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BY PAT FLYNN

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A Complete Guide to Publishing, Marketing and Automating a Killer eBook

by Pat Flynn of The Smart Passive Income Blog @
<http://www.smartpassiveincome.com>



eBooks The Smart Way A Complete Guide to Publishing, Marketing and Automating a Killer eBook

by Pat Flynn of
The Smart Passive Income Blog

A special thanks goes out to Ms. Freeman at <http://www.freemanlegacyllc.com>, for her help with naming this eBook.

This eBook is dedicated to my newborn son, Keoni. You are my inspiration for everything I do, and every decision I make.

The information contained in this guide is for informational purposes only.

I am not a lawyer or an accountant. Any legal or financial advice that I give is my opinion based on my own experience. You should always seek the advice of a professional before acting on something that I have published or recommended. Any amount of earnings disclosed in this guide should not be considered average.

Please understand that there are some links contained in this guide that I may benefit from financially.

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A Complete Guide to Publishing, Marketing and
Automating a Killer eBook

Writing an eBook saved my life.

You've probably found your way to this eBook from my blog, or maybe a friend passed it along to you. Either way, I'm happy you're here.

I wrote this guide because when I was in a time of desperate need, not too long ago, writing an eBook and selling it on a blog saved my life. Not only did it help me bounce back from a layoff, but it opened my eyes to this world of internet marketing and the opportunities that it can create for a person's life. [The Smart Passive Income Blog](#), and this eBook, are my way of giving back for all of the fortunate things that have happened to me ever since getting laid off, including grossing over \$203,219.04 in just a years time.

This eBook is a guide, and the purpose of this guide is to do just that - **guide you**. It is not a "system", and definitely not anything related to "get rich quick". It will, however, take you through the process of taking the ideas and knowledge in your head, putting them into an eBook and sharing that with the world. If I can help just one person learn one thing that will help them in their business and/or life, the 2 months I have spent writing this eBook will have been totally worth it.

To all of my subscribers, followers and friends out there, old and new, thank you for the gift of your support. I only hope this free guide can begin to repay you for the time and attention that you've given me. Here's to you and your continued success!

A handwritten signature in white ink, appearing to read 'Pat Flynn', is located in the bottom left corner of the dark grey text box.

"If at any point while you're reading this guide you have any questions, please don't hesitate to contact me. You can best reach me on Twitter ([@patflynn](#)), or on my [Facebook Page](#). Even if you don't have any questions, I'd love for you to come by and say hello! If you want to reach me in private you can email me at pat@smartpassiveincome.com."

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What Can Publishing an eBook Do For You?

Simply put, an eBook creates more opportunity.

Most of what we do on the internet involves opportunity in one way or another:

- ✓ The opportunity to have our voices heard.
- ✓ The opportunity to express ourselves.
- ✓ The opportunity to reach out to others and teach something we know.
- ✓ The opportunity to connect and network with people from all different parts of the world.
- ✓ The opportunity to earn an income, whether it's just extra money on the side, or a full-time income that replaces our job.

The internet has given people opportunities that have never been available before.

Everyone (and I mean **everyone**) is on the same playing field now. In order to succeed, we must take action and stand out from the rest.

One way to do this is by writing an eBook.

Standing Out From The Crowd

An eBook is a relatively quick and easy way to stand out from the crowd and establish yourself as a leader and authority in the niche you're in.



When I published my first eBook in October of 2008, which was a guide to passing the LEED exam (an exam that people in the architecture and design industry take), I immediately became “the expert” on the subject.

I knew a lot about the exam, but I wouldn't have called myself an “expert”. However, because I had an eBook with my name on it as *the author*, it gave me the credibility I needed to be recognized as an authority, which separated me from similar sites that were about the same subject.

An Income Generator

By selling an eBook online, you're “planting seeds” and giving yourself a chance to grow an extra income source. I am living proof of that.

After launching my first eBook, I generated well over 6 figures in less than a year.

How much you make from selling your eBook depends on a number of things, including the niche you're in, the demand for the type of information you're providing, how well you execute your marketing campaign, and how well you craft your eBook.

Will you make 6 figures from your eBook?

I don't know. But, I've done my best here in this guide to give you the best chance.



Future Transactions

If someone buys from you once, they are more than likely to buy from you again - as long as you can WOW them with their first transaction.

Write a killer eBook, impress your customers, and when you come out with your next product, you'll already have a number of people who you know will be interested in what you have to offer.

Extra Time

Besides the recognition, the extra income, and the long-lasting relationships I have with my customers, the best part about publishing and selling an eBook online is that it has given me the opportunity to work from home and spend more time with my family.

Because the business is almost entirely automated, I passively earn the income that puts food on our table. I do not have to be present at all in order for a transaction to take place. A customer can pay for an eBook and get it delivered right to their inbox, without me having to lift a finger.

In this guide, I will show you exactly how I set up my automated business so that you can do the same.

In the mean time, I just wanted to thank you once more for taking the time to read this guide. I hope it provides you with the information you need to take action and really take what you do online to a whole new level. Good luck!

Why eBooks are Better Than Hard Copies

An eBook is an electronic book, usually a PDF (portable document format), that allows readers to read material on a computer screen or a portable device. Before you decide to publish an eBook, let me support your decision by showing you why this is the right move.

1. eBooks vs. Hard Copies

The following is my exact thought process as I was deciding whether I should go with publishing an eBook, versus a hard copy.

Publishing a Hard Copy

Pros:

- ✓Easier to read
- ✓People are more comfortable purchasing a hard copy book
- ✓More difficult to “pirate”
- ✓Fulfillment of seeing published work in stores

Cons:

- ✓More expensive to create
- ✓Possibility of not having enough books printed for number of orders (backorders)
- ✓Possibility of having too many books for number of orders (oversupply)
- ✓Inventory space is needed

- ✓Smaller portion of each sale is profit
- ✓Difficult to issue a revision or update

Publishing an eBook

Pros:

- ✓Easier and faster to create
- ✓Can automate the delivery process
- ✓No such thing as backorders or oversupply
- ✓No printing or publishing fees
- ✓Easy to give “free” or “preview” copies to people for reviews and gifts at no cost
- ✓Easy to correct errors and issue revisions or updates
- ✓Each sale is nearly 100% profit

Cons:

- ✓Harder to get people to buy an eBook
- ✓Security and piracy is an issue
- ✓Harder to read than a hard copy book
- ✓Less satisfaction as an author because it’s not a “real” book

“In my opinion, the benefits of publishing an eBook far outweigh the benefits of publishing a hardcopy...”

So as you can see, there are definitely some pros and cons to each, but in my opinion, the benefits of publishing an eBook far outweigh the benefits of publishing a hard copy,

especially knowing that I could be making almost 100% profit from each sale and not have to worry about inventory and going to the post office to ship books myself.

2. But What About On-Demand Printing?

On-demand printing is a service that allows you to self-publish your book in a PDF or Adobe Illustrator format and upload it to a site. Customers who purchase your book will get a hard copy of your book sent right to them. The best part is that the on-demand service takes care of the printing, shipping and also the transactions.

Pretty awesome!

Although I think on-demand printing is great, there are still a few reasons why I don’t use it.

The number one reason, is cost. Let me explain.

To the right is a screenshot of a cost calculator from a major on-demand printing service.

The screenshot shows a 'Book Cost Calculator' with the following settings:

- Paper: Standard
- Book Type: Paperback
- Color: Black & white
- Size: U.S. Letter (8.5" x 11")
- Binding: Coil Bound
- Number of Pages: 88
- Quantity: 1
- Currency: US Dollars (\$)

A 'Calculate' button is visible, and the result 'Manufacturing cost: \$9.20' is circled in red at the bottom of the calculator.

It would cost me \$9.20 for each hard copy of the book I sold. If I sold my book for \$29.95 (which is the price that many of my current eBooks sell on other sites), I would earn roughly \$20 profit from each sale. Not bad!

So What's Wrong With This Model?

Nothing is *wrong* with the on-demand model, but there are a few things I liked better about the idea of selling an eBook instead:

- ✓ The quality of the on-demand books are just “okay”. I actually ordered a few myself, and they weren't spectacular.
- ✓ The conversion process from a PDF to a hard copy takes a lot of time. It's a trial and error process and you may have to order a few single hard copies for yourself before you get the settings just right.
- ✓ One of my biggest concerns was that if a customer wants my book, they have to go to the on-demand printer's website in order to purchase it. I wasn't too excited about setting up a storefront on another website when I wanted to keep the customer on my own site the whole time. The more clicks and steps a customer has to take, the less chance there is that he or she will complete the checkout process.
- ✓ Lastly, why should I give away \$9.20 for each sale when I could keep most of it for myself? With the eBook model, all transactions and deliveries are automated too, and I get to keep almost 100% of the sales price. After hundreds of books, that \$9.20 does add up. Sell just 100 books, and that's an extra \$1000 in your pocket.

“Why should I give away \$9.20 for each sale, when I could keep most of it for myself?”

And The Winner Is...

Obviously, I chose to write eBooks. Now, I hope you can understand why.

3. Can I Offer Hardcopies Later?

If you find that you're doing fairly well with your eBook, you may also want to offer a hardcopy to go along with it.

It's actually not a bad idea to sell a hardcopy of your eBook **as an upsell**, because many people will like to have a copy in their hands and in their computers at the same time.

That being said, again, realize that by adding a hardcopy option to your sale, you're also adding in the cost and time that it takes to create and ship the book too.

The decision is yours and yours alone, and it should be based on the lifestyle that you want to live.

In the next section, you'll discover exactly how easy it is to get started with your eBook today. If you have any questions at any point while reading this guide, please don't hesitate to ask me. You can reach me directly at pat@smartpassiveincome.com, or even on twitter at twitter.com/patflynn.

Let's keep going!

A Quick Side Note From Pat:

“You may or may not already have an idea for an eBook in mind. If you do, that's great! The next step will be all about how to take the ideas in your head and organize them in a way so that it's really easy to start writing your eBook.

If you don't have an idea for an eBook yet, don't worry. Finding that perfect topic to write about is definitely not something you want to overlook - but I recommend reading the next section anyways, because the exercise we learn will help you figure things out.”

Getting Started is Easier Than You Think

I hate to say this, but you need to put something online for sale yesterday. Each day you don't have something for sale is a day of potential profits lost. Luckily, starting your eBook is easy, so let's get into it!

Plan it Out

The most important part of writing your eBook is the planning process that happens before you even begin to type one single word. How well you plan and outline your eBook will not only determine how easy it will be for you to produce, but ultimately how successful it will be.

If it sounds scary, don't worry. There are a number of tools and techniques that we can use to make things really easy for us.

