Profit Pulling eBooks
How to Launch Your Own Free Profit Pulling eBooks That Explode Your Sales Like a Fireworks Display

A Simple-System To Create eBooks That Generate Website Traffic And Produce Sales

by Jimmy D. Brown

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Registration...
and other *important* stuff

As an owner of this manual please take just a minute to register by simply sending any email to registerPPE@Profitsvault.com. This will officially recognize you as an authorized user / reseller of this product. You won't be required to pay any additional fees or be placed on any lists. We would just like a record of who is using and / or selling this manual.

Also Profit Pulling eBooks is the first product release in our recently launched "Profit Pulling" series. If you would like to receive updates as these new products are released, send any email to profitpullingupdates@profitsvault.com This list is only used to inform you of new releases in the Profit Pulling series. Future releases planned include: Profit Pulling Websites, Profit Pulling Ezines, Profit Pulling Affiliates and Profit Pulling Offers, just to name a few. These products will retail in the $14.95-$19.95 price range. Only a limited number of resell rights will be available, so "first come, first serve" will apply. :o)

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How to Launch Your Own Free Profit Pulling eBooks
That Explode Your Sales Like A Fireworks Display

Sure, everybody's doing it...

...but you're about to do it better!

One of the keys to success online (or anywhere) is to take an established idea and build upon it. Whether you make it more effective or reduce the price or market it to a different niche, using ideas that people are already familiar with - and making them better - is one of the easiest ways to produce results.

I remember when I first launched the [Profits Vault](#) Web Marketing Super Site. There were already hundreds of similar sites available. People thought I was crazy to jump into such a broad, highly competitive marketplace. That was $100,000 ago. People don't think I'm crazy anymore. The [Profits Vault](#) took an established idea and built upon it. It made it bigger and better than all of the others. And that's why it continues to be among the highest rated web marketing sites of any kind.

Anytime you can take an established idea and build upon it, improve it, make it better, you've got a tremendous opportunity to see significant results from your efforts. I did. And you can too.

To say that ebooks are the current "craze" is an understatement. Ebooks that are used as *freebies* to attract business are exploding on the web like a fireworks display. Have you ever watched a fireworks display? Some of the explosions send briliant flashes of light dancing across the sky with a thundering boom...

...while others make barely a flicker and fizzle out into the night.

I use that analogy to say this: There are *explosive* ebooks like Mark Joyner's "Search Engine Tactics" that has been downloaded over 1 million times...

...and there are *duds* (no names mentioned :-) that aren't worth an empty bottle rocket package.

The problem online right now is that there are *too* many duds that are giving ebook marketing a bad name. Many ebooks are either completely void of useful information or they are nothing more than glorified sales letters.

What the web needs are *quality* ebooks. Ebooks that provide value to the reader. Ebooks that are well worth the time to download. Ebooks

that produce results for both the reader and the writer.

In other words, the web needs more...

...Profit Pulling eBooks!

What you are about to read applies to ANYONE who wants to boost their sales. Do you own a product or service? Great! Profit Pulling eBooks will show the tried and true steps to increase your bottom line.

Don't have a product or service, but want to use eBooks to pull in more sales for an affiliate program you are involved in? No problem! The information contained in this manual is just as applicable and easy to use for YOU as an affiliate, as it is the owner of the product. You'll learn how to bring in more targeted customers to your affiliate program link.

Now, having said that, you are about to learn *how* to REALLY use free ebooks to generate not merely traffic to your website, but targeted, ready-to-purchase customers to your website.

Choose a Title That Grabs The Reader's Attention

The name of your ebook is one of the most important decisions that you will make concerning your ebook. In fact, it is so important that it quite often determines whether or not a visitor downloads it at all!

Over and over and over again, I arrive at websites that offer free eBooks. In fact, I went to one website that offered over 12,000 free eBooks for immediate download! Like I said, I see free eBooks everywhere. And you do too. Want to know how many I actually download and take a look at? Suffice it to say, it is *very few*.

Why? Because they just don't sound appealing. They don't grab my attention. They don't offer anything to attract me. Very few have titles that make me want to take a closer look. Want some examples?

> *"Search Engine Secrets*." Yawn. More "Secrets" huh? And these are little known "search engine" secrets, no less. Probably outdated. Don't waste my time.

> "*The Power of eBooks*" Oooh, power! The power of eBooks to do what? Next, please.

> "*Building Your Own Affiliate Program*" Affiliate program? That's just for the "big guns." I couldn't possibly do that. Sounds too hard. Time to move on.

> "*How to Launch a Joint Venture With Ezine Publishers*" What the heck is a joint venture? Who are these ezine publishers? And why would I want to do it in the first place? Ugh.

Now, let's see if we can spice those titles up just a bit...

> "*6 Easy Steps to a Top 10 Ranking at Altavista.com*" Hmmm. 6 easy steps. Top 10 ranking. Probably won't work for me, but it's worth a look. Click. Start download.

> "*How to Setup Your Own Automated Traffic Generators.*" Did someone mention traffic to my website? Did I see the word "automated." Yep, that's exactly what I want. Click. Start download.

> "*How to Get Thousands of Other People Selling YOUR Products.*" Now, let me tell you...I'd love this to happen! Can you just imagine what it would be like if I really could get a bunch of other people promoting my products? Why, my hit counter and sales would skyrocket. Click. Start download.

> "*How to Sell 300% More of YOUR Product in 72 Hours Than

You Did All Month." Click. Start download!

The reason I use these examples, is because they are eBooks that I have launched myself!

Let me give you a *real life* example. We considered a couple of titles for an ebook that we had created about joint ventures. Listed below are the two titles that we tested. You tell me, which one would you download to read?

"How to Launch a Joint Venture With Ezine Publishers"

"How to Sell 300% More of YOUR Product in 72 Hours Than You Did All Month"

The second title was downloaded 300:1 over the first title. Why? Because the *title* was much more *attention grabbing*. Sure, there were some people that wanted to learn how to launch a joint venture with ezine publishers...

...but EVERYONE wants to sell 300% more of their product in 3 days! (By the way, you can still receive the Free eBook by Clicking Here.)

Titles are very important. A good title that grabs the attention of the reader will *always* produce more results than a plain-jane title. There are five checklist questions that I always ask myself when I am developing a title for my eBooks. Run your ideas through these filters to create the perfect "grabbing" title for your own eBook...

- Does the title make the reader want to find out more? Curiosity may have killed the cat, but it produces downloads when it comes to eBooks. Your title should leave that lingering feeling in the mind of the reader, "There is something to this. I'd better take a closer look." Yeah, it's probably just another hyped up bunch of junk, but I'd better check it out to make sure. I don't want to miss out on something important.

- Does the title promise to meet a need of the reader? Let's face it, we all want our needs met. The title of your eBook should in some way offer to meet that need. "*The Power of eBooks*" doesn't meet a need. "How to Setup Your Own Automated Traffic Generators" does. It shows me how to generate traffic to my website. And, how to automate it to free up my time.

- Does the title offer specific information? One thing that I have noticed is that my eBooks that have titles with specific information are downloaded almost 15:1 over the non-specific titles. For example: *How to Sell More of Your Product* will not typically produce as many downloads as *How to Sell 300% More of Your Product.* Likewise, *Earn a Full-time Income Online* will not attract as many interested eyeballs as *Earn a Full-Time Income Online in 2*

Easy Steps.

- <u>Does the title avoid target audiences?</u> (This one is a bit debatable. After all, over and over again you hear that you are SUPPOSED to try to reach targeted audiences. Well, in this particular case, choosing a headline for your eBook, you may want to consider otherwise. For example: Not everyone is interested in attempting a joint venture. They might not understand the term. It may sound too hard. They may not see the advantage of participating in a JV. So, rather than taking a closer look to investigate, they simply don't take the time to download the eBook. However, everyone IS interested in selling 300% more of their product in 72 hours. By the time they read the first few paragraphs of the eBook, all of those "might nots" and "may nots" have been erased. They understand the term. It sounds easy. They see the advantages. The difference? The title DID NOT mention joint ventures, but rather the end result of the joint ventures. Big difference in number of downloads.

- <u>Does the title use "alternate version" words?</u> I have always found it interesting, but did you know that you can say the EXACT same thing with different words and pull in tremendously different results? It's true. I'll use the example that I've been using thus far... "*How to Sell 300% More of Your Product in 72 Hours Than You Did All Month.*" I could have just as easily used "*How to Triple Your Sales*" or "*How to Sell 3 Times as Much*". Instead, I chose 300% more. Why? Because it SOUNDS *bigger* than the other two. "300% more" SOUNDS like more than "3 times" or "triple". Likewise, I could have chosen "3 days" instead of "72 hours." This is the EXACT same time frame, but which one SOUNDS faster? In one you are referring to DAYS and the other only HOURS. The "hours" version out-pulled the "days" version 3:1. I call these kinds of terms "alternate version" words. They say the same thing, but they SOUND bigger, faster, greater, etc.

I have *repeatedly* used these checklist questions when creating eBooks for my products. Another example would be "<u>How to Earn a Full-Time Living in 2 Easy Steps</u>" which I created for my <u>Free Advertising System</u>, a new product that shows you how to advertise ANY product or service on a ZERO-dollar budget. Guess what? The eBook was an instant hit.

Now, by using these 5 checklist questions, I can *guarantee* that you'll have more downloads. But, beware if your eBook doesn't deliver!

As we will look at next...

...your ebook *better* live up to what you say about it! Nothing is more disappointing or damaging than an ebook that sounds like it should *explode* and does nothing more than *fizzle* when it is downloaded.

(more on that in a bit)

Choose a title that grabs the attention of the reader and you'll be on your way to creating a traffic jam at your website quicker than you can say "Roman Candles!"

Develop High-Quality Content

Like I said, it is both disappointing - to the reader - and damaging - to YOUR reputation - when you produce a poor ebook. Now, I realize that we are taking about *giving away* your ebook. But, *learn this* just because it is free doesn't mean it should be cheap. Did you catch that? Just because it is free doesn't mean it should be cheap.

A cheap ebook leaves the impression that the product or service you are selling is cheap as well. On the other hand, an ebook that has quality information in it leaves the reader thinking, "If they are GIVING this valuable information away for free, just think what I will get in the paid version!"

Now, there is a lot of discussion as to what is "quality content." I believe that quality content in a free ebook must include 4 things:

Valuable information. Let's face it, the reason why people download ebooks is because they want information. And they don't just want any information, they want *valuable* information. Now, there are two questions you can ask to ensure that the material you provide in your free ebook is *valuable*...

- **Would it be worth paying for?** I've always been a big believer in this: If my information isn't worth paying a fee to obtain, then it isn't worth giving away for free either. What has cheapened the free ebook market is an onslaught of information that has very little, if any, usefulness to the reader. How can anything be of value when you cannot use it. (Note: A lack of usefulness can result from outdated information, information that does not work or information that is readily available all over the web) When you complete your free ebook and can honestly say, "I'd purchase this ebook online if I saw it available" then you have a *valuable* ebook to give away. Remember, your freebie is an *extension* of YOU and your product or service. It represents you much like the appearance and personality of a sales representative represents the company he works for. Rule of thumb: If it isn't worth buying, it isn't worth giving away.

- **Is someone else charging for it?** Last year I published a directory of ezine publishers who offered free ads in their publication for all new subscribers. I GAVE this away as a freebie to increase my traffic and, of course, my sales. Shortly after I began my free ebook promotion I discovered an online service that was SELLING a similar ebook (mine actually has *more* listings!) for $19.95. What was my first reaction? I should sell mine directory too! Why do you

think this came to mind? Because my directory *had value*. We kept it as a freebie and continued to draw in amazing traffic because of it. The point is this: If similar content to what you are *giving away* is being sold (I don't mean *offered*, I mean sold) by someone else online, then it is obviously of value to your clients. Now, I'm not saying find some valuable content online and steal it to give away. I'm just saying if your content is similar to what is selling online, then you can feel comfortable giving it away as a freebie to generate traffic.

The key to providing *valuable* content in your free ebook is to offer information that the reader can actually use. When I launched [Ezine Ad Profits](#) (which actually went from a free eBook to a $9.97 eBook that has resell rights), I answered one of the most often asked questions online...Where should I advertise for best results? With [Ezine Ad Profits](#), not only did I give the reader a complete, step-by-step tutorial on HOW to create killer ads that pull in results, but I also shared my own personal list of 35 "hot spots" to advertise online. These resources have been responsible for thousands of dollars in sales. Now, that is valuable information!

Don't give theories or opinions, but rather provide content that the reader can try and see results. If you produce results, I can guarantee...

...you'll also produce new customers!

Immediate application. Not only should your free ebook include valuable content, but it should also have immediate application. In other words, the reader should be able to apply it as soon as they finish reading it.

We live in a world that will not wait. We don't want to submit our website to the search engines and wait 8 weeks to get listed to see results. We don't want to lose weight 6 months from now. We don't want to learn how to design webpages in 30 days.

See what I mean?

Now, I'm not saying that quick fixes are always possible. They aren't. It took me 6 months to add on the extra 20 pounds and it will probably take me another 12 months to work it back off. :-) But, if you can show me how to lose 5 pounds in the next 7 days...

...then I'll be reaching for my credit card!

I have downloaded many ebooks during the past 3 years. The ones that I save in my personal resource folder are those that I have found to be immediately helpful. Whether it was a quick change in my webpage by adding a javascript sniplet or a P.S. after my name, or a simple link to a website where I can post the articles I write, if it offered something that I

could do NOW to improve my web business, then it was important enough for me to keep.

And, if you tell me something I can do to immediately improve my web business, then I'm probably going to be interested in seeing what else you can do to help me.

By offering information in your free ebook that produces *instant* results, you'll almost always build credibility and loyalty among the readers. And that, my friend, is a stepping stone that almost guarantees future business.

Digest Delivery. Imagine going to a nice restaurant and ordering a steak dinner. Now, imagine the waiter said, "Very good, sir" and returned a short while later with your steak. You glance down at it and notice that it is huge - as large a steak as you have ever seen! But, on closer examination, you notice that it is about 70% fat. After spending the next 30 minutes trimming off the fat, you are finally able to pick around and find the steak to eat.

I ask you, would you ever go back there again?

The point is this. When you sit down and order a steak dinner, you expect to receive a steak dinner. You don't want to waste your time searching through the fat. You just want to get to the meat.

When someone reads an ebook, they don't want to waste their time sifting through a lot of offers, a lot of meaningless dialogue, a lot of useless details...

...they want someone to trim off the fat and give them the meat.

A gentleman emailed me recently and commented about that very thing. His words were, "I don't have a lot of time to read through 50 pages of commentary...just tell me what I need to know and help me get started."

Yes, times are a changin', but very few are curling up in bed reading Ernest Hemingway from their laptop. Your ebook isn't the next great American novel. It needs to be short, sweet and to the point.

One of the best selling products I've ever been involved in is the Free Advertising System. And it is only 77 pages in length. The key is that each of the pages is packed with valuable information on how to advertise without spending any money at all. I'll say again, short, sweet and to the point!

Of course, you need to inject your personality into your ebook. But, let's face it, most people don't read ebooks for enjoyment or entertainment, they read them for information. They don't want a lot of hype or

speculation, they want information that they can quickly absorb and put into action.

A part of "quality content" is providing enough information to explain completely, while being brief enough to allow the reader to stay focused on what they are hoping to accomplish.

- Use short, to-the-point, sentences.
- Write paragraphs that are 2-3 sentences in length.
- Use words that don't require a dictionary to understand their meaning.
- Develop your ideas in an easy-to-follow flow.
- Mix in a short illustration to apply your point.
- Make your paragraphs answer a specific question, provide a specific solution, offer a specific suggestion, point in a specific direction and / or give a specific directive.

We will look at some ways to apply these points in our guide to developing content section.

Trim off the fat. Make it easy to get to the meat.

And your restaurant will start to fill up with customers.

Resource awareness. What the heck does that mean? Sounds like some cause that the Ladies Auxiliary group at my church ought to be supporting. :-) "Resource awareness" is my way of saying that your content should make the reader aware of the options concerning whatever topic is the focus of your ebook.

