each purchase. So you are basically selling the same computer file over and over.

When you create an ebook, you simply need a computer and an internet connection, and a simple ebook creation software.

You can automate your business, and spend your time however you want. I mean, you don't have to sit at the computer to process orders. You can put sales and delivery on autopilot. That way, you'll still be able to make money even when you're out playing or on vacation.

Once you completely automate the sale and delivery process, your website does everything for you. Your website takes the order and delivers the product. You can sell your ebook 24 hours, 7 days a week, without you having to be present.

Creating just one ebook on a hot topic can put serious money in your bank account. The information publishing business has made a lot of people very rich already, and will make a lot more people even richer in the coming years.

Once you know how it's done, you can easily create several ebooks, all making money for you on a monthly basis. That's how you can get rich on the internet.

I really hope you enjoy reading this ebook, and that you find it extremely useful.

Wishing You Success,

Conleth C Onu

CHOOSING A TOPIC

What do you know a lot about? What skills do you have? What could you teach others? Think about all the things you have done in your life.

Everybody knows something valuable. You have life experiences and knowledge that other people are willing to pay for.

As you go through life, you encounter and accomplish tasks that you can share with other people.

Are you an expert in website design? Do you know a great way to lose weight? Do you know a way to deal with stress on the job? Do you know how to save money on electric bills, insurance, mortgage, vacation, and so on? Have you recently purchased a car and learned an important lesson that can benefit others?

Maybe you've gone through business failure once and had to start again. You could develop an ebook on this topic and give others advice that would help them avoid the mistakes you made.

There are people who want to read how you overcame certain problems in your life. Think about the obstacles or negative experiences you have been through in your life. You may have:

Recovered from a serious illness.

Been ripped off in a scam.

Recovered from an addiction.

Been through a divorce.

Perhaps you can show others how they can prepare for, or cope with, a negative experience that you've already been through. Yes, there is a market for your knowledge and experience. People will gladly pay to learn from your knowledge and experience.

The following list of titles is provided to spark your creative juices, to get you thinking about all the topics you can capitalize on. Make sure you read through this list because it will make you realize that there are many subjects for writing ebooks.

How to build your own home fitness gym.

How to become a successful real estate investor.

Successful ebook marketing tactics.

Complete guide to setting up an internet business.

How to make a fortune in the stock market.

How to get out of debt.

How to cure your colitis.

How to get rid of your acne.

How to build your own house.

How to cook hamburgers.

101 different ways to promote your business.

How to have a happy marriage.

How to find your soulmate.

How to get stains out of carpet.

How to raise healthy children.

1001 places to get free things.

Successful advertising tactics.

How to make money online.

How to sell books on eBay.

How to make a fortune online.

How to start your own Internet business.

How to start and operate your own mail order business.

How to publish your own book.

How to set up your own office.

How to raise healthy children.

How to raise responsible, happy children.

How to successfully sell your own book.

How to start and operate a video taping business.

How to start a collection agency.

How to plan and publicize special events.

How to raise and train dogs.

How to create profitable information products.

How to start your own profitable online business.

How to make money with your camera.

How to create your first website.

How to write your own book.

How to create and market your own ebook.

How to make money publishing special reports .

How to repair your own car.

How to write effective resumes.

How to make money in mail order.

How to get a better job.

How to start a nursery school.

How to get rid of sinus problems.

How to cure digestive disorders.

How to start a home business.

How to care for your pets.

How to operate a tire recycling business.

How to buy government surplus.

How to buy and sell houses.

How to sell your own house.

How to start your own cleaning business.

How to become a loan broker.

How to develop better memory.

How to repair your credit.

How to create successful websites.

How to increase sales in your business.

How to successfully publish your own book.

How to repair your computer.

How to protect your valuables.

How to protect your house from burglary.

How to establish excellent credit.

How to develop your psychic ability.

How to develop mind power.

How to control events with your mind power.

How to improve your posture.

How to hypnotize others.

How to get free advertising.

How to create high-demand ebooks.

How to become a motivational speaker.

How to enjoy sleep without pills.

How to change bad habits.

How to win at bingo.

How to avoid stress.

How to overcome procrastination.

How to play better tennis.

How to read faster.

How to overcome sex problems.

How to stop smoking.

How to improve your vision.

How to grow house plants.

How to get whatever you want.

How to write business letters.

How to become a chef.

How to understand women.

How to understand men.

How to sell a business.

How to write a business proposal.

How to write a business plan.

How to understand your dream.

How to run faster.

How to plan a wedding.

How to start a consulting business

101 ways to make money on the internet.

105 ways to make money at home.

How to write a hot selling ebook.

How to care for your elderly parents.

How to overcome shyness.

How to overcome drug addiction.

How to overcome nicotine addiction.

How to prevent gastritis.

How to cure your stomach ulcer.

How I cured my ulcerative colitis.

How to get rid of hemorrhoids.

Natural remedy for acid reflux.

How to stop snoring.

How to stop smoking.

Surefire ways to train your guard dog.

Potty training made easy.

What you need to know to protect your business from lawsuits.

Everything you need to know to get rid of intestinal parasites.

Discover magical techniques for influencing other people.

How to get the job you really want.

Secrets to getting your dream job.

How to start an eBay business.

Secrets to making money in real estate.

How to make your own beer.

How to protect yourself against a mugger.

How to get the best deal on a used car.

How to save money on a used car purchase.

How to keep moles out of your yard.

How to sell information on the internet.

How to make a fortune with your computer.

The secrets of getting anything you want.

How to lose weight without dieting.

How to build muscles.

Insider secrets to losing weight without dieting.

How to lose 10 pounds in 10 days.

How I cured my digestive disorders.

Ten steps to financial freedom.

How to enjoy good health at any age.

103 fun and easy ways to make money.

How to write a book in 30 days or less.

How to improve your memory.

The secret to looking 20 years younger.

How to look 20 years younger.

Secrets of successful Internet marketers.

How to sell your knowledge online.

How to make money online.

How to profit from your knowledge.

How to raise healthy children.

How to start a mail order business.

How to start your own internet business.

How to erase bad credit.

How to build good credit.

How to pray effectively.

How to play Gospel style organ.

How people get rich with ebooks.

How to make money in music.

How to play piano.

How to teach yourself to play piano.

How to play guiter in 10days.

How to read music in one evening.

How to redocorate your old piano.

How to make money with your home pc.

How to quit smoking in 30 days.

How to beat insomnia.

Cooking tips for newly weds.

Alimony laws made simple.

How to select a baby doctor.

How to save money on groceries.

How to save money on your clothing bill.

25 ideas for your next birthday party.

How to choose the right hair style for you.

How to grow gorgeous roses.

How to detect fake antiques.

How to restore antiques.

How to write poetry for pleasure.

Decorating tips for your bedroom.

How to decorate your windows.

15 ways to beautify your kitchen.

How to win on the horses.

How to teach your horse to jump.

How to write successful business letters.

How to be your own carpenter.

How to grow and use herbs.

How to write sales letters.

Handbook for poker players.

How to interpret handwriting.

Handwriting analysis made easy.

How to understand your dreams.

How to test your powers of ESP.