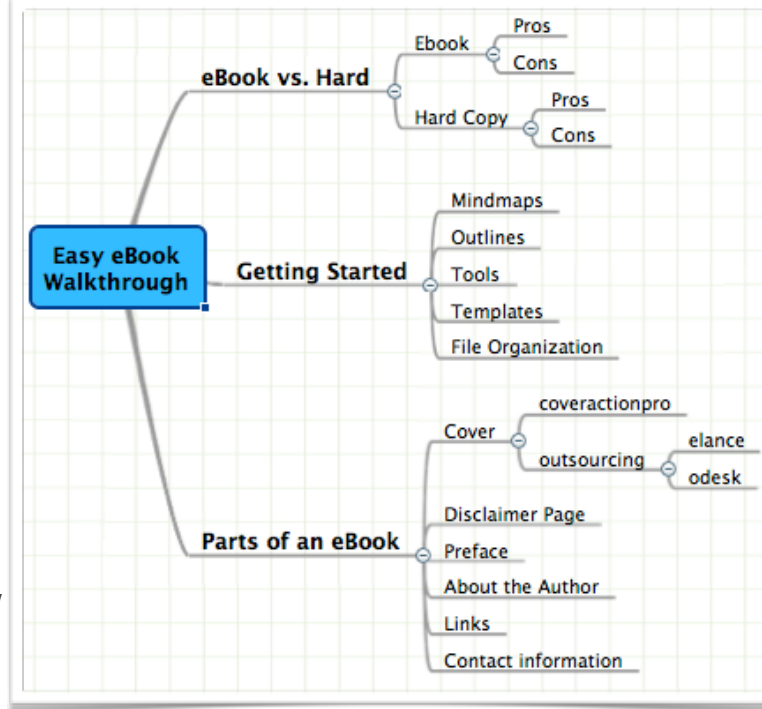
Let's take it one step at a time.

Step 1: Create an Mindmap

If you're like most entrepreneurs and people starting to do business online, you probably have a million and one ideas bouncing around in your brain. The best way to organize these ideas is to create a mindmap.

A mindmap is a visual representation of our thoughts, and it's a really clever way to see how our ideas relate to each other on paper.

Here is a simplified example of the mindmap that was created for this particular eBook:



Obviously, this is a super basic example. The more detailed you are with your mindmap, the easier it will make your life later as you begin to write your outline.

Looking at the mindmap above, we can already begin to see the chapters and sections that will be included in the eBook. Besides that, you can visualize which parts seem to be missing or out of order.

"The mind mapping software I always use is from [MindMeister.com](https://www.mindmeister.com), which offers a basic membership that includes 3 free mind maps. Woohoo!"

Step 2: Create an Outline

The purpose of the outline is to see the different parts of your eBook in the order that they will be presented to your future readers.

You can pull the different parts of your book directly from your mindmap. Again, this is why it's important to be as detailed as possible in step 1.

As you list your sections and subsections, consciously think about the order you put them in. Pretend you're someone who has no previous knowledge about whatever it is you're writing about. Does the order make sense, or would you end up confusing that person? It can be hard for us because we know a lot about the subject already, so really spend some time thinking about the order from a rookie's perspective.

A Quick Side Note From Pat:

"Don't worry about making your outline 'pretty' just yet. In fact, if you scribble, circle, use arrows and it ends up being super messy, that probably means you're on the right track to having an excellent outline that's in the perfect order.

Once you have it finished, you'll notice that it looks almost like a Table of Contents. Well...that's because it is! We'll add some more parts later, but you've gotten a LOT done already! Well done!"

Step 3: Tools You Need to Start Writing

To start publishing your eBook, all you need is a word processor. Whether you use *Microsoft Word*, *Pages* for Mac, *Google Docs*, or *Openoffice.org*, the most important thing is that you somehow get your content created now! We'll worry about converting the content later.

I prefer to use *Microsoft Word* or *Pages* for Mac, because you can easily create nice, professional looking templates that will make it easy to add features like page numbers, text styling and images that will make your eBook that much better.

Yes, we all know that content is king, but a plain ol' eBook is not only boring, but it's also difficult to read.

So, are you ready to write yet?

I'm sure you are, but we still have a few things to discuss first.

The rest of this section is dedicated to making your life a lot easier while you write.

Step 4: Making a Template

In your word processor, it's a good idea to create a one-page template that will be the model for the rest of your eBook. Once you have your template, you can start writing new sections of your eBook with it, and "save as" without having to reformat the look and style of your pages every time.

Seriously, if your word processor allows you to create a template, do it.

What You Can Include in Your Template

The look of your eBook is totally up to you, but here are a few things to think about:

✓ **Page Size:** The most common page sizes are 8.5" x 11", and 6" x 9". Why? Because those are best sizes viewed on most computer screens, and are typically easy to print. This eBook is 8.5" x 11" positioned in a landscape format.

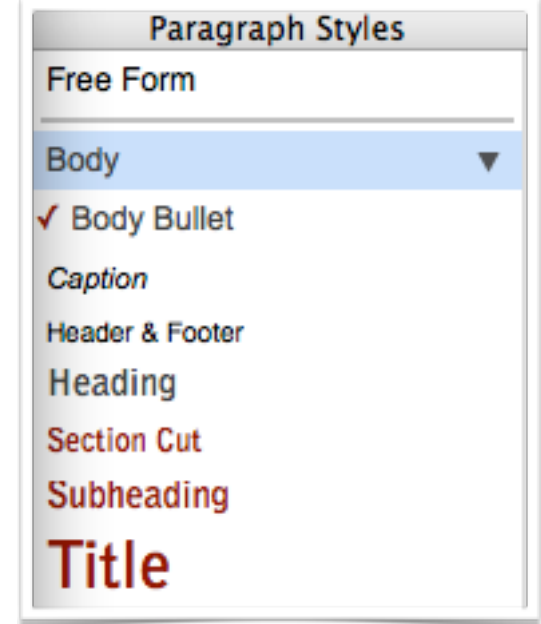
✓ **The Font:** Don't use a fancy font. Please.

Do you think you could read an entire book that looks like this without your eyes hurting?

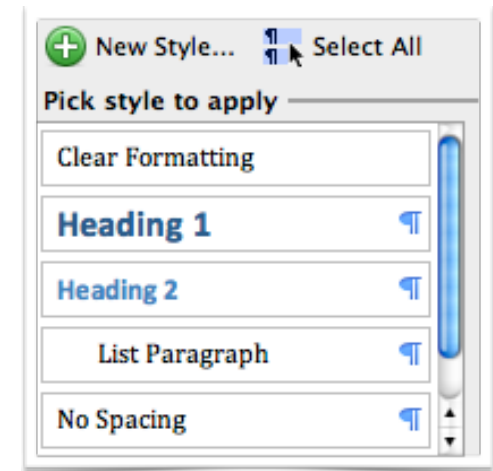
For the body of your eBook, simple fonts, such as *Arial* or *Helvetica*, work the best. *Times New Roman* is okay, but in my opinion, I think it makes any document look like a book report a school essay. You can, however, use a different font for some of the **other styles** of your eBook, which we'll talk about next.

✓ **Paragraph Styles:** This is how you format both your font and paragraph for different parts of your eBook, such as headings, subheadings, captions, bullets, and the body. What's nice about setting up your styles before you begin writing is that you can easily turn any regular text into a certain type of font, color, and size (with certain margins and spacings) that you've previously specified, with the simple click of a button. It's exactly how I created the different sizes and different colors of fonts that you see on this page. Use paragraph styles. It will make your life so much easier.

Here's a screenshot of the styles I can choose from while I write this eBook in *Pages* for Mac, which I preset before I started writing:



Here's another screenshot of a set of paragraph styles from Microsoft Word:



So What's the Importance of Paragraph Styles?

Imagine this eBook without the headers and subheaders that divide each section. Without these things, it just becomes one big mass of text. Your content will look boring, and it will be hard to read. Definitely not how you want your eBook to come across to your readers.

Here are some guidelines you can use to help shape the paragraph styles of your eBook. You can always reset or redefine these styles later, so I recommend trying different styles out until you find a style that works best for you and your content.

- ✓ **Header 1:** (for things like "Introduction", or "Chapter 1", etc.): Size 22, bold.
- ✓ **First Subset:** (sometimes called "Header 2", or "Subheading". These are for things like "Section 1", for example): Size 18, italic.
- ✓ **Second Subset:** (for "part 1"): Size 16, italic.
- ✓ **Third Subset:** (if necessary): Size 13, bold
- ✓ **Body:** Size 13, normal.

Remember, most people will be reading your eBook on their computer screen, so a larger font size does help. Don't try to *squeeze* things in by making your fonts smaller.

"If you're working in Microsoft Word, [here's a really good article](#) I found that will help you create paragraph styles."

Other Important Parts of Your Template

Here are a few other things you can include on your template before you begin cranking out your content:

- ✓ **Header and Footer:** A lot of people don't utilize the header and footer space of their eBooks, and I don't know why! It's prime real estate, and you have the chance to place something that will be shown on each and every page. It's the perfect place to include **page numbers**, your **website address**, or even **contact information**, which many people will appreciate.
- ✓ **Graphics or Logos:** For branding purposes, you may want to include your website or company logo on each page. Some people go nuts with this, but I like to keep it at a minimum, as you can tell. Again, it's up to you.

"Remember, sometimes less is more."

Step 5: How to Start Writing

Writing your first few pages can be the most difficult part, but it doesn't have to be.

Most books begin with some kind of introduction or preface, but if you're having trouble with that, you can skip to another section that you feel more comfortable with. The final product will end up in the correct order, *but you don't have to write it that way.*

Start with a section you know you can easily crank out and worry about the parts you're not sure about, or that need more research,

later. Chances are, as soon as you bust out and finish your first few sections, you'll be motivated and focused to complete the rest.

Here's a Super Cool Tip...

One of the best tips I've ever received was to **write and save** your eBook in sections, based on the outline you created earlier.

Each section basically becomes it's own blog post or article. Once you finish a section, cross it off your outline and then you'll see exactly what you have left to do before it's complete.

After all of the parts are finished, you can easily put them together later in a **master** file that you use to create your final product.

One Final Tip About Filenames...

If you're going to use the tip above and write each section of your book in a different file (using the template that you created to start each file), here's a handy way you can name your files so you can keep everything in order as you go. It wouldn't be a bad idea to create all of these filenames first before you go ahead and begin writing your content.

- 00-Author_Info.doc
- 01-Introduction_eBooks.doc
- 02-eBooks_vs_Hardcopy.doc
- 03-Getting_Started.doc
- 031-Mindmap.doc
- 032-Outline.doc
- 033-Tools.doc
- etc...

How to Avoid the # 1 Mistake That Most People Make When Writing an eBook

So what's the number one mistake? It's when an author writes for him or herself, and not for their audience. It may sound weird, but you'll notice that when you begin to typing to a blank computer screen, you often forget who your eBook is really for. Please don't skip this section - it's super important.

1. YOU Don't Matter

The first thing to understand is that your audience is everything. **It doesn't matter what YOU like, what matters is what your audience likes.**

Unfortunately, this seemingly obvious thought gets lost as we become overly anxious and excited about writing and completing our eBook. That is why I'm dedicating most of this section to helping you figure out exactly who your audience is.

Before we get to that, let me give you an **extreme** example of why the audience is everything.

2. The Rocket Scientist

Pretend for a second that you are a rocket scientist and you know everything there is to know about rocket science.

You've been invited by your 10 year old son to speak at his school for "Career Day", so you prepare a short 10 minute presentation.

Do you think your son's ten year old classmates would be interested in hearing about "Fluid Dynamics" and "Stoichiometry"? Uhh...no.

They want to hear about rocketships, spacecrafts, how fast they go, how high they can reach, how hot they get - stuff like that.

"As a provider of information, your job is to give your readers the content they want, in a way that they can understand it."

Really give some thought to not only what your audience wants, but how to best present that information to them too. As a rocket scientist presenting to a bunch of 10 year olds, a Powerpoint presentation may not be the best way to go.

3. Knowing Who Your Audience Is

Before you can understand what would be best for your particular audience, you're going to need to know who your audience is first.