In other words, sell them on YOUR product or service! :-)

After all, that's the point of your ebook, right?

I told you earlier that many ebooks are nothing more than "glorified sales letters." You DO NOT want your ebook to be one of these. However, your ebook must make the reader aware of your product or service - and it must do so in such a way that they feel comfortable reading about it and are motivated to take a closer look at it.

There are *at least* 9 ways of using your free ebook as your personal salesman...

(a) *"To be continued."* One of the more popular ways of using your free ebook to sell products and services is what I have dubbed the "To be continued" method. It is a very simple idea that is usually quite effective. Here's how it works...

About 98% of your ebook contains *quality* information for the reader to digest and then at the end of the material you include a sales letter for your product or service. In other words, the information that the reader is accessing doesn't have to end with the final words of the ebook...it is "to be continued" at your website as you offer even more useful information, this time for a fee.

I've seen a lot of ebooks use this method, but one of the best is "Unlimited Traffic" by Terry Dean. Here's how Terry used this method. He developed the ebook in two parts. Part one had 55 different traffic-generating techniques available for web business owners, each under helpful categorical links. (all accessible from a table of contents on the opening page). Part two was a "continuation" of part one, in which Terry shared a bit about the information available in his "Instant Internet Cashflow" course. Now, if the reader found the information helpful in Part one...

...the reader is likely to check out Part two at Terry's website.

Another sale is forthcoming for the ebook salesman!

(b) *Recommended Resources.* With this method, there is a one or more pages at the end of the ebook with your recommendations of useful resources that the reader might find of interest. Obviously, if you have a product or service that you offer, this is a great place to inform the reader of what options are available to them. Many ebook publishers use this space to promote affiliate programs. What I have found to work best is to categorize the resources into around 10 categories and highlight ONE resource per category. For example: Web Marketing might be one of your categories and you would have ProfitsVault.com listed as a recommended resource. By using this method of promotion with your free ebook, you actually have multiple options for making the sale.

IMPORTANT NOTE: Whatever you do, make certain that you do not include affiliate links just to try and earn a buck. If you cannot genuinely recommend the product or service, then don't list them. Another thing that you will find damaging to your reputation is to recommend a poor resource, so be sure that you do your homework and can stand behind the resources you recommend.

(c) *Demo version.* While this isn't the most popular form of using free ebooks, it has worked extremely well for many of the "gurus" online...Ken Evoy and Mark Joyner just to name a few.

Hmmm. These guys are the upper echelon of web marketing, and they do it...

...maybe we should give it a try as well!

In a demo version of your ebook, you include the actual information product that you are selling, but you password protect the paid portion of it. In other words, if your product has 30 chapters, you might allow the reader to browse chapters 1-4 and password protect the remaining 26 chapters. In order to access those chapters, the reader must purchase an unlock key from you before proceeding.

Most of the ebook software programs that are readily available online offer this function. I have been using [eBook Creator](#) and it includes the password protection option. (If you'd like more information on eBook Creator [Click Here](#).)

(d) *Affiliate Links*. We've already looked at how you can include affiliate program links in your "recommended resources" section, but there is an even better way of using affiliate links in your free ebook. In fact, it is so subtle that most people don't even realize you are trying to sell them something.

In this chapter alone, I have already mentioned affiliate programs that I promote FOUR times, and I haven't even been trying! :-) In the introduction to this chapter I made you aware that this chapter is to show you how to use ebooks as traffic generators and not an explanation of what ebooks are or how to create them. Then, what did I do? I *recommended* that you visit Chayden Bates' website for a comprehensive explanation of ebooks. Of course, if you click on that link, it will take you to MY affiliate link at Chayden's website. Then, I mentioned Terry Dean's Cashflow course in my example of how one person used a free ebook to upsell his product. Another affiliate link. In giving you an example of a recommended resource category, I promoted my own web marketing Private Site, [ProfitsVault.com](#) - there I did it again. :-) And, when explaining about the password protection option for your ebook, I pointed out that [eBook Creator](#) offered this function and gave you a link to click on for more information. You guessed it, an affiliate link.

See how easy it is to include [affiliate links](#) within the text of your ebooks? (Notice how, "affiliate links" is an actual working link. It really is easy to include links :o)

With every link there is an additional opportunity for your free ebook to generate a sale for you.

Now, having said that...don't go overboard with affiliate links! There is such a thing as overkill. It must be a natural flow of your text. It must be subtle, not glaringly obvious. Use it sparingly and naturally, and you'll find yourself making some extra sales.

(e) *Banners.* I have noticed a growing number of ebooks that have banner advertising at the top of every page of their ebooks. Some sell this advertising to earn revenue, but I think there is more money to be earned in using banners of affiliate programs that you are associated with. In testing, I've found that this works. Especially when the banner is well-designed and attention grabbing.

One thing that seems to work particularly well is using "targeted" banners. In other words, include a banner that offers a product or service that is related to or complements the content of the specific page that it is on. If you have a free weight loss ebook and in one chapter you are sharing exercises that burn calories, you might have a banner to an affiliate program that sells exercise equipment or an exercise magazine. In a chapter on healthy diet, you might have a banner that promotes vitamins or healthy foods. By targeting the banner to a page that contains related contain, it is a natural fit and the reader is more likely to "click."

(f) *Softsell.* What works exceptionally well in autoresponder courses and can also be done effectively in ebooks is softselling the reader. This takes some time and effort to accomplish, but is extremely effective when done correctly.

In softselling the reader, you make subtle remarks throughout your ebook text that send subliminal messages without ever really openly telling them to "buy my product." One of the things that I continually stress to our [Profits Vault](#) members is the need to repeatedly contact their leads with information. The average person must be exposed to your offer 7 times before they make a purchase. Each time you make contact with them, subliminally they become more and more familiar with who you are, more and more comfortable with you, and the name of your product becomes embedded in their mind. And, so, one of the things that we have been giving our [Profits Vault](#) members are free reprint rights to several quality information products that they can pass on to their leads for free. Each time one of their leads receives a free *quality* bonus item, they become more open to doing business.

Now, how does that apply to softselling in ebooks. Here's how. You just got a *case in point* lesson on softselling. If you were really paying attention you caught it, but most likely you didn't. In the previous paragraph I mentioned our private site, [Profits Vault](#) twice, and every time you hear the name "Profits Vault" you become more familiar with it. I revealed one of the benefits of gaining access to our private site...free reprint rights to items you can give away. You now know that I actively communicate with our members...they aren't just another dollar that I'm making.

See what I mean?

By the time you have completely finished reading Profit Pulling eBooks you will want to at least *take a peek* at the Profits Vault Private Site to see what it's all about.

Softselling takes a bit of effort. It can't be glaringly obvious, it must be a subtle tone within the flow of your text. Do it well and you'll find that many people just won't be able to resist visiting your website for more information.

(g) *Special Offers*. Ebooks are a great place to make special offers to the reader. A bit later in this chapter I'm going to explain to you how you can update this offer at anytime, regardless of how many people have downloaded your ebook AND how you can include a tiny snippet of javascript in your offer to encourage the reader to order today before the offer expires. We'll get to that shortly.

Special offers are a great way to boost sales with ebooks. Whether you offer a "buy one get one free" ezine ad for readers of your ebook or 25% off your regular price, a special offer within your free ebook is always a winner.

One of the things that you want to avoid is a "Special Offer" link in your ebook table of contents. In many people's minds, this is an obvious attempt to sell them something and a lot of them simply won't click on it to find out what your special offer is. Instead, use some creativity in making your offer come to life...

Which would you click on:

"Special Offer", or

"Exclusively for Readers of 'Yahoo Secrets Revealed'"

"Click Here for a Special Offer", or

"Click Here for the Most Important Part of this Ebook"

"Special Offer to you", or

"How to Make the Most of This Ebook."

I don't know about you, but I would be much more likely to click on the second listing in each of the comparisons. And I'm thinking most people would, as well. Make a special offer, but make sure the reader gives it a look.

(h) *Biography page*. This isn't the most effective of the methods of generating sales from your free ebook, but it does work. Have you ever downloaded an ebook and saw an "About the Author" or "Meet the Author" link? This is a biography page. In your biography page you

would include information much like that of a mini resume'. Explain your qualifications as an expert in whatever field you are in. Inform the reader about what it is that you do online and how long you have been doing it. Provide some testimonials from satisfied customers. Certainly, you would want to share a bit about the product or service that you offer. An *important* way of building instant credibility is to include an address and telephone number where you can be reached. This lets the reader know that you are not just another scam artist online trying to make a buck. You aren't trying to hide anything, you are accessible to verify that your offer is legitimate.

Personally, I like biography pages. It lets me know that there is a *real* person out there that I can do business with on a one-on-one basis. In fact, they are probably a lot like me. It lets me identify with someone who I can contact...not just some nameless "Customer Service" rep or "Support Team" member. I'll be dealing with the person who is getting my money. And that is important to me.

And it probably is to your reader, as well.

(i) *Resource box*. This typically would only apply if your ebook is a collection of articles. However, it can be used anytime. A resource box is a 4-6 line text at the conclusion of an article or, sometimes, at the conclusion of a chapter. In the resource box you would include your name and whatever offer you would like to highlight. Some use resource boxes to promote free subscriptions to their ezine. Some offer an article or course via autoresponder. Others offer a free ebook. Still others direct the reader to their website and let their sales letter do its work.

Here are a couple of sample resource boxes...

Jimmy D. Brown is the publisher of Advantage Marketing Strategies, a free weekly web marketing ezine that offers ONLY original content. For you free subscription, send a blank email to subscribeAMS@profitsvault.com
----

Jimmy D. Brown is the owner of ProfitsVault.com. For a free 7 day web marketing course delivered daily to your email, send any email to profitsvault@autoresponder.nu
----

Resource boxes are an effective means of generating interest to your various offers. By the way, did you notice the softselling there?

So, you've got valuable content in your eBook. Right? Now, let's make

sure it gets passed around to become a viral machine that *really* pulls in the profits!

Make Your eBook Viral

We are covering a "8-Step, Paint-By-Numbers Formula for Developing Profit Pulling eBooks." To summarize, we've examined two of the steps..."choosing a title that grabs the reader's attention," and "developing quality content." Now, the third step is to "make it viral."

eBooks are perhaps the most important and effective method of viral advertising or viral marketing. Without trying to dazzle you with some official sounding definition of viral marketing (which I don't have, by the way :-), viral marketing in reference to ebooks is a method of quickly distributing your ebook through a network of people. It is much like the spreading of a virus, thus the term "viral" marketing.

For example: In real life, relating to sickness, if somone has a virus and come into contact with someone else, what happens? They pass it on. Then, if that person comes into contact with 5 more people, they probably will pass it on to those 5. And then, when those 5 people contact their friends and relatives, it is passed on to an even larger group. Soon, from the ONE person that had the virus, hundreds, maybe thousands are effected as well.

Can you imagine the kind of potential with a viral marketing campaign? Let's look at some meager results.

If you gave your ebook away to only 10 people, gave them permission to give it away as well and they offered to to 10 additional people, your ebook would already be in the hands of 110 people. Suppose it continued with each person giving it away as a freebie from their website and only 10 people downloaded it and did the same...

<div align="center">

10 (these are the people you gave the ebook to)
10X10 = 100
100X10=1000
1000X10=10000
10000X10=100000
100000X10=1000000

</div>

See how quickly free ebooks can be distributed if you make it viral? Remember, you personally only gave the ebook to TEN people. But, it quickly spreads like a virus and soon thousands have their hands on your ebook.

And, when you consider that many people have mailing lists of thousands of subscribers, the results can be even more staggering. Some people will not give away the ebook to only 10 people, but to

hundreds and even thousands of people who will pass it on as well.

So, how do you make your ebook "viral." It's actually VERY simple. All you need to do is include a statement on the opening page of your ebook that states anyone who downloads the ebook may give it away as a freebie at their website. For example...

This one is a no-brainer, but you would be surprised how many people forget to do it. Somewhere in your eBook, MAKE SURE you mention that the reader may give away your eBook to others. In fact, ANYONE who reads the eBook may give it away to others.

The best place to let the reader know about this is on the FIRST PAGE of your eBook. Just mention something like...

> "Please feel free to GIVE AWAY this ebook to your associates
> as long as it remains intact as you received it."

> or

> "You now have REPRINT RIGHTS to this ebook.
> You may give it away, sell it or offer it as a bonus."

> or

> "Why not give this ebook away from your website?
> I'm SURE your visitors will find it very useful."

However you want to say it, just make sure you INFORM the reader that they may give away your ebook. In fact, as I'll explain in a minute, it will actually BENEFIT them to give it away!

What that tagline does is authorize anyone who receives your free ebook to pass it on to other people. They can offer it as a freebie to get people to subscribe to their ezine, as a bonus for a product or service they sell, an incentive to join their affiliate program and / or a host of other ideas.

Here is, in my opinion, THE best way to get someone to give away your eBook. Hands down. No question in my mind, if you want a guaranteed method of getting others to pass your eBook around...

...show them how they can make money from it!

Perhaps the eBooks MOST given away on the internet are those of the [Warriors](#) You've probably seen their "Big 3," MAGIC LETTERS, MAGIC STORY, 7 SECRETS.

Why are there tens of thousands of copies of these eBooks available on the web?

One reason and one reason only...

...they make money!

You see, Allen Says, the mastermind behind the Warriors, allows people to have these eBooks CUSTOMIZED with their own unique affiliate program code. Then, if anyone makes a purchase from the copies of the eBooks that you give away, YOU earn a hefty commission.

Do you see the benefit?

Let's assume you have two very good eBooks on "writing ad copy." One eBook DOES NOT allow you to customize it and earn any commission from sales that are generated from it, and the other DOES allow you to earn commissions.

Which one will you be giving away?

You did choose the one that will allow you to earn money, didn't you? :-)

Obviously, if giving away an eBook offers the possibility of earning a commission, it is much more likely to be passed on and thus creating the "viral marketing" effect you are trying to achieve.

The BEST way of getting other people to give away your eBooks is to allow them to obtain a customized copy, thus earning commissions on any sales generated from their copy of your eBook.

You do this by simply including a unique affiliate URL link inside the eBook ANYWHERE you have an order link for your products. (NOTE: If you don't already have an affiliate program for your product or service, you need one! I personally use [Clickbank](). They handle everything for you. [Clickbank]() for more details.)

For free ebooks to really explode online they must be viral...they must be passed around and multiplied over and over again.

I don't want to be repetitive, but again *quality content* becomes a factor. If the content of your ebook is poor, then people simply won't continue to give it away. Basicly, someone will cure your virus. Quality content will help to make sure that you virus becomes an epidemic.

Include a High-Demand Bonus

So, your ebook multiplied like a virus. It has been through a network of people, exchanged and given out all over the web. Congratulations! It's been downloaded a record 50 gazillion times. So, how do you get these droves of people to your website for an opportunity to sell them on your product or service? One way is through the "Resource Awareness" techniques that we have already talked about, but another *very effective* method is...

...offering a bonus to the readers of your free ebook. Whether it is a free ad in your ezine, a software demo or a free consultation, by offering the reader a *bonus* you'll be able to do two things as I will explain below...

- Get your offer immediately in front of the lead.
- Obtain the email address of the lead for future follow-ups.

It is my recommendation that *every* ebook include at least one bonus. There are four methods of offering bonuses that I have found to produce results:

(a) <u>Register the ebook</u>. Offer the reader a free bonus (again, think *quality content*) for registering the ebook with you. Give them a simple email address with instructions to "send your name and email address to...". Many people will register the ebook if there is a *valuable* reason to do so. Have your free item ready to email back to the lead. Preferably have this done via autoresponder. Now you have obtained the email address of those who read your ebook and your follow-up system does the selling for you. Used in conjunction with <u>eBook Creator</u>'s EXPIRES feature, you can actually "force" the reader to register, if they want to continue reading the material.

