



**INTRO: [THE eBOOK EDUCATION](#)**

**CH. 1: [DEVELOPING A QUALITY PRODUCT](#) \*Only included in full version, [BUY NOW](#)**

**CH. 2: [BUILDING A WEBSITE THAT SELLS](#) \*Only included in full version, [BUY NOW](#)**

**CH. 3: [FINDING CUSTOMERS](#) \*Only included in full version, [BUY NOW](#)**

**BONUS: [PLACES & THINGS TO SELL RIGHT NOW](#)**

# THE eBOOK EDUCATION

eBooks give people like you and me the ability to publish and distribute our thoughts, and keep 100% of the profits. If you are the type of person that has always wanted to publish a book, or you are looking for the perfect online business model, eBooks are a great place to start.

If you are brand new to eBooks or Internet marketing in general, [The eBook Education](#) was written specifically for you.

Compared to the typical eBook author, I feel I bring a much different perspective to the table given that I started knowing nothing, and quickly built my website and marketing campaign to the point of a few sales, and a few hundred visitors per day. I know what you need most because I know what I needed: motivation and guidance.

You need advice that will help you make sales in the shortest amount of time. You don't need the hype and empty promises of sleazy Internet Marketers, you need straightforward information you can use to make money as quickly as possible, or else you will give up before you make your first sale.

When I started to create my first eBook, I knew next to nothing about building websites, let alone how to get people to my site or convince them to buy my book. What I did know is that I wanted to learn how, and I wasn't going to quit until I figured it out.

Despite what other people might be telling you, the bottom line is simple. There are no overnight solutions to making thousands of dollars overnight on the Internet, especially if you are just starting out. The snake oil salesmen don't want to tell you that, but it is the absolute truth.

In producing [The eBook Education](#), I have brought together the most important components of the eBook sales process, and I feel that showing you what works, what doesn't work and why will give you the best chance to succeed in this highly competitive environment. Once you have a solid understanding of what it takes to make sales, it will be easy to recognize that the only "secret" to making money online is hard work in all the right places.

## DEVELOPING YOUR FOUNDATION

My goal with the eBook Education is to give you the tools you need to completely understand what it takes to create quality digital products, and sell them over and over again, forever.

At this early stage of your education, I feel it is important to make it abundantly clear that the methods discussed inside this book will take some serious work and creativity on the front end before you will ever see a return. In other words, it will be up to you to stay motivated and turn thought into action. However, once you get over the hurdles and your campaign starts to fire on all cylinders, income will begin to flow, and the time you spent writing, studying and building will pay off many times over.

If you are just starting out, there is a steep learning curve, but we will try to fast track you to help you reach success as quickly as possible. If you are already involved in eBooks but are not yet achieving the results you

desire, we will start by systematically breaking down each aspect of the product to give you a plan for increasing sales.

If money is your prime motivation, eBooks are an excellent option for anyone looking to start a completely automated business. First off, digital products can be produced and marketed inexpensively, oftentimes for free. Compared to real world items that have to be purchased, held in stock and shipped, digital products change hands in seconds, and at little to no-cost. Best of all, once you create an eBook, you own the publishing rights, and since the item is digital, you never run out of supply!

The short sighted individuals reading this right now are probably thinking "why would someone buy information from me when they can go buy it at a book store or find it for free?" There are a number of different reasons why people buy digital books and even pay more for them.

Consider this simple reality: The Internet is how the majority of people get their information, and people are generally impulsive. Still, have you tried to do a web search lately? Quality information is extremely hard to find, and if people stumble onto a webpage that has a time saving, immediate solution to their unique problem, they are usually willing to entertain the offer. And, it is the offer that makes all the difference!

The web presents a different sort of selling opportunity that no traditional book offer could ever match. Compared to a book that sits on the shelf, a sales focused webpage speaks to the visitor. It's like an extended back cover that makes the reader want to look inside "so bad," but won't let them until after they make the purchase. Make your offer impossible to pass up, give buyers a money back guarantee, deliver on your promises, and you have sealed the deal! That, my friends, is why people buy eBooks.

Now I know that not everyone reading this is interested in, or capable of, writing their own book and that is just fine. Something to consider is that you can always sell products that other people have created and sold with resale rights, sell affiliate products, or just learn to generate digital leads with the information contained within this manuscript. Combine your new knowledge with a site like Clickbank, eBay, Amazon, or Commission Junction, and you can virtually skip the product creation phase and lead directly into the sales and promotional process.

Included inside [The eBook Education](#) are a number of quality products you can start selling right now, and if you follow our instructions in the **Places to Start Selling Now** section you can recoup the purchase price of this package in a week or two, and have yourself well on the way to establishing a monthly stream of passive income.

(To get the rest of Chapter 1, plus Chapters 2-4, you must order the full version of [The eBook Education](#))

# PLACES & THINGS TO SELL RIGHT NOW

Although [The eBook Education](#) is geared towards helping you develop your own product and website, we have included a number of items you can start selling immediately, no website required. If you understand the potential of this strategy and you take advantage of the resources we have provided, there is no reason you can't establish a few hundred bucks of passive income per month.

## AMAZON'S KINDLE MARKETPLACE

The [Kindle Marketplace](#) is an easy place to start making sales on autopilot.

Once you register an account, you will have the ability to create unlimited products, and since listing a book is free, there are a number of interesting possibilities.