As someone writing an eBook in a particular niche, you might have *an idea* of who your audience is, but that's not good enough. **You need to know exactly who they are.** If you can imagine exactly what they look like, that's even better.

When I wrote my study guide eBook for the LEED exam, I found out exactly what kind of people were taking the exam:

Most were professional males between the ages of 33 and 49 with an average income of \$60,000 to \$100,000, a college education and no kids. Most were working in engineering or architecture firms in the United States, mainly in California, Texas, and New York.

Many of these people had never heard of LEED or the LEED exam before, but they wanted to pass the test as soon as possible to advance their careers.

Hello, Joseph.

Taking in all of this information, I created an imaginary person in my head. His name was Joseph, an up and coming successful 34-year old engineer from San Francisco, who wanted to pass his LEED exam as fast as possible, but only had a couple of hours to study each day.

Can't you just imagine the type of person that Joseph might be? When I was writing my eBook, I imagined him all of the time. It helped me focus on what "Joseph" would want to read, and what I should write so that I could make sure he could pass the test.

4. How To Find Out Who They Are

On this page, you'll find a number of methods and websites that will help you find out more about your audience. Some methods may work better than others, but remember that the more you know about the "person" you're writing for, the better your eBook will be (and the easier it will be to write as well).

Oh, and all of these tools can be used for free, so you don't have any excuse not to use them!

Quantcast

Quantcast.com is one of my all-time favorite tools. Their tagline is: "*It's your audience. We just find it.*", so you know it's exactly what we need.

On the homepage, all you have to do is type in a website address, and it spits out all types of information for you about the people who visited that site, including gender, age, ethnicity, number of children, salary, and education.

Also, on the right hand side of the page, it tells you other sites that those people also visited, which may help you in more ways than you think (potential advertising arenas, partners, etc.)

If you have an established website, like a blog that already tailors to your audience, just enter your own web address. If not (which is probably most of you), you can enter in the address of websites related to your niche, so you can get detailed information about the people you're trying to target. Go ahead, give it a try!

Google Trends

Most people use [Google Trends](https://www.google.com/trends/) to find out what the hot topics are among people's searches, or what the trend is for a certain search query. Many people, however, don't even notice that the results for a Google Trend Search include the top **Regions** and **Cities** where people are from who are searching for those keywords!

Not only will this help you understand more about the type of person you are writing for, but it may also help you determine where you should be focusing your future advertising campaigns too.

TIP: you can look up both **Keywords** and **Websites** related to your niche in Google Trends. Check it out!

Survey Monkey

Taking a survey is probably the best way to find detailed information about a group of people, besides actually speaking with those people in person.

I recommend using the free survey tools at [SurveyMonkey.com](https://www.surveymonkey.com/) because it's really easy to use, and it also has a lot of features that you can include in your survey.

I used a survey on my website and in forums to learn that most people who wanted to take the LEED exam were not very familiar with LEED, and they just wanted to pass the test

as soon as they could. Learning this information drastically changed how I approached what I was going to write in my study guide.

Here are some tips to help you with your survey:

- ✓ Keep your survey to 3 to 5 questions max. This should be information that you want to know in addition to what you already know via Quantcast and Google Trends.
- ✓ Keep your questions simple. You're just trying to get information from these people, not quiz them!
- ✓ Ask nicely, and people will be more than happy to fill it out for you. If you can offer something in return - even better.
- ✓ The best place to blast your survey is on your Twitter list, if you have one.
- ✓ Remember, the more respondents you have, the better. You don't want to base any decisions off of only 10 people!
- ✓ Have fun with it!

Amazon

Finally, here's a quick tip to find out more about your target audience using the search tool at [Amazon.com](https://www.amazon.com/).

Search for a book that's related to your topic and read the reviews. People aren't afraid to speak their mind on Amazon, and you'll learn so much about their wants and needs just from reading these reviews. It may also give you some ideas for some additional content you should be adding to your eBook as well!

Things You Shouldn't Forget to Include in Your eBook

So you've got the main content figured out. Here are some other parts of your eBook that you should remember to include.



1. Disclaimer and Copyright Page

Even though you may think you know what you're writing about, some people may interpret what you say differently, or you might even be flat out wrong. In any case, you'll want to cover your butt just in case some wacko decides to sue you for whatever reason.

Your best bet is to hire a lawyer to write something for you, because he or she will know exactly what to cover. Usually, however, it's okay just to say that the information you provide isn't guaranteed to be accurate, or that it's just your opinion and for entertainment purposes, or something like that. I'm not a lawyer, so please use your best judgement

Also, it's always a good thing to include something in regards to any third party companies, websites and people that you

mention in your eBook so that you are not held responsible for any of their actions, or vice versa.

This would also be a good spot to include information about copyright and how no one can use any part of your publication without your prior consent. Again, a lawyer will know exactly what to put here, but you'll see similar copy on most other eBooks available.

2. A Preface

The preface is an introduction to the book. It's not an introduction to the core material of your book, but rather an introduction to the book itself.

Many authors, especially authors of eBooks that are sold online, ignore the preface. This is a bad move in my opinion. The preface is the perfect opportunity to talk about the intentions of your eBook, and if possible, a story or history behind it. It will help you set the tone and build excitement before people get into the main content.

3. An "About the Author" Page

Similar to the preface, the "About the Author" page is a great way to connect with your readers. It adds a nice personal touch and helps them visualize who they are learning from as they read.

Introduce yourself, talk about some of the things you enjoy in life and your qualifications for writing your eBook. The more the reader knows about you, the more they will see you as their friend, not just "the author".

In most books, you see the "About the Author" page at the end behind the back cover. I recommend placing it in front so people can learn about you right from the start.

4. Links

One of the best parts about writing an eBook is that you can insert links into your content! You may have already noticed a few in this eBook already.

If you have a website of your own, placing links within your eBook back to your site is a great way to provide additional information that your eBook may not have room for, and drive traffic back to your site as well.

If you're going to link to a third party website, make sure that it's ok with them first. Usually, people don't mind because you're giving them free traffic, but you never know - some people may get upset that you mentioned them in your eBook without permission. It's better to ask first, just in case.

Here are some ways you can utilize links in your eBook:

- ✓ Placing links within the content itself
- ✓ A collection of links in a *resources* section
- ✓ Footnoting your content and placing links in the footer of the page
- ✓ In the template of your eBook, just like the www.smartpassiveincome.com link that you see directly below.

5. Helpful Tools and Exercises

It's a really smart idea to add some tools, exercises, and any other helpful things that can help your readers further experience the material in your eBook.

Additional tools will make your eBook look more professional and readers will know that it's a great all-around package that is not just reading material, but "doing" material as well.

At the end of my study guide for the LEED exam, for example, I included some exercises sheets to help people memorize the material, and it was a hit.

Here is a list of a few things like this that you can include in your eBook:

- ✓ Checklists
- ✓ Practice questions
- ✓ Calculators
- ✓ Fill-in-the-Blank exercises
- ✓ Templates
- ✓ Excel Spreadsheets

NINJA MARKETING TIP: If you're planning on selling your eBook, taking these tools out of the main content of your eBook, and putting them back in as "free bonuses" (with a dollar value) will add value to the purchase of your eBook for the customer. It's just like on those infomercials, where you get 8 additional steak knives, and an extra fillet knife for free. It works.

6. A Thank You Page

A thank you page at the end of your eBook will serve you three purposes:

1. It's a great way to reconnect with your readers one last time before they finish up with your eBook. It's a simple reminder that you are the person who just provided them with the awesome content they just read.
2. A thank you page is also a great place to tell your readers what to do next. They just finished your eBook, but why should that be the end of it? **What should they do next?** Think about taking them back to your website for more content, a place where they can go and tell others about your eBook too, or even an affiliate program! The possibilities are endless.
3. Lastly, you should remind your customers that you did spend a lot of time and effort creating your eBook, and you would appreciate it if they would respect you and not share or distribute the eBook to anyone else without your permission. I'll talk more about eBook security later, but many people don't even know that they aren't supposed to share your eBook, so simply asking nicely will help decrease that occurrence. You can even be sly and put in a link to a special email-opt in form that people can use to let others know about your eBook if they wanted to.

"Don't forget to add a picture of yourself on your thank you page!"

7. Eye-Catching, Relevant Images

Supplementing your content with images and graphics will enhance your eBook in multiple ways. They will:

- ✓ Help emphasize and reinforce important points that you make
- ✓ Make reading your content more interesting and easier to consume
- ✓ Increase the professionalism of your eBook (and you as an author)
- ✓ Add value to your eBook
- ✓ Help people remember certain pieces of content within your eBook (kind of like visual bookmarks)

As you're writing or proof-reading your eBook, think about any charts, graphs, stock photography, screenshots, or even portraits that will help to enhance your eBook.

WARNING: There are a few important points about using images in your guide that I'd like to mention.

1. Don't go overboard. Images are great, but too many can be annoying and make it seem like you're just trying to fill up space.
2. Make sure the images you use are relevant. Irrelevant images detract from your content and leave people confused.
3. Lastly, be sure you're allowed to use the photos you select. I often use images from www.istockphoto.com just to be sure that it's okay.

Getting Your eBook Ready for Launch

So You've Finished Your eBook. Sweet! Now it's time to get it ready for the world to see. Whether you're distributing your eBook as a free gift, or as a paid information product, here's what you have to do next.

1. The Power of the PDF

There are over 50 eBook file types you can convert your document file into. Some are obviously more popular than others, but there is one that is virtually universal, and that's the **Portable Document Format**, or **PDF**, for short. Chances are, you've read a PDF file before and maybe even created one yourself.

Here is why I love distributing my eBooks as PDFs, and why you should too:

- ✓ The file size is usually smaller than any other format.
- ✓ It's relatively easy to convert your document into a PDF file.
- ✓ You can set up your eBook to always open on the front page and in the optimal size.
- ✓ You can include a navigation menu (a bookmark area) where your readers can jump to and from any section they want. Depending on your niche, this can be extremely helpful and convenient.

- ✓ You can embed your own buttons to print certain pages.
- ✓ You can create forms and embed tools and calculators within pages (which people can actually fill out on the eBook itself!)
- ✓ There are thousands of other things, both useful and not, that you can do to enhance the reader experience with a PDF.

I'm not an expert, but I figured out how to do most of these things on my own through random Google Searches. In the near future (if I haven't already), I'll be screen capturing some helpful YouTube videos with step-by-step instructions about how to do many of these things.

To stay updated with my latest videos, please [click here](#) to head on over to my YouTube Channel and subscribe.

Additionally, you can always hire someone on www.elance.com or www.odesk.com at a super cheap rate to do it for you.

Now is the Time to Proofread!

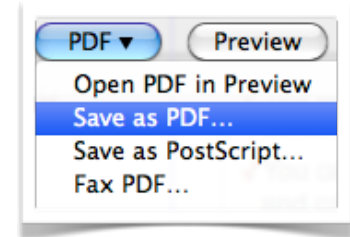
"We're about to convert our document into a PDF, so now is a good time to go through your eBook while you can easily correct any spelling, grammar, or layout issues. Get anyone you can to proofread it for you. The more eyes, the better."

2. Converting to PDF

Mac Users

If you're on a Mac, you probably have the capability to convert your eBook file into a PDF file already.

In your word processor, simply go to **file > print**, and click on the **PDF** button, and select "**Save as PDF**". You can also preview beforehand, just to make sure it's all laid out correctly. To the right is a screenshot of the menu you'll see.