(b) <u>Subscribe to our ezine</u>. Although few ebook publishers take advantage of this idea, somewhere in *every* ebook should be an offer for a free subscription to an ezine. New subscribers = new customers = future sales. Obviously, if the content in your ebook has proved to be of value, then the reader will want more of the same. And, of course, your ezine will provide them with more quality articles. To input the "bonus" idea you could offer them an additional freebie for joining your ezine mailing list.

(c) <u>Visit our website</u>. Again, it doesn't matter what the bonus is. This time you instruct the reader to visit your website to obtain the freebie. And, at your website, make sure you request their email address BEFORE they receive the free item. This also accomplishes both

objectives...they are at your website, so you can present your offer, AND, you obtain their email address for future follow-ups. I highly recommend using an autoresponder to deliver your bonus and launch the automated follow-up system.

(d) Click on this link. Perhaps the easiest way to give away your free bonus (and collect the information you need) is to offer the bonus via autoresponder directly from the ebook. Somewhere in your free ebook, inform the reader of your free bonus item. Have it available by clicking on an autoresponder email link. Some people will be more likely to click on a link for information than they would to register the ebook, subscribe to your ezine or visit your website. To really capitalize on this method, offer 5-7 *different* freebies, all via autoresponder.

You want further contact with your prospect. This isn't a one-time shot. You want multiple exposures. Research has shown that it takes, on average, 7 contacts before a prospect will actually make a purchase. Your eBook is just the beginning of the process. It attracts the prospect into your system. If your content is very good, it might just pull in an immediate purchase. Worst case scenario, you get them to your website, subscribed to your ezine or requesting your autoresponder report series. Bottom line? You get your offer in front of them repeatedly.

My own personal recommendation is to make your PRIMARY goal (other than an immediate sale) be to get the prospect onto your mailing list. Set up your website in such a way that it strongly encourages the visitor to subscribe to your ezine. Heck, USE YOUR eBOOK as an incentive to join! Then, you'll be able to build a relationship with them through your ezine that will bring in sales for months and years to come.

I have customers on my mailing list who have *literally* purchased EVERY new product I have offered. Many of which came into their initial contact with me via one of my eBooks.

Again, we're talking about a *high-demand* bonus. It must be something of value. Even though the web moves at the speed of light, people still won't waste their time on something that doesn't bring something to the table of benefit to them. Be consistent in the things you provide. Promise them the moon...

...and then deliver it on a silver platter.

One more thing I want to mention in this section. Why not offer the bonus (or multiple bonuses) as a free gift to anyone who purchases your product or service? In other words, explain the bonuses in your eBooks and then lead the prospect to your website where they will be presented with your product or service offer. If they choose to make a purchase, then they receive the free bonuses. I'll give you another *real* example: I setup an

incredible free bonus, [FREE RIGHTS to Killer Marketing Secrets Revealed](#), a 45-chapter web marketing manual featuring Terry Dean. The manual was completely FREE (and still is :o) and comes with FREE RIGHTS. This was mentioned in an eBook. Results? It produced 35 sales in less than 4 days of its release.   Want to see this idea in action? [Click Here](#).

However you do it, the more enticing your offer, the more results you should pull in.

But, your bonus isn't the end of your Profit Pulling eBook...

Make a Time-Sensitive Offer

Whatever offer you make in your ebook (you do have an offer, don't you?) it needs to instill a sense of urgency in the mind of the reader.

Let's face it, we don't want to miss out. We don't want to be the one who didn't get the pair of jeans at 50% off and didn't take advantage of the "buy one, get one free" sale at the mall.

That's why advertisers put deadlines in their copy.

Instilling a sense of urgency in the reader's mind prompts them to act now. Don't delay or you might miss out. That's the message. And there are a variety of ways to convey this idea in your ebook...

- **Limited Time <u>Price</u> Offers:** For example: "Order Now! While the price is still low. After June 3, 2000 this price will go up to..."
- **Limited Time <u>Discount</u> Offers:** For example: "Last chance! Order before Midnight, June 16, 2000 and you will save 50% off of the regular price!"
- **Limited Time <u>Free Bonus</u> Offers:** For example: "Free Bonus with every order before June 24, 2000!"
- **Limited Time <u>In Stock</u> Offers:** For example: Supplies are limited. After June 30, 2000 we can't guarantee we will have any left in stock.

Have you noticed how many website sales letters say you only have 72 hours (or ten days, or whatever the case may be) to respond? Doesn't that seem a bit silly? The visitor knows that website has probably been there for months and the time limit of 72 hours is nothing more than a fake (and poor) attempt to get them to order now.

And then there are the website sales letters that say you have until Midnight on a certain date to take advantage of the special offer. Have you seen a website like that? If you haven't, then visit http://www.ProfitsVault.com and notice that during the sales letter, you will find the following statement:

"In addition to the 11 informative manuals locked inside the Profits Vault, if you order **before midnight** you will also receive 7 incredible bonuses..."

Take a look at your calendar. What is today's date? And what is the date in the above line of text when you visit my website? Now, that's time sensitive!

Notice also that this self-updating date works not only on websites, but works in this ebook as well. Now you can instill a sense of urgency in the reader of your ebook to get them scrambling to place an order TODAY before the deadline.

We use the following Java script code on ALL of our sales pages AND ebooks to put a deadline that always has the current date inserted automatically. All you have to do is copy the below code and insert it where you want it to appear in your ebook. So, instead of saying "respond within 72 hours," it can say "respond **before midnight** " The date will always update itself to the current date.

```
<SCRIPT>
var mydate=new Date()
var year=mydate.getYear()
if (year < 1000)
year+=1900
var day=mydate.getDay()
var month=mydate.getMonth()
var daym=mydate.getDate()
if (daym<10)
daym="0"+daym
var dayarray=new Array("Sunday","Monday","Tuesday","Wednesday","Thursday","Friday","Saturday")
var montharray=new Array
("Janu-ary","
February","March","April","May","June","July","August","September","October","November","December")
document.write(""+dayarray[day]+", "+montharray[month]+" "+daym+"")
</SCRIPT>
```

All you need to do is copy and paste it into your html wherever you want it to appear in your ebook.

(NOTE: The script will work on most of the major ebook compilers. It has worked on all of the compilers that we have tested, but we have certainly not tested all of them that are available. It does work on eBook Creator which is the eBook compiler we recommend and use as the focal point of our tutorial on creating eBooks in this manual)

By making your offer time sensitive, it will create a sense of urgency in the mind of the reader, hopefully prompting them to place an order NOW!

Create an EXCLUSIVE Webpage for Your eBook

One of the least used techniques in ebook marketing is, in my opinion, one of the most important.

How many ebooks have you seen online in the past few months? Too many to count, right? Now, how many of them give you any details about the ebook, other than a title and maybe a short description? Not many. And, how many have an exclusive webpage describing in detail what is found in the free ebook? Very, very few.

And yet, this is an *incredibly* effective tool.

Let me give you an example. Let's suppose you are trying to attract new subscribers to your weekly ezine. As an incentive to encourage them to join, you offer a free ebook entitled, "How to Get Free Advertising."

OK, so people are intrigued by free advertising, but good grief, not another ezine that I need to subscribe to!

Now, picture this. Instead of having that cool little subscriber form on your webpage with your neat little offer posted underneath it, "Free Ebook to all new subscribers," - instead of doing this, what if you had a link that read, "How to Get Free Advertising - Click Here." OK, now I'm not threatened. I can take a peek and no one is going to start contacting me.

So, I click on the link and I arrive at a well designed, beautifully laid out, very descriptive wepage. I read detail after detail about what is in this free ebook. You cover free press releases, free traffic generation software, free ezine advertising and much more. You promise me methods of attracting new subscribers, little known ways of starting joint ventures and you absolutely captivate me with all of the stuff inside this free ebook.

And, at the end of the page, you say, "This ebook is yours completely free when you become a subscriber of My Ezine."

By now, I'm hooked. Your sales letter has me ready to BUY your free ebook! Certainly, I'll subscribe to an ezine I can unsubscribe to at any time in order to receive this ebook for FREE. (For a real example of this in action, visit http://www.profitsvault.com/traffic2.html)

See what I mean? And that's just one application of how using an exclusive webpage can improve your responses. Remember what I mentioned earlier, "if it's not worth selling, then it's not worth giving away." We devote so much time and energy into developing nice looking, descriptive webpages for our OFFER, but spend so little time developing

the same kind of webpages for the FREEBIE that is *supposed* to encourage the lead to make a purchase. Hmmm. Seems like something that needs our attention, doesn't it?

EVERY ebook that is *valuable* enough to give away, that is *valuable* enough to motivate a lead to respond, is *valuable* enough to have its own exclusive webpage!

Here is the thinking. If an eBook is valuable enough to have its own webpage, and not just any webpage - a KILLER webpage, then it must be important enough for me to read, right?

The problem with most eBooks is they don't get enough exposure. You'll see a small blurb under a form for subscribing to an ezine that reads, "Get your Free copy of Blah Blah Blah eBook when you subscribe to my newsletter."

Hold me back, I can't wait to get my hands on that! (Sarcasm)

That may have worked 3 years ago online, but it doesn't work any longer. It does nothing to create desire.

Now, instead, how about "Click Here to discover How to Generate Thousands of Extra Hits to Your Website Every Day" And when they click on the link it takes them to a webpage that shares, in great detail, all of the benefits inside your free eBook.

Now you can really hold me back, but I truly can't wait to get my hands on it!

If your free eBook really is VALUABLE in content, then it needs its own webpage, its own ad copy to create interest.

> NOTE: And when you give away your eBook, allow others to use the webpage to upload to their own websites as well. In other words, give them the opportunity to customize your eBook with THEIR affiliate link, so they can earn a commission from sales generated from their special copy of the eBook. Then, give them a copy of your eBook webpage that they can upload to their own website. They can, of course, change the download location to reflect THEIR customized copy. You'll not only be giving away your eBook to create the "viral marketing" effect, but you'll also be branding your name on the web with hundreds, maybe thousands of copies of your webpage posted on the internet!
>
> Additionally, you can even score hundreds, even thousands of other websites LINKING to your website by using this handy tactic: At the bottom of your eBook webpage, place a simple

tagline...

What does this accomplish? It gets YOUR domain link on EVERY single webpage that is created for your free eBook. With many search engines using link popularity as one of their ranking criteria, your free eBook can actually help to improve your rankings!

In fact, I would go so far as to ENCOURAGE those who give away your eBook to upload the special webpage to their site (with download instructions to THEIR customized copy of the eBook, of course) and then SUBMIT that page to the major search engines at http://www.addme.com

Every ebook needs a home. Especially if it plans to have visitors over!

You do want visitors, don't you?

Create a Killer Cover Art Graphic for your eBook

Chayden Bates, the web's leading authority on ebook marketing, said, "Presentation is JUST as Important as Information." What Chayden knows and I would agree is selling on the web is a partnership. While there are many ingredients in this partnership, let's focus on just two for a minute...

...presentation and information.

You can offer the absolute BEST informative resource known to man in your area of expertise and have a horrible looking website and you'll sell very few units. On the other hand, you can have a super looking website and useless information and folks will be scrambling for a refund.

A partnership must exist. You must have them both in order to succeed. We've already talked a bit about quality content - the "information" of this partnership. And, I've even shared a bit about developing an exclusive webpage - the "presentation" of this partnership. However, let's take things one step further on the presentation...

...your ebook needs a cover.

Why? Because ebook cover art *adds value* to your product. It improves presentation. It generates interest.

Think about it. If you walked into a bookstore and there were two books side-by-side on a shelf, both with the same title and one of them had a blank cover, the other a shiny, gold embossed, cool looking cover depicting a scene from the book...

...which would you reach for?

A friend of mine who is in the publishing business told me this recently, "the cover of a book is about 80% of the determining factor in making the purchase." I couldn't believe that was true. And, yet it is true nonetheless.

People reach for books because the cover grabs their attention.

Now, ebooks (nothing more than "electronic" books) should be delivered in the same way. They need a cover - a cover that is attractive and contemporary and grabs the attention. A cover that tells just a bit of the story inside the ebook.

We have created a cool "Killer E-Book Covers Tutorial" that has 20+ templates and complete, step-by-step instructions for creating your own

ebook cover art. It's actually a short MOVIE that SHOWS you how to create your own eBook cover art. For more information on this product, take a look by Clicking Here.

We're almost there. Only one more step to go...

**Launch Your Own Profit Pulling eBook TODAY in Less Than 5 Minutes...
While Barely Lifting a Finger!**

By now you are excited. Right?

Well, aren't you!?

You can see the huge potential of marketing with eBooks. You can see the dollar signs flashing before your eyes and you can see dozens of ideas popping in your mind.

But, it's going to take some time, right? You've got a gameplan and you're convinced you can do it, but it will take a bit of work.

What if I told you that you can take advantage of every tip in this manual RIGHT NOW? What if I told you that you can launch your very own profit pulling eBook TODAY in less than five minutes, without doing much of anything yourself?

Would you be interested?

Unless the 'ol elevator doesn't go to the top floor you would be! :o)

Well, brace yourself. Prepare to be "wowed." I'm about to show you how the very eBook you have in your hands, er on your computer screen, is about to become your very own profit pulling eBook in just a couple of minutes from now.

First, let's recap what makes a profit pulling eBook...

- ❍ Choose a Title That Grabs The Reader's Attention. Without doing much braggin, the name of this manual, "Profit Pulling eBooks" is a pretty darn catchy title. Wouldn't you agree? After all, you bought it. :o) Step one is in the bag. It's a done deal. The title grabs the reader's attention.

- ❍ Develop High-Quality Content. Well, you just read the first part of the eBook. What do you think? Quality content? Did you learn something? Is it worth what you paid for it? Heck, it would be worth the $14.95 you shelled out WITHOUT resell rights. Throw in the resell rights license, the plug-in website, sales letter, graphics and the whole nine yards and even the most unflattering of folks would agree this one is a sweet offer.

- ❍ Make Your eBook Viral. Profit Pulling eBooks takes the viral marketing idea to the next level. If there is one thing I've learned, giving someone the right to SELL the eBook and actually earn some cash will get it passed on MUCH quicker than making it a freebie. Why? Because there is MONEY involved. I don't make anything passing on an eBook, unless someone buys something. But, if I can

sell the eBook when I pass it on, it's a given that I'll get involved. This is an INCREDIBLY viral eBook. There will be thousands of copies in circulation within the first 60 days. That's a fact!

❍ Include a High-Demand Bonus. Hmmm. Resell rights license. I can actually pay $14.95 for the manual and then sell it for $14.95. And then sell it again. And again. And I can sell it a gazillion times at $14.95 a pop and keep every penny of every sale I make. Yep, that's a high-demand bonus!

❍ Make a Time-Sensitive Offer. Go to ANY of the links to my products within this eBook and you'll see that you only have a limited time to respond. I might drop the bonus or raise the price or discontinue the offer altogether. The only guarantee is to act today. That's time-sensitive.

❍ Create an EXCLUSIVE Webpage for Your eBook. If you are reading this eBook, then the ONLY way to have gotten your hands on it is to have read the accompanying webpage. The webpage does NOTHING but sell the eBook. You read through very descriptive ad copy for the manual. And that's why you decided to order it. Do you see the point?

❍ Create a Killer Cover Art Graphics for your eBook. Yep, the cool product box is prominently displayed on the website. Pretty cool looking, huh? Very nice.

So, all of that sounds great, but what the heck does it have to do with you?

Well, you already have resell rights to the manual. When you purchased it, you were automatically given the authority by myself (I'm the one who wrote it :o) to sell it and keep every penny of each sale.

You purchased it for $14.95 and let's say you sell a 100 copies of it at the same price. Not bad. You brought in almost $1500 off a $15 investment. Nice profit.

But, that's where it ends.

It doesn't have to end there, however!