How to avoid constipation.

How to develop a better memory.

How to change bad habits.

How to overcome sex problems.

How to teach a parrot to talk.

How to sell everything you write.

Build your own aquarium.

How to pick the best retirement home for your aging parents.

How to build backyard ponds.

How to get out of debt in six months.

How to write a business plan.

How to write a cover letter.

How to write a resume that will land you your dream job.

How to write love letter that will win any woman's heart.

How to write a children's book that sells.

How to potty train a dog.

How to stop a dog from barking.

How to build a dog house in 3 days.

How to choose a dog breed.

How to make custome jewelry.

How to make beaded jewelry.

How to make silver jewelry.

Easy guide to AAA-1 Credit.

How to wipe out bad credit.

7 steps to credit repair.

5 steps to your own infoproduct business.

5 steps to your own online business.

Dog grooming made easy.

Cure your athletes foot naturally.

Insider secrets to mail order fortune.

Secrets of successful internet marketers.

How to raise healthy children.

How to build muscles.

Natural cancer cures.

How to get rid of hemorrhoids.

10 steps to financial freedom.

I have tried to get your mind in gear by giving you a huge list of How-to topics that people buy. The trick, of course, to making lots of money, is to write ebooks about topics that interest lots of people.

RESEARCH YOUR TOPIC

In order to create an ebook that will sell, you need to write on a topic that people want to know about. Once you have chosen your topic, you need to research it to make sure there is a strong market for it. Find out if your target market is already interested in the topic you want to write about.

There are times where people will create a product on what they think is going to be hot and there is just no demand for it.

When creating an ebook, a lot of people make the mistake of creating their ebook first, then trying to find a market for it. Of course, the process should be reversed. Find a market first that spends money, then find out what they want and give it to them.

There are several ways to find out if there is a market for your proposed product.

One way to do this, is to look at Clickbank.com for top sellers in various market niches. Clickbank is an online marketplace. See how they rank – the higher the rank the more demand there is for that type of information. Clickbank ranks the websites in order by which websites make the most money.

You can go to Clickbank marketplace at <http://www.conlethonupublishing.com/Marketplace.html> and find out what types of products people are buying.

Another great way to find out what people are looking for is to head over to Amazon.com, which is a popular online bookstore. The idea here is to read their

best sellers lists to find out what subjects people are interested in reading about. You'll see what books are available on various topics.

Amazon ranks the books in order by which the books make the most money. By browsing through the best sellers section, you can see what types of books are already big sellers online.

Another way to find out what's hot is to visit some popular forums that cover your target market and read the posts. Forums are a great place to really know what people want and what their biggest problems are.

Hang out there for a while and find out what they are talking about most – what your target market is really looking for. Pay close attention to any specific questions that seem to come up over and over again. Once you find out the most common questions and problems, you can then create an ebook that provides solution to their problems. You can find related forums by doing a search in Google or your favorite search engine.

You can also determine if there is a strong market for a topic or subject is by doing some research using Wordtracker. You can use Wordtracker to find out what words and phrases people are searching for. By determining what search terms people are actually searching for, you'll be able to determine whether or not your product has potential.

Also by using keyword research tools like Yahoo Search Tool, you can find out how many people that searched for your topic last month. If a lot of people searched for information on your topic, that's an indication that the topic is of interest to a large number of people. In other words, there is a market for your proposed product.

If you determine that there is not enough interest in the topic you want to write about, then you should choose a different topic.

GATHERING MATERIALS FOR YOUR EBOOK

Read what others have thought about the topic on which you are writing. If you go the internet, you'll find tons of information. You'll find lots of information on any topic. I don't care what the topic is, you can get all the

information you need by going to the search engines. You can also spend time at the library. You'll find many books covering almost any topic.

So, between the search engines and the library, you're going to find all the information you need to write your ebook.

HOW TO WRITE YOUR BOOK

Writing an ebook isn't as hard as you may think. It shouldn't be a daunting task to produce a money making ebook. The process is easy and quite simple. However, it does require more effort for some people to produce a completed ebook than it does others, even if they are equally intelligent and knowledgeable.

I would advise you to write as though you were talking to a friend or next door neighbor – as though you were instructing someone on the subject at hand. Write the way you talk – like you are talking to someone, giving him instructions on a one-to-one basis. Even though thousands or even millions of people may buy and read what you wrote, you are talking to only one person at a time.

Use simple, easy to understand sentences. Don't try to impress readers with big, fancy words. Most people like words that are simple and familiar, words with which they feel comfortable.

If you make it easy for your readers to understand what you've written, you'll have many more happy customers. If your customers find it hard to understand what you've written, you will make far less money.

After your book is written, the next step is to have it edited and proofread. The purpose of doing this is to organize your notes properly and put them in a logical sequence that makes sense to others.

Reread your copy and make as many changes and additions as necessary. Correct spelling and grammatical errors. Make sure what you've written is complete and accurate. If you have English grammar limitations, you should have a qualified person to critique your grammar. Check with the English department at a local college or university. One of the students or professors may be willing to help you out, for a small fee.

HOW MUCH WRITING IS INVOLVED?

Your ebook doesn't contain hundreds of pages to make you money. When it comes to information products, the number of pages doesn't necessarily matter. What matters is that you provide solid, valuable information.

Your ebook can be only a few pages. It depends on the amount of information you feel is necessary to cover your topic adequately in order to give good value for the price you charge.

The purchaser of information product is primarily concerned with what's in the ebook, manual or report, and not with the number of pages it contains. The reader wants accurate, honest, helpful, and simple information. As long as the reader finds it useful, he or she will be delighted.

HOW TO COPYRIGHT YOUR EBOOK

You need to know about copyright in order to protect your work. Unscrupulous individuals don't mind stealing material which you have wracked your brain to produce. You need to know exactly how to protect yourself from having your work stolen from you.

Copyright gives you the legal ownership rights to control, sale and distribution of your book. It protects your book from being reproduced by others for resale.

Although registering a copyright for your work is recommended, legally, copyright exists from the moment your book is created. The reason you file papers with the Copyright Office is so that the Government has a record of when, where and by whom this specific work was created.

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There are two common ebook formats, .EXE and PDF. You can purchase software that will make an .exe file or you can buy or use free software to convert the book to a pdf file.

EXE stands for “executable.”

PDF stands for “Portable Document Format.”

I recommend the pdf format because pdf files can be read on any computer. They can be read easily with free software on either a Pc or a Mac. EXE format can only be read by Windows users.

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Broadgun PdfMachine is a great software for creating pdf files. It is simple and fast. If you know how to print, you know how to use PdfMachine. Once you have installed PdfMachine, open your document that you want to convert, then click "print", select the "Broadgun PdfMachine printer" and that's it. PdfMachine is inexpensive. Check it out by going to <http://www.broadgun.com> .

HOW TO PRICE YOUR EBOOK

One of the most important decisions you make is how much to charge for your ebook. Having created your ebook, the question now is; "At what price will it sell profitably?"

You must determine how much you'll charge in order to make a good profit. Too often beginners tend to set their prices too low. They hope to attract more customers this way.

