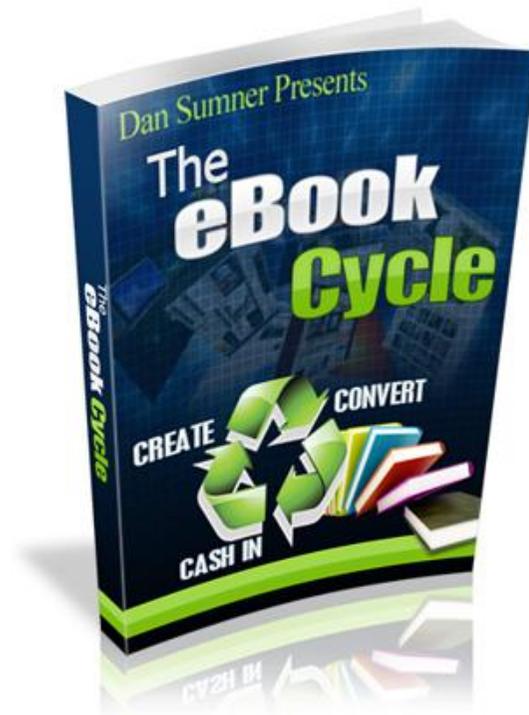


# The eBook Cycle

A complete guide to help you to **Create – Convert – and Cash-In** on the eBook market and help you write a killer eBook

By Dan Sumner

Creator of the [Dan Sumner Blog](#)



By Daniel Sumner Creator of the [Dan Sumner Blog](#)

## Welcome!

eBooks are the future of written information. I have waited too long to write a guide about creating and profiting from eBooks, but now is the time to create one and let you know all the tips, benefits and the possibilities we can all achieve from such an amazing creation.

I have been internet marketing (IM) for over 5 years and absolutely love it. I have seen guys come and go, give up and triumph in this business. It takes hard work and dedication to achieve success within the IM industry and this eBook is here to help you succeed in what you do.

I have written numerous eBooks, articles, guides and reports over the years and to help people within their business. You can find out more at my blog [Dan Sumner Blog](#) where I provide free information to you and your business succeed, so don't forget to bookmark it, join the news letter and RSS feed email to stay in touch.

I would like to thank you in advance for reading this eBook and if you have any questions or feedback good, bad or otherwise I would love to hear from you, please let me know at my eBook Cycle Blog Page.

Thank you for your support and again for reading.

To Your Success,

Daniel Sumner



*Daniel Sumner*

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## Why Write an eBook

It's free, it's easy and it's cool!



You no longer have to be a journalist or an author to write reports or books anymore. Times have changed and eBooks give us the freedom to express ourselves, be original, and stand out from the crowd.

You can literally write about anything you want and publish it on the internet for little or no cost at all. Opportunities like this are only going to get better as well. The world is changing, and more and more people are having their say. It's your time to shine!

### So Why Should You Write an eBook?

There are various reasons why anyone would write an eBook, but for the purposes of this eBook I'm going to stick with the Internet Marketing (IM) niche and walk you through a few reasons why eBooks are a benefit to you:

1. You can command an online presence by expressing your views
2. Your voice is heard
3. You can become an expert in your field
4. You can share your information with others to benefit them for free and paid

5. You can earn an online income. By being all of these above you can turn the knowledge you have into an income stream.

Most Internet marketer's produce eBooks to generate some kind of income, whether it is to generate leads from traffic or to generate an income by direct sale, the purpose of an eBook is to create an income stream one way or another.

### Versatility is the Key



eBooks are so versatile you can do virtually anything with them. Digital items such as eBooks don't just get placed on a shelf after use like a physical book, they are all 'floating around' in digital cyber space, on hard drives, flash drives, servers and CD/DVD media. They are everywhere and once you have your own

eBook created yours will be too.

You can reproduce them with a simple right click – copy – right click – paste and you are done! Instantly another copy free of charge to do with as you will. This means no cost to reproduce like you would a physical book, saving you a massive amount of cost in the long term.

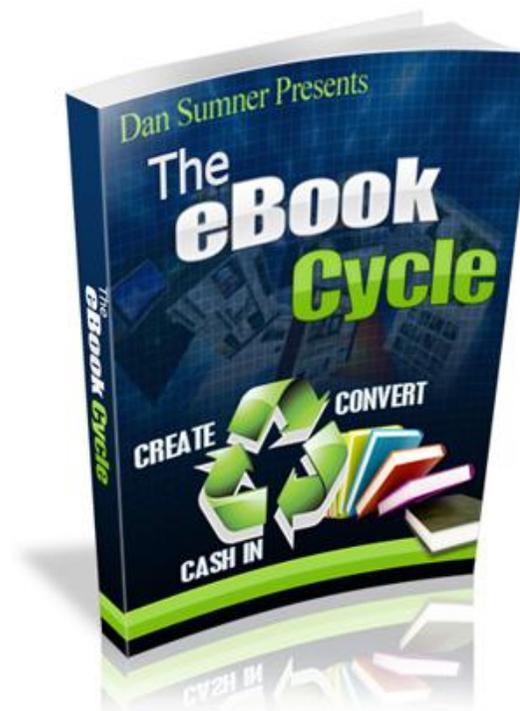
### More Advantages:

- No shipping costs
- No duplication costs
- Easy to edit and update
- Not governed by editor boundaries
- Easy distribution across the web
- Can be sold or given away any time any where
- Fully automated sales
- Traffic generating capabilities

As you can see the advantages of creating your own eBook are very good indeed, from massive traffic to earning an income to simply speaking your mind. There is always a place for eBooks in your business because of the low cost of creation and the effective uses they have.

### What Are You Waiting For?

If you have an idea for a first eBook or even your next eBook it's time to start now. Please continue to read the rest of this eBook where I will show you how you can build your own eBook from start to finish, get it published and sell it or give it away.