If you noticed, there are over 50 links inside this manual to my other products. I'm quite certain that you'll find them very useful to doing business online. Almost everyone who reads about them does. Many orders come from this very manual.
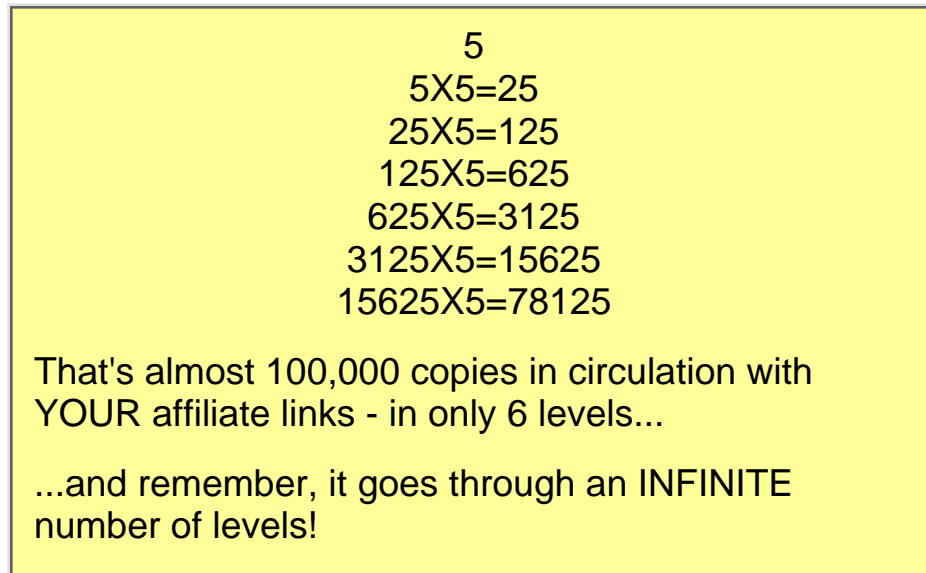
Remember those 100 copies that you sold? (in our above "let's say you sell a 100 copies" example) What if each of those 100 copies earned YOU a 50% commission on EVERY sale generated? That could turn into a nice commission for you, right?

And what if each person who purchase the 100 copies sold a handful of copies to others and your link continued to be passed around in those copies of Profit Pulling eBooks? More commission! And then if those folks sold copies and then

they sold copies and then they did - and YOUR commission link went out in all of them, can you just imagine the profit you would earn...

...without doing a single thing!

Take a look at this simple chart that is based on you and the others only selling 5 copies of the manual...

<div style="background-color: yellow;">

5
5X5=25
25X5=125
125X5=625
625X5=3125
3125X5=15625
15625X5=78125

That's almost 100,000 copies in circulation with YOUR affiliate links - in only 6 levels...

...and remember, it goes through an INFINITE number of levels!

</div>

How many sales do you think will be generated through all of those back-end links, earning you a 50% commission on each one?

For a low, one-time investment of $25.00 you can have a customized copy of Profit Pulling eBooks created with YOUR affiliate links. There are over 40 links to my products within this manual. All of them are SUPER sellers, as they are all high-quality content that is very useful to those doing business online.

For the small fee, I will customize EACH of these links with YOUR affiliate link. If anyone makes a purchase from your affiliate link, you will earn 50% commission.

Now, here's where it begins to add up for you. Of course, you'll have resell rights to the manual. You can sell it for $14.95 and keep every penny for yourself.

AND each person who buys it from you will have resell rights to it. Here's how you can REALLY rack up the profits. EVERYperson who buys it and sells it, and then those who buy it and sell it, and then those who buy it
and sell it to infinity will all have a copy with YOUR affiliate links!

The end result could be thousands of copies of it in circulation pointing to products that you'll receive 50% commission on.

Do you see the HUGE potential here?

How to Get Your Own Customized Copy of Profit Pulling eBooks

And Unleash the Power of Viral Marketing Today...

Obtaining your customized copy of Profit Pulling eBooks is easy.

First, you must have a Clickbank nickname. If you don't have one, you can get one at http://www.clickbank.com/signup.html It's completely free. Any questions, email me.

Secondly, you must place your order for the customization at http://www.clickbank.net/sell.cgi?licenses/1/Profit_Pulling_eBooks_Customization

Thirdly, send me your Clickbank nickname at customizePPE@profitsvault.com

Within 24 hours you'll receive download instructions for your customized copy.

Easy enough?

Like anything else, the BEST way to take advantage of a unique offer is to get in on the ground floor. The longer you wait to get your customized copy, the less effective it will be. Viral marketing of this kind spreads very fast. If you don't get a customized copy into circulation...

...someone else will beat you to the punch.

Order yours now

How To Quickly and Easily Compile a Powerful eBook
Step-By-Step Instruction Tutorial

Welcome

Welcome to the Profit Pulling eBooks guide to compiling an eBook. You are about to walk through an easy-to-understand, easy-to-follow step-by-step (that's a lot of hypens! :o) system for creating your own eBooks. You will be given a simple breakdown of each step, along with actual screen captured photos of each step in action, to provide with you with a visual representation of each step.

In this tutorial, we will be using the fully functional, trial version of eBook Creator 2.0. If you have not downloaded your copy of eBook Creator 2.0, then you will need to do so BEFORE continuing with this tutorial. You may download the software at http://www.ebookcreator.com/ebc.zip The trial period will allow you to use the software ten times to create eBooks. You may register the software for a small fee, if you choose to continue using it past the trial period. **Important note: The software is currently being offered for a limited time only at 75% OFF its regular price. Click Here for more details.**

eBook Creator 2.0 is an easy-to-use, but highly powerful software tool used in creating eBooks for Windows operating systems.

System Requirements

In order to use eBook Creator 2.0, you will need a computer with Microsoft Windows 95 / 98, Windows NT or Windows 2000, and Internet Explorer 4.0 or later installed.

Any eBooks created with eBook Creator also requires Microsoft Windows 95 / 98, Windows NT or Windows 2000, and Internet Explorer 4.0 or later installed.

This are standard system requirements for all .exe (self-executable) eBook compilers.

Let's begin by taking a look at some tips for preparing your pages for your eBook...

How to Prepare Your Pages for an eBook

In this preparation section, we are going to discuss some tips for creating your eBook, as well as some minimum requirements that are necessary for the creation process.

Tips for Creating Your eBook

- Use small graphics on your eBooks, as using large files will only increase the final size of the eBook file.

- If your eBook is large in size, make it into a .zip file before uploading it to your website.

- Try to make your eBooks interactive. Readers love this.

- If you have links to the internet within your eBook, make sure you inform your readers that they will need to be connected to the internet in order for the links to work. You can either do this at the start page or on the page of the links. For best results...do both.

- If you have links to the internet within your eBook, make sure you include **http://** in the link in order for it to work properly. If you have an email link, make sure you include **mailto:** at the beginning of the link.

- For linking pages within the eBook to other pages within the eBook, include only the file name as the link. I.E. preparation.html, resources.html, techniques.html. Be sure all of the eBook files are in the same folder.

- Another useful tip for links that go directly to the internet is to use the **target="blank"** tag, so a new browser window pops up and connects the user to the internet. It is not NECESSARY that you do this. Links may be accessed through the eBook window.

- If you plan on giving your eBook away as a traffic generator or as a trial offer, consider allowing EACH reader of the eBook to likewise give it away. This is known as "viral marketing." You give the eBook to 10 people and each of them give away 10 copies and each of those give away 10 copies and so forth and soon you have thousands of copies of your eBook all over the internet. Simply put something like, "You may give away copies of this eBook" in your opening page to let users know they can distribute it.

- Be sure to include information on "back-end" offers in your eBooks. You can provide links to your other products and services, affiliate banners, and advertising information to create multiple streams of income from your eBooks.
  If you have an affiliate program, allow your resellers to obtain free

customized copies of your eBooks to earn more commissions. Simply include a unique affiliate URL for each copy of the eBook to be given to your resellers.

Necessities for Creating Your eBook

There are a few things that **must** be done in order for your eBooks to work properly...

- You must include an html page named **index.html** . Preferably, this will be your start page to the eBook.

- You must include all files associated with the eBook (html pages, .gifs, .jpegs, etc.) in ONE folder. Preferably, you will not have any additional files in the folder that do not pertain to your eBook, as these will be compiled into the eBook and create potential problems.

- You must have Windows 95 / 98, Windows NT or Windows 2000 operating system and Microsoft Internet Explorer 4.0 or later installed on your computer.

Next, let's take a look at a general overview of what we'll be doing in this tutorial...

General Overview of the eBook Creation Process

While the eBook Creator software has many features you will want to take advantage of, compiling your eBooks only involves a simple, five-step system.

Step One: The Content Screen

From this screen you will be able to...
- Select the files to include in your eBook project by either creating a new project or opening a previously saved project.
- Determine the page that will appear as your initial start page of the eBook, as well as choose the exact order in which the pages will appear when using the Previous / Next function.
- Secure any of the pages for password protection.
- Modify the contents of your eBook for future projects.
- Determine any pages you would like included in eBOOK CREATOR's search engine tool.

Step Two: The Interface Screen

From this screen you will be able to...
- Select a splash screen bitmap that will appear when your eBook is launched.
- Select an icon to represent your eBook.
- Choose from several options concerning the size and look of your eBook when it is opened.
- Choose whether or not to display a toolbar in your eBooks and which of the 10 buttons you would like to appear in the toolbar of your eBooks.

Step Three: The Security Screen

From this screen you will be able to...
- Establish whether or not you wish to password protect any pages.
- Enter up to 1,000 unique passwords.
- Create your own custom password message box.
- Identify a website URL where the user may obtain a password.
- Disable the context menu, the clipboard copy feature, and printing.

Step Four: The Expires Screen

From this screen you will be able to...

- ❍ Establish whether or not you wish to allow trial / demo periods for your eBook.
- ❍ Time limit your eBook by a set number of days or uses.
- ❍ Create your own custom expiration message box.

Step Five: The Create Screen

From this screen you will be able to...

- ❍ Enter your "branding" information such as eBook title, author, copyright, URL link, and email address.
- ❍ Create your own custom "About" box.
- ❍ Determine the name of your eBook file..
- ❍ Compile the eBook.
- ❍ Run the eBook.
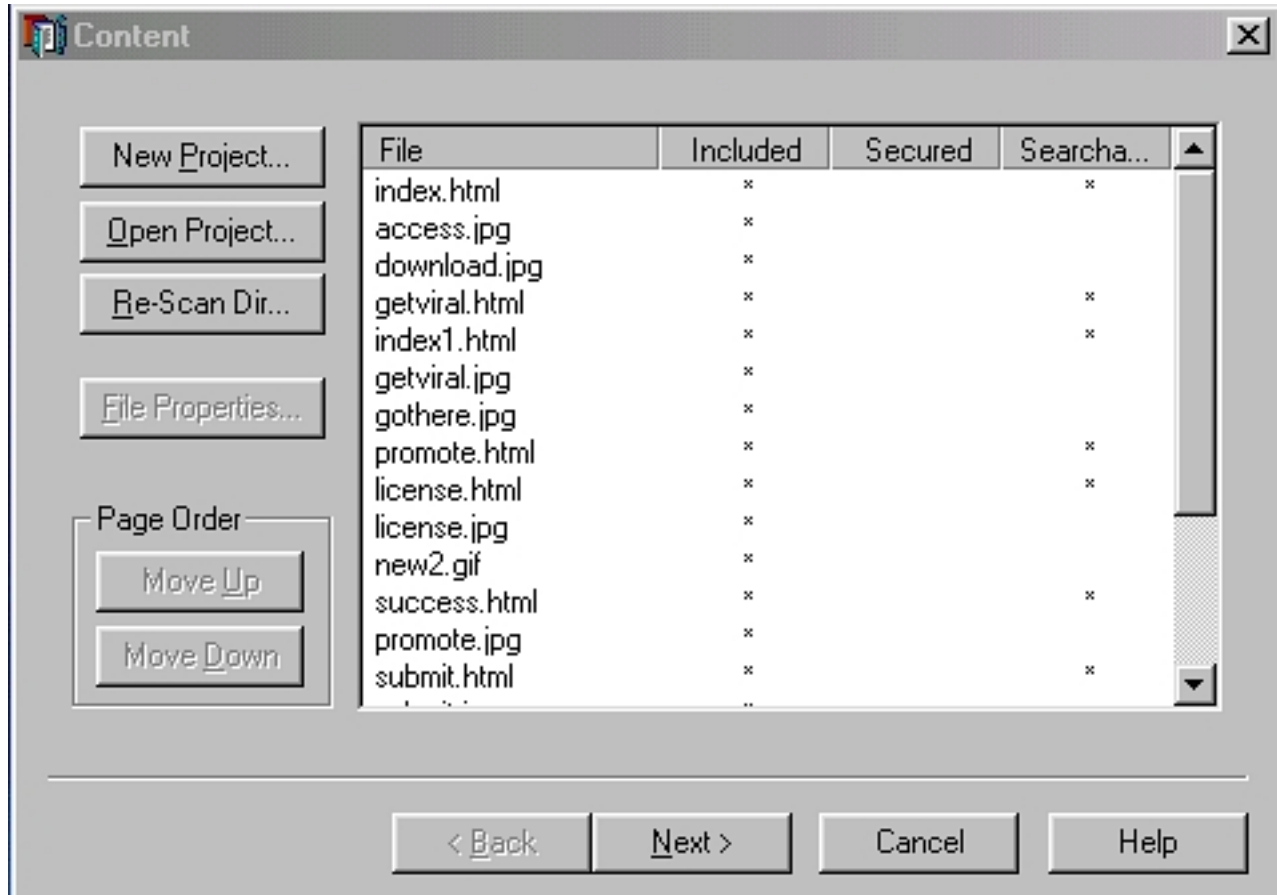- ❍ Save the eBook template for future use.

OPTIONAL Step Six: The Brandible Tool

From this screen you will be able to...

- ❍ Create customizable eBooks.

Ready to begin? Good, let's get started...

Screen Shot 1 - Content Screen

When you launch the eBOOK CREATOR software, the first screen that will appear is the "Content" screen shown above. From this screen you will be able to...

❍ Select the files to include in your eBook project by either creating a new project or opening a previously saved project.

❍ Determine the page that will appear as your initial start page of the eBook, as well as choose the exact order in which the pages will appear when using the Previous / Next function.

❍ Secure any of the pages for password protection.

❍ Modify the contents of your eBook for future projects.

❍ Determine any pages you would like included in eBOOK CREATOR's search engine tool.

Each of the terms shown in the above screen shot are defined for you below...

❍ **New Project:** You will initially determine the files that you would like to include in your eBook by clicking on this button. A file tree of your computer hard drive will appear, displaying the various

folders available. Double-click on the folders until the folder appears that contains your eBook files. NOTE: All of the files you wish to include in your eBook must appear together in a single folder on your computer. It is recommended that no additional files appear in this folder.

❍ **Open Project:** On the final screen of eBOOK CREATOR, you will have the option to save your eBook project template. This will allow you to save all of your preferences, passwords, authorship information, files, etc. associated with the eBook for future use. This template will be saved as an "*.ebp E-Book Projects" file that only works with eBOOK CREATOR software. By clicking on the "Open Project" button, you will be able to choose from all saved projects.

❍ **Re-Scan Directory:** This handy tool is used in conjunction with the "Open Project" mode. If you have added files to the project, then you will need to include them the latest version of your eBook. How can this be done? It's easy. Open a project with the "Open Project" button. Then, click on the "Re-Scan Directory" button. This will allow you to re-select the folder containing your eBook files, which will ADD the new files automatically to your project.

❍ **File Properties:** Each file included in your eBook has four options available. (A screen shot is shown below) To view the properties for each file, select a file from the menu by clicking on it once with your left mouse button. This will highlight the file. Then, click on the "File Properties" button. These options will appear: Make Home Page, Included in Project, Secured with Password, and Included in Search.

- Make Home Page:Only ONE (1) file may be selected with the "Make Home Page" indicator. This will determine the starting page at the launch of your eBook.

- Included in Project:"Included in Project" is set as a default for all files included in your eBook. If you wish to exclude any file from your eBook, then click on the box to the immediate left of the listing and the check mark will disappear, thereby excluding the file.