Do not underprice your ebook. Make sure your prices are right. You must price your ebook such that it will give you an adequate revenue, and provide a good value for your customers.

Check the competition. Find out what your competitors charge for similar ebooks. Use their prices as your guidelines in pricing your ebook.

GET A DOMAIN NAME

Your domain name is your website address. It is the address that people will use to find your website on the internet. For example,

<http://www.easyguidetointernetriches.com>

<http://www.infoproductspublishing.com>

<http://www.publishinglink.com>

<http://www.resellrightsmarketing.com>

<http://www.thetruthaboutcreditrepair.com>

You can choose a domain name that matches the title of your ebook or the name of your business. This can help attract potential customers to your website.

Domain name doesn't have to be a .com. It can be .net, .org, .info, .biz, etc. But I would suggest trying to get one that ends in ".com", since that's what people will remember best.

There are a multitude of domain name registrars around the internet. One of the reputable name registrars you can use is <http://www.godaddy.com> . Another good place you can register your domain name is <http://www.namecheap.com> . You can also check out <http://www.netfirms.com> and <http://www.hostway.com> .

Once you have chosen a domain name, then you will want to visit any of these registrars and register it. It's a very simple process.

Enter the name of the domain you would like to register in the search box and then click on the "Go" button. It will let you know whether the domain name you are trying to register is available or not. If it is available you can go ahead and register it. But if it has been registered by someone else then you will have to select a different domain name.

You might want to have a few domain names in mind in case your first choice is not available. So if your first choice is unavailable, you can enter one of your other choices until you find one that is suitable.

Once you own a domain name, no one else can use that name as long as you have it registered.

CREATE A WEBSITE THAT SELLS

To sell an ebook online, you will need a website. You have to create a website through which you will promote and sell your ebook. So set up a website that clearly explains what your ebook is all about. Make sure that you use powerful words for people who visit your site to know exactly what you are offering. Use a catchy and attractive title.

You can build your website yourself or hire others to do it for you. If you want to build it yourself, you'll need website building software.

You don't have to learn how to program to create a website. There are tons of HTML editors out there like [CoffeeCup](#) that enable you to build your web pages in a WYSIWYG format ("What You See Is What You Get"). [CoffeeCup](#) is a favorite among many, and it's free. You can get it at: <http://www.CoffeeCup.com> .

[XsitePro](#) is a great software package that can help you build professional websites without any knowledge of HTML. It is one of the most popular web development tools for internet marketers. This software is packed with dozens of ready-made tools that you can add to your website with just a point and click.

You can create professional quality sites from scratch, or you can choose to use one of the beautiful templates that are included with the software. [XsitePro](#) is easy to use. It has video tutorials and a user's manual that show you step by step how to use the software to create great looking websites.

The next good feature of the software is that it has instant one-click website publishing. You will be able to upload your website to your hosting account from the software without using any FTP software. To check out [XsitePro](#) software, go to: <http://www.ConlethOnuPublishing.com/XsitePro.html>.

If you want you can use Pre-Built Website Templates. If you lack design skills, but want great looking website at a reasonable price, you can use a pre-built template. When you buy a web template, you can modify it or customize it using your favorite editor. You can visit <http://www.TemplateMonsters.com> to check out their offers.

Make sure your website loads fast. Don't load up your website with lots of graphics. It will just distract and annoy people.

Your website should be well organized and easy to navigate. It should be quick to load, attractive, and well-written. It is your product's storefront. You want your potential customers to know exactly what you're offering. So keep it simple.

Use easy to read formats and fonts. Avoid using backgrounds that make it difficult to read your site.

A well-designed ebook website functions the same as a well-written brochure in the offline world, with one important exception – a website acts as your 24/7 sales force – it sells for you, night and day. In short a well-designed website will make you loads of money.

If you want to hire someone to build your website for you, then go to <http://www.elance.com> and <http://www.rentacoder.com> and find someone to do it.

HOW TO WRITE IRRESISTIBLE SALES COPY

You need effective sales copy on your website. Your sales copy is going to be your best salesperson, so you have to make sure it does a good job of selling the benefits of your product to your potential customers.

You don't have to be an award-winning copywriter to create effective sales letter. You can learn how to write a good sales letter.

Study the successful sales letters that you see online, especially those offering similar products to yours. Then try to write a similar style.

Take your time to study a few of the successful letters and gradually you'll be able to write your own cash-pulling sales letters.

Create a folder where you keep copies of the sales letters you think are well-written – the ones that attracted your attention and induced you to read the rest of the message. Ignore the ones that didn't attract your attention.

A study of the well-written ones will enable you to recognize what makes an advertising copy successful. Thoroughly study and analyze the good ones. Don't copy other people's sales letters. Learn from them, but do not copy any of them.

When writing a sales copy, use simple, clear, easy-to-understand language. Write on a one-to-one basis. Write as if you were talking to one person, even though many prospects will read it. Use the “you” approach in order to get the prospect involved. For example, this ebook will teach you how to save money on your purchases; you will make more money; you will learn how to get rid of acne. By using the “you” word, you will break down any hesitation.

The following is a proven formula for writing a good sales copy – AIDA.

A – Attention

I – Interest

D – Desire

A – Action

You can use this simple, classical formula for writing sales copy that sells. This formula suggests that your sales letter must attract the Attention of the prospect; Interest him by mentioning the benefits your product offers; stimulate his Desire by telling him how he’ll get those benefits; and then demand Action by telling him what to do.

You need attention-grabbing headline. The scanning reader makes an instantaneous decision whether to read your sales letter based on the appeal of the headline. The headline must command attention. It must be directed to the right audience, that is, the particular group of people you want to reach. The headline should flag down the prospect so it’s immediately recognized as something for him. If the headline doesn’t attract their attention and pique their interest, it won’t get read. So the headline must appeal to the reader’s self-interest

The second part of the sales letter should stress the benefits your product offers to the prospect. People buy because of anticipated benefits. It’s not a particular product or service, but a solution to a problem. The prospect wants to know how he will benefit from your product. He is not interested in you or your firm. He is not interested in hearing how magnificent your office is. He is only interested in how your product will benefit him. Concentrate on the benefits, not the product. The benefit is what sells the product.

So once you have captured the prospect’s attention, you must quickly hold his interest, or he will leave. Here’s where you write the big promise or emotional appeal. Is your product going to help him save time, save money, make more money, get a better job, be strong and healthy, achieve comfort, be beautiful, be a

good parent, fulfill a fantasy? Tell him what he will benefit. Be honest, don't exaggerate in your claims.

The third part of the sales letter should be able to arouse the buying desire in the prospect. Now that you have captured the prospect's attention, and have aroused his interest in your offer, you must state the facts. Specifically define what you have for him. Describe your offer in detail. Tell him what you've got. You want to convince him that you are telling the truth, and that you are reliable. Present honest, persuasive facts about your product and this will stimulate the prospect's desire to order your product to satisfy his needs.

The fourth part of the sales letter is the closing section. This is the time to demand action from the prospect else, your sales copy will fail. You have told the prospect what your product can do for him and you have built credibility in his mind by offering proof. Now you should demand action. Don't let him get away. Use powerful, persuasive words and phrases to ask for his order. Tell him to "Order Now," "Send for your order today," "Order now that this product is still available."