## What Format to Choose Physical or Digital

### What's the best and most efficient?

There are only really 4 formats you can choose from when creating an eBook. You have a choice of .exe .pdf and the raw document format of the eBook. Also an actual physical book but I will get to that later.

### Let's Start With .exe

.exe simply means 'executable' and you need an eBook compiler to create a .exe format. No I'm not going to place a link for one here because personally speaking they are terrible. Around 4 years ago, they may have been the eBook format of choice due to the features you could add to them. Some of these features were:

- Adding subscriber boxes for collection emails addresses
- Add banner ads and easy affiliate campaigns
- Directly add HTML to the eBook for more web based features

Basically they are an eBook 'html website style', however they are also .exe nature and for that reason you could:

- Only view them online

- Not view them with Mac as .exe is not compatible
- And lastly .exe proved a complete nightmare for any anti virus software, due to the .exe nature to execute or start programs. They can be seen as a virus.

So as you can see the cons completely outweigh the pro's for this type of eBook by removing a huge portion of your audience due to the format nature. It is a shame really because if you could add the entire pro's of .exe to .pdf, eBooks would be a great deal more powerful.

### What about RAW Document Files?



For most the document writer of choice is Microsoft Word application, which this eBook is written with.

There is also [Open Office](#) which is part of the Oracle organisation. This is a free application and will open all Microsoft and Mac Office docs without issue, and is becoming just as powerful and just as good as its Microsoft rival.

Both formats have no issues with security, can be sent via email and opened with all platforms apart from some eReaders.

However the main issue is security, these formats are not secure. You can password them but as soon as you give the password, they can be edited and modified very easily and

therefore plagiarised. So any website links, affiliate links or any links for that matter can be edited or removed. This is why we need to convert them to .pdf

## PDF is the Format of Choice



Today most documents and eBooks are converted, sold, read and given away in PDF format. PDF stands for Portable Date File, hence the fact you can read it on any device portable or static.

PDF is not an editable format which you can directly edit, unless you want to buy Adobe's full suite which costs around \$2000.00. The cheapest and most popular way is to simply convert your eBooks via Microsoft Word, Pages and Open Office. I will show you how to do this in the next chapter.

Here are some of the advantages of PDF:

- Readable on all platforms
- Easily sent via email
- Easy to upload and download via hyperlink
- Secure (as anything on the internet can be)

It is because of the above advantages that guys prefer to send all eBooks in PDF format and therefore it is the format of choice for me and a clear winner.

## Why Not a Physical Book?

There are very few advantages to physical eBooks especially in the IM business. They may hold more value due to the physical nature of the book, look good in your collection, and are more secure, however with the invention of eReaders i.e. Kindle and Internet Tablets such as iPad, physical books are slowly becoming less needed as generations of internet and technology users evolve to transport 100's of eBooks in one location rather than the clumsy bookshelf or carry case.

In a Nutshell Physical eBooks are:

- Expensive to create
- Expensive to ship
- Harder to edit or revise
- Less profitable as a whole

You also need stock levels to distribute to buyers which is also a massive cost up compared to digital downloads.

Therefore in my opinion which you have probably guessed? The PDF eBook is the format of choice for me so let's move on.....

## Getting Started with Your eBook

Where, what, how?

All eBooks start with an idea of what can be. Maybe you feel the need to express something which is longer than a blog post or article. Maybe you need to provide information for something like a college course? Or just maybe you want to provide information for others about a subject you have a high level of knowledge in.

Whatever you write about you are going to need some tools to get started and get your eBook off the ground. In this chapter I am going to show you the tools you need to get started and how to generate ideas.

### What Can You Write About?

I must have been asked this very same question 100's of times over the years and my answer still remains the same. It's hard to create an eBook or a business when you don't know what you want to do? This is why you need to take the time to think about your project. Ask yourself the questions:

- What do I like to do?
- What can I do?
- Would I like doing that?
- Can I profit from that? (you can profit from most ideas/niches)

- Can I research that enough to become an authority?
- Am I interested in that?

The last option is a very important factor to creating your business/eBook. If you don't enjoy what you do and get a buzz from it, then simply don't do it. It may be a good idea, but I can guarantee you will make any excuse not to work on it because it doesn't interest you enough to make it work.

#### “Quick Tip”

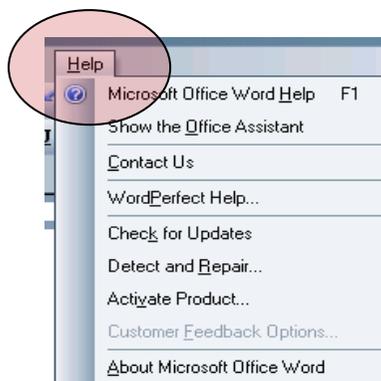
**Try creating a mind map of ideas of what you want to write about and bounce your ideas around with friends, family and guys in similar niches! Opinions matter and outside help is always appreciated. But don't forget, the choice is always yours!**

### What Tools do You Need?

Assuming you already have a PC or Laptop I am going to skip the hardware part and move right onto to the software.

You need a word processor and a PDF converter to create your eBook (more about PDF's later). There are many word processors to choose from but here are three I would use, one for each platform. All are as equally good as each other to get the job done:

- Microsoft Word
- Mac Pages
- Open Office (MAC and MS)



I use Microsoft Word, but Open Office will equally do the same job and it's free. If you are totally 'green' to word processors, don't simply jump in and start writing, give yourself some time to get used to the software. Try using the help files like the image on the left shows. You will find a whole list of tutorials which will help you create your first eBook. By using the help files and

gaining practice, the whole eBook cycle will be a lot smoother and you will be writing great content in no time at all.