You aren't going to get rich by posting one or two products in the Kindle store, but if you work to add as many quality titles as possible (for example, by obtaining products with PLR rights), tweak your listings until they make regular sales, and get a good sense of what people are looking to buy, it is completely possible to create a sizeable chunk of monthly income on only the Kindle Marketplace.

One way to bump up your product selection is by selling the same eBook under multiple different titles. I have added my soccer book under two different titles with completely different cover images, prices and product descriptions. While both listings appear within the soccer category, people use different keywords to find the same information, and this strategy allows me to micro-target two of the more popular terms.

You can implement this strategy right now with the *Increasing Business Website Traffic* eBook provided within [The eBook Education](#). You might post it under the title of "Getting More Customers to your Business Website" and "Optimizing your Business Website for Search Engines." Quite frankly, there are a hundred different titles you could use, each appealing to a different sort of customer, and if you change the title and the cover of the book, nobody will ever know the difference. If someone does end up buying both books, good, it means your listing is converting, and the customer can easily return the 2<sup>nd</sup> copy.

Sales on the Kindle Store will net you 70% of the final price, but the major advantage is that you can make sales with very little promotion. Just make sure your products are titled correctly, your descriptions are convincing and error free, and you have filled out the tags field with the best keywords. Certain products will do better than others (online and marketing related topics don't do so well because there is a ton of competition), so just make sure to do your research and learn from your successful listings, and also the not so successful ones.

One drawback of the Kindle Store is the length of time it takes to get paid your first check (90 days), but once you do, you will get paid every 30 days thereafter.

## eBAY

Selling on eBay requires a bit more effort than the Kindle Store, but the upside is that you get paid right away. The drawbacks are that you have to pay to list, and you have to burn the item on a disk and ship it to the

customer. This strategy will work best for those that live in the United States or Canada, but if you live in another location, you still may be able to make money if you plan accordingly.

A few years back, eBay allowed merchants to automate the delivery process, but banned the practice due to a number of problems it created. The major result of the policy change has been the rejuvenation of a formerly stale marketplace for digital products, and a wide open opportunity for those that are willing to go through the extra effort involved.

Unlike the Kindle strategy which is basically free (or at least you only pay fees on money you make), eBay charges you a small fee to list your item. Don't worry though, they run promotions literally non-stop where listing up to 100 items per month is free.

Instead of trying to list every product under the sun, find the best items and dedicate your time to preparing an original sales letter for each. Remember, you are not necessarily selling products, you are selling auctions, so you can sell the same items under different covers, just like on the Kindle store.

A listing that produces a positive ROI is a virtual gold-mine because you will never run out of supply. Work towards developing 5 auctions that sell, and from there, you can continue to add new products to your inventory as time allows.

## **PRICING RECOMMENDATIONS**

Not only does eBay charge fees to list an item, you will also have to pay a final value fee, and a fee to Paypal for processing your payment. Make sure to pay attention to the final value fee structure, and have a plan for delivering the item as affordably as possible to your customers.

Given the final value fee structure, I try to add as much of the price to the shipping and handling side of the transaction as possible, and I am honest with my customers about my costs. For most digital auctions, I list a starting price of \$.99, a buy it now option at \$1.99, and \$9.00 shipping and handling fee. After paying eBay and Paypal fees, and packaging and shipping the item, I net between \$8.50 and \$9.50 per sale. While you are free to experiment with pricing, be careful, and do your research.

## **SHIPPING RECOMMENDATIONS**

I buy cases and CDs in bulk, wrap the items in paper, and use stamps to avoid a trip to the post office. Last time I bought CDs at target, it cost me \$12.99 for 50 CDs and \$10.99 for 50 cases. For the \$23.98 I paid for these materials, I will gross \$425-\$475. If you can list enough auctions to clear a case a month, that's an easy \$400+ in your pocket for just a few hours of work, assuming you streamline it properly.

## **YOUR FIRST AUCTIONS**

We have included 3 different auctions you can cut and paste right into your own account listings. These products are all high quality, and the sales letters have been tested and confirmed to produce a positive ROI. Once you make a sale, just burn the item to disk, and ship it to your customer.

Before you start selling on eBay, it is important that you register an account on Paypal, and go through the process of connecting it to your bank account, or else you won't be able to withdraw your money!

**Item 1: *Cleaning Business Plan and Website Package***

<http://ebookeducation.net/cleaning>

**Item 2: *Craigslist White Hat Marketing***

<http://ebookeducation.net/craigslist>

**Item 3: *Increase Business Website Traffic***

<http://ebookeducation.net/traffic>

We have included a number of additional resale and PLR products, but the above 3 are confirmed to convert, and at the very least, you should be able to make a few hundred bucks just for a little bit of cut and paste. If you work to find additional products and you bump up the volume, a few thousand dollars this year is totally doable with this strategy alone.

## **GENERATING LEADS AND SELLING WEBSITES**

Everybody knows someone, either directly or through a third party, that needs a website. Whether you have a friend or relative that owns a business, or even your boss, our partner has made it possible for you to get paid for referring customers. If you are looking for a job, or even the next big thing, you can easily make \$600-\$1,600 per week, while building up regular income through reoccurring commissions. [Learn more](#)

(To get the product files for the above products, you must order the full version of [The eBook Education](#))