A well-written sales letter is crucial to your product success. No matter how great your ebook is, if the sales copy doesn't convince people to buy, you won't make any money.

For more information, read [Amazing Ad Copy Secrets](http://www.ConlethOnuPublishing.com/AmazingAdCopySecrets.html). Go to <http://www.ConlethOnuPublishing.com/AmazingAdCopySecrets.html> .

If you need help creating your sales letter you can hire a professional copywriter or use software such as [Push Button Letters](http://www.ConlethOnuPublishing.com/PushButtonLetters.html). This amazing software guides you step-by-step to creating a sales letter that will actually make you sales. You can learn more about [Push Button Letters](http://www.ConlethOnuPublishing.com/PushButtonLetters.html) by going to: <http://www.ConlethOnuPublishing.com/PushButtonLetters.html>

You can also check out Instant Sales Letters. This software product can help you create your own effective sales letters. For details, go to <http://www.ConlethOnuPublishing.com/InstantSalesLetters.html>

GET A GRAPHIC ECOVER FOR YOUR EBOOK

You will want to get a graphic cover for your ebook. An ecover makes your

product look tangible and enable it to come to life.

Although you have been told many years, “Don’t judge a book by its cover,” know that your ebook will be judged by first its cover, then its contents. Your potential customers will judge the perceived value of your ebook based on your ebook cover and graphics.

They do make a difference – in fact if you visit a bookstore, very often it’s the design and packaging of a book that sometimes catches your attention. Similarly, an unattractive ebook cover can really hurt your sales.

A poorly designed ecover may be associated in your potential customer’s mind with a poor product – even if yours is the best ebook in its particular niche. Put simply, its worth having an attractive, professional ecover.

If you know how to use programs such as Photoshop or other graphics packages then you should be able to create stunning ebook covers by yourself without too much difficulty.

If you have no ebook design skills you can use a software program such as Instant Cover Magic to create your ebook. With Instant Cover Magic you will be able to create good looking ecovers in just a few minutes. All you need to do is select from several ecover templates that already exist within the software, then add text and pictures to create a cover that is completely unique yet perfect. You can create as many different covers as you want and each one takes just a few minutes.

Also check out the following ecover software programs:

<http://www.ConlethOnuPublishing.com/1ClickCovers.html>

<http://www.ConlethOnuPublishing.com/3dCovers.html>

<http://www.ConlethOnuPublishing.com/EbookCovers.html>

<http://www.ConlethOnuPublishing.com/EcoverGo.html>

<http://www.ConlethOnuPublishing.com/ProEbookEcoverGenerator.html>

<http://www.ConlethOnuPublishing.com/DIYWebGraphicsPro.html>

If you don’t want to create your own ebook cover yourself, you can hire a professional graphics designer to create it for you. This is probably the best way to go if you think you’ll not be able to create beautiful looking covers. There are

many graphic designers who will create a good looking cover for you – you just pay them a one time fee for their service.

Here's a list of some graphic designers:

<http://www.ConlethOnuPublishing.com/KillerCovers.html>

<http://www.ConlethOnuPublishing.com/AbsoluteCovers.html>

One of the advantages of using a professional is that your ecover will be absolutely perfect and designed just the way you want it.

SET UP AN ONLINE PAYMENT SYSTEM

Now that you have created your website and have a product to sell, you will need to set up an online payment processing system. You must provide a way to accept payments from your customers. You'll need to make it easy for your customers to pay for your products over the internet. Most people use a credit card. The ability to accept credit cards is a vital part of running an online business.

The fastest way to take credit cards for payment, is through a third party payment processor like Clickbank. It only takes a few minutes to sign up for an account.

If you choose to go with Clickbank, all you need to do is provide them with the location of your sales letter and your "thank you" page.

Your sales letter is the page that contains the "buy now" order links. Your "thank you" page is the page that contains download links. So Clickbank requires you to provide them with the location of these two web pages.

There is a one-time fee to set up an account. They'll act as your payment processor for Visa, MasterCard, Discover, Online Checks and the like. For details, go to:

<http://www.clickbank.com>

FIND A RELIABLE WEB HOST

You need a web hosting account. A web host is a company that supplies a place to hold or host your website so people can get to it on the internet. Every website that exists must have their website hosted somewhere.

If you don't already have a web hosting account, then you need to get one. While there are free hosting services out there that can host your website for you, they will most likely put limitations on what you can do with your hosting space. Plus, you will have no control over the advertising that appear on your site either.

Having banners appear on your sales page looks unprofessional and distracting to the sales process. So I'd suggest that you avoid free hosting if you're serious about building a long-term business and establishing a customer trust.

Choosing the right web host is very important. After they maintain access to your website. If your website goes down so does your chance of making any transactions. A website that is unavailable or is down, will lose many online visitors.

If people try to go to your website and it's down, they may assume you're out of business and never come back. You should look for a web host with guaranteed uptime of 99.9% or higher.

Your office on the internet is your website. So take time to select the proper web host – one that is reliable. You need a stable company that monitors their servers 24 hours a day, 7 days a week so that they are instantly alerted if there is a problem.

You must also watch out for web hosting companies that pop up overnight. Sometimes, it is better to choose a company that has been around longer and that has a proven track record.

My personal recommendation is to sign up for a web hosting account that will allow you to host more than one domain name for future products you may develop. There are several places you can get good deals for hosting multiple domains.

There are a multitude of web hosting companies on the internet. You can find lots of them by doing a Google Search on "web hosting". If you have any significant doubts about a prospective web host, it's best to leave them alone. Keep on

shopping until you find one that will satisfy your needs. Your website is far too important to your business to leave it in potentially unreliable hands.

One of the best web hosts I have found online is [Hostgator](#). It's a large company that provides a range of web hosting plans. Their customer support is superb. I personally use this hosting company and have never had any problems with them. To check them out go to <http://www.ConlethOnuPublishing.com/HostGator.html>.

Ultimately, the cost of having a paid hosting service will be peanuts considering the amount of money you will be making with your business.

After you have signed up for a web hosting account you can have your website available to the millions and millions of people online. This process is fast and easy. Your web host should be able to give you directions on how to do this.

UPLOAD YOUR FILES TO THE WEB

You will need to upload your website and all relevant ebook information to your server. These include your website sales letter and graphics, your ebook cover art, the ebook itself, a link to order and your “thank you” page.

To upload from your computer to the internet, you'll need an FTP program. FTP stands for File Transfer Protocol.

You can purchase or use a free FTP program such as the one at <http://www.ipswitch.com> . Another great free FTP program you can get is at <http://www.SmartFTP.com> . It is incredibly easy to use. FTP programs come with clear instructions on how to transfer your files..

Uploading your files to your web host's server is a very simple process. It may seem complicated, but it's really not. All you do is add your ftp information so that you can log in, create a folder, and upload your files. Your web host should have provided you with your ftp information.

Once you have uploaded your files, make sure that everything works as it should. Test the links. If the links don't work properly, then verify that you've written the link correctly – they are usually case sensitive. Make sure that the files are where they're supposed to be. If, everything is okay, then you should get in touch with your web host support department.