- Secured with Password: Each file has the option of being secured with a password. If you wish to protect a page for paid viewing only, then select this option for every file that you desire to be secure. On the "Security" page you will be able to determine a password (or passwords) that will be required in order to view the pages you specify.

- Included in Search: eBOOK CREATOR has a built in search engine which allows your readers to search every

page of the eBook for keywords. By default, each page is included in the search tool. You may, at your discretion, turn this function off by clicking on the box to the immediate left of the listing.

- ❍ **Page Order: Move Up, Move Down:** You may choose the order in which your pages appear in the eBook with the "Move Up" and "Move Down" buttons. The order in which your files appear is listed under the "File" heading. The top file appears first, and each file underneath it follows in that order. You may click on a file to highlight it, and then click on the "Move Up" or "Move Down" buttons to change the order of its appearance. Please note: The order of appearance is only applicable on the "Previous / Next" buttons. Regardless of what your file order is, all internal links that you have established will work in the order you have determined.

- ❍ **File:** A file is anything you have included in your eBook project folder: html pages, .gifs, jpegs, etc.

- ❍ **Included:** Designates files that you wish to have included in your eBook project.

- ❍ **Secured:** Designates files that you wish to have secured with a password. (HTML pages only)

- ❍ **Searchable:** Designates files that you wish to be included in the search engine tool of your eBook project. (HTML pages only)

- ❍ **Back:** Returns you to the previous screen in the eBook creation process.

- ❍ **Next:** Forwards you to the next screen in the eBook Creation process.

- ❍ **Cancel:** Exits the software.

- ❍ **Help:** Launches the eBOOK CREATOR tutorial that you are currently reading.
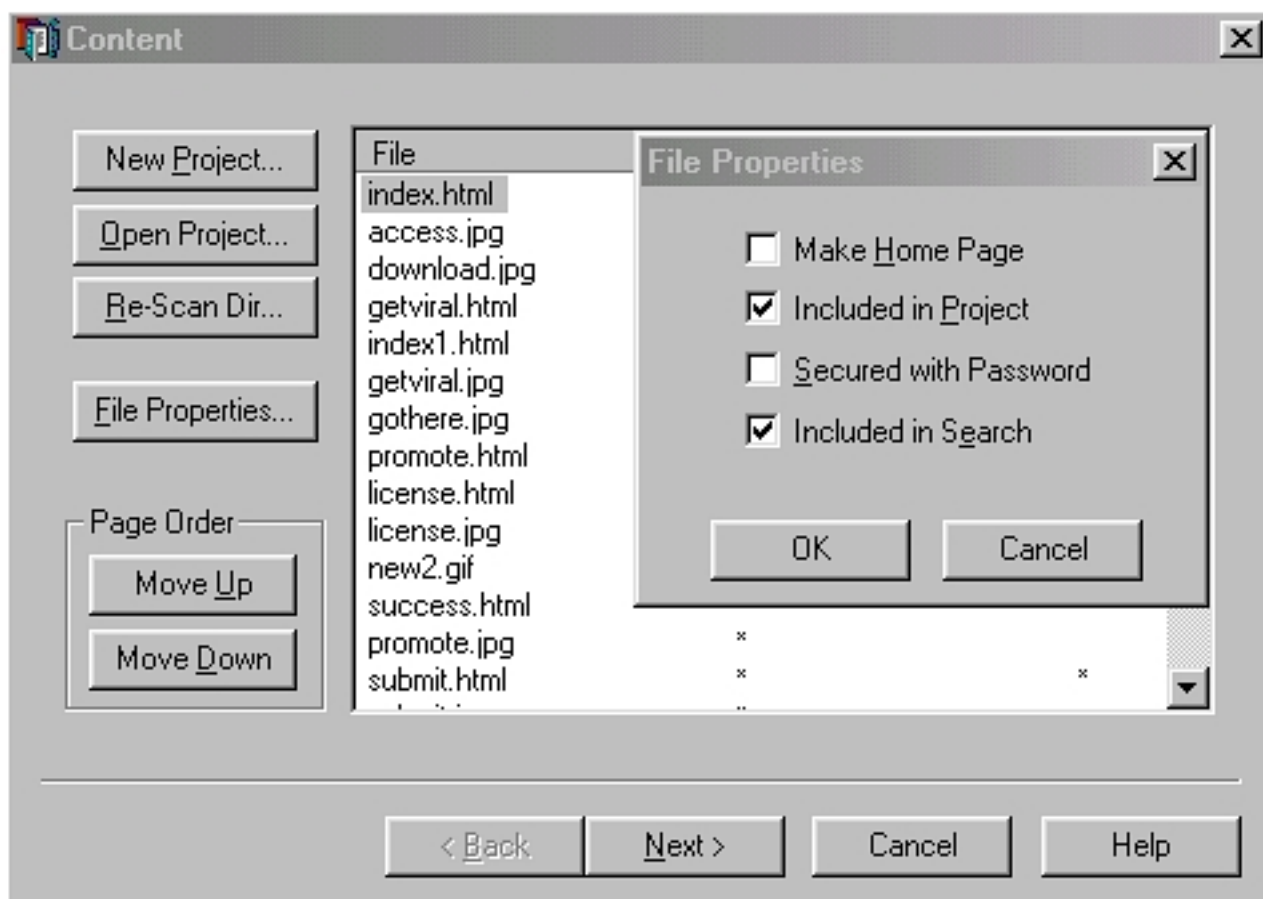
Screen Shot 2 - File Properties Box

Using the Content Screen

- <u>Step 1:</u> Select a New Project, or Open an Existing Project.
- <u>Step 2:</u> Re-Scan Directory if this is an Existing Project with new files.
- <u>Step 3:</u> Select a file as the start-up page. Highlight it, then click "File Properties." Click on the "Make Home Page" listing.
- <u>Step 4:</u> Determine any file properties you wish for the remaining files (HTML pages only), such as "Secure with password." All files are automatically included in the project and included in the search tool, unless you designate otherwise.
- <u>Step 5:</u> Determine the page order. Typically, after you select the home page, everything else will remain the same. You may, however, determine the exact sequence of pages by using the "Move Up" and "Move Down" buttons.
  <u>Step 6:</u> Move to the next screen by clicking on the "Next" button.

Customizing the eBook Interface
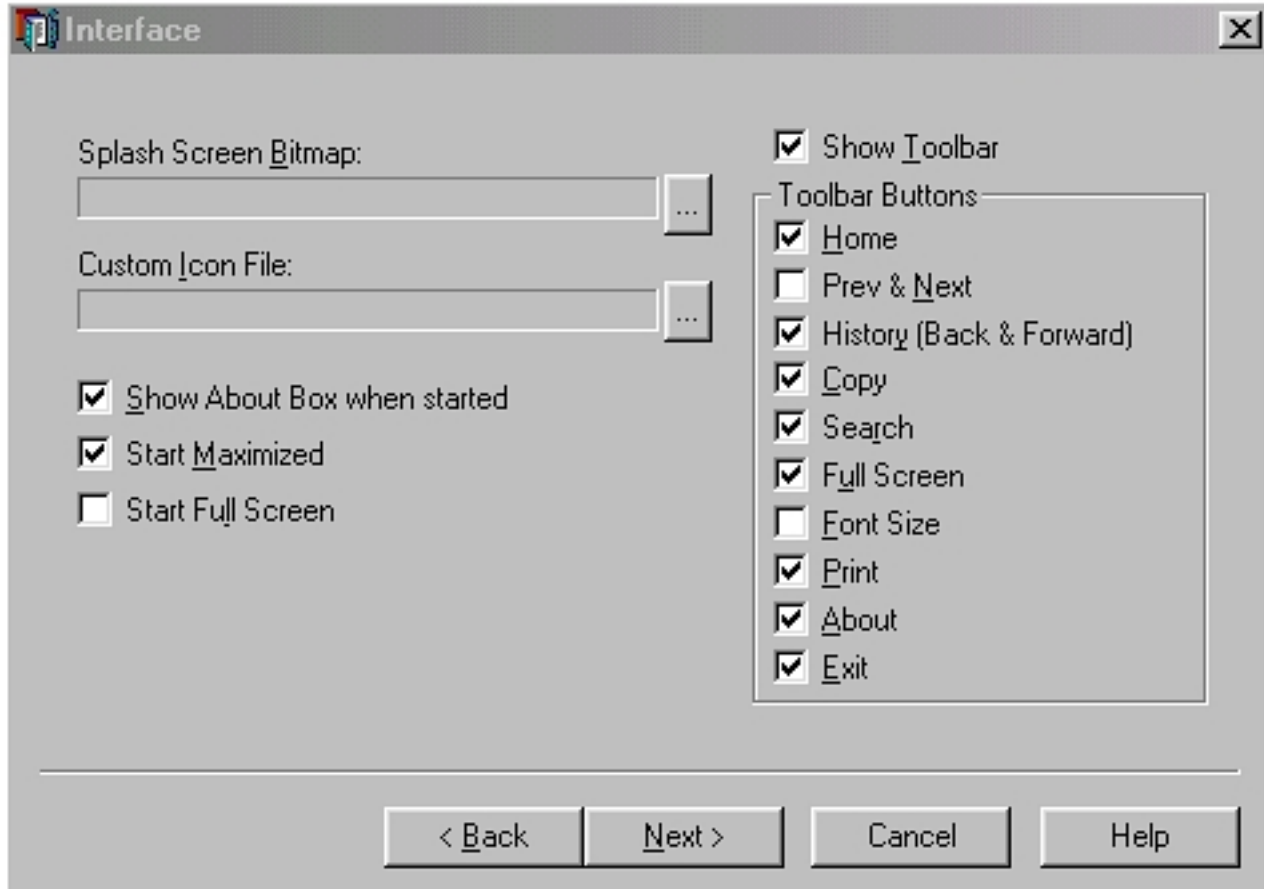
Screen Shot 3 - Interface Screen

After completing step one, the "Content" screen, you will move to the "Interface" screen which will allow you to select how your eBook will appear. From this screen you will be able to...

   ❍ Select a splash screen bitmap that will appear when your eBook is launched.

   ❍ Select an icon to represent your eBook.

   ❍ Choose from several options concerning the size and look of your eBook when it is opened.

   ❍ Choose whether or not to display a toolbar in your eBooks and which of the 10 buttons you would like to appear in the toolbar of your eBooks.

Each of the terms shown in the above screen shot are defined for you below...

   ❍ **Splash Screen Bitmap:** If you have created a Bitmap File (.bmp) then you may choose to have this graphic displayed while your eBook is loading. This file can be anywhere on your disk, diskette or CD, but should not be in the same folder as your

eBook files. We recommend you use as small bitmaps as possible and keep the number of colors low (16 colors) as this graphic will increase the size of your eBook significantly if it is too large or detailed. To select a .bmp file, click on the box [...] to the immediate right of the Splash Screen Bitmap listing.

❍ **Custom Icon File:** Tired of your eBooks having the same boring icon as every other eBook created with a certain compiler? Now your eBooks can be as unique as you are. By using the Custom Icon File, you may select an icon to represent your eBook. (.ico file) To select an icon, click on the box [...] to the immediate right of the Splash Screen Bitmap listing.   Find the folder with your icons, then click on this file. Then, click onthe icon file itself. Then, highlight it and click OK. NOTE: If you choose to use an icon, then it must meet the following MOST COMMON WINDOWS ICON specifications...

   ■ Must be a standard Windows .ico file format.

   ■ The icon file must contain a single image (composite icons are not supported)

   ■ The image must be 32X32 pixels.

   ■ The image must be a 16 color image.

❍ **Show About Box When Started:** By selecting this feature, your "About" box will appear at the launch of your eBook. (This box is described in detail on the CREATE page of this tutorial)

❍ **Start Maximized:** By default, this feature is selected. This will launch your eBook at the full size of the reader's screen. You may deselect this feature by clicking on the checkmarked box. By doing this, the eBook will launch at 50% of the screen size.

❍ **Start Full Screen:** This feature will allow you to launch the eBook at full screen, eliminating the title bar at the top of the eBook and the desktop bar at the bottom of the eBook, allowing for more screen space.

❍ **Show Toolbar:** By default, the "Show Toolbar" feature is selected. By selecting this feature, your eBooks will appear with a toolbar at the top of the screen, displaying all of the toolbar buttons that you choose. This is for easy navigation within the eBook. Every button option is selected by default, so you will need to deselect any features you do not wish to have displayed.

❍ **BUTTON, Home:** When a reader of your eBook clicks on this button, he will be returned to the page that you designated as your start page.

❍ **BUTTON, Prev & Next:** These buttons allow the reader of your eBook to advance to the next page in your ordered sequence

and return to the previous page in your ordered sequence. <u>Recommendation is to deselect this feature</u>, as it is sometimes confused for "Back and Forward" button described below. It is mainly used for eBooks containing many pages of text, such as a manuscript which continues from one page to the next.

- ❍ **BUTTON, History (Back & Forward):** These buttons allow the reader of your eBook to proceed to the pages they have already viewed.
- ❍ **BUTTON, Copy:** This button allows the user to copy whatever portion of the current page they have highlighted. This button is automatically removed if you have selected to not allow copying from the security page (described later in this tutorial).
- ❍ **BUTTON, Search:** This button allows the user to search your entire eBook by keyword. This is especially helpful if your eBook contains many pages. When the user clicks on this button, a small screen will appear requesting a keyword. When the keyword is entered, the search tool will search your eBook and list each page that contains the keyword. The user may then click on any of the links and will be taken to that respective page.
- ❍ **BUTTON, Full Screen:** When the user clicks on this button the eBook will remove the title bar and desktop bar to display a larger screen. <u>Recommendation is to deselect this feature.</u>
- ❍ **BUTTON, Font Size:** This button allows the user to increase or descrease the font size of all TEXT in your eBook. You may select this feature at your own discretion, as it does change the appearance of your eBook.
- ❍ **BUTTON, Print:** This button allows the user to print out the current page of the eBook. This button is automatically removed if you have selected to not allow printing from the security page (described later in this tutorial).
- ❍ **BUTTON, About:** When the user clicks on this button, a small screen appears with information about your eBook. You should ALWAYS select this feature. (More information is provided on the "About" box later in this tutorial.)
- ❍ **BUTTON, Exit:** This button allows the user to close down your eBook. Should always be selected when creating your eBooks. The user may close the eBook by clicking on the X in the upper right hand corner, but an Exit button is a nice, easy way for the user to close.
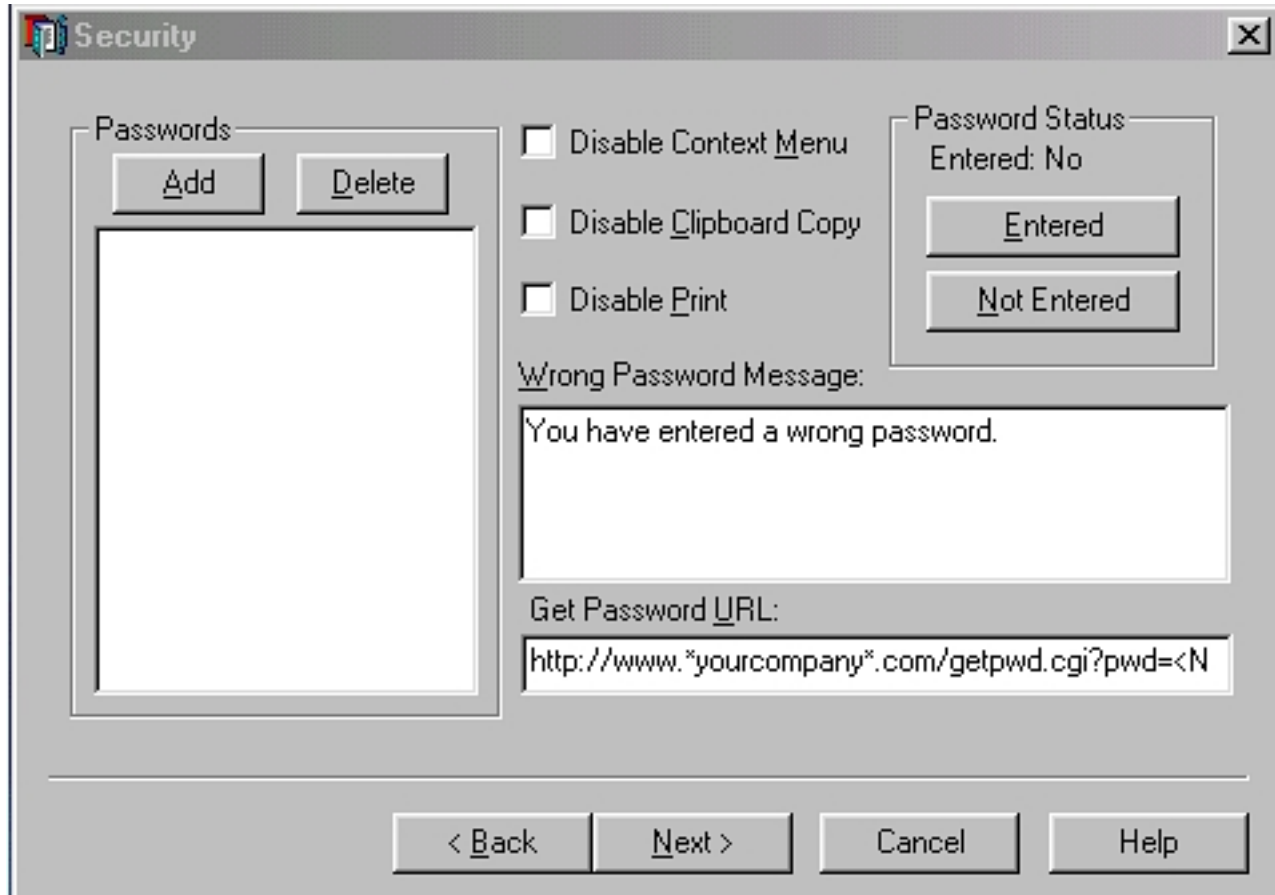
Using the Interface Screen

- ● <u>Step 1:</u> Select any bitmap file (.bmp) or icon file (.ico) you would like to

represent your eBook. Please note: You DO NOT need to use either of these. A bitmap file is not necessary and every eBook automatically generates the standard eBook Creator icon if none is selected. We recommend that you choose one of the 200 icons to represent your eBook, but this is not necessary.