## Formatting

Good formatting is essential for the look of your eBook, it makes your eBook readable and also keeps it looking professional. There are a few things to remember when creating your eBook layout:

- Avoid huge H1 (Heading) titles – I see so many eBooks with massive titles and sub content titles. Your content titles should be no more than 22 (max). I have seen some with 36 and over. Please avoid this, bigger is not

always better. Try to stick with 16 and upwards to 22 (H1) and 13 to 19 for your sub header (H2) it's still readable and not so much in your face to make it look unprofessional.

- Avoid bright and multiple colours all over your eBook – When you read a physical book or eBook, you don't see or want to see for that matter a rainbow of colour especially bright colours. Remember, you are reading the eBook, you don't want it to hurt your eyes.
- Add Graphics – A picture is worth a 1000 words! I'm sure you have heard that before. Use images in your eBooks to help your reader establish useful points and explanations. You can also use pictures to describe a situation, a reference to something, or a visual aid.
- Don't use a font's that guys cant read. *How long did it take you to read this sentence compared to the rest of the paragraph?* I will say no more!
- Keep your writing, format and colour styles constant within your eBook. Having a lot of different colour titles, styles, headers and sub headers will only confuse the reader.

### “Quick Tip”

**Keep your format simple and neat. Try colour schemes that are easy on the eye, and don't border on garishness.**

## Essential Includes for Your eBook

Wow I never knew that?

There are some essential ingredients to add to your eBook which will benefit you in the long term. Obviously you have your awesome content and images but alone this is not enough to create an income from affiliate and cross promotions to other products and up-sells.

As well as up-sells you also want the reader to know who you are and where else they can go to get more content. Allow me to explain.

### About You (The Author)

More time than enough I see and read eBooks with no information about the guys who wrote the eBook. This is a major mistake! Why? If you write a killer eBook with awesome content what person is not going to want to know more about the person who wrote it?

This is why you should add an about the author page at the start of your eBook. This does not have to be a novel in itself, just a few lines about you and a link to your blog or website. As soon as you add this content, you have created a link to further information and sales material.

Not only have you created another sales funnel, but you have also created a sense of trust, a relationship between the

reader and yourself. If the reader can relate to the author then they will feel more comfortable looking at your websites, contacting you and buying further products.

### Affiliate Links and Affiliate Programs

Depending on the nature of your eBook and the information it provides it is always a good idea to have some affiliate products inside to earn you an extra income.

Take traffic for example, if this was a traffic eBook and I wanted to add an extra revenue stream to my business by promoting an external product, I could search for affiliate programs and companies for products to promote related to traffic like a key word product, or a high value product with a good return and conversion rate.

Some companies to check out are:

- [Clickbank](#)
- **Vendor websites if you can find an affiliate link, check for vendor-web-site.whatever/affiliates**
- [Paydotcom](#)
- [Commission Junction](#)
- [Affiliate Future](#)
- **Forums**
- **Events**
- [Jv Notify Pro](#)

All of the above will help you to find good affiliate promotions and vendors.

### “Quick Tip”

Remember to sign up with a dedicated email address for affiliate promotions, so emails don't get mixed up with regular questions and email, this keeps your promotions separate. Try something like affiliates@yoururl.whatever you can then check out your promotional emails when it comes to a promotion for a particular product.

## Creating a Hyperlink for Your Products

Creating a hyperlink is nothing new to eBooks but here is a graphical tutorial to help you. In this tutorial I will be using [Goo.gl link shortner](#) to also track the link and see how the clicks are doing.

Google url shortener

Paste your long URL here:  Shorten http://goo.gl/...

All goo.gl URLs and click analytics are public and can be shared by anyone.

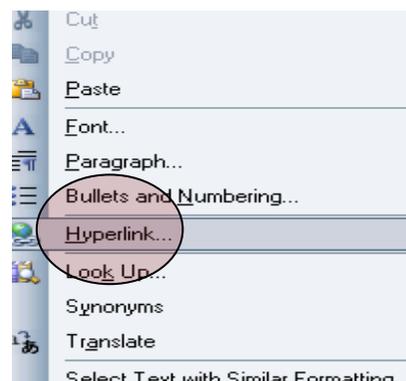
Clicks for the past: [two hours](#) | [day](#) | [week](#) | [month](#) | [all time](#)

Long URL	Short URL	Created	Clicks
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[Sign in](#) to start building your goo.gl short URL history.

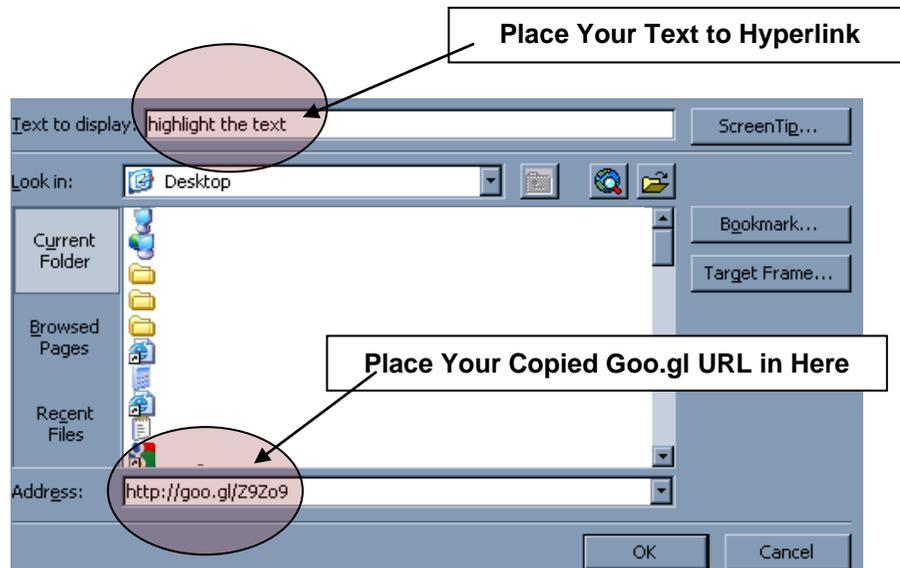
1<sup>st</sup> of all create a Google account by using the sign in button and to build your link history. Once you have an account you can start tracking the history of your clicks.