SET UP AN AFFILIATE PROGRAM

Running an affiliate program is an effective way to increase traffic and sales. Once you've created your ebook, and your website is set up, you can have other people line up to sell it for you. They simply post a link on their website and then receive a percentage of the profits when a sale is made.

Imagine how much money you would be making if you had an army of sales people promoting your product all over the world. You would have thousands, or even millions of people visiting your website and buying your product..

You can start an affiliate program and have other internet marketers help sell your ebook. This is much easier than you think. Once you start your own affiliate program, it is possible to get a heap of visitors without spending a penny in advertising.

Each time an affiliate sends a customer to your website who then buys your ebook, your affiliate gets paid a commission. You determine that fee. So your affiliates only receive a commission a commission when they make a sale. If they don't sell, they don't earn, so there is no financial risk on your part.

Consider management services such as [Clickbank](#). With the services offered by [Clickbank](#), it's extremely easy to set up. [Clickbank](#) has a network of over 100,000 affiliates, who if they like your product will help in promoting it. Clickbank will track your affiliate sales, pay and send out checks to your affiliates.

[Clickbank](#) will run your affiliate program for you. This company can only be used for digital products – products that can be downloaded instantly from your site. These include ebooks and software. Also, they operate only a single-tier program.

If you want to run a multi-tier affiliate program, all you'll need a software called ASSOC-TRAC. This excellent software completely automates the entire process for you.

Once you have set up your affiliate program, all you have to do is spread the word about your affiliate program. That way other internet marketers know that you have an affiliate program, and that they can earn a commission simply by promoting your products.

This is one of the quickest and easiest ways to amass a fortune online. You can have hundreds or even thousands of other internet marketers promoting your products. They receive a commission for their efforts automatically, and your sales and profits keep soaring.

DRIVE TRAFFIC TO YOUR SITE

Regardless of how great your product is or how good looking your website is, if you don't drive traffic to your site, you'll not make money online. You have to get people to see it.

Traffic is the lifeblood of your internet business. Without traffic, your potential customers will not find your website or sales page. So no one will know about your product.

Everyone needs traffic in order to achieve success in their online business, no matter what they're selling. You've got to know how to drive the right traffic to your website.

Too often, newbies fall victim to traffic scams that waste their valuable time and money, but don't generate results. For example, you'll see an ad for a service that offers 1,000,000 visitors for say \$60.

Stay away from such offers. This is because many are scams and provide false hits.

Believe me, it'll be tempting. I've fallen prey to such a traffic scam.

Don't pay attention to them. These types of schemes will suck away your valuable time and money. What you'll get is untargeted traffic – extremely low quality. Sometimes, it's not even real people going to your website – they use a machine to fool the webstats programs.

Avoid bogus traffic systems that promise to deliver huge traffic for less. Stay away from these types of schemes at all costs.

Here are surefire ways that you can use to drive quality traffic to your website, without wasting your money.

Search Engine Submission

There are hundreds or perhaps even thousands of search engines out there on the internet, but the reality is majority of internet users only use a few of them. Google, Yahoo, and MSN are the big three.

Once you submit your website, it may take weeks, or even months for your website to appear. So be patient.

When your site shows up in the big search engines, you'll eventually begin seeing traffic from the other search engines.

I suggest you visit the following sites to learn more about search engines.

[Search Engine World](#)

[Self Promotion](#)

[Search Engine Watch](#)

I also encourage you to check out the following resources:

The Ultimate Search Engine

<http://www.ConlethOnuPublishing.com/UltimateSearchEngine.html>

3 Steps To Search Engine Success Book

<http://www.ConlethOnuPublishing.com/3StepsToSearchEngineSuccess.html>

Pay Per Click Advertising

Pay per click advertising is one of the most effective ways I've ever seen to drive traffic to your site. You don't have to wait for weeks and months for search engines to list your site. You can generate heaps of traffic very fast.

When you do a search on the internet, whether on Google, Yahoo, MSN, and other search engines, you will see some ads along the right hand side. Those are all paid ads.

With pay per click advertising, you can start qualified website traffic in minutes and you only pay for the traffic you receive.

You bid money for positions on the search engines. You go to the pay per click search engine of your choice and bid on how much you want to pay “per click” for the keyword or phrase of your choice. You only pay when someone clicks on the link to your site. The higher your bid, the higher your position on the results page when someone searches for that particular keyword or phrase.

You want to attract people who are searching for the type of product or service you’re promoting, but not encourage clicks by unlikely prospects. Remember, each click costs you money.

There are programs that will help you find profit-generating keywords – keywords people might use to find your product. You can purchase Wordtracker subscription or simply go to Yahoo Search Marketing and use their free Search Term Suggestion tool. You can also check out Ad Word Analyzer. This software allows you to perform multiple keyword searches, and it also lets you know supply and demand for any keyword you search on.

Using pay per click advertising is a simple process. It doesn’t require any specific technical knowledge, though the more you know about search engines and keywords, the easier and more effective the process will be.

The way it works is that you open an account with Google, for example, and you create an ad. The ad you write for your pay per click advertising must fit with the guidelines of the program.

Next, you set a bidding price of how much you are willing to pay for every time someone clicks on your ad.

In addition, pay per click programs allow you to set budgets so you can control how much you spend every day, month, etc.

It takes minutes to set up a pay per click campaign. You just bid and you’re up and running.

There are many pay per click programs. Here’s a list of some pay per click programs you can join:

[Google](#)

[Yahoo Search Marketing](#)

[Miva](#)

[7Search](#)

[Search123](#)

[Looksmart](#)

[Kanoodle](#)

[GoClick](#)

[Google Adwords](#) and [Yahoo Search Marketing](#) are the two most popular pay per click programs, and they also have the greatest traffic generation potential.

You can find more pay per click programs at

<http://www.payperclicksearchengines.com>

For a comprehensive step-by-step guide on succeeding in pay per click advertising, I highly recommend Perry Marshall's course. For details, go to

<http://www.ConlethOnuPublishing.com/PerryMarshall.html>

Also check out this guide called [Beating Adwords](#) if you want to know more about making money with pay per click advertising. Go to:

<http://www.ConlethOnuPublishing.com/BeatAdword.html>.

Ezine Advertising

Advertising in ezine is one of the most successful ways of reaching your target audience. Also known as a newsletter, an ezine is an electronic magazine which is sent to subscribers via email, blogs, or on web pages. Ezines usually sell advertising space, just like a normal newspaper would.

Place advertisements for your ebook in ezines that have topics related to the subject of your ebook. For a great resource on how to make money with ezines, check out [Ezine Money](#) by going to

<http://www.ConlethOnuPublishing.com/EzineMoney.html>.

There are thousands of ezine publishers all over the internet, in any kind of topic you can think about. You can also find the right ezine for your product and niche by simply doing a search for it on the internet. For example, if you have an ebook store, type in “ebook ezine”.

If you’re serious about using ezines to gain targeted visitors and increased profits, then take a look at [Directory of Ezines](http://www.ConlethOnuPublishing.com/DirectoryOfEzines.html). This great resource helps you find the perfect ezines to advertise on for your product. For details, go to <http://www.ConlethOnuPublishing.com/DirectoryOfEzines.html> .