PC Users

For PC users, you may or may not have the capability to print or save to a PDF format just yet.

Go to your document, and go to **File > Print**. Check to see if a PDF format is one of the actual printers to choose from, or if there is a button that says "**Print to PDF**".

Additionally, you may be able to save the document as a PDF, which converts it on the save. Go to **File > Save As...** and see if you have any options that say "**Save As A PDF**".

If you find that you do not have the capability to convert to a PDF, on the next page, you'll find a list of options that will give you some ideas.

Other Ways to Convert to a PDF

- ✓ You can use free PDF conversion software, which can be found [here](#). Be careful, because some free conversion tools may leave a watermark on each page of your eBook. You don't want that.
- ✓ You can pay someone from a site such as www.odesk.com or www.elance.com to convert it for you.
- ✓ You can ask a friend who has does have the capability to convert documents into PDF files do it for you for free (or maybe a cup of coffee!)
- ✓ You can use your computer at work during off-work hours, if it's ok with your supervisor. I recommend just asking if it's ok first, and using your lunch hour to do it in less than 5 minutes.

Adobe Acrobat Professional

If you have (or can get access to) Adobe Acrobat Professional, this is probably the best way to go, however, I put this tool last because it is an expensive piece of software. (\$299.99 USD for the standard version).

The reason why Adobe Acrobat is great is because it will give you the capability of easily adding all of the features that I mentioned on the previous page, and edit the PDF even after it's converted.

Again, this isn't a requirement, and you may not need all of the available features in Acrobat. If this is the case, like I've mentioned before, you can always hire someone for a really inexpensive price to get it all done for you.

3. All About PDF Security

You may be wondering to yourself, "Pat, what's stopping people from giving away my eBook to others for free?"

Although there are some security measures that you can take, such as password protection or having customers download certain software, the truth is that there isn't much we can do without totally annoying our honest, paying customers.

Think about the movie or music industry. There are always going to be people who burn illegal copies or download pirated versions, but that doesn't stop movies from making millions of dollars, or musicians from succeeding.

For the most part, people aren't as bad as you think they'll be. Most people are honest. I know, because they've supported me too.

I've sold over 8000 copies of one particular eBook, and although I'm sure a few copies were shared here and there, I'm ok with that. Obviously I don't encourage such behavior, but if someone is determined enough to work so hard to get your eBook for free, they will - so don't worry about it so much. Again, most people who get your eBook will be honest paying customers.

Things You Can Do

I do recommend, however, setting up your PDF so that the document cannot be changed, edited, or copied, which can be done via Adobe Acrobat, third party software,

or sometimes in your word processor in an "advanced options" menu before you convert.

Lastly, I would just like to reiterate the power of simply asking your readers to kindly not redistribute or share your eBook with others. You can include this on your *Thank You Page* at the end of your eBook, or on a separate page - whatever works for you.

A Quick Note From Pat:

"Congratulations! If you've made it this far, you're ready to begin setting up your website and all of the services involved to begin selling your eBook to the world!

In the next sections, I'll show you how to take your product and make it available to your customers. I use a couple of specific websites to make this happen so that the entire process is totally automated. This means that after it's setup properly, accepting payments and the delivery of your eBook to the customer will be totally done behind the scenes, and all you have to worry about is driving more traffic to your site, and loving the fact that your business is working for you, and not the other way around.

If you've read straight through up to here, take a break. You deserve it!"

Tools for Automation



Automation is the key to a passive income lifestyle. If you setup your business correctly, your eBook can be sold and delivered without you ever needing to do anything. This means you can make money while on vacation, while sleeping, or when working on other projects for even more passive income. I'll tell you, it's one of the coolest feelings in the world, and you're almost there.

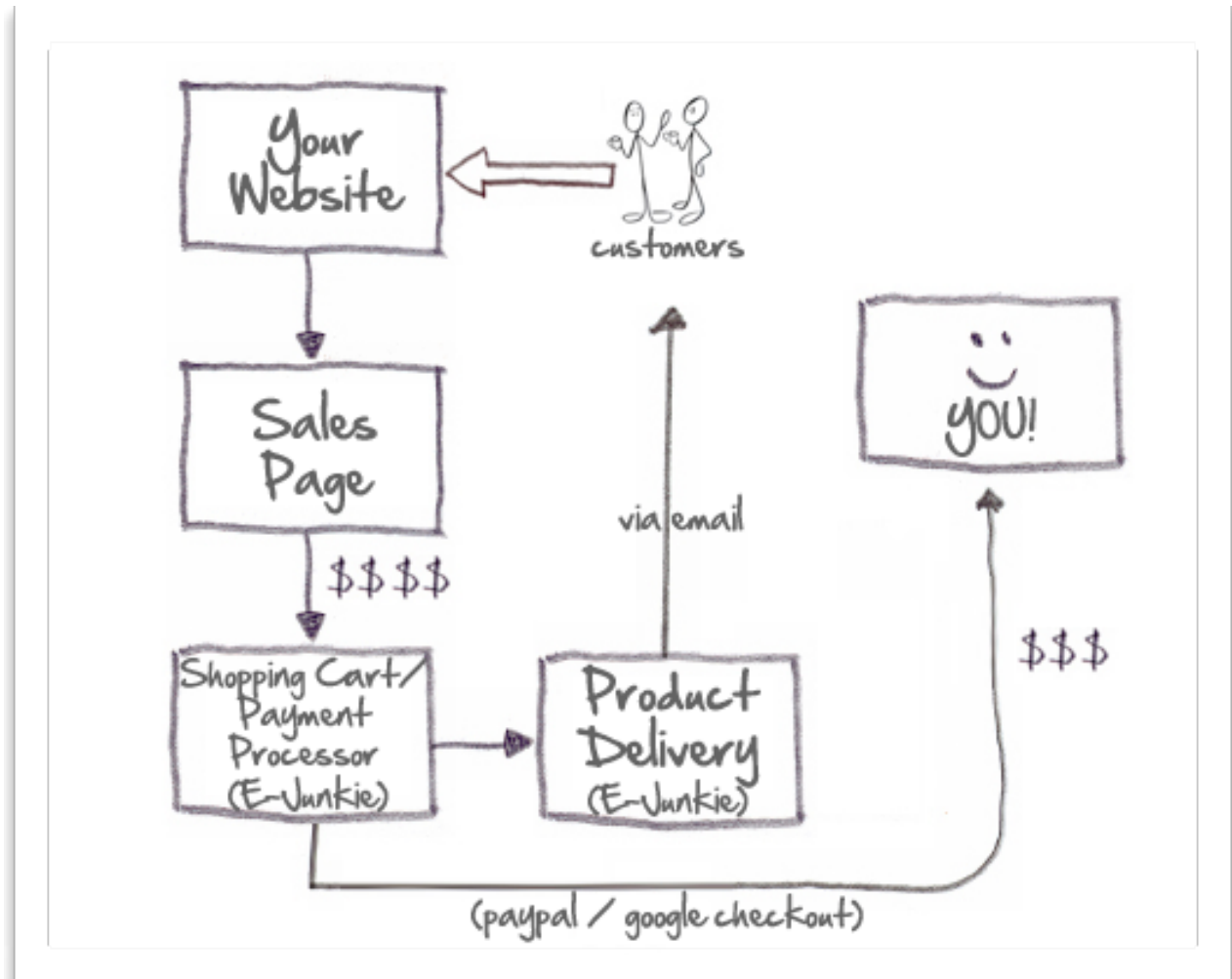
1. A Visual Look at the Process

To the right, you'll notice a flow chart that illustrates exactly how the passive income automation process works.

As you examine the diagram, starting from the top, take a moment to notice where **you** are in the equation. Looks good, right?

And another thing: this process is entirely **scalable**, which is another important factor in the passive income process. Sell 1 eBook or sell 1,000,000 eBooks - you don't have to do any more work than you normally would (which is nothing). All you have to focus on is driving more customers to your website, and what to do with all the extra free time that you have. Let's continue...

The Passive Income Automation Flow Chart



2. The E-Junkie Shopping Cart

There are many shopping cart services to choose from, but E-Junkie.com is one of my favorites. Why? Because...

- ✓ It's easy to use.
- ✓ Fees are extremely low at a flat rate of \$5.00 a month.
- ✓ It integrates easily with many different payment types, such as: Paypal, Google Checkout, Authorize.net, ClickBank, TrialPay and 2CheckOut.
- ✓ The customer service and forums always come through.
- ✓ You store your eBook on E-Junkie's servers.

You probably haven't heard of E-Junkie before and it's probably because they don't advertise. Most of their success comes from people telling others about their service, just like I'm telling you now.

So How Does E-Junkie Work For Us?

Once your eBook is ready and you're all setup with an E-Junkie account, you upload the eBook to E-Junkie. Name it, specify a price, and it will spit out a code which puts a "buy now" or "add to cart" button on your website. That's basically it! Whenever anyone clicks on that button, they are taken to the shopping cart, checkout, and the customer gets an email to download the eBook from the E-Junkie server, and you get cash into your account.

Sweet.

The Seller's Point of View

Over the next couple of pages, I'll be sharing screenshots of what you will see in E-Junkie as the seller. I'll show you the customer's point of view afterwards.

Product Configuration

PRODUCT CONFIGURATION

Name

Select your product's requirements:

Single file download
 Redirection
 Send stored codes Send generated codes
 Package files from other products, affect their inventory
 Inventory control
 Sales Tax, VAT Shipping/Buyer's address
 Let buyers edit quantity in cart
 Let buyers edit price (ex: donations, 'pay anything' items)
 Variants having individual price / weight / stock / SKU
 Variations which tell more about the product ordered
 Send transaction data to a URL

Price **Currency**

OPTIONAL SETTINGS

Email Subject - **OPTIONAL**

Email Message (no HTML) - **OPTIONAL**

Hi [%first_name%]!

Thank you for your purchase of Sample eBook Title. Please click the link below to download your eBook.

An email based on above **template** will be sent to the buyer. We will NOT include any default message and you have complete control over the email content. Leave it blank if you DO NOT want to send an email to the buyer.

Receive a copy of email sent to buyer
 Enable templated email ([more info..](#))

Item Number

OPTIONAL - If your product does not have a specific item number, please leave this field blank.

NOTE: You will be shown the option to upload the file once you have added your product.

Code for Your Website

UPLOAD

E-JUNKIE SHOPPING CART BUTTONS (RECOMMENDED)

BUY NOW BUTTONS

PAYPAL SHOPPING CART BUTTONS

UNCHECK this if you want to use this code on MYSPACE or anywhere else where you can't use JavaScript

ADD TO CART BUTTON CODE

```

<a href="https://www.e-junkie.com/ecom/gb.php?c=cart&i=574425&cl=36952&ejc=2" target="ej_ejc" class="ec_ejc_thkbx"
onClick="javascript:return EJEJC_lc(this);"><img

```

VIEW CART BUTTON CODE

```

<a href="https://www.e-junkie.com/ecom/gb.php?c=cart&cl=36952&ejc=2" target="ej_ejc" class="ec_ejc_thkbx"
onClick="javascript:return EJEJC_lc(this);"><img

```

The Seller's Point of View (continued...)

After you configure your product in E-junkie, which is fairly easy, you can then insert the code they give you onto your website.

If you're using Wordpress for your website or blog, you can easily enter the **add to cart** or **view cart** button code onto any post or page, however you'll want to make sure you have the **HTML** tab clicked when you paste the code in, not the **visual** editor (see right).