- <u>Step 2:</u> Determine which of the 3 startup options, if any, you wish to include: Show About Box When Started, Start Maximized, Start Full Screen.

- <u>Step 3:</u> Select the toolbar buttons you wish to have included in the toolbar of your eBooks.
  <u>Step 4:</u> Move to the next screen by clicking on the "Next" button.

Screen Shot 4 - Security Screen

After completing step two, the "Interface" screen, you will move to the "Security" screen which will allow you to determine any security features you wish to include for your eBook. From this screen you will be able to...

 ❍ Establish whether or not you wish to password protect any pages.

 ❍ Enter up to 1,000 unique passwords.

 ❍ Create your own custom password message box.

 ❍ Identify a website URL where the user may obtain a password.

 ❍ Disable the context menu, the clipboard copy feature and printing.

How eBOOK CREATOR Password Protection Works...

You may restrict access to part or all of your eBooks using passwords.

- You may select any combination of pages in your eBooks to be password protected.
- If you want to protect an entire eBook you should protect at least the index page and preferably all html pages in your eBooks.
- Passwords can be used in conjunction with the Expires feature of the software. This allows portions or all of the eBook to be initially accessible - but become password protected after a set number of days or uses.

When you create an eBook containing password protected pages, you may specify from 1 to 1,000 different passwords.

To access the password protected parts of an eBook, a reader must enter a password while viewing that eBook. The readers needs only enter the password once, and it will not be required to enter again.

A particular reader will always be asked the same password for the same eBook (each eBook is identified by its own unique serial number) unless they wipe their hard drive. This system allows you to prevent people from "sharing" their passwords with friends.

For example: Dave might be asked to enter password 416 for eBook #1 and password 12 for eBook #2, but Rachel may be asked to enter password 329 for eBook #1 and password 821 for eBook #2.

Any passwords entered by readers are associated with a particular serial number. The password will not work for the same eBook with a different serial number, even if the eBook contains the exact same contents.

For example, part 2: If Dave was asked to enter password 416 and he purchased the password from you and did unlock the eBook, AND THEN made a copy of the eBook and gave it to Rachel...

...the eBook would then request a DIFFERENT

password for Rachel's copy. Dave's password would not work on Rachel's copy. Your eBooks are safe from sharing passwords!

NOTE: Of course, the more passwords you use, the less likely the same password will be requested. If, however, you only use 2 passwords and 10 people order your eBook, obviously passwords will overlap.

Helpful Tip: Make your passwords fit into some kind of pattern that is easily remembered. If you choose words such as success, money, health, television, etc., then you will need to remember the order in which they appear on your list. So, when Bob requests password number 478, you will need to know which password IS number 478!

An easier method would be to establish a prefix system:

0001, 0002, 0003, 0004, 0004, 0006, 0007, 0008, 0009 is a bit basic and perhaps easy to determine the next in the sequence, but something along these lines is easier for you to hand out passwords to those who pay for them.

Here is a system that I used for 100 passwords:

Passwords 0-10 started with A...
a001, a002, a003, a004, a005, a006, a007, a008, a009, a010

Passwords 11-20 started with B...
b011, b012, b013, b014, b015, b016, b017, b018, b019, b020

Passwords 21-30 started with C...
c021, c022, etc.

So, when a user requested password number 31, what password did I immediately know to send them?

d031

One More Thing...
If you want to use ONE universal password for all paid users, then you need only add one password to the list. "Password #1" will be requested for all users.

Each of the terms shown in the above screen shot are defined for you

below...

- ❍ **ADD Password:** With this button you are able to add up to 1,000 different passwords. The top password is considered Password #1 and each password below it continues as Password #2, Password #3 and so forth. This will be important to you, as your users will request a specific password that you will need to provide for them.

- ❍ **DELETE Password:** You may highlight any of the passwords and delete it, if you choose. If you delete Password #6, then all passwords after that (Passwords 7 - ?) will move up one in the sequencing order. Password 7 will become password 6, password 8 will become password 7, etc.

- ❍ **Disable Context Menu:** By selecting this features, you are able to disable the context menu of your eBook.

- ❍ **Disable Clipboard Copy:** By selecting this feature, the user will not be allowed to copy any of the material of your eBook.

- ❍ **Disable Print:** By selecting this feature, the user will not be allowed to print any page of your eBook.

- ❍ **Wrong Password Message:** If you have password protected pages in your eBook, you may enter your own custom password message. This message appears when the user enters an incorrect password into the password box of a protected page.

- ❍ **Get Password URL:** If you have password protected pages in your eBook enter the website URL where the user may obtain the password required for your eBook. If you are selling the password, an order page link would be suitable. NOTE: Be sure to include a place either on your order form or you email for the user to provide the password number their eBook needs, if you have entered multiple passwords.

- ❍ **Password Status:** You may either select "Entered" which means the passwords are in effect, or "Not Entered" which means they are not in effect. If you do not select "Entered" then the passwords will not work, even if you have added them.

Using the Security Screen

- ● Step 1: Add any passwords that you wish to use to protect the pages that you secured on the "Content" screen. One password = a universal password for all users, multiple passwords = a unique password for each user based on their serial number.

- ● Step 2: Select any or all of the 3 security features you wish to disable: Disable Context Menu, Disable Clipboard Copy, Disable Printing.

- <u>Step 3:</u> If you have selected one or more passwords, click on the "Entered" button below the Password Status heading. This will enable your passwords.
- <u>Step 4:</u> If you have selected one or more passwords, enter your custom "Wrong Password" message into the provided box.
- <u>Step 5:</u> If you have selected one or more passwords, provide a URL for the user to pay for, request or receive the password for your eBook. This will appear as a button on your eBook when the password is required.
  <u>Step 6:</u> Move to the next screen by clicking on the "Next" button.
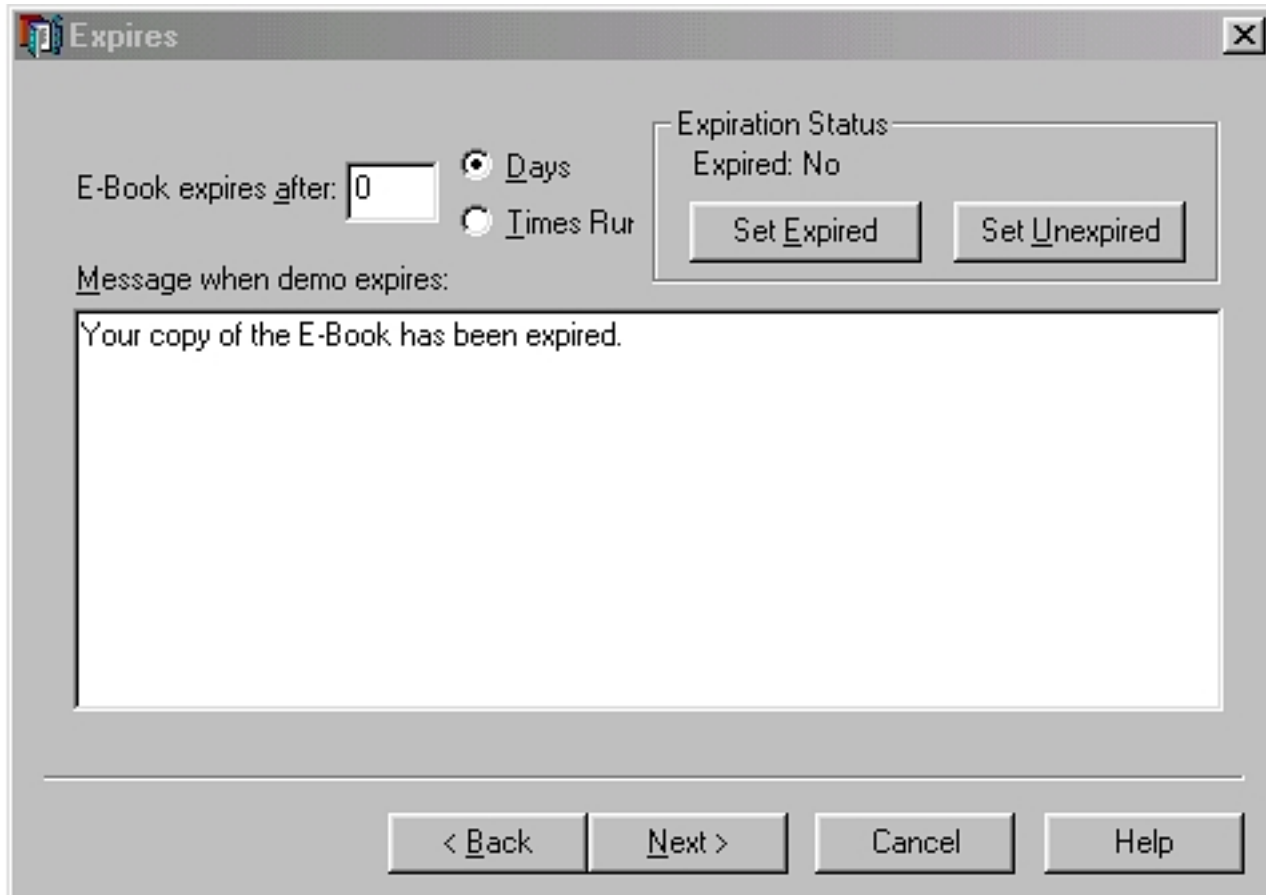
Screen Shot 5 - Expires Screen

After completing step three, the "Security" screen, you will move to the "Expires" screen which will allow you to create "shareware style" eBooks. From this screen you will be able to...

❍ Establish whether or not you wish to allow trial / demo periods for your eBook.

❍ Time limit your eBook by a set number of days or uses.

❍ Create your own custom expiration message box.

How eBOOK CREATOR Expiration Works...

You may take advantage of eBOOK CREATOR's powerful feature for producing "shareware," "free trial" or "demo" style eBooks.

Initially when the reader launches your eBook, every page that you did not password protect will be accessible.

After a set number of days or uses (determined by you) the eBook will automatically expire. After the eBook has expired, every page that you have password protected will no longer be accessible without a password.

NOTE: The Expiration function MUST always be used with the Password Protection function, but the Password Protection function does not have to use the Expiration function.

Each of the terms shown in the above screen shot are defined for you below...

○ **eBook Expires After:** Here you determine how long a trial period you wish to provide your reader for the password protected pages. "Days" indicates a 24 hour period. If you select 7 days, then the reader will be able to access the password protected pages for one week before needing a password to continue. "Times" indicates a launch of your eBook. If you select 1 time, then the reader will be able to open the eBook and view the password protected pages one time before needing a password to continue. Note: When the password protected pages expire, the user will still be able to access all non-protected pages of your eBook.

○ **Message When Demo Expires:** This warning will appear at the launch of the eBook, after it has expired. This is a great place to remind the user to register the eBook at your website.

○ **Expiration Status:** You may either select "Set Expired" which means the expiration feature is in effect, or "Set Unexpired" which means it is not in effect. If you do not select "Set Expired," then the Expires feature will not work, even if you have added it.

Using the Expires Screen

● Step 1: Determine either (a) a set number of days the user may access the password protected pages, or (b) a set number of times the user may access the password protected pages.

- <u>Step 2:</u> If you have elected to use the Expires feature, then click on the "Set Expired" button. "Yes" will appear next to the "Expired" listing.
- <u>Step 3:</u> If you have elected to use the Expires feature, then enter a custom expiration message in the provided box.
  <u>Step 4:</u> Move to the next screen by clicking on the "Next" button.

Screen Shot 6 - Create Screen

After completing step four, the "Expires" screen, you will move to the "Create" screen which will allow you to put the finishing touches on your eBook. From this screen you will be able to...

❍ Enter your "branding" information such as eBook title, author, copyright, URL link, and email address.

❍ Create your own custom "About" box.

❍ Determine the name of your eBook file..

❍ Compile the eBook.

❍ Run the eBook.

❍ Save the eBook template for future use.

Each of the terms shown in the above screen shot are defined for you below...

❍ **Title:** Enter the title of your eBook into this box.

❍ **Author:** Enter the name of the author of your eBook into this box.

❍ **Copyright:** Enter the copyright information of your eBook into

this box.

- ❍ **URL:** Enter a website URL that you want associated with your eBook into this box. Please remember to include **http://** at the start of the URL. If you do not have a website, then you may leave this blank.

- ❍ **Email:** Enter an email address of the contact person for your eBook into this box. This is optional, of course, but we do recommend that you include it because it provides a method for your readers to contact you if they have questions or problems.

- ❍ **Serial Number:** A custom generated serial number will be provided for each eBook you create. However, you may place your own serial number here, if you choose.

- ❍ **eBook File Name:** Click on the [...] box to the immediate right of this listing. Then, enter an eBook file name that you will save the eBook as. Find a location on your hard drive you wish to save this file. DO NOT save the eBook into the folder with your eBook files! Click on the "OK" button.

- ❍ **About Box:** In this box, enter any information you desire. You may choose to include a brief biography of the author, special offers available to the reader, or a physical address and telephone number.

- ❍ **Create eBook:** Click on this button to compile your eBook. This will take about 10 seconds and a message will appear notifying you that the eBook was successfully created.

- ❍ **Run eBook:** Click on this button if you wish to launch the eBook you created.

- ❍ **Save Project As:** Click on this button to save the template as an .ebp file for future use. All the settings associated with the eBook you created are known as a project. You can save these settings into an eBOOK CREATOR file and later re-open these files to continue or modify your work.

Using the Create Screen

- ● Step 1: Enter your "branding" information.
- ● Step 2: Select a file name for saving your eBook.
- ● Step 3: Enter information into the "About" box.
- ● Step 4: Click the "Create" button.
- ● Step 5: Click on the "Save Project As" button and save the template.
  Step 6: Exit the software by clicking on the "Cancel." button.

CONGRATULATIONS! You just compiled an eBook!