Article Writing

One of the best methods that I have found to promote your product or business is to write articles and post them all over the internet.

Webmasters and publication editors are always on the lookout for well researched and written articles that are relevant to their websites or publication themes. This creates a profitable opportunity for you.

Editors and publishers have an insatiable need for good content. Each issue they publish must be filled with valuable, useable information that will appeal to their readers or subscribers’ self-interest.

By writing and submitting articles to the various websites and article directories around the internet you will establish yourself as an expert on your topic of business, as well as gain the trust of your subscribers over time.

As a result, your readers will be eager to buy your products and services or those you recommend to them. This is a very effective way to make name for yourself online. Make sure you offer them products or services of good quality.

Articles can also build your link popularity. This is extremely important with search engines. Every time your article is published there should be a link back to your sales page where the reader can go to get more information. This will help the search engine ranking of your site.

When website owners list your articles on their website, your business exposure can be unlimited. Make sure your article provides information that really is useful to the reader. Make it interesting to read. Get to the point quickly. Use short paragraphs. If it’s dull and boring, your reader will surely move on.

Make sure you add a resource box at the end of your article. Use your resource box to promote your business. This is why you've written the article.

Your resource box is a short biography at the end of the article that promote your business or website. Your resource box briefly outlines who you are and what you do and points the reader to your website or email address. This is your advertisement, and it's free.

People read the article. Then they impulsively go straight to your website. This will produce a steady flow of visitors to your website.

Always proofread your article. Have it checked for grammatical and typographical errors.

Now that you have finished writing your article, it's time to post it all over the internet. There are many places you can go to submit your article. You can start by submitting your article to ezines and article directories. Webmasters will then download them and use them freely on their ezines and websites. This will generate lots of traffic to your website.

Now, you may be thinking "But, I don't know how to organize my thoughts." Don't worry. I have included a link to a useful resource where you will find the information you need to create your own articles to distribute. Here it is: <http://www.ConlethOnuPublishing.com/TurnWordsIntoTraffic.html> . In fact, if you can write a letter to a friend, you can write your own articles.

Writing and posting your articles all over the internet will bring you highly targeted traffic. People who arrive at your website after reading an article are much more likely to buy because they will know exactly what they are looking for.

You now have the information you need to get your articles posted all over the internet. Start writing and submitting your articles. You may be surprised how easy it really is.

Here are a few places where you can post articles. Be sure to read the site policies on each one.

<http://www.ezinearticles.com>

<http://www.goarticles.com>

<http://www.articlebliss.com>

<http://www.searchwarp.com>

<http://www.ezineadsuccess.com>

<http://www.marketing-seek.com>

<http://www.homebiztools.com>

<http://www.bestezines.com>

<http://www.ideamarketers.com>

<http://www.digg.com>

<http://www.learnthis.info>

<http://www.articlecity.com>

<http://www.freezinesite.com>

<http://www.valuablecontent.com>

<http://www.articleemporium.com>

<http://www.reprintarticles.com>

<http://www.opportunityupdate.com>

<http://www.authorconnection.com>

<http://www.readycontent.com>

<http://www.articlehub.com/add.html>

<http://www.upromote.com/newsletter/submit.html>

<http://www.cashflowseller.com/articlesubmit.html>

<http://www.allfreelancework.com/submitarticles.php>

<http://www.articlefinders.com/submit.html>

<http://www.marketingseek.com/articles/submit.shtml>

<http://www.netterweb.com/artcls/>

<http://www.vectorcentral.com/articles-form.html>

<http://www.simplysearch4it.com/article/articlesub.php>

<http://www.articlewarehouse.com>

http://www.web-source.net/article_submissions.htm

You can search for more websites that accept articles. Simply visit your favorite search engine and search for keyword like “Article Submission Websites”.

If you want to find ezine owners to publish your article for their subscribers, you can visit the following ezine directories:

<http://www.ezine-dir.com>

<http://www.freezineweb.com>

<http://www.ezine-universe.com>

For a great resource that can help you submit your articles to hundreds of ezines within a couple of minutes, check out: <http://www.ezineannouncer.com>

Publish Your Own Ezine

An ezine is an online newsletter (paperless newsletter). Publishing an ezine can be one of the most effective ways of creating loyalty and trust with your prospective customers. It allows you to invite people back to your site to read your latest article.

Ezines can keep your website visitors with what’s new at your site, and it also provides you with the opportunity to market additional products and services to them.

When someone subscribes to your ezine, they have already shown interest in what you have to offer. They wouldn't have subscribed to your ezine if they didn't. So it's crucial that you sustain their interest so they don't unsubscribe.

Establishing a good reputation is a good step in building up a loyal consumer base. Don't make the mistake of trying to go for the sale every time. If you try to throw in too many sales pitches in your ezines, your readers will catch on quickly and unsubscribe.

It's important that you mix relevant information with product recommendations. Provide helpful information that your audience can use, and then throw in a recommendation for a product you believe your subscribers will be interested in.

If you have a site dealing with information products, your articles must be about information products, ebooks, software and such.

The cost of publishing an ezine is near zero. There are no printing or postage costs. Ezine publishing is so easy to start that any individual can do. You'll simply need an autoresponder equipped with broadcast feature. I highly recommend an autoresponder such as [Aweber](#) when it comes to publishing your own ezine. To sign up, go to <http://www.ConlethOnuPublishing.com/Aweber.html> .

With Aweber autoresponder, you can broadcast emails to your entire list as often as you want, and you can also set your list up to automatically send certain messages on a predetermined schedule.

If you are not blessed with writing skills, you can hire capable freelance writers to help out. These writers can be found at places such as <http://www.elance.com> or <http://www.rentacoder.com> .

Alternately, you can use free articles from article directories such as <http://www.ezinearticles.com> . Make sure that the article you use has republishing rights conveyed. Also be sure to include the resource box of the original author.

To learn how to create an ezine, go to: <http://www.ConlethOnuPublishing.com/CreatingEzines.html> for a step by step guide to how you can create and promote your own ezine.

Exchange Links With Other Websites

Trading links with other webmasters is a great way to drive traffic to your website. When one site links to another site, they could provide one another with the traffic one site generates. The more links traded with more sites the more traffic could be generated.

Some search engines take into account how many sites link to you. Your site gets noticed more favorably by the search engines if you have more quality websites linking to yours.

So you need to find quality sites to link to you. Find respected popular sites with content that targets the same audience you want to reach. For example:

If your site is about information products, some good sites to link to yours would be ebooks, reports, software, and other info product related topics.

If your website is about stocks, you want to focus on websites related to investing and other money related topics.

If your website is about handmade candles then find websites that offer handmade, handcrafted products.

You need to acquire links that relate to your site.

Once you locate sites that you'd like to exchange links with, email the webmasters of those sites and ask them for a reciprocal link. Remind them that you are proposing a win-win partnership.

Finding the best reciprocal link partners is a time-consuming task. You can save time by using a software program. Another excellent software you can use to help you find good quality sites to link to you is [Internet Success Spider](#), which is the same software you can use to find "super affiliates." You can learn more about it by going to <http://www.ConlethOnuPublishing.com/InternetSuccessSpider.html> .