The default buttons that E-Junkie give you are actually not that bad - I've seen a lot worse. However, **the button that people click to purchase your eBook is one of the most important elements of your sales page.**

In a blog post I wrote a while back, entitled: [How to Increase Your Earnings in 5 Minutes or Less](#), I gave an example of an "add to cart" button that has been tested and proven to work far better than any other button available. Some call it "The Magic Buy Button". Why? Because it will literally increase your sales, like magic. I've used it on my own sites, and it works.

But why?

Well, for one, it's HUGE. Plus, the colors definitely catch people's attention, and located beneath the big orange button are the trusted credit card logos (which you've probably seen on the windows of real stores before - same idea). Lastly, the "cut" and sale price above the button help people who are "on the edge" give in and click it. Looking at it, don't you just want to click it too?

Pasting the Code

Add New Post

Example Sales Page

Permalink: <http://www.smartpassiveincome.com/example-sales-page/> Edit

Upload/Insert

Visual **HTML**

Click the button below to purchase the Sample eBook!

```
<a href="https://www.e-junkie.com/ecom/gb.php?c=cart&i=574425&cl=36952&ejc=2" target="ej_ejc" class="ec_ejc_thkbx" onClick="javascript:return EJEJC_lc(this);"></a>
```

```
<a href="https://www.e-junkie.com/ecom/gb.php?c=cart&cl=36952&ejc=2" target="ej_ejc" class="ec_ejc_thkbx" onClick="javascript:return EJEJC_lc(this);"></a>
```

```
<script language="javascript" type="text/javascript">
<!--
function EJEJC_lc(th) { return false; }
// -->
</script>
<script src='http://www.e-junkie.com/ecom/box.js'
```

Example Sales Page

Click the button below to purchase the Sample eBook!

The Default Buttons →

The Magic Button ↓

Retail Price: ~~\$127~~ **SALE Only \$34.95**

ADD TO CART

VISA MasterCard AMERICAN EXPRESS Cards DISCOVER NETWORK

Please check out my [YouTube Channel](#) for a helpful video about changing the way your button looks in E-Junkie, as well as other helpful videos to help you optimize your eBook sales!

The Customer's Point of View

Now that you know what to expect while setting up your eBook in E-Junkie, let's see what it looks like from the customer's perspective. We'll start with what happens after they click on the "add to cart" button.

Here's the basic process:

- Customer clicks on "Add to Cart" Button
- Customer is taken to a shopping cart (see right), where they can see what they are purchasing, how much it costs, and enter a discount code if they have one. They have the option of checking out with Paypal, Google Checkout, or a Credit Card, depending on what you setup in your account beforehand.
- Customer is then taken to a page where they fill in their billing information.
- After purchase is complete, they are taken to a thank you page. There's a default thank you page on E-Junkie.com, but I would recommend setting it up so that they are automatically redirected back to a thank you page on **your** site, where you can let them know that their eBook has just been sent to their email address.
- Literally 10 seconds later, an email from you is seen in their inbox, with a link to download the eBook.

And it's as easy as that! There are ways to optimize the customer experience even further by customizing what is written on those automatic emails, as well as what is shown to them on the Thank You Page they are redirected to.

Shopping Cart

Your Logo

No.	Item	Remove	Quantity	Amount (USD)
1.	Sample eBook Title	<input type="checkbox"/>	1	27.00
			Total:	27.00

Discount Code Update Cart after entering

Checkout:

Fast, easy, secure.

Fast checkout through Google

Pay with Credit Card

Billing Info

Your Logo

Billing Information

First Name:	<input style="width: 90%;" type="text"/>	*	
Last Name:	<input style="width: 90%;" type="text"/>	*	
Email:	<input style="width: 90%;" type="text"/>	*	
Company Name (optional):	<input style="width: 90%;" type="text"/>		
Country:	United States <input style="width: 20px;" type="text"/>	*	
Address:	<input style="width: 95%;" type="text"/>		
	<input style="width: 95%;" type="text"/>		
City:	<input style="width: 60%;" type="text"/>	*	
State/Province/Region:	ALABAMA <input style="width: 20px;" type="text"/>	*	
ZIP/Postal Code:	<input style="width: 40%;" type="text"/>	*	(Leave blank, if your Country doesn't have ZIP/Postal Codes)
Phone (optional):	<input style="width: 60%;" type="text"/>		
Card Type:	Visa <input style="width: 20px;" type="text"/>	*	
Card Number:	<input style="width: 95%;" type="text"/>		
Card Expiration Date:	1 <input style="width: 20px;" type="text"/> 2010 <input style="width: 20px;" type="text"/>	*	
Card ID (CVV2/CID) Number:	<input style="width: 40%;" type="text"/>	*	[What is Card ID?]

Sign-up for product updates and newsletter.

SECURED BY
GeoTrust
click to verify
08-Dec-09 11:50 GMT

or pay with

www.smartpassiveincome.com

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A Couple More Things about E-Junkie

Another reason why I love using [E-Junkie](#) is because you would think that they take a percentage from each sale, but they don't. If your eBook is under 100 megabytes (which I hope it is, because that would be HUGE for a PDF file!), then you only have to pay a flat rate of \$5.00 a month. This is different than Clickbank, for example, which charges a \$50 one-time setup fee, and then a percentage of each sale on top of that. Clickbank is still a great service, so if you're more in tune with Clickbank, don't let me stop you.

Here's a list of a few more cool things E-Junkie has to offer that I have taken advantage of myself:

- ✓ A free one-week trial
- ✓ Excellent customer service and a community of helpful people in the forums
- ✓ Ability to create your own discount codes for promotional offers
- ✓ A built-in affiliate program
- ✓ Ability to integrate with Aweber Email Autoresponder service.
- ✓ Easily update your products and change your prices if you wish.

E-Junkie is the shopping cart / product delivery part of the equation. Next, we'll need to talk about the payment processor - which is how we'll be getting paid...

3. Paypal

I'm sure most of you have heard of Paypal before, and probably have an account with them too. Paypal is one way to accept payments from your customers.

When you sign up for a regular Paypal account, you're free to use the **Paypal Standard** features on E-Junkie. This means that you can accept both credit card payments and Paypal payments from people, but they'll have to go through the Paypal website in order to do so.

This isn't good because in order to keep your customer experience as short and as linear as possible, you want to keep them on your own site. Below is an example of what part of the checkout process looks like with **Paypal Standard**.

The Paypal payment page doesn't do a great job of showing where people can pay with their credit card, even if they don't have a Paypal account. More often than not, people will see this page, think that they have to have a Paypal account to pay, and just leave.

Paypal Website Payments Pro

The solution to this problem is to sign up for [Paypal Website Payments Pro](#).

The price to use Payments Pro is \$30 a month. Before my eBook went live, I was reluctant to commit to paying this much, but having the capability to easily accept credit card payments on my own website and have a faster checkout process makes a world of a difference, and I'm sure I made more sales because of it. Plus, since I sold my eBook for \$29.95, all it took was one sale to make up the cost for the entire month.

Sample eBook Title Total: \$27.00 USD

PayPal is the safer, easier way to pay online. **PayPal** Secure Payments

PayPal securely processes payments for SmartPassiveIncome. You can finish paying in a few clicks.

Why use PayPal?

Security: Keep your financial information private when paying.
Convenience: Just enter email and password to pay.
Speed: Less typing means you speed through checkout.

Don't have a PayPal account?
 Use your credit or debit card to pay.

Log in to PayPal

Email:

Password:

[Forgot email](#) or [password?](#)

Applying for Paypal Website Payments Pro

To use [Paypal Website Payments Pro](#), you have to fill out an application and get approved by Paypal first.

Don't worry, it's not that hard to get approved. I was approved even before I had my business entity. You just have to show them what you're selling, where you're going to sell it, and how.

For me, the rep I spoke to wanted to see my website, my offer page (so they knew what I was selling), and where the price was listed on that page. It also helped that I mentioned that I was going to use E-Junkie as my shopping cart because they are very familiar with E-Junkie's services.

You might be wondering how you're supposed to show them a sales page when the page has yet to be published on your website (because you're waiting to get approved first). Well, I actually faxed them a couple pages that outlined my sales page, which included the price of the eBook at the end. Apparently, that was enough.

They just need to see something that shows you're going to be selling something online, but you're not bound to the exact text and price that you fax them. In fact, I must have re-written my sales page a dozen times, and even changed the price after I was already approved.

After you're approved, follow the instructions on E-Junkie to easily integrate Paypal into your shopping cart, and you're all set!

4. Google Checkout

Creating a merchant account with [Google Checkout](#) is another way to accept payments from your E-Junkie shopping cart.

It works in basically the same way as Paypal, except you'll have to connect a checking account for Google to forward the payments to.

By integrating both Google Checkout and Paypal, you're giving your customers the most payment options to choose from. Even though most people pay with a credit card (hence the importance of Paypal Website Payments Pro), some people will find it easier and safer to pay with these other services.

For me, after thousands of eBooks sold, about 90% paid via credit card, 7% via Google Checkout, and 3% directly from people's existing Paypal accounts.

5. Resources

I know we covered a lot in this section, so below you'll find a list of links to the resources that I just mentioned for your convenience.

[E-Junkie Shopping Cart](#)

[Paypal Website Payments Pro](#)

[Google Checkout](#)

[The Magic Button](#)

A Quick Note From Pat:

Phew, that was a long section, but definitely one of the most important!

If you ever have any questions about any part of the automation process, do not hesitate to ask around.

E-Junkie has an amazing forum that has people that watch over it all day long, so they are quick to respond to any questions that you may have.

Paypal is one of the largest online payment companies in the world, so you know they need to have a reputable customer service line as well.

Lastly, after you think you have everything setup correctly, go through the buying process yourself and purchase your own eBook. You can create a discount coupon code in E-Junkie that will make the price \$0.01. Make sure you get all the emails and everything that you were supposed to before your eBook goes live.

And as always, if you ever feel stuck, feel free to email me directly at pat@smartpassiveincome.com.

10 Steps to a Successful Sales Page

A sales page, which goes through an exact proven formula to convert readers into buyers, is what most people use to sell information products online. I'll go over the basic outline of a sales page for you here.



Have you ever noticed how the structure of every infomercial on television is almost exactly the same, no matter what the product is? The reason is because there's a formula, **and it works**. It's the result of years of marketing research and testing to see what kinds of strategies earn the most money. A good online sales page works just like today's infomercials.

Let's get started...

Step 1: Present the Problem

Before you mention anything about your eBook, what's it about, and what it can do, you have to start by presenting a problem first. This is the best way to grab the potential customer's attention, by relating to a problem or fear that they have.

Here are some specific examples from some of my favorite infomercials:

- ✓ "Are you tired of wasting your time doing thousands of sit-ups without seeing any results?"
- ✓ "Are your dry feet and calluses embarrassing you?"
- ✓ "Are you afraid of hurting your pets while cutting their nails, and making them bleed? Ouch!"

You get the picture. Start out with a problem that will connect with your target audience.

On a sales page, *the problem* is integrated in the **headline**, which is usually in a large, bright red font at the very top.

Step 2: "Lead Up" to Your Solution

Under your headline is the **sub-headline**, which should be a lead up to exactly what your solution is - but you still have yet to reveal it.

It's kind of like a "teaser" or glimpse of hope that there is indeed some solution to the problem that you addressed in the headline.