There is one more optional step for advanced users. eBook Creator now has a branding tool, the Brandible. Continue on to the next step for

information on this powerful utility.
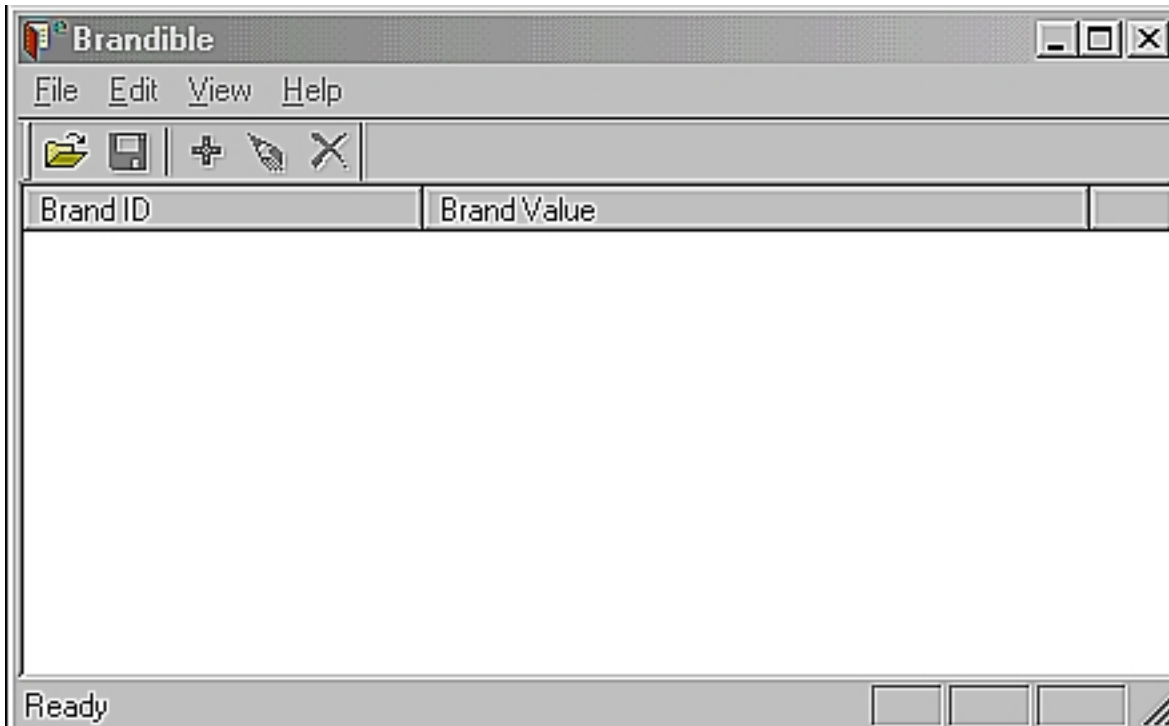
The Brandible is a new tool for use with version 2.0 of our eBook Creator software. This powerful tool makes it possible for you to distribute eBooks which may then be customized by the user in areas that you designate.

Two examples of the usage of the Brandible are...

  ❍ Example #1: On your opening page you could include "This eBook courtesy of" and then leave a blank space. With the Brandible (which is 100% free to distribute with your eBooks) your readers will be able to import their own name into the space allotted and give away your eBook, thus creating a "viral" marketing tool for you.

  ❍ Example #1: If you offer eBooks for the resellers in your affiliate program, then you can allow them to customize the order links and website links with THEIR affiliate code. For example, you could include "Click Here for more details" or "Click Here to visit our website" or "Click Here to order." These links can be customized by your affiliates to include their own reseller link.

Using the Brandible branding tool is very easy. The following step-by-step tutorial will have you creating Brandible eBooks quickly and easily...

1. If you have not already done so, download the eBook Creator Version 2.0 zip file at http://www.ebookcreator.com/ebc.zip

2. Create your HTML pages for the ebook. You will need to create your

HTML pages as you normally would, with the following options available to you for branding.

- ❍ SPONSORED BY: If you want to include a section that reads, "This eBook is sponsored by" with an opening for the reader to use the Brandible to insert their own name, then here is the code...

  ```
  <html>
  This ebook is sponsored by <b><%BRAND0%></b>
  </html>
  ```

  Of course, you can substitute the "this eBook is sponsored by" tagline with anything you want. "Compliments of," "Authorized Distributor," "Brought to you by," etc.

- ❍ CUSTOMIZABLE LINK: If you want to include a method of your readers to customize an order link or webpage link with their own, then an example could be...

  ```
  <html>
  <a href="http://<%BRAND0%>">url</a>
  </html>
  ```

NOTE: You can have as many different "brand" fields in your eBooks as you desire. You will need to begin with <%BRAND0%> and then <%BRAND1%> and then <%BRAND2%> and so forth in consecutive numbers.

Anywhere you insert a "brand" field into your HTML code as indicated above will be a place where your readers can insert their own text or link, depending upon what you are wanting to accomplish.

NOTE: Each identical "brand" field will include the exact same information input by your reader. For example: If they enter "My Name" as the entry for <%BRAND0%>, then anywhere <%BRAND0%> appears in your HTML code it will be replaced with "My Name." If you are using various links and text inserts, then you will need to use a separate "brand" field for each one.

3. Compile the eBook. Follow the instructions included in the eBook Creator software help tutorial to compile your eBook as you normally would.

4. Distribute the eBook along with the Brandible tool. Upload your newly created eBook AND the Brandible tool to your website for access to your readers. The Brandible is free to distribute and will only work on eBooks created with version 2.0 of eBook Creator.

5. Modify the following instructions to be provided for your readers in order to customize your new eBook.
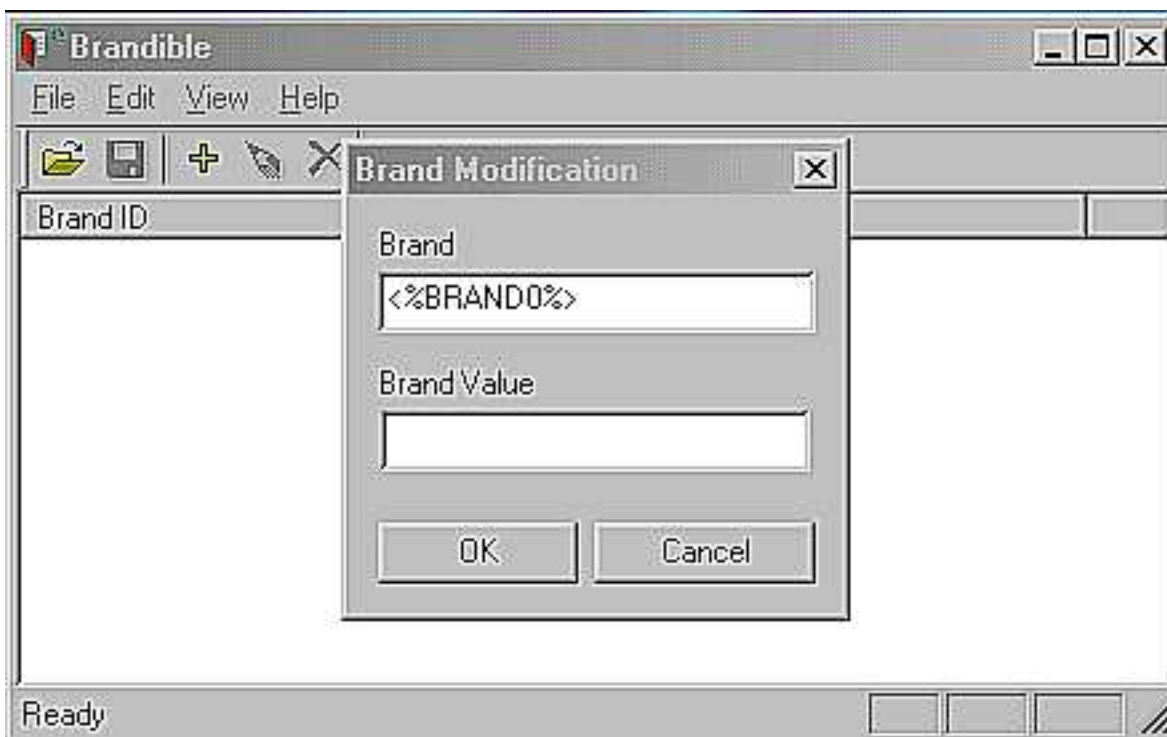
❍ Download the eBook and Brandible tool. You will want to provide the exact URL of your eBook and the Brandible tool. Please do not attempt to link to the Brandible at our website - you must upload a copy of the branding tool to your own website and distribute it from that location.

❍ Launch the Brandible tool.   Your readers will next need to double-click on the brandible.exe file in order to launch the branding tool.

❍ Open the eBook. Your readers will need to open the eBook to be customized by either clicking on the brown manila folder icon in the upper left hand corner of the Brandible, OR by pulling down the FILE column in the top menu and selecting "Open eBook." A small window will appear showing the contents of the reader's hard drive. They will need to select the eBook from among the files.

❍ Click on the Brand button. Next, your readers will need to open the branding option by either clicking on the PLUS SIGN icon, OR by pulling down the EDIT column in the top menu and selecting "Add Brand."

❍ Enter your information. You will need to provide your readers with the number of brands they will need to add and what each brand represents. For example: Enter your full name for <%BRAND0%>. Enter your affiliate link for <%BRAND1%>. Enter your email address for <%BRAND2%> and so forth. Your readers will need to enter the appropriate information for each of the brand fields. After each field is input, they will need to click on the OK button. Then, repeat the process for the next field.

You may enter information for only one field at a time.

- ❍ <u>Click on the Save button</u>. Next, your readers will want to save the branding changes they have made to the eBook by either clicking on the DISKETTE icon, or by pulling down the FILE column and selecting "Save eBook." PLEASE NOTE: At any time, your readers may delete a brand by clicking on the X icon, AND they may modify a brand by clicking on the PENCIL icon. Close the Brandible by pulling down the FILE column in the top menu and selecting "Exit."

- ❍ <u>Test your eBook</u>. Lastly, your readers will want to launch the eBook and make sure the links have been properly branded.

ONE more note: Make your readers aware that they DO NOT need to give away the Brandible.exe file with their customized eBook. Otherwise, someone will insert their own customized information instead! They only need to distribute the customized eBook itself.

If you have any questions about the Brandible tool, then please contact our support team at support@ebookcreator.com All inquiries are answered within 24 hours, excluding weekends and holidays.

Permanent Use of eBook Creator 2.0
w/ the Brandible tm Tool

The trial version of eBook Creator 2.0 with the Brandible included in the Profit Pulling eBooks package can be used ten times before it expires. You will then need to purchase a registration code if you would like to continue using the software.

I've got great news!

For a limited time only, eBook Creator 2.0 is available at 75% off of its regular price! Regular price of this powerful software is $79.95, but you can purchase a PERMANENT copy of the software for only $19.95. Yep, as an owner of Profit Pulling eBooks, you are eligible for this incredible discount as a one-time offer.

Shop around. Do your research. Test the waters. But, I can save you some time. You'll not find a more powerful eBook software priced anywhere near this spectacular offer. Most comparable software apps are more than $100.

So, don't miss out.

To order your copy, Click Here for more details.

OR, BETTER YET, why not consider the Infopublishing Toolbox? The Infopublishing Toolbox is an information publisher / ebook creator's dream come true. Everything you need to produce high quality information products, present them with your own killer eBook covers and sell them like hotcakes on the web!

In order to produce quality information products (and I mean *quality* - those products that sell like roses on Valentine's Day!) you need three critical ingredients...

- **Information:** Stands to reason, if you are going to create an "information" product that you have some kind of knowledge to write about. With the Toolbox, you receive the 420 page "Infopublishing Explained." This is THE authority manual on creating your own information product to sell online. If you can write a shopping list, then you can create your own eBook.

- **Creation:** Of course, you need an eBook compiler software tool to actually create the information product for easy download from your website. And not one of those high-priced $200 jobs either. Something affordable, yet equally as powerful. We've also included the hottest NEW eBook compiler online in this package as well. eBook Creator is a powerful tool that creates SECURE .exe files

(eBooks) that you can upload immediately to your website.

- **Presentation:** Chayden Bates, noted eBook "guru" of eBookMarketing.com said, "*Presentation is JUST as important as information.*" You see, it's one thing to create an eBook to sell. It's another altogether to sell it. You need a KILLER eBook cover art in order to add more value to your product and close the deal. You'll be able to create your own killer eBook covers in less than 10 minutes with this impressive MOVIE that actually SHOWS you how to create eBook cover art...step-by-step. This Killer eBook Covers Tutorial walks you through everything from start to finish.

The Infopublishing Toolboxcovers all three of these critical ingredients...

...and shows you how to mix them together for the perfect "recipe" for your internet success!

Click Here for all of the details!

How to Earn a Full-Time Living Online In 2 Easy Steps

Quick, what's your favorite search engine? Doesn't really matter to me if it's Yahoo.com or Goto.com or Altavista.com. What I want you to do is visit your favorite search engine sometime in the next day or so and do a search for "web marketing." Or, search for "work from home."

Want me to save you some time and tell you what you'll find?

You'll find hundreds of thousands of websites listed, the majority of which have some sort of "opportunity" for you to dive into. Or, they have some deep, dark secret to share with you that is unknown to the rest of mankind.

And for $29.95 (for starters), you can get your hands onto it.

Eeeeeeeeeeeeeeeeeeeeeeeeeeeeeeeeeek! Somebody wake me up, I'm in the middle of a nightmare.

The problem with MOST of these "opportunities" and "formulas for success" is either (a) they don't work at all, (b) they are outdated, or (c) they are so complicated that the average person doesn't have a clue how to accomplish the first step.

Now, I don't mean to oversimplify things, but I'll just tell you like it is. There are ONLY 2 things that you need online to earn a full-time living. And, despite what people might want you to think, neither of them are a big secret...

- Develop your own high-demand product.
- Recruit an army of people to sell your product for you.

Like I said, I don't mean to oversimplify things. The "web marketing" formula for success is a very complex one and can include an entire arsenal of tools and resources like ezines, joint ventures, branding, viral marketing and so forth.

But I tell you the truth, if you do the aforementioned two things, everything else will fall into place.

And I guarantee it.

How do I know? Because I've seen it first hand in my own online business, the Profits Vault Web Marketing Private Site.

The only 2 *necessary* steps in earning a full-time living online are to develop your own high-demand product AND recruit an army of people to sell your product for you. It's that simple. Neither of which are very difficult to do. In fact, they are fairly simple.

So, let's get started with step one...

~ Step 1 ~
Develop Your Own High-Demand Product

I love Ken Evoy. The guy's a genius. When you mix quality content, value rich pricing and superior customer service you've got a winner.

And Ken is a big-time winner!

His products sell better than ice water at the end of a six hour Grand Canyon tour.

Cory Rudl? His name is almost synonymous with "Marketing Tips."

And has anyone ever been successful with an ezine without learning from Rick Beneteau?

Mark Joyner produced an ebook that was downloaded over 1 million times. You know this guy knows the score.

I love associate programs. There, I said it. I love them. But, there is one glaring problem with associate programs...

.

...the owner of the associate program is the only one making the big bucks!

Face it, if you don't own your own product, your chances of earning a full-time living online are about as slim as the chances of me riding a grizzly bear bare-back across Montana...

...it ain't gonna happen. :-)

Learn this unchanging, universal fact: The person who OWNS the product is the one who makes the big bucks. Behind 99% of internet success stories (there are a *few* exceptions) there is a product that is entirely their's. And, more than likely, an entire arsenal of products.

Now, reseller programs are great. As I said, I love 'em. But, I believe they are best used as a secondary income generator while working the backend...

...not as your main product.

Step one of the simple two-step system for earning a guaranteed full-time living online is to develop your very own product that you can sell and keep 100% of the profits from. Got it?

Most internet marketing "experts" feel that selling information is the ultimate business to be in on the web. In fact, with the exception of sex sites

(shame, shame, shame) information is the #1 seller online today. Electronic information products (delivered digitally in "eBook" format)) are among the most sought after online.