The next step is to place your new found affiliate link which you have created by using the affiliate resources on the previous page i.e. Clickbank, CJ, Vendor sites etc. Once you have your link place it in the shorten field and click 'shorten'. Google will then produce for you a shorter tracking link which you can use in your eBooks to track your clicks from that specific eBook.



To add your new link to a phrase, help link or resource section of your eBook it is a simple case of **highlight the text** with left click and drag the highlight across the text. Right click the highlighted text and select the 'Hyperlink' option which will bring up the hyperlink setup screen where the highlighted text will display

in the top window. The URL field is displayed in the bottom window. The URL field will be empty, so you need to add your Goo.gl link inside this field.



Once you have inserted your hyperlink text and clicked the ok button, your hyperlink will be available to click from your eBook creating a new link to a possible income stream or a newsletter signup, blog or whatever website you wish to direct the link.

### “Quick Tip”

You can create multiple tracking links for the same affiliate link using Goo.gl. Doing so will allow you to track the same affiliate link from many locations e.g. you may be tracking the same affiliate link from your eBook, blog and website. Using Goo.gl to create 3 separate links of the same affiliate link will allow you to track clicks and show performance of each link.

## Security

In the past I have been asked about security and protecting your download. My answer still remains the same “Why spend all the time trying to protect your eBook, if someone wants it so bad they will get it”

To be honest people are not that dishonest and do pay for digital products. You may have a small percentage of guys who won't pay for stuff, but this is always going to happen. Take a look at the music industry! The music industry is probably one of the worst effected for piracy, but I bet you still buy music from iTunes or a CD.

This is why I don't spend too much time trying to protect my products for a few reasons:

- Password protected products cause nothing but problems for paying customers
- If the dishonest people are determined enough, they will get it eventually
- All eBooks are still advertising me and my websites/products
- Why spend so much time protecting products when your time can be spent creating more content

I don't like the fact that downloads can be stolen, but I choose not to let it bother me. Enough said about this subject anyway!

## **‘YOU’ Images**

I touched on images earlier, so I would like to expand a little on this topic. You will see an image of me twice in this eBook (no it’s not because I like looking at myself) it’s so you the reader know who I am and can relate to the author.

I am a real person and this is me writing about my own experiences with eBooks, not just a name without a face. Having your picture within your eBook allows you to brand yourself, and believe it or not guys will trust your judgment now they can put a face to the author.

For obvious reasons try to place an image within your eBook projecting professionalism and not of yourself the night after a heavy party or doing anything strange to make people think you are a crazy person 😊. Remember you are an authority in your niche, and people need to relate to you and your business.

Go ahead give it a shot in your next eBook. It may feel a little weird at first but you do get used to seeing your picture.

Get out of your comfort zone!

## **Thank you and Final Notes**



You will notice at the end of this eBook I have a final words section. In this section I thank you for reading my eBook, ask you for

feedback, and also to take a look at my blog for more information.

I also try to influence your next steps and push you to create your own products. This is not a push to buy my products or make any sales of any kind. It’s simply a polite way to end the eBook and gently remind you to check out my blog and give me feedback on my product.

So many eBook authors close their eBooks without a final word. Think of it like this – Guys read your eBook from start to finish only finding the end of the last chapter and nothing else, maybe sometimes a recourses page. Have they remembered who the author is by this point? You decide.

If you have a thank you or final note, you can add a fitting end to your eBook with a final note to the reader directing them to your blog or website, and also offering a final piece of advice to help them along the way. It’s a nice polite and friendly statement to end your report or eBook. Try it in your next report it only takes a few minutes to make a bigger impression.

## Getting your eBook Ready

### Final updates and tweaks to get you started

Once you have completed your eBook, its time to prepare your eBook for conversion to PDF. Before you convert your eBook you must ensure of a few critical points.

#### Is your eBook Ready?

Have you completed all the chapters, provided as much information as you can and checked the format of all your pages? Is your grammar correct and free from typos?

It doesn't take a lot for guys to exit your eBook due to bad grammar, text setup, poor images and most of all bad information. So it is critical to read through your eBook and set everything up perfect for the reader.

I find it hard to believe anyone can write an eBook without proof reading their work afterwards. Here is a list of items to look for when you have completed your eBook:

1. Typos – It's essential you correct any typos. However this can be confusing between English UK and English US. I bet some of you have noticed 'colour' rather than 'color'. The language barrier can get confusing, but don't try to change your native English to satisfy others, it will only confuse you.

2. Check the format of your eBook to ensure all your headers, sub headers, and body text all have the same styles and sizes you have chosen.
3. If you are using images, check they are not blurry and project the right information.
4. Ensure you have your chapters at the tops of all the pages for guys wanting to print.
5. Headers and Footers – Use your headers and footers to your advantage. Take a look at my footer text on this eBook, it's a direct link to my blog. These help with links and advertising.

#### “Quick Tip”

**Ask a friend to proof read your material for you or hire someone. I find when I have written an eBook I know what is coming next in the text so it's possible to miss typos and grammar. You can use [elance.com](http://elance.com) to hire editors.**

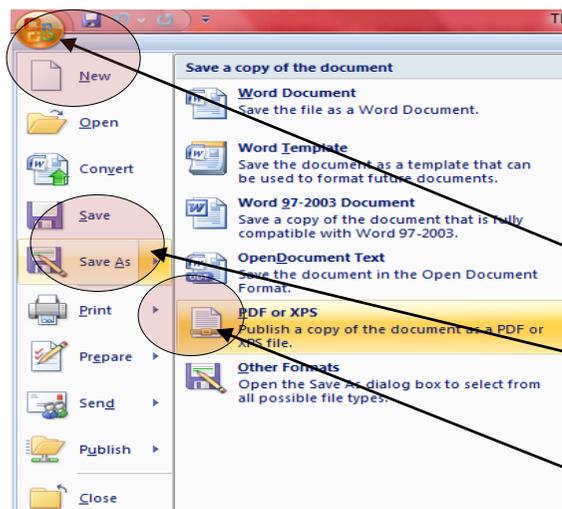
Once you have completed all your edits and are happy with your eBook it's time convert your eBook to PDF and get it ready for sale or giveaway.