- ✓ "What if there was a way to lose weight without doing all of those sit-ups?"
- ✓ "Imagine what it would be like to walk outside in heels and not worry about people staring at your dry feet."
- ✓ "What if your pets loved it when you cut their nails?"

Before you unveil what your eBook is, you're giving them an idea of what it can do for them first. For example, here's an excerpt from my LEED exam prep website for the eBook Study Guide I wrote:

"Don't you want to pass the LEED AP Exam as fast as possible without having to read all 400+ pages of the Reference Guide? Don't you want to pass now before the newer and harder LEED 2009 exam starts in about 6 months? You're in luck! The only guide you'll ever need is right here, and I promise it will help you understand everything you need to know."

It works.

Step 3: Present Your Product

Nothing fancy here. Reveal your eBook and tell your audience that it is exactly what they need to solve their problems. Explain how it works, and why it's so special.

Include any visual representations of your eBook (usually a 3D graphic of a book with the name of your eBook on the front), so that people can have an image to remember your eBook by.

Check out my [YouTube Channel](#) where I show you several ways that you can create eBook covers and artwork for your eBook!

Step 4: Insert Testimonials

Testimonials are very important. They give life to your product and security to your potential customers that what they're about to purchase is the real deal.

In the infomercials we see on television, it always seems like half of the program is made up of testimonials. Why? Because they know social proof is one of the most powerful forms of marketing.

Here are a few key points about using testimonials on your sales page:

- ✓ Always use **real** testimonials. If you try to fake it and come up with your own, it doesn't matter how good of a writer you are, people are going to see through it. Don't give yourself a chance to lose customers, so **get real testimonials!**
- ✓ When using testimonials on your sales page, try and include the name and location of that person if possible. This gives your potential customers a feeling that those are real people talking about your eBook.
- ✓ If you want to spice it up even more, include a small picture with each testimonial. The picture should not be professionally taken. A regular photo looks better because it's more realistic. Also, try and relate the photo of the person to your eBook as well. For example, if you are writing a dog training eBook, include a smiling owner **and** their dog in the image.

How to Get Great Testimonials

The cool thing is that if your eBook is good enough, testimonials will show up in your inbox automatically. Unfortunately, this doesn't happen for us before our eBook is launched.

So how do we get real testimonials for our eBook before it even goes on sale?

Tell some of your friends and people in your immediate network that you've just finished an eBook and would like for them to review it and answer a few quick questions for you in return. Of course, you should let them have a copy for free.

If you simply ask them to write a testimonial for you, you might get a wide range of answers, some better than others. In order to make sure you get great testimonials from everyone that reviews your eBook, include questions to answer that will shape exactly how they will respond. For example:

- What kind of doubts did you have before starting to read this eBook? Be honest.
- How did the eBook deliver on it's promises?
- Who would you recommend this to and why?

You get the idea. You'll have to do some creative work here to figure out which questions you'd like to ask in order to get the best testimonials for your particular eBook.

Before we finish up with testimonials, there are a few legal things I'd like to point out to you first.

Testimonials - Be Careful!

I'm not a lawyer, but there are a few things that I know about testimonials that you should realize before you place them onto your sales page.

First of all - using the first name, images, or words of a customer without permission is forbidden. To avoid getting in trouble for this, you can simply ask people:

"If appropriate, would you allow me to use your words and your name in my marketing and promotional materials?"

Secondly - and this is a fairly new rule from the FTC (Federal Trade Commission), testimonials that you use require **typical results**. Any "results" (i.e. I lost 50 lbs in 7 days!) must actually be the "typical" results, or else they cannot be shown. You can no longer use "results not typical" as a blanket disclaimer. If you do claim results to be typical, you must have information to back that up.

What you can do is use testimonials about why people like you or your product, and why they are happy with their purchase, which should be a majority of your testimonials anyways. I would steer away from any "results-type" testimonials, just to be safe.

For more information about these new FTC regulations, I recommend visiting the [FTC Website](#), and reading about it there.

Step 5: List The Benefits of Your eBook

I've talked about this on my blog before, but I'll bring it up again because it's really important: **features and benefits are not the same thing.**

Here's the main difference:

A feature is a special fact about something.

A benefit is what those facts can do for someone.

Have you ever heard of the expression, "What's in it for me?" It's basically what any customer in any niche wants to know. The features really don't matter - it's the **benefits** that they provide the customer that do.

Here are some side by side examples:

Feature	Benefit
Solar panels on a house.	Save money on your electricity bill.
A home gym that folds up and fits under the bed.	Don't have to waste space in your room with ugly gym equipment.
Immediately delivered to your email after purchase.	Don't have to wait for days to get what you purchased.

At this point, you'll want to list as many **benefits** about your product as possible. Not features. Benefits.

If you're still having trouble determining what the benefits of your product are, here's a super cool trick:

Take any feature that of your eBook (maybe it's a certain chapter), and add the words "**so you...**" to the end of it, and finish the sentence. You now have your benefit.

Example:

The house has solar panels, **so you** can save money on your electricity bill.

A home gym that folds up and fits under the bed, **so you** save space in your room while you're not using it.

Try it out, it's pretty cool!

Lastly, here are some final tips you can use when listing your benefits on your sales page:

- ✓ Make sure you actually **list** or **bullet point** your benefits.
- ✓ Start with your #1 benefit, and end with your #2 benefit.
- ✓ Stay on target, don't go into benefits that don't really matter to your target audience.
- ✓ Lastly, there's no need for fluff. Straight and to the point is all you need.

Step 6: Make Your Offer

Now that you've got them drooling, it's time to give them an offer.

First, you'll want to tell them exactly what they're going to get. The more detail, the better. This is where you can introduce all of your features, one-by-one.

Next, you're going to want to introduce your price.

First, let's think back to those infomercials on television. What do they always do to the initial price?

They always "slash", or reduce the initial price, and you should too.

Here's one way you could introduce your price:

"This package includes X, Y, and Z, which together retail for over \$500.00! For you today, you'll only have to invest \$99.95 - a savings of over \$400.00!"

You get the idea. Now, of course you'll want to be somewhat realistic with your prices, or else it's just not believable.

How much do you think your eBook is actually worth? How much could your eBook possibly save your readers?

Pricing is tough, which is why the next **chapter** is all about finding that right price point.

Let's keep going...

Step 7: List Your Bonuses

Every good offer includes some kind of bonus. You've seen them on television:



- ✓ "Buy one today, and we'll throw in another one, absolutely free!"
- ✓ "We'll add 8 steak knives, a value of \$129.00, for no additional cost!"

You should absolutely include at least 2 or 3 bonuses with your eBook as well. The more, bonuses you add, the more appealing your offer will look.

Where To Get Your Bonuses

Here are a few ways to get bonuses that you can offer with your eBook:

1. **Create New Materials Yourself** - This is excellent because you can tailor the bonuses so that they are the perfect addition to your eBook. Unfortunately, this takes up a lot of time. Plus, I think you'd rather get paid for any new material that you create, instead of just giving it away for free.
2. **Partner With Other Websites** - If there are other products that exist which you believe would be a great addition to your eBook, **contact the owner** and see if you can work out a deal together. If it's a free product, he or she may let you include it as a bonus for your eBook because it will help promote their own website. If it's a paid product, you can ask for a coupon code for a

certain percentage off, which you can offer exclusively to your eBook customers.

3. **Take Pieces Out of Your eBook, and Put Them Back in as Bonuses** - This is the best and easiest way to create bonuses for your eBook, especially if your eBook is a long one.

The material is already written, and since it was originally a part of your eBook you know that it's perfect for your customers.

When I launched my study guide for the LEED exam, I took out my top 8 tips, a set of flashcards, and an exercise I wrote and threw them back in as bonuses. It worked great, and I even had a few customers email me to thank me for including those bonuses for free. Pretty cool!

If I was selling this eBook that you're reading right now, I'd probably take out this entire chapter about the sales page and put it back in as a bonus.

How to List Your Bonuses

Each of your bonuses should include:

- ✓ A visual representation of the bonus offer (if possible).
- ✓ A description of the bonus offer and why it's perfect for your target audience.
- ✓ A dollar value.

The dollar value is important because it shows your customers exactly how much they are saving, which makes it seem like your they are getting much more than what they paid for, which is true!

Step 8: Include a Guarantee

Before people purchase something, they don't usually say to themselves, "Oh look! A guarantee! I think I'll buy this now." That's not the purpose of a guarantee.



Guarantees are in place to provide a level of comfort and safety for the customers who aren't really sure if they should make the purchase or not. A good guarantee will push them over the edge to pay, because they know they have the option to ask for their money back if they aren't satisfied.

A lot of research has gone into guarantees, and yes, you will have to issue a refund if people are not satisfied with their purchase. However, in most cases, you will always have more paying customers (and more income) as a result of having a guarantee.

Think About This...

"How many times have you purchased something and probably could have (or should have) returned it, but you didn't. Most people are lazy and don't take advantage of guarantees (or even remember it) if they are dissatisfied with their purchase. It's kind of like those mail-in rebate offers...they make their money because most people don't even bother, or forget."

Types of Guarantees

There are many variations of guarantees you can offer with your eBook, but there are two basic guarantees I'd like to talk about here: the 30-Day Money Back Guarantee, and the Lose-Win Guarantee.

The 30-Day Money Back Guarantee:

This is the most common type of guarantee offered online, and it's exactly what it sounds like. If you're not satisfied, within 30 days of your purchase you can get 100% of your money back.

People have experimented with different lengths of time, and 30 days or longer seems to work best. Some even go as far as offering a **one-year** guarantee. The theory behind this is that with a shorter guarantee, such as 30 days, customers will know exactly when the last day to return the product is. With a year, people will put it off until they just end up forgetting about it.

The Lose-Win Guarantee:

This is a special kind of guarantee where if the customer decides to return an item, he or she will get back even more than what they originally paid. Here's an example:

"If you're not satisfied with your item, not only will I refund 100% of your purchase, but I'll pay you an extra \$25.00 for your trouble."

Obviously, this looks a lot more dangerous because you'll actually be paying people back more money than they originally paid you.

I've actually offered the lose-win guarantee myself, and over a few thousand eBooks no one has ever abused this guarantee.

It's up to you to decide what kind of guarantee you'd like to offer, but remember that if your eBook is helpful and you are confident in what you have to offer, you shouldn't ever have to worry about people asking for a refund.

Step 9: Add Scarcity

Scarcity is powerful, and now is the time to put it into your sales page.

Let's think about the infomercials one more time. Have you ever noticed a countdown timer, or a limited quantity in their offers? Or how about something that mentions "the first 100 callers also get..." something? That's their way of adding scarcity, and getting people to act now.

Do you think that if someone calls one second after the timer hits zero that they're not going to process that person's order? Doubtful.

The point is, you can get people who still aren't sure about making a purchase to commit by injecting a little bit of fear that something will happen if they don't act now.

For eBooks, it's common to suggest that the price will be going up soon, or that you may pull the eBook off the market after a certain amount of time. Also, you can include a bonus offer for only a certain number of customers as well. It's up to you.

Step 10: Tell Them Exactly What to Do

Lastly, some people just need to be told exactly what to do. In the final paragraphs of your sales page, give the reader a call to action to click on your "add to cart" button and make the purchase.

Also, give them an option to contact you if they have any questions or concerns about your eBook.