Once you create your information product (more on this in just a minute) the business can easily be automated and requires very little monthly overhead. (I spend less than $10 a month) Since the products are electronic, there are ZERO reproduction costs. The products can easily be downloaded from your website thousands of times without spending another dime.

And the profit is incredible. If the product sells for $29.95, then you keep $29.95. Hmmmm. I'm no math expert, but that seems like 100% of the sale goes to you, not your affiliate sponsor!

Of course, there is no need to maintain inventory. Everything is hosted on your website, with instant access for those who make purchases.

Now, there are a couple of ways of developing your own *high-demand* information products to sell online...

- Create your own products. If you can write a shopping list, then you can write your own information product to sell online. Trust me, there is something inside that 'ol noggin of yours that people would pay money to find out about. Maybe you know all kinds of household tips or can rebuild a car engine from scratch. Perhaps you are a pediatric nurse or have been a fishing for most of your life. There is SOMETHING that you know quite a bit about. It could be a hobby, or it might be your occupation. Whatever it is, you've got a product inside of you. And there are customers willing to buy it from you. We've just got to mine that gold that you've got hidden away. For more information on creating your own information product from scratch, Click Here.

- Purchase reprint rights to ready-made products. Despite how easy it is to create your own product, maybe you don't have the time or would rather add more products to your arsenal. You can purchase reprint rights to products that are ready to sell. These products can be purchased for as little as $1.75 each! Yep, for less than two bucks you can own your very own product to sell on the internet. For more information on purchasing low-cost, high-demand information products, Click Here. (There is a unique opportunity for obtaining a BRAND NEW, FRESH web marketing related product every month that you can sell and keep 100% of the sale from. If you are interested in more information on obtaining a low-cost license to each new product released, email me at monthlyreports@123webmarketing.com.)

Step one is simple...get your own product. You'll never earn the *big-bucks*

until you do.

And, once you have your own product (good grief, for less than two bucks, what the heck are you waiting for?), you are ready for step 2 - recruiting an army of other people to sell it for you. Yep, you won't have to purchase an ad or sell a thing. Other people will line up to do it for you.

~ Step 2 ~
Recruit An Army of People To Sell Your Product For You

Here's the deal. I'll give it to you as plainly as I know how to...

...THE NUMBER ONE method of generating an income online is to get thousands of other people to market your products for you.

There, I said it. No magic potion. No hidden secret. No melodrama. No climactic finish.

It's simple. You can only do so much marketing. There are only so many ads you can afford to purchase, only so many articles you can write, only so many new ideas to try - there is only so much time in the day, right?

You can't be everywhere at all times and you can't dip your hand into every new promotion well that comes along.

You're only one person. You work your tail off doing what you do, and you're good at it, but you're still only one person.

But, what if there were dozens like you, even hundreds or thousands of other folks like you and they were willing to do all of your marketing work for you...

...would you be interested?

You'd be a moron if you weren't! :-)

Wouldn't it be nice to never have need of purchasing a single ad and never stressing over how to generate website traffic and never worrying about search engines and ezines and all that jazz?

Wouldn't it be nice to work when you want to and spend most of your time finding new products to sell?

And wouldn't it be nice to see your sales continue to grow - and grow dramatically - week after week, and month after month?

Well, now it is all possible. Pinch yourself, you're NOT dreaming! :-)

Introducing, the [FREE ADVERTISING SYSTEM](#). The [Free Advertising System](#) is THE SOLE REASON that I earn a six-figure income online. It is THE EXACT SYSTEM that I use to market my own products online without lifting a finger. And you can do the same.

Care to find out how? Great! Let me show you...

How to Create GUARANTEED Monthly Income

As you can see from STEP 1, developing high-demand products is the easy part. And, if you follow STEP 2, then you'll find that you've got everything in place to create a guaranteed monthly income. But, how does it work?

Let me share with you a typical month in MY OWN internet marketing life and I'll point out along the way how easy it is for you to duplicate my success. It's a fairly simple process.

Week One, CREATE A NEW OFFER: The first week of the month, I create a new offer. Sometimes I create my own product to sell online, other times I purchase reprint rights from someone else. USUALLY, it's a mixture of both. I'll purchase resell rights from someone, and then add a few bonuses or one of my existing products into the offer, and *voila* I have a product that is DIFFERENT from the others being offered, because it is a unique package.

Creating a new offer consists of four things:

- Putting the offer itself together. Either create a product, purchase resell rights to an existing product, or put together a package deal. Make it irresistible and price it right. NOTE: Price is critical: I personally like to "wow" people with a cheap price on my introductory offer, knowing that I'll sell them a higher-priced product as a "back-end" offer. More on that in a minute.

- Create a mini-website. Whether you create your own sales letter and layout, or purchase a ready-made template (most resell rights products have them), you will need to create a one page "mini" website to sell your new offer. Get it ready to take orders. NOTE: If you purchase a ready-made template, I recommend making changes (unless there are restrictions against altering) to the template to create your own "unique" approach to selling the product. This is especially important if there are a gazillion other folks selling the same product.

- Setup a "back-end" offer. It doesn't matter what you are selling online, one (or both) of the following things always happens when someone places an order with you: (1) They are re-directed to a "thank you for your order" webpage or "download / private site" webpage, (2) They are sent a confirmation email with their order information and access instructions. Either way (or both) it doesn't matter. Now is the PERFECT time to offer an additional product. You'll want to include a banner ad or a small classified ad or just an outright offer of an additional product or service. Why? Because the customer is in the mood to buy. They just made a purchase and if you have an additional offer that complements the purchase they just made, you'll likely create an additional sale. NOTE: This is a great place to

promote an affiliate program.

- Market your new offer: More on that below. Actually, if you follow Step 2, then you won't have to do this one...it will take care of itself.

Of course, one of the questions that I receive all the time is, "Where can I purchase products to resell?" I have put together several different low-cost, high-demand packages that you may purchase with resell rights...

- $1.75 buys your own high-demand information product to sell online. Click Here.

- 8 different turnkey businesses you can obtain for under $20. Click Here.

- Resell rights to over 750 pages of web marketing information for less than $15. Click Here.

These are all very low-cost products that ANYONE can earn a profit from. Sell one copy of each and you've made your investment back. (There is a unique opportunity for obtaining a BRAND NEW, FRESH web marketing related product every month that you can sell and keep 100% of the sale from. If you are interested in more information on obtaining a low-cost license to each new product released, email me at monthlyreports@123webmarketing.com.)

There are also several high-end products available like a fantastic marketing course from internet marketing guru Terry Dean and a very powerful eBook compiler software. If you are interested in information on high-end products to sell for more profits, send me an email at highendproducts@profitsvault.com and I'll forward you additional information.

Of course, some people want to create their own information products to sell online. When you do this you can (a) be the ONLY person online to sell the product, thus creating an obviously less competitive market for yourself, (b) offer resell rights to your product and create an additional stream of income. I recommend the Infopublishing Toolbox for anyone wishing to create their own products. It includes a powerful eBook compiler software, a 400+ page manual that walks you through every step of the creation process and a movie tutorial that SHOWS you how to create stunning eBook cover art for your new product. All of this is available for one low price. Click Here for more information.

Week Two, MAILING TO MY "IN-HOUSE" LIST: After I put the finishing touches on my offer, upload the website and back-end offer, it's time to get some INSTANT sales. This one never fails - ever. I have never mailed an offer to my email mailing list that did not produce incredible results. In fact, I *typically* make over $1,000 in the first 24 hours after I do a mailing of a

new offer. And sales continue to come in throughout the remainder of the month.

Now, you may be asking, "what the heck is an 'in-house' mailing list" and "how can I get one!"

An "in-house" mailing list is an email database of: those on my ezine subscriber list; those who have requested my free report, eBook or autoresponder course; those who have made purchases from me in the past.

Currently, I have over 7,000 people that I send an offer to once or twice monthly. Want to know where these 7,000 people came from? Step 2, that's where!

You see, when you put Step into action, you'll AUTOMATICALLY build an "in-house" mailing list. People will subscribe to your ezine, they will request your resources (free reports, eBooks, etc.) and they will definitely make purchases! I went from a couple dozen people on my list to over 7,000 people in less than 5 months...and I didn't do a SINGLE THING to build the list - it was all done by other people by following the Step 2 plan of action.

So, you can take my lead and go with that plan, or you can develop your own plan. Doesn't matter. The point is that week two brings a mailing to your "in-house" list and, if your offer is good, then you'll have immediate sales generating within 24 hours and continue to come in throughout the remainder of the month.

Week Three, PUT MY RESELLERS INTO ACTION: Actually, this is done simultaneously with the mailing to my "in-house" list, but I'm listing it in a different week for those who want to take things one step at a time.

The next thing you'll want to do is contact your army of resellers who promote your products for you. You do have an army of resellers promoting your products, don't you? (Hint: Step 2:-)

Of course, they LOVE it, because it gives them a brand new offer to make, a brand new opportunity to earn more commissions and a brand new method of generating some easy back-end sales themselves. If you have a smart group of resellers, then they'll jump on it immediately.

The resellers in my [Profits Vault](#) affiliate program are super. These guys and gals know their stuff and they respond quickly. Why? Because they want to be the first ones on the block to reap the profits off of a hot new product.

Without question, my affiliates are the bread-winners around my house. They earn 80% of my profits for me each month without me spending a single penny on advertising.

<u>Week Four, LAUNCH A JOINT VENTURE PROJECT</u>: So, where does the other 20% of my profits come from? Joint venture partnerships.

I have a database of several hundred partners that I work with on a regular basis. They aren't active affiliates in my reseller program, but they are ALWAYS interested in a hot offer. They don't actively promote my products, but they will do a quick, one-time mailing to their ezines when I give them new opportunities to earn some extra income.

So, each month, I pop a free copy of my new product over to each of these partners, along with an ad that I want them to publish and immediately I've got totally free advertising for my new product going out to hundreds of thousands of subscribers. Sales will flock in for days.

And, again, with the exception of mailing them the offer, I don't lift a finger for advertising.

Oh, where do these joint venture partners come from? You'd like a few yourself? Step 2, that's where! (Do you see a pattern forming here?). I told you, there are only 2 basic steps: Step 1 creates the product, Step 2 does all the marketing. It's that easy.

And, there is the schedule. Month after month, sales continue to build. It's a fool-proof system and works every time - just like magic.

Only it's not magic, it's just common sense work in setting it up. And even that is easy.

So, what are the results from this one-two punch system? The results, without fail, are always the same...

- New Orders: The obvious response is, a flood of new orders. Throughout the entire month, orders come in from the mailing, the resellers and the joint venture partners. A typical month brings in about $8,000 - $10,000 in pure profit. Not bad for working from your living room on a ZERO-DOLLAR advertising budget, huh? :-)
- New Subscribers: Every single month hundreds (and even thousands) of new people subscribe to my mailing list. I don't go out looking for them. I don't participate in ad swaps. I don't buy them for fifty-cents a piece. They come to me. All because of the Step 2 system.
- New Affiliates: As people make purchases of my offer, as much as 68% of them become resellers themselves. They begin promoting my existing product line and my new monthly offers. Month after month it builds. I'm averaging 40-75 new affiliates each week. If each new affiliate just sells ONE product a month, the money floods in. Again, I didn't try to recruit new affiliates. I don't go looking for them. They join as a result of the system in place. It works automatically.

- New Back-End Sales: New customers and subscribers means more back-end sales. Either they make immediate purchases of my existing "back-end" offers, or they make future purchases (they are customers for life as long as I treat them right!). Sales rise every month.

What next? I repeat the process. Yep, each month, the process is repeated. Only the next time the results are even bigger and better! More orders, more subscribers, more affiliates, more back-end sales. The new customers purchase more products, new affiliates make more sales and bring in more customers and more new resellers. It's a never-ending cycle. It builds and grows month after month.

And there is no end in sight.

And all it takes is the 2-step system...

- Step 1: Develop your own high-demand product.
- Step 2: Recruit an army of people to sell your product for you.

So, what are you waiting for? Get started now!

Recommended Web Marketing / eBusiness Resources

How to Advertise ANY Product or Service on a ZERO-Dollar Budget. Click Here.

The Free Advertising System is a one-of-a-kind approach to marketing online. Within minutes you can find out how to *literally* get thousands of other people busting their guts to sell YOUR products. Don't have a budget to spend on advertising? No problem! With the Free Advertising System, you'll never pay for advertising again! And, best of all, with the secrets revealed inside this course, you can actually try ANY advertising option online...without paying for it! Click Here for more information.

Have you unlocked the Profits Vault yet?. Click Here.

The Profits Vault is your "one-stop-does-it-all" web marketing super-site. Everything you need to know to quit your job and earn a full-time living online is revealed inside the Vault. From creating your own high-demand product, to building an order-pulling website, to writing killer ads that practically force people to respond, to generating website traffic, to automating your entire system, to taking a vacation! Nothing is left to the imagination, but rather everything is spelled out in a step-by-step, easy-to-understand system designed especially for YOUR success. Click Here for more information.

The Secrets of HOW and WHERE to Advertise for Maximum Profits. Click Here.

Ezine Ad Profits is an incredible manual that has two significant parts: Part 1 is a step-by-step tutorial on writing ezine ads that *really* pull in results. You'll learn *exactly* what works in ezine advertising, including how to write ads so people will respond NOW. Part 2 is a ranking of the Top 35 ezines online to advertise in for maximum results. Purchase solo mailings for only $5.00, buy-one-get-one-free ads, blast your ad for 1/10 of a penny per subscriber and much more. Remarkably, this manual also comes with FREE REPRINT RIGHTS. You can actually sell it and keep every penny of every sell. For less than $10.00, this is a no-brainer. Click Here for more information.

The Insider Secrets of Email Marketing. Click Here.

Insider Secrets of Email Marketing is by far the most complete course ever offered on email marketing. Everything from using opt-in lists, to building an ezine, to using autoresponders, to automating your entire marketing system is included. Best of all, when you order this course, you get a FREE rights license to Killer Marketing Secrets Revealed, a 45-chapter web marketing manual featuring the work of noted web

marketing guru Terry Dean. [Click Here](#) for more information.

Traffic Virus 3.0. [Click Here](#).

[Traffic Virus 3.0](#) is the web's FIRST viral marketing tool. With this incredible software app, you can spread your ads online like the flu! I have personally made over $15,000 profit from my ads being placed with this tool. An incredible bargain that is perfect for ANY product or service. [Click Here](#) for more information.

$1.75 Buys Your Own Reprint Rights License. Click Here.

Instant Infoproducts is a collection of over 20 products that you can purchase reprint rights to. This is the collection that started the "eBook collection" goldrush! Click Here for more information.

Web Marketing Profit Pack. Click Here.

For less than $15, the Web Marketing Profit Pack is your license to sell over 750 pages of web marketing information! These aren't those outdated "money-making" reports that have been floating around since the dawn of time. WMPP consists of 2 web marketing manuals and over 750 pages of rock-solid information. Click Here for more information.

The Secrets of HOW and WHERE to Advertise for Maximum Profits. Click Here.

Ezine Ad Profits is an incredible manual that has two significant parts: Part 1 is a step-by-step tutorial on writing ezine ads that *really* pull in results. You'll learn *exactly* what works in ezine advertising, including how to write ads so people will respond NOW. Part 2 is a ranking of the Top 35 ezines online to advertise in for maximum results. Purchase solo mailings for only $5.00, buy-one-get-one-free ads, blast your ad for 1/10 of a penny per subscriber and much more. Remarkably, this manual also comes with FREE REPRINT RIGHTS. You can actually sell it and keep every penny of every sell. For less than $10.00, this is a no-brainer. Click Here for more information.

Traffic Virus 3.0. Click Here.

Traffic Virus 3.0 is the web's FIRST viral marketing tool. With this incredible software app, you can spread your ads online like the flu! I have personally made over $15,000 profit from my ads being placed with this tool. An incredible bargain that is perfect for ANY product or service. Click Here for more information.