## Converting your eBook



All text editors mentioned in this eBook have the capability to convert a document from text to PDF. I have provided some images from Microsoft Word and Open Office below just to show you just how easy it is to convert your text doc to PDF.

### Convert from Word to PDF



There are 3 steps to saving your document to PDF using Microsoft Word:

1. Click the Microsoft Button
2. Hover over Save As until the side menu opens
3. Click PDF or XPS

Once you click the save to PDF button, simply save to your location/folder of choice. Simple!

### Convert from Open Office to PDF



1. Converting to PDF with Open Office could not be easier. Simply click the PDF icon on the tool bar and select the filename and the location you wish to save your PDF

document. This process could not be easier with Open Office.

If you don't have the capability of a built in PDF converter, there are a ton to be found online to download for free. Some of them can also be done online and emailed to you. Here are a few examples that I have found from a simple Google search.

\*Note\* I have not tested any of these below, so please do your research.

- <http://www.freepdfconvert.com/>
- <http://www.dopdf.com/>
- <http://www.pdfonline.com/>

Now that you have your PDF converted you are ready to move on to the next chapter. But first it's a good idea to read your eBook through once more to check for any of the issues which were explained above. If you do find any then simply edit the word document and convert it again.

## Free or Paid eBook

### What is the best way to market your eBook?

There are pros and cons as to why you would give your eBook away or sell it for a price. In this chapter I will cover all the scenarios there are and you can make your decision at the end of the chapter to sell or giveaway your eBook.

#### Why Giveaway?

The most obvious is to create a larger reach/audience. If you give away a product for free, more guys are going to download the product. It's as simple as that and it will generate traffic to your websites and blogs etc. You can then try to convert the leads to sales and subscribers to your mailing lists, RSS feeds and any other subscriptions you have in place.

Please find a list of the pros of a free eBook:

- Increased subscribers and audience due to the amount of downloads
- Allows you to project your reputation as an expert in your field to a larger audience
- Viral processes from guys passing your eBook to others if you allow giveaway rights
- Ad swaps used for free downloads. (Related to building subscribers)

- No lengthy sale process i.e. payment processors, sales pages, download pages, affiliate programs. This will save you a lot of time and in some cases fee's.
- You could be seen as a generous person who wants to help people without the cost. Reputation building.

There are also cons to go with the free eBook route. Check them out below:

- Your free eBook has no perceived value. Basically it's a freebie. You never bought it so you will value it a lot less than the paid eBook, therefore it can end up on your pc hard drive in the waiting to read and research pile! We have all done it 😊
- Zero profit on the front end of your eBook. It's free so the only way you will profit from it is by offering advice, upsells, advertisements, affiliate links and offers on your download page. You can get the feeling that all your hard work was wasted!

#### “Quick Tip”

**On your free squeeze page (free sales page). It's a good idea to place a value on the free download. Something like 'Limited Download \$37 Value!'. This gives the reader a sense of value for the eBook.**

Personally I do think the pros outweigh the cons of a free eBook, however you can't just give away free information. You

are in the information business. It's a good idea to have a mix of both free and paid for products. Use the free products to funnel to the saleable products for profit.

## Why Sell?

Selling eBooks is a lot more time consuming than giveaway eBooks and so it should be, you are aiming to sell as many as you can!

Here are the pros of creating a paid eBook:

- The obvious \*Profit\*
- Show expertise in your field. Paying for information it should be expected
- Your target audience filters out freebie hunters and only targets paying customers
- Your customers are easier to upsell and will spend money on further valuable products
- Advertising in the market places of your payment processor i.e. Clickbank, eJunkie and even eBay (Physical DVD/CD)

Here are the cons of creating a paid eBook:

- Time consuming to create sales material
- Time consuming to gather affiliates
- Advertising (adwords), setup costs for your payment processor if you use Clickbank (\$50)

- Limited amount of subscribers added to your subscriber lists
- Shelf life of graphics and material
- Getting affiliates to promote your eBooks

Now these cons are not really cons in the way they are a bad thing. You see your subscribers are all paying subscribers, therefore interested in your business and products. This leads to good working relationships and further product sales.

All sales letters are time consuming, so is gathering affiliates. If you are a newbie and have built little or no relationships with others it can be a hard process to gather affiliate promotions, but more about these later.

When it comes to paid or free the choice really is yours, but I for one would have a mix of both free and paid eBooks in your portfolio.

### **“Quick Tip”**

**Whatever eBook you create free or paid, always always give it your best effort. You will be judged by your knowledge, style, format, spelling and grammar. Failing to adhere to these is a sure fire way to lose subscribers. Make it all count!**

## Sales Pages and Squeeze Pages

### Getting the most from your creation

When it comes to selling or giving away your eBook, you have a few choices. However the main two are squeeze page or sales page.

The simpler of the two options is a squeeze page which in its basic form is an email capture page to download a free eBook or report. Check out this example:



The squeeze page is a lot easier to setup than a sales page. For the simple reason, you are giving something away rather than trying to sell it (selling something is much harder). So with this in mind you don't need to write a full length sales copy to get an opt-in. Keep it short,

keep it sweet and good looking. It's free, guys will download it!

### Essential includes for a good squeeze page

1. Email capture – Research suggests that just an email field converts better. However I prefer to interact with my subscribers on a first name basis, so I use the name and email fields.
2. Attention grabbing headline – This can be anything you like, however remember it's a free download so having the word FREE on the page always helps.
3. Place a value on the download – Even though your download is free, it's always a good tip to give your download some value. You will find more guys download it because of the value.
4. Key learning points – I find some key learning points help to influence people to download. Just like bullet point on your squeeze page.