If people contact you with questions, don't get discouraged! These are **highly targeted** potential customers who are probably right on the edge of pulling out their wallets and paying you. Answer every single question they have and treat them with respect, and you'll get rewarded in return.

Here's a killer tip: make sure the email address you provide looks like a personal email address with your name in it.

Pat@xyz.com looks a LOT better than customerservice@xyz.com.

Free Split Testing is Easy!

"To make sure your sales page is optimized and converting the most readers into customers as possible, you should split test different parts of your page against each other. Split test your copy, images, testimonials, colors, buttons - everything. [Here's a link to a blog post](#) that explains split testing and shows you how you can split test any page on your site for free."

How to Put a Price On Your eBook

Here's the question that we all want to know the answer to: "what is the price that will maximize our profits?"

Unfortunately, this is not an easy question to answer, and most people don't even know where to start!

I'm not an expert, but I'd like to give you a strategy for determining the perfect price for your eBook.



We all want to make as much money as possible, but there's a balance that has to be met between the price of our eBook, and the number of customers that it will yield. There's a lot to this pricing game, but let's try to tackle it head-on.

1. What Are Your Competitor's Prices

Competitor prices are important to know before you introduce your eBook into the market. They give you an idea of what people are paying for material that is similar to yours, and it also provides you with a good starting point.

Don't just look at the prices of other electronic products that are for sale online. Check out the prices for hardcopies on sale at Amazon.com or even in your local bookstore too.

How much you charge compared to your competitors is up to you, but going higher or lower will have an impact on how you should be marketing your material. Why?

Because it's a lot easier nowadays for people to comparison shop, especially since it's just a keyword and a click away. Let me explain...

Pricing Lower Than Your Competitors

If you set your price lower than your competitors, then your price should become a major selling point. Compare your price to your competitors and make sure your potential customers know that they will be paying more if they buy the same type of product elsewhere.

That being said, even though it may seem like a lower price point may yield you more customers, you might actually be losing money because those same customers may have been ok with paying you a little bit more.

When I first launched my eBook, I was worried about charging too much. I knew I was already pricing my eBook lower than my competitors, but I wanted to make sure it was low enough to catch their attention. So, I started with \$19.99. I had a good number of sales and felt really good, until I received this in an email from one of my customers:

"Just my opinion, I think you could raise the price of your LEED Walkthrough Guide. You're already well below the competitor's price, and I anticipate you'll have the volume to support it and an additional 5 to 10 bucks will be a big difference in your bottom line. People will pay it."

It's still amazing to me that one of my own customers actually wrote this in an email to me. After speaking with him some more, I found out he was a businessman who enjoyed my eBook so much, he wanted to repay me by giving me this one tip. Well - it turned out to be a \$50,000 tip. Here's why:

Since that email, I've sold over 5000 eBooks. If I had sold them all at \$19.99, that's a total of about \$100,000.00. By adding \$10 to the price (which I did), that increases that amount to \$150,000.00. That's a \$50,000 difference! Now you see how just \$10 can make a world of a difference.

The moral of this true story: **don't price your guide too low.** Give yourself some credit!

Price = Quality?

If you go to a furniture store and most of the furniture is between \$300 and \$500, what's your first thought when you see a nice looking table that's priced at only \$14.99?

It's probably, "**What's wrong with it?**"

If you price your eBook too low, you may actually be turning your customers away instead of bringing them in. The reason is because it's engrained in our heads to think that a higher price means higher quality, and a lower price means lower quality.

I heard a funny story once about a guy who was selling something, but just for fun he raised the price of his product by 10 times the original amount. Just for fun.

Can you guess what happened?

Not only did he make more money because his product cost more, but he actually saw an **increase in the number of customers too!**

He raised his price, and got **more** customers.

It just doesn't seem right, does it? But that's exactly what happened. The reason, again, is because people saw the higher price as being the price of a product that had more value than the same product with a lower price. People were thinking to themselves: "At this price, it must be really good!"

Now of course, you can definitely price something **too high**, in which case people aren't going to be thinking it's a high-quality product anymore - they'll just think it's ridiculously overpriced.

Remember in the last section how I raised the price of my eBook \$10 after I got that email? Well, I actually saw an increase in the number of sales too.

...I should definitely send that guy a gift.

If You Price Higher Than Your Competitors...

...then it's all about what makes your eBook better than the rest. You should be highlighting that anyways, but spend some extra time comparing your product to all of the other products people have the option to purchase, and make sure you give them a reason to pay a little bit more. Trust me, people will notice the price differences, but they won't care if you show them that your eBook is worth the price.

Make sure to highlight the features and benefits that are unique to your eBook, and add in a few extra bonuses to sweeten the offer if you can.

2. Finding the Perfect Price

It's our job to find that perfect price that isn't too low, but isn't too high either. Luckily, we can easily change the prices of our eBook at anytime with almost a single click of a button. This is the advantage that we have while doing business online.



If you were selling products in a retail store, imagine how many steps would be involved in doing a simple price change, and how long that would take.

Online, all we have to do is go back to E-Junkie (or your shopping cart of choice), and update the price. You'll have to update the price on your website as well, but this isn't too much work considering what you're trying to do.

Finding that perfect price is all about experimentation, and you can use your competitors prices as a good starting point. If you feel your eBook is worth more, don't be afraid to price it a little higher. If your curious to see what happens after you lower the price a bit, do it. Experiment your way to perfection.

There are a lot of ins and outs to pricing your eBook, but with careful competitor research, some experimentation and persistence, you can find that magic number that makes your earnings skyrocket.

A Quick Note From Pat:

"You can follow my advice, or not - it's really up to you. The most important thing to realize is that you should never forget that you have the power to do whatever it is you want to do.

If you believe your eBook should be sold for much more than your competitors, then go for it! Try it out, and if it's successful, that's awesome! If not, you know that you can easily change the price and find a different level that works for both you and your customers.

Don't be hesitant when doing business online. Whatever you do, do it with authority and the belief that what you're doing is exactly the right move.

Congratulations on making it to this point! You deserve a break.

I'll see you in the next chapter.

Marketing Strategies That Won't Cost You a Dime

In my first year of business, I earned over \$200,000 online, and I didn't spend a single dollar on advertising. Here are some of my free marketing strategies that you can use to promote your eBook.

1. Create a Buzz Before You Launch

Before you actually go live with your eBook, it can be a really smart tactic to create some buzz about it first. If done correctly, you can see huge profits, even on your first day!

I've heard a number of stories of people who have created so much buzz about their information products before launching, that they earned upwards of \$25,000 to \$50,000 on their first day. I've even heard of some of the top internet marketers earning millions within the first 24 hours.

Realistically, that probably won't happen for most of us who are just starting out and don't have as large of a network or a huge email list to work with.

Not spending time to create a buzz about my eBook before it went live was something I really regret, so I'm telling you now - **create buzz!**

How to Create Some Buzz

- ✓ You can talk about the progress of your eBook on your website or blog as you're writing it.
- ✓ You can have a webpage dedicated to your upcoming eBook which collects email addresses for a newsletter. In this newsletter, you can broadcast to your followers about your eBook and basically hype it up until the launch date.
- ✓ If you know someone that also has a website related to your niche, preferably someone you've been in close contact with, have them help you out by hyping up your eBook too! If they are an affiliate for your eBook (which I'll talk about in the last chapter), they'll be more than happy to help you out, because they'll be helping themselves out at the same time.
- ✓ Create a series of YouTube videos about your upcoming eBook that links back to your website or blog. Think about dividing each part of your sales page into a separate video, and releasing each video one at a time.

For a length of time before your eBook is expected to be finished and ready for sale, keep people informed in one way or another. Keep them excited, anxious, and wanting more.

Don't miss out on the opportunity to create buzz about your eBook like I did. If you already have an eBook finished or in progress, tell at least 1 person right now about it.

2. Playing With the Price

As I mentioned in the last chapter, it's really easy to change the price of your eBook. There are a few ways we can take advantage of this for marketing and promotional purposes.

Whenever you want, you can lower the price of your eBook slightly to help boost sales. You'll want to make sure that people know the price is lower than normal so they'll feel like they need to "get it now" before the price does go up again. Here are some examples of when you could do this:

- ✓ When you first launch your eBook.
- ✓ Any kind of holiday. (Christmas special!)
- ✓ When a certain deadline related to your niche is approaching, if applicable.
- ✓ Just because.

You can announce your limited time promotional offer to your blog, forums, or an email list if you have one.

How About Facebook Groups?

"One of my most successful promotions happened when I announced a limited time offer for my study guide in a Facebook Group that was related to the LEED exam. Do a search on Facebook for groups related to your niche and see what you come up with!"

3. Take Advantage of Discount Codes

Discount codes, sometimes called coupon codes, are codes that when entered into a shopping cart, immediately give your customers a preset discount. If you are using E-Junkie as your shopping cart, it's really easy to setup different codes for your products. Here's a screenshot below:

ADD/UPDATE DISCOUNTS	
Product	Sample eBook Title (#57)
Discount name	Winter Special
Discount code(s)	newsletter forum facebook
Discount code expires on	2020-12-31 23:59:59
Max. use count	0
Discount	5.00 Flat
Applies to	Item Total

This is just an example, but as you can see, I have a "Winter Special" discount, which takes \$5.00 off the original price when people type in either **newsletter**, **forum**, or **facebook** into the shopping cart.

The reason I have three separate codes, instead of just one overall code, is so that when people see the code "newsletter" in the newsletter, they'll think it's a special discount code that is specifically for them, and they'll feel more compelled to take advantage of it.

If you want to, instead of manually lowering the price of your eBook, you can just offer the discount code to people instead.

4. Front-Line Marketing

Some of my most successful marketing efforts were done for free on other blogs and forums related to my niche.

When my eBook was finally finished, you could find me in a number of related forums promoting my eBook.

BE CAREFUL THOUGH! - When promoting your website or products in any forum, the last thing you want to do is sound like that's all you're there for. Forums are meant to help people, and if all you're doing is spamming and promoting your eBook without providing any helpful information to people, you're going to be known as "that guy" (or girl), and you might even get banned. **Don't be "that guy"**.

My advice would be to register for different forums, and then answer as many questions as you can. You should have expert knowledge about what people are asking, so give them the best answers they've ever seen. Join in on conversations already happening, and start your own topics too.

Basically, you want to establish yourself as an authority on these forums, as the "go-to person" for any help that people may need.

So how do you promote your eBook on these forums?

Answer: On the "signature" that you create in your profile.

In most forums, you have the option to update your profile so people can get to

know a little more about you. Within the **edit profile** section of the forum, there's usually a place where you can edit your **signature**. You should place a link back to your website, or even directly to your eBook's sales page here.

Your signature will show up at the bottom of every post that you write on the forum.

The more you write and the more you respond to people's questions, the more your link gets shown. If you provide killer information for people, they'll be curious and click on the link that you provide in your signature.

Once you establish yourself as an authority, you'll have a little more freedom to place links inside your actual post, but still - insert your link so it's relevant to the topic.

Most forums will allow you to insert html code into your signature, so you can make any links going back to your site look a lot cleaner, without all that **http://** stuff in the text. Here's some sample code that you can use for your own signature:

```
<a href="http://www.yourwebsite.com">Link  
Text Goes Here</a>
```

When leaving comments on other blogs, it's the same idea. Don't spam, write excellent, thoughtful comments, and don't forget to put a link to your blog in the "website" field.