When you contact the webmasters, don't just send the same email to everyone. Make sure that you personalize each email. That way, they'll know that you're not just a spammer.

If you're sending out lots of emails you can save time and effort by using [Mailloop](#). This is an emailing program that will individualize each email. You can learn more about [Mailloop](#) by visiting <http://www.ConlethOnuPublishing.com/Mailloop.html>

You should create a page on your website, where you will place partners' links. On your links page, be sure to include simple instructions for any webmaster who wants to link with you.

Reciprocal linking is an effective way to bring a steady stream of visitors that you don't even have to pay for. This tactic takes time to develop, but it is well worth your effort.

Forum Posting

One very effective way to promote your website or product for free is to participate in online forums. Forums are places people with similar interests post messages and discuss about certain topics. They are a great place to share ideas and experiences, as well as build relationships with experts too.

You can start posting messages to forums related to your online business. Look for online forums that deal with the topic of your ebook. When you join and take part in the discussions related to the niche that you represent or offer, you are in the eyes of everyone who reads that group.

Try to post to every forum that seems active with at least a dozen posts relating directly to the topic of your ebook. Establish a relationship with members of the forum.

I must emphasize that you should not try to blatantly promote your ebook on the forums. This is not a place to advertise your product or business. Advertising your product or business here is considered spam. It is usually against the rules. It will ruin your credibility and anger a lot of people. Even the slightest sign of advertising may get you banned from the forum, so just stay on topic.

You get traffic to your website, usually through your signature file. Most forums will allow you to add a signature to all your posts, just like an email signature. A signature file is simply a short 3 – 4 line description of your business or product. The signature file should just be a 'teaser' to arouse their curiosity and entice them to visit your website. Just one good post with your signature file is all it takes to generate heaps of traffic to your website.

There are many forums regarding various topics on the internet. You can find online forums for your niche by doing a search on Google.com or your favorite

search engine. For example, if you are selling an ebook on digestive disorders, you would look for digestive disorders forums. To find them, you would just enter “digestive disorders forum” in the search engine search box.

The following are major forums you can check out:

[Internet.com](#)

[About.com](#)

[WarriorForum.com](#)

[EbookFriends](#)

[Anthony Blake’s Entrepreneurial Success Forum](#)

“How To” Internet Marketing Forum

<http://www.howtocorp.com/cgi-bin/webbbs-config.pl>

Search Engine Marketing Forums

<http://www.jimworld.com/apps/webmaster.forums>

Joint Venture

The joint venture, also referred to as JV, is often noted to be the quickest path to internet riches. Joint venture is one of the most exciting ways to generate targeted website traffic. For purposes of definition, you could say that a joint venture is a partnership between two or more people, or companies that are working towards a common goal.

You can partner with other marketers who will promote your ebook in return for a percentage of the profits.

Let’s say you have a great ebook but don’t have a big subscriber and customer list, you could approach someone who has a great list to cut joint venture deal with. You and your partner need to make serious money online.

You only have a hot ebook you’ve just created and he owns a huge list of prospects – subscribers that have already expressed interest in the topic of your ebook. Neither of you can accomplish your goal effectively by yourself, but

together you can accomplish the job for both of you. That's a joint venture. So each of you contributes something that the other lacks, so that both benefit by making more money.

In this joint venture, your JV partner promotes your ebook to his list and keeps a commission on any sales. You make a percentage on every sale and a good number of his list may get on your email list.

Leveraging other marketers' resources is the quickest route to building your online marketing empire. Partnering with other marketers will enable you reach larger target audiences.

Here's another example of a joint venture deal you can go into. You could contact other internet marketers who are selling similar products to yours and cut a joint venture deal. In this case you can promote your joint venture's product to your list of customers and prospects, and your joint venture partner can do the same by promoting your product to their existing customers and prospects.

Do you see the power of joint ventures? Take advantage of this awesome marketing tactic and start contacting other marketers. One good joint venture can generate a ton of money for you. It can skyrocket your business from ground zero to wildly successful in record time.

Offer them a good percentage of the profits if they help you endorse your product to their list of prospects and customers. The more enticing and beneficial your offer is, the more joint venture successes you will create.

Be sure to offer each joint venture prospect you contact a free copy of your product so they can review it before they decide to joint venture with you.

Each successful joint venture deal can increase your opt-in list and your profits significantly.

If you'd like to learn how to create a good JV proposal letter, take a look at [Instant JV Letters](#) by going to:

<http://www.ConlethOnuPublishing.com/InstantJVLetters.html>

Also check out the following useful resource:

<http://www.ConlethOnuPublishing.com/JointVentureSuccessSystem.html>

Here is another superb resource that can really boost your profits with Joint Venture marketing. It's called [Joint Venture Broker](#). This resource contains a lot

of powerful information on making money with Joint Ventures. It contains very useful information for promotion of products and I suggest you check it out immediately by going to:

<http://www.ConlethOnuPublishing.com/JointVentureBroker.html> .

There is a private joint venture membership site where you can network and joint venture with thousands of other marketers. It's called [JV-Network](http://www.ConlethOnuPublishing.com/JV-Network.html). You can learn more by going to <http://www.ConlethOnuPublishing.com/JV-Network.html>

Viral Marketing

Viral marketing is a very powerful and effective strategy to generate massive traffic to your website, and therefore more sales. It has become a popular means of advertising. It allows you to spread information about your company and product without any costs or if ever low costs only.

Creating a pdf report is one way to use viral marketing. You can create a report containing valuable information to your target market and allow others to pass on the giveaway rights to your report as well.

Your report can spread like wild fire over the internet. Your own website and link to your business or product will be exposed every time the report gets opened. You may want to stipulate that while persons may give it away for free, they do not have the right to change the information.

Let's say you created an ebook on Arthritis Cure. To gain publicity, you created a special report that contains some basic information and explains that if the readers want to learn more, they can purchase your ebook.

To give an even stronger incentive for other people to give away your viral report for you, you can offer them rebranding rights to your report. This means that some of the links inside the content can be changed to reflect a person's individual affiliate link.

By allowing your affiliates to include their specific affiliate link, you will motivate them to give away their own rebranded report willingly for you. When one of the people they distribute the report to becomes a customer, you and the affiliate will both be paid.

Once you finish creating your viral report, then you want to let the world know about it. Offer the report to all your customers and even those who visited your site but didn't make a purchase.

Here's where viral marketing works its magic. Some people who receive your free report will not do anything with it. However, others will pass it on to other people. These other people would then give it away to others, who then in turn pass it onto even more.

And your report continues to be passed around like a virus. With each day that goes by more and more people are seeing the name of your website. Some of these people would then visit your website and check out your products. Your report can literally be viewed by millions simply by giving it away. Isn't that amazing?