You can actually add as much or a little to the squeeze page as you like, however it's the words FREE that will grab the opt-in more than any other. With a combination of the above examples you should increase your opt-in rate.

### What Makes a Good Sales Page?

There is a heck of a lot to take in when it comes to sales pages and creating them. There are entire eBooks dedicated to creating good sales copy, so I'm not going to flood this eBook with chapter after chapter of sales copy techniques, but rather just give you the basics and a few handy tips ☺

Your sales letter should essentially be broken down into 4 parts:

1. Attention Grabbing Headline
2. The Problem
3. The Solution
4. Call to Action

### 1. Attention Grabbing Headline



Your headline can actually make or break your sales page and determine whether the customer stays or hits the X! You have around 10 seconds to make this impression or they are gone forever.

If you don't have an attention grabbing headline then you are not going to get the lead

hooked into your sales letter and on to the next stage.

Just think about it for a second, what would you want to read? Take a look around you when you are in a supermarket for example or shopping. We are faced with all types of advertising every day.

What about this one '**Buy One Get One Free**' does that grab your attention? Remember how we talked about free in the last section?

Or what about '**Earn \$10,000 Per Week Working From Home**' Talking about money, typically easy money is always a good attention grabber.

Here is an extract from one of my sales letters:

**If I Could Show You How To Get Multiple Streams of Traffic To Your Websites, Blogs and Sales Pages by Using Simple Cheap And Easy To Do Methods, Would You Be Interested?**

Do you see how I use the words, **Cheap, Simple, Easy to do** and **Multiple Streams of Traffic**? These are all methods which catch the eye and project to the reader how easy it will be for them to achieve something.

We are always looking for an easier way to do things which takes a lot less effort, hence the words in a lot of sales copy which we see every day, for example the words **Auto Pilot, Push Button, 3 Step System** and **Turn Key Systems** all

project a sense of simplicity to the reader which inspires them to look closer.

You can also use words associated with wonder and intrigue i.e. **Secrets, Underground** and **Never Seen Before**. All of these will lead you to believe you are getting or going to find out something that is new and unseen, exclusive to you.

So remember when you are planning your headline, don't forget to include some wonder, urgency, secrets and simplicity to keep your leads reading.

## 2. The Problem



Once you have grabbed the attention of the reader, it's time to pose your problem. Your problem will be something the lead can relate to. If they feel on the same level as what you are talking about in the sales letter then you have them further hooked into your sales page and hopefully the buy button.

Check out this paragraph from one of my sales pages:

***Have you ever found yourself working endless amounts of hours, day after day, week after week, wondering when you would ever start to see any rewards for your hard work? Are you tired of shuffling bills around just to make ends meet? But most of all... Are you tired of working for somebody else for peanuts?***

As you can see from the example above, if you were interested in making money or a second income, creating 'the problem' coupled with an attention grabbing headline (as above). The lead (your potential buyer) will continue reading on to find out the answers to your created problem, looking for a solution to their similar circumstances.

## 3. The Solution



The solutions section of your sales letter is where you reveal your product and present hope, a light at the end of the tunnel, the solutions to all your prospects problems and the problems you have wrote about in the pervious part of your sales letter.

By providing your lead with

this type of information they should be well on the way to hitting the buy button!

It is often a good idea to provide some bulleted information in the solutions section. Provide some hard hitting straight to the point info with nice images, some images of your eBook, screen shots of what you will provide, benefits, earnings, statistics and so on. You can also provide some social proof of your achievements within the niche, show your authority in the market!

You can show your market authority by providing testimonials from past and current customers, also other guys within your niche who use and endorse your products. However beware, there are rules surrounding testimonials from the Federal Trade Commission (FTC). So basically stick to testimonials from guys who have used your product and endorse it. Stay away from testimonials showing earnings.

## The Call to Action



Your call to action is the final push to the buy button which will secure your sale. The call to action is issued after the pitch around the point of the buy button. There are many ways to issue your call to action. Here are a few of

popular combinations which you can use:

1. Bonus items – You can issue a set of bonus items to compliment the leads purchase, but limit the bonus to a certain amount of people or for a certain time e.g. buy now and get this bonus!.
2. Scarcity - You can limit the amount of eBooks you have for sale. Something like a counter on how many you have and how many you have left.
3. Reduced rate – You can reduce the rate/price of your eBook. This will also promote scarcity and encourage the leads to take action sooner rather than later.
4. Guarantees – By placing a guarantee on your sales page, you inspire confidence to buy and a sense of security (not really call to action, but works well).
5. Explain to them how – By explaining how to buy your product with a series of steps, you can literally step by step them to hit buy!

All the above can help your call to action and inspire the lead to hit the buy button. They are all worth considering to help generate more revenue and secure that all important sale.

### “More Info”

Always remember that your sales page is the way to the ‘Buy Button’ ensure your buyer has all the info they need and no excuse to hit the ‘Back’ button. I will provide more on sales pages in the resources section later.

## Payment Processors Which one?



There are a number of payment processors you can use to advertise your eBook. My favourite is Clickbank simply for the simplicity of the setup, affiliate program and the marketplace it has

which advertises your eBook.

Some other payment processors are Paypal, eJunkie, and PayDotCom. I personally would not go with any payment processor that does not have an integrated Affiliate program attached to it or at least one which you could integrate yourself.

If you downloaded this eBook and purchased the video series you will see the payment processor is Paypal, but there is a secondary affiliate program and members area attached to it. Some stand alone affiliate programs which you can use are Amember, Butterfly Script (which I used for this eBook), Rapid Action Profits, Infusion Soft, and Nanacast.