Paid Marketing Techniques

Even though the free marketing techniques that I mentioned in the last chapter are excellent, economical ways for to promote your eBook, paying for traffic (if you have the money) can get your eBook noticed by a larger number people in a shorter period of time.

Yes - in order to use the following techniques, and strategies, you'll need to spend a little bit of money. But, it's all about spending dimes to earn quarters, if that makes sense.

If you find yourself with a successful advertising campaign, you can easily spend more, but earn more at the same time.

1. Google Adwords

Most of you are already familiar with Google AdSense, the program that allows you to put content generated advertisements on your website for click-through earnings.

Google AdWords is the other side of the equation. With Adwords, you pay to have your advertisements show up when people search for certain keywords in Google, or on websites that have content related to your ad, or both. The nice thing about Pay-Per-Click (PPC) advertising is that you only have to pay each time your ad is clicked. However, the dangerous part about PPC advertising is

that if you don't optimize your sales page, people can click your advertisements, but just leave without purchasing anything.

Here's a question:

Who do you want to see your advertisement?

If you said **everybody**, then we've got a problem.

The trick to PPC advertising is making sure that you're targeting the right customers. If you were to show your ad to everybody, you'll most likely pay for clicks from people who wouldn't be interested in your eBook at all.

Now, let's talk briefly about the two most important parts of your ad: the **keywords** and the **copy**.

The screenshot shows a Google search for "frozen foods". The search bar contains "frozen foods" and a "Search" button. Below the search bar, the results are divided into two sections: "Natural Results" and "AdWords Results".

Natural Results:

- SCHWAN'S®: Time Saving Food, Online Grocery Shopping & Home ...**
SCHWAN'S®: Time Saving Food, Online Grocery Shopping & Home Delivery Service ... Bars & Sticks · Frozen Yogurt · Ice Cream · Light Ice Cream · Sandwiches, ...
[Ordering & Delivery](#) - [Specials](#) - [Sign In](#) - [Customer Service](#)
www.schwans.com/ - [Cached](#) - [Similar](#) - [ⓘ](#) [⌕](#) [✕](#)
- The History of Frozen Foods - Clarence Birdseye**
Clarence Birdseye found a way to flash-freeze **foods** and deliver them to the public.
inventors.about.com/library/inventors/blfrfood.htm - [Cached](#) - [Similar](#) - [ⓘ](#) [⌕](#) [✕](#)
- American Frozen Food Institute**
About AFFI »Promoting **Frozen Food** »Government Affairs »Events »Media ... 11/19/2009 -- American **Frozen Food Institute** Announces New Conferences Staff ...
www.affi.com/ - [Cached](#) - [Similar](#) - [ⓘ](#) [⌕](#) [✕](#)

AdWords Results:

Sponsored Links

- Kashi Frozen Entrees**
Great tasting & all natural with whole grain nutrition, in a hurry.
www.Kashi.com
- Frozen Foods**
Weight Watchers® Smart Ones® For Mini Pizzas, Flatbreads and More!
EatYourBest.com
- Frozen Food Directory**
Extensive Company Details in Book, Food Market Analysis CD, Labels
www.eejudge.com
- Burgers' Smokehouse Meats**
Beef, turkey, ham, and more. Quality smoked meats since 1952.
Smokehouse.com
- Frozen Foods at Amazon**

Choosing the Right Keywords

Keyword research is a huge subject, one that I could write an entire eBook about that's even longer than this one. I won't get into the details here, but I will share a few tips and tricks that I've picked up along the way:

- ✓ To find keywords related to your niche that people are searching for, use the [Free Google Adwords Keyword Tool](#).
- ✓ Don't choose broad or general keywords. If you're promoting an eBook about Dog Training, you shouldn't pay for the keyword "Dog", or even "Dog Training", because those are highly-populated, competitive keywords. In order to show up on the first page for those, you'll need to pay significantly more. Try targeting **long-tail** keywords, such as "Dog Training for Maltese" or "Best Dog Training Guide". You'll have better results.
- ✓ The nice thing about choosing long-tail keywords is that you can tailor your advertisement for that specific group of people. So for example, if you targeted "Dog Training for Maltese", you can create an ad that's perfect for people who searched for that term: *"If you're having trouble training your Maltese..."*
- ✓ Split test multiple advertisements for the same campaign. Just one little word can be the difference between going big, and going broke.

You can pay anywhere from \$0.02 to \$5.00 a click, depending on the keywords you choose. I definitely recommend reading more about Google Adwords and PPC if it's something you might be interested in.

Creating Compelling Copy

Like with keyword research, the copy of your advertisement is a huge subject that could take up an entire eBook itself. Like I just mentioned, just one single word, or even a period or a comma can make all the difference in the world.

The purpose of the copy is to get people's attention. Here are a few tricks I've learned that you can apply to your AdWords copy:

- ✓ Insert the keywords in your copy. Keywords in the copy are **bolded**, which will help your ad stand out from the rest.
- ✓ Try asking a question in your copy. People don't like it when questions are left unanswered, so a question in your copy may help increase your click-through rate.
- ✓ If you include the keyword in each line of your copy, including the url, you'll get a better "ad score", and end up paying less for each of your clicks.
- ✓ Experiment with different symbols in your copy, such as a question mark, or an exclamation point. Test test test!

NINJA MARKETING TIP:

If you're looking for good examples of Adwords copy, type in some random keywords in Google and see what paid ads show up and catch your attention. Also, have you heard of [Digg.com](#)? Articles that get shown on digg are proven headlines that you can use in your copy! Type in your keyword in the Digg search and see what comes up.

2. Other Advertising Methods

Google Adwords is probably the most common advertising platform that people use, but there are a lot of others that you should look into as well:

Facebook

Facebook's advertising capabilities are unique because you can target an extremely specific kind of person to show your ad to. For example, I could target married men between the ages of 35 and 40, who have an income between \$50k-\$100k a year, who like fishing and live only in California.

In addition to that, you can put a little picture next to your ad as well. Very cool!

To learn more about Facebook advertisements, [click here](#).

Private Advertising on Specific Blogs

If you're selling something online, advertising on a specific blog related to your niche is a great idea.

You may already know a number of blogs that you'd love to place your own ad on, but if not, type "**blog: keyword**" into Google, and you'll see an entire list of related blogs.

Contact the owners, and see what advertising options are available for you. Most blogs will accept 125x125 pixel banner ads, but whatever the deal is, keep it professional and make sure you're ready to pay a little bit up front.

The Power of an Affiliate Sales Force

Setting up an affiliate program for your eBook is one of the best ways to attract more customers. Why? Because you have other people doing the work for you!

1. What's the Incentive

There are two reasons why someone would want to promote **your** product:

1. Because they don't have to create a product of their own, since yours is already finished; and
2. Because you pay them a commission every time they make a sale for you.

This is better than simply advertising on other websites because as an affiliate, these people have a reason to help you sell your eBook - the more they promote, the more money both of you make.

2. How Does it Work?

If you're using E-Junkie or Clickbank to sell your eBook, you'll have access to an affiliate program that's already built in.

If for some reason you're using another shopping cart, you'll have to do some further research into the particular service you're using, or signup for a third-party affiliate program, such as [Post Affiliate Pro](#).

Most affiliate programs that you use will provide you with a link that you can send out to anyone and everyone you want to help you promote your eBook. When people click on this link, they setup an account and are given special links that are unique to their accounts, which point back to your website.

The affiliate program keeps track of those special links and knows exactly when anyone who purchased your eBook came from one of your affiliates. At the end of each month, you are given a report that shows you exactly how much money you owe each affiliate.

3. How Much Should a Commission Be?

Let's take a look at your options:

A Lower Commission - If you set your commission to 20% the original price of your eBook, that doesn't provide very much incentive to 1) signup for your program, and 2) promote your product if they do signup. *20% of a \$30 eBook is only \$6.00.*

A Higher Commission - With a higher commission, you'll attract more affiliates, and they'll work harder to promote your eBook too. A 50% commission is actually fairly standard in today's eBook market. Some even go as high as 75%, which is great for your affiliates.

Now, you might be thinking:

"Hey Pat, I understand the benefits of offering a higher commission, but wouldn't I be losing more money than I could have made if I had sold eBooks to those customers myself?!"

That's a great observation, but here are two reasons why you shouldn't worry about that:

1. Your affiliate team will have the ability to reach people that you probably don't have access to. Just think about all of their blog subscribers, Twitter followers, Facebook fans, and email lists - that's a lot of people that you don't have access to like your affiliate does.
2. Secondly, and more importantly, your affiliates probably have their own influence on certain people around the web. They might be able to convince someone to buy something more than you could. Their recommendations are worth a lot, and that's basically what you're doing by setting up an affiliate program - allowing these people to recommend your product, and use their influence to generate sales for you both.

Here are some final tips you can use to help your affiliates make you even more money:

- ✓ Create a set of banner ads that your affiliates can use on their own websites. Make it easy for them to promote your eBook!
- ✓ Hold a contest and give away a prize to the top affiliate within a certain amount of time. This works great right at the beginning when you first launch your eBook.
- ✓ Pay your affiliates on time, and thank them for everything they do for you. Make them happy, and they'll be happy to continue selling your eBook for you!

Final Words from Pat

Congratulations! If you've made it to this point, you're a rockstar, seriously. I know I've provided you with a lot to think about in this eBook, but you now have the knowledge to take the information that you know, put it into an eBook, and share it with the world. Here are a few final thoughts I'd like to share with you before I finish up.

How Much You Succeed is All Up to You

The nice thing about doing business online is that you're in total control of how successful you are. If you slack off, so will your results. If you get totally into what you're doing and crush it, the sky is the limit.

Don't Worry About Being Perfect

If you worry too much about being perfect, you're never going to get anything done. Get your eBook published as soon as you can, and you can worry about those little imperfections later. As long as your core message is there, you'll be fine.

Results Don't Come Overnight

Publishing an eBook is a fantastic way to give yourself some authority in your niche and possibly earn an extra income at the same time.

That being said, publishing an eBook is not a "magic button" to stardom or riches. Nothing usually is.

Give yourself a chance to succeed by giving yourself time to succeed.

Don't Be Afraid to Ask for Help!

There is absolutely no reason why you shouldn't ask for help when you need it. Many people, including myself, are happy to help people out. You'd be surprised.

Don't Stop Being Awesome!

If you've finished your eBook already, **WELL DONE!** If we ever meet in person, I'll buy you a drink, because you definitely deserve it.

Seriously.

But your awesomeness doesn't have to stop with just an eBook.

Have you ever thought about creating an audio book to go along with your eBook? How about some instructional videos, or even a complete membership website?! You have the capability to create something amazing and help people in ways that were never possible until now.

Will you take advantage of the time we live in?

I'd say, **you've already started.**

Thank You So Much!

I hope you've enjoyed this eBook as much as I loved writing it for you. I can't thank you enough for your continued support of The Smart Passive Income Blog and everything I do.



I appreciate each and every one of you for taking time out of your day or evening to read this, and if you have an extra second, **I would love to hear what you think about it.**

Please leave a comment at <http://www.smartpassiveincome.com/ebook>, or if you'd rather reach me in private, don't hesitate to shoot me an email. I read each and every single comment and email, so don't be afraid to say hi!

Lastly, if you haven't already, you can follow me on Twitter ([@patflynn](https://twitter.com/patflynn)), and join in on the conversations going on right now on my [Facebook Fan Page](#).

Thanks again, and I wish you nothing less than success!

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