Here are a few places you can submit your free report and get free advertising:

<http://www.download.com>

<http://www.thefreesite.com>

<http://www.infochoiceuk.com>

<http://www.ebookdirectory.com>

<http://www.virtual-ebooks.com>

<http://www.ebooksubmit.com>

<http://www.ebooksnbytes.com>

<http://www.the-ebook-directory.com>

<http://www.ebooktoday.com>

<http://www.bizinfocenter.com>

<http://www.web-source.net>

<http://www.kdhbooks.com>

<http://www.ebookpalace.com>

<http://www.free-ebooks.net>

<http://www.free-ebooks.com>

<http://ebooks.searchking.com>

<http://ebookshop.bizland.com>

<http://ebooks4free.netfirms.com>

<http://carver.bizland.com>

Viral marketing is a great marketing technique because after you create and submit your free report, practically all the marketing is done for you. Your report will be circulating the internet, making you money on autopilot. You can create it once, and you'll generate traffic for years to come.

You need to take traffic generation very seriously. Generally a steady stream of traffic to your website will move your internet business forward every day, so you should put much effort on this. So read everything you can find about traffic and website promotion. For more information to help build traffic to your website, visit: <http://www.conlethonpublishing.com/HowIGot2.8MillionVisitors.html>

BUILD YOUR LIST AND EXPLODE YOUR PROFITS

The money is in the list. You've probably heard this a thousand times before. Building your opt-in email list should be your top priority as an internet marketer. It is the one simple step that can explode profits to levels that you only thought possible in your wildest dreams.

When people arrive at your site, they would either buy your product or don't buy. It's a well known fact that only a small percentage of people will purchase anything on their first visit to your website. Most people will not purchase until you contact them several times.

For that reason, you must have a system in place to capture your visitors' contact information before they exit your website, so that you can follow up with them at a later date.

If you're going to start a mailing list then you absolutely need an autoresponder. An autoresponder will allow you to automate the entire process, from capturing

your visitors' email addresses, keeping track of all your leads and following up with them.

These excellent tools allow a sequence of messages to be sent to a prospective customer at various intervals. It's like having a full time assistant that doesn't sleep. It just keeps pumping out information to your subscribers 24 hours a day, 7 days a week, 365 days a year, making money for you virtually on demand.

I use the following autoresponder service:

<http://www.ConlethOnuPublishing.com/Aweber.html> . And it's the one that I highly recommend. It allows you to set up multiple accounts, so you can build several lists, without paying for a new account.

When you sign up for this service, you can set up a mailing list and preload various emails that will be sent to the people that sign up to receive them. So when someone joins your mailing list, they will automatically start up to receive the messages you have already written.

Now it may seem like a lot of work to create follow-up email messages, but I can guarantee that the time will be well spent. However if you're not confident enough or don't have the time to create your own follow-up series or newsletter, then I have the perfect solution for you.

There are many willing and able professional writers that can do it for you for minimal fees. You simply tell them what you need, and they'll provide it for you. To find these writers, go to <http://www.elance.com> and <http://www.rentacoder.com> .

For a complete users and buyers guide on autoresponder solutions, check out [All About Auto Responders](http://www.ConlethOnuPublishing.com/AllAboutAutoResponders.html) by Glen Gordon by going to <http://www.ConlethOnuPublishing.com/AllAboutAutoResponders.html> .

Now the question is, how in the world do you convince people to give you their email address? What's in it for them? Right, "What's in it for them? There must always be an incentive to attract and convince them to join your email list.

One of the most effective ways to entice people to subscribe to your email list is to offer them freebies of value such as newsletter which will contain information that they can relate to.

Another excellent freebie for getting people to join your opt-in list is an ebook. The ebook does not have to be expensively produced or elaborate, but it should

provide information that is of value to your prospects. You can also use software products to entice people to sign up for your opt-in list.

As you may know, the size of your mailing list can reflect the size of your profits. If you build a large, hyper-responsive list, you could be banking in the glory of success and amass a fortune in a matter of a few short months. Therefore, put a lot of effort into developing your own email list.

To learn more about building a big list fast, go to:

<http://www.ConlethOnuPublishing.com/MagneticListBuilding.html>

Also take a look at the following resource:

<http://www.ConlethOnuPublishing.com/GetMoreBuyers.html> .

DEVELOP BACK-END PRODUCTS AND PULL IN MASSIVE PROFITS

“Back end” is so popular among marketers. It’s really how all the big profits are made. Back end products are products you sell to customers who have bought from you in the past.

Once you’ve proven you can deliver on the first purchase people are more likely to know you, and buy the products that you recommend. If you are not offering back end products to your customers, you’re losing a lot of profits.

Provide your customers with additional opportunities to buy from you. It’s fine to start with one product, but you must have something else to sell to the customer after he orders your first product.

Very rarely can you make your fortune selling a single item which is purchased only once. It is harder to be successful selling a single product than if you sell a line of products to the same customer.

You must offer back end products, so that you can sell the same customers additional items in the future. You will greatly increase your profit and build successful business.

You must focus on developing back end products to generate repeat business from existing customers. Your relationship with your customers does not cease to exist after an initial sale is made. In fact, you're in a much better position to make another sale to these customers when you follow up with other related products.

If you don't offer back end products, then you are wasting potentially thousands of dollars per month, even per week. Once a customer has purchased a product from you, you must do what you can to get them to opt-in to your buyers' list so that you can hit them with other offers.

Back end products are easy to develop. You can create a new product or use other people's products in developing a line of related products. You can use affiliate programs as back end products. There are thousands of affiliate programs on the web, so you can easily find products to use as back end offers. For more information, go to:

<http://www.ConlethOnu.com>

<http://www.ConlethOnuPublishing.com>

You can also use resell rights products as back end products. Resell rights products make good back end offers. You can obtain resell rights to successful products, so that you do not have to immediately create new products yourself. For more information on obtaining resell rights products, go to:

<http://www.ResellRightsMarketing.com>

<http://www.InfoProductsPublishing.com>

CONCLUSION

Now, I certainly hope you've enjoyed this ebook on starting your own money making business – selling information on the internet and you've learned exactly how to write and sell your own ebook on the internet.

Right now, you have two choices.

You can choose to toss this ebook aside and do nothing and ignore all that you've read. Or you can choose to take action on the information you've just read.

I trust that you will choose to take action.

Did you know that the main difference between successful people and those who aren't lies in the amount of action action they take?

That's right! Action is what seperates successful people from the rest of the crowd.

So don't just read this ebook and let it sit on your hard drive. You must take action in order to achieve the financial success that you desire. You have to make a commitment to yourself.

There is a lot of money to be made in this business. Thousands of people are earning a comfortable full-time income by selling information products. There are people who have become millionaires by selling information products on the internet. It all depends on you, but the potential is there.

Just imagine! You can create the ebook once and sell it over and over. That's right, you can create it once, and then, many years later you're still sitting there and selling the same thing over and over again.

If you would like to attain personal and financial freedom, you must get started. Once you apply the information I've presented to you and create your first ebook, you can duplicate the process time and time again with different topics in different niche markets. Imagine having several ebooks pulling in profits day and night without you even lifting a finger.

I have given you the game plan. The rest is up to you.

I wish you the best. And I look forward to hearing your success story as an ebook/infoproduct marketer too.

Conleth C. Onu

**Earn Big Money
Join My Affiliate Program**

Go to: <http://www.ConlethOnuPublishing.com/Affiliates.html>