The latter of the two programs above both have a monthly charge of around \$200 to start with. I have listened to good

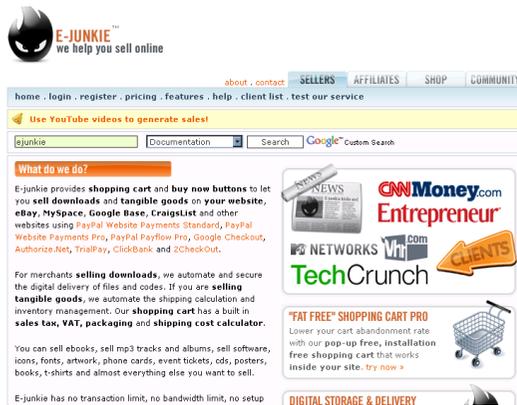
and bad reports for both processors; however since I don't use them I won't comment.

I mainly stick with Clickbank and Amember for paid products and members area access. If you simply want to promote your eBook without membership/members access then all you need is Clickbank and its affiliate's marketplace.

The setup fee for Clickbank is a one time payment of \$50 then that's it you are done! Your eBook is then integrated to the marketplace for all to view and promote for commissions.

Once you make a sale Clickbank will then take around 7% of the sale for the privilege of the market place and the handling of your sale, delivery and refunds, so it is worth the small commissions to Clickbank for what you receive in return.





I know eJunkie charge a monthly fee of \$5, so depending on your sale frequency eJunkie is probably cheaper, but it does not have the marketplace advertising Clickbank has. I'm not saying eJunkie is not a good processor, I just prefer

Clickbank as it's what I use more of. Ultimately, the choice is yours to make which processor suits you best and both Clickbank and eJunkie will do the job fine.

If you are more interested in the more centrally managed standalone programs you can check them out here [Infusion Soft](#), and [Nanacast](#) they have a ton of info for you to look through.

I have devised a table of the free/cheap payment processors and what they supply you with:

## Paypal

I'm going to skip the fact that Paypal is one of the biggest online payment processor/bank which is jam packed with all kind of carts, merchant accounts, development tools bla bla bla and concentrate on the sale of digital items which benefits

digital item sellers. As a payment processor compared to Clickbank and eJunkie, Paypal are fairly poor in comparison to the features the others provide i.e. delivery, affiliate programs, support and so on. However all payment processors mentioned here take Paypal payments, so it's a no brainer to have your own account to take Paypal payment via your preferred payment company. This simply adds to the list of payments you can accept.

Now we have established we are looking at digital item features, here is Paypal's best effort:

1. Accepts digital payments (so you can place a button on your sales page)
2. Will redirect your buyer to a download page after payment
3. Can setup monthly subscriptions
4. Discount codes
5. Free to open an account
6. No affiliate program for your products (big drawback), additional programs must be sourced
7. No Marketplace
8. Accepts any credit cards
9. Very easy to setup

Like I said Paypal does have some great features for taking online payments but it is not directly geared to support affiliates. So for that reason it's not the best option.

## eJunkie

1. Easy to use, centrally managed service
2. Digital storage & delivery for files & codes (Essential for any program)
3. Supports multiple payment processors (Paypal etc etc)
4. Copy-paste Buy Now & Shopping Cart buttons
5. Product promotion
6. Discount codes
7. Affiliate management
8. Autoresponder, updates & newsletters
9. Sales tracking, built-in support for Google Analytics
10. Download link renewals
11. Easy integration with 3rd party & custom services (Amember members program and such like)

## Clickbank

1. Secure, reliable payment processing
2. Low start-up costs (one-time \$49.95 activation fee)
3. Accept credit cards and PayPal
4. Clickbank provides customer support (Processes Refunds Automatically and some questions)
5. More than 100,000 active affiliates
6. Experience in promoting niche products
7. Detailed sales reporting (integrated analytics)
8. Weekly payments and direct deposit available
9. Get paid on time — Clickbank has never missed a payment in 10 years
10. Accurate affiliate commission tracking

11. Clickbank handles affiliate payment distribution (excellent)
12. More than 100,000 active affiliates in 145 countries
13. Upsell features

There are other payment processors you can use for online payment, but again these are not really geared to the type of market we are looking at. Some of these are:

- Google Checkout
- World Pay
- Sage Pay
- eWay
- The list goes on

### “Quick Tip”

The reason Clickbank and eJunkie are so popular is, they take care of all your payment, delivery, affiliate and affiliate payment needs. The less work you have to do the more you can concentrate on your online business. Which ever payment processor you go with ensure you get the most tools that help you.

## Marketing and Traffic

Let's get it out there

Free or Paid traffic which would you like? Well it all depends on your funds. You will receive more traffic by running an ad campaign and paying for traffic, plus it's instant! Free traffic does take some time to roll in but it will in good time as long as you stick with it.

I'm going to go through a few traffic methods below which will help you. If you like these methods, you can read the full eBook at [Big Traffic Guide](#) which is an in depth guide to getting paid and free traffic which works.

### Viral Ad Swaps

Ad swaps are a great way to bring in a lot of traffic providing you get the right swap and the right person to promote your product for you.

If you are not sure of the concept of ad swapping then here is a little explanation. What you need for a successful ad swap is:

1. A free report or product
2. A squeeze page - a squeeze page is a page where you basically offer the visitor a free download and squeeze them for a name and email address to get the report,

product or eBook in this case. Here is an [example of a squeeze page](#)

3. An email signup or collection system i.e. Aweber to collect email addresses of the product clients
4. Reciprocal partners in the same niche to cross promote your product and you for theirs.

### Conducting your Ad Swap

The sole purpose of an ad swap is to build your mailing list and provide more traffic to your main websites i.e. your blog and high ticket products and affiliates, but in this case it's your eBook.

You can find ad swap partners anywhere within your own niche who have products for sale or have written free reports. Take a look at the Clickbank market place, forums and blogs to find niche partners who are willing to ad swap with you.

Once you have found your ad swap partners you can then structure a day to broadcast your pre written email. You can do this by creating an email, each promoting your own product and sending an email out to promote each others products on the same day at around the same time.

There is no cost involved or affiliates needed as this is purely a list building operation for both of you. The traffic benefits can be huge from the right ad swaps and you can add 1000's to your list in a few days and get a ton of downloads for your eBook with the right guys on board.

## What's the Outcome?

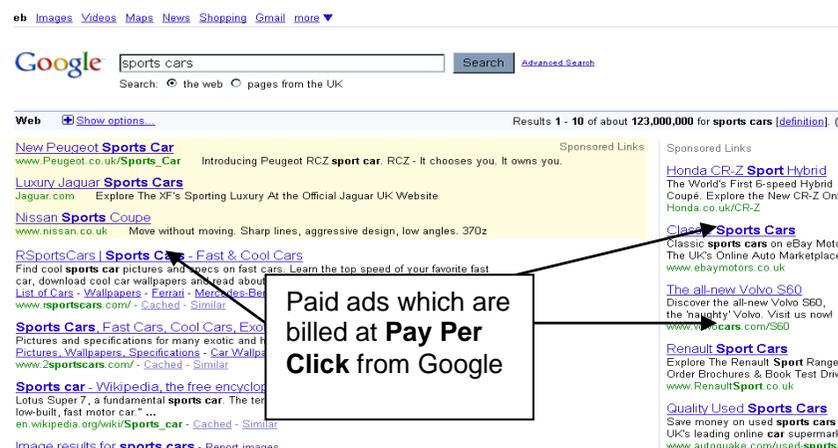
By providing the right product for ad swap you can increase your mailing list and therefore your traffic flow to your blog and websites.

By 'again' providing top quality content you will retain these freebie hunters and potentially build a larger subscriber base of buyers and potential marketers who can become part of your community.

## Paid Ads – Google – Yahoo – Facebook and More

We all know or should know what paid ads are, but we all don't exactly know how to use them. Using the right Pay Per Click (PPC) ads can get highly targeted traffic to your websites at a cost. If done right you can minimise the cost, if done wrong you will find yourself with an empty wallet.

So where do you start when you are ready to market your website with PPC? With the exception of Facebook PPC in a nut shell is basically paying a company or companies (usually search engine companies) cash for advertisements on their search engine pages.



So if you want to be the top search and page 1 of Google for 'Sports Cars' shown in the graphic, be prepared to pay for it! Notice your competition here – Honda, Jaguar, eBay, Nissan and more. You know these guys are not paying 5c per click for the search term Sports Cars to get to page 1 so we need to be a little more inventive when using key words.

## The Importance of Keywords

Keywords or keyword phrases are the key to getting targeted traffic to your websites. Using the search term 'Sports Cars' is very general and will get your website a lot of hits at a cost. Furthermore you will receive a lot of targeted traffic but from a more general array of visitors. To gain an advantage we need to niche our key words down and expand on them.

In the previous section I spoke a little about long tailed Key Words and their uses. Using the same techniques with PPC will give you more targeted results and at a cheaper rate.

Below you will find some helpful key word tools which will expand on your original key words and help you gain a cheaper and more targeted audience:

1. [Google's keyword tool](#) Google give a good list of alternatives to use for better targeted results. Not exactly long tailed but good alternatives all the same.
2. [SEO Book Keyword Tools](#)
3. [Word Tracker](#) (The best but you have to pay for it)
4. [Free Word Tracker](#) (key word suggestion similar to Google)

## Designing Your Advert

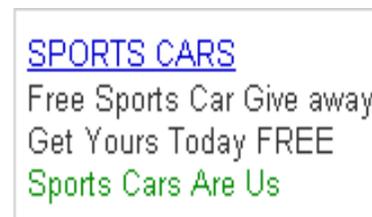
Your PPC advert design is another area of PPC which can hit you in the wallet if you are not cautious. Remember your ad campaign is set on a PPC basis with usually a daily limit of how much you want to spend per day. The whole process works on how much you are prepared to spend based on the popularity of your key word and the limit you set for the day e.g. You run an ad campaign for sports cars based on \$100 per day limit:

Avg. Cost Per Click (CPC): \$0.82 - \$1.67

Clicks/day: 60 - 77 (this is what you get for your money \$100)

Cost/day: \$63.08 - \$100.00

Now let's say your ad looks like this:



This advert is going to get you a lot of clicks. However do you want a lot of clicks? Of course not. You are paying for it and you don't have a bottomless pit of money to waste on untargeted freebie hunters. After all if your product is free it will not cover the cost of the ad and you need return on your investment.

When designing your ads you need to bare in mind the cost and the audience you want to visit your website. Since you are paying for your ads don't try to target everyone, but try to target the right visitor, the type of visitor that is willing to spend money at your site. You could mention the price in your ad this will help filter out the freebie hunters and target the guys willing to spend on your website. You could also make a genuine description of what people are looking for e.g.

### SPORTS CARS IN LONDON

Sports Cars Located in London  
Great Deals Available Today  
Sports Cars Are Us

This way you are targeting by location and trying to filter out unwanted visitors. Also your CPC will be cheaper as your key words are longer and less general than simply 'Sports cars' you have chosen 'Sports Cars' in London.

#### **"Quick Tip"**

**Whatever your chosen SEO key words, you can also run the same long tailed key words in PPC to gain a cheaper ad rather than a general key word PPC which can be expensive.**

### **Things to Remember When Using PPC**

PPC is a very effective tool for creating traffic. I mean why not? With the right ads and a little investment you can be on page one of your chosen key search and receiving all the traffic.

Here are a few things to be mindful of when creating your PPC ads and campaigns:

1. Always remember to keep your budget in mind and not over spend as ads can become expensive. Remember to monitor your spending and check your return on your investment and maintain a balance of profit and investment. If you are running a free download remember to have an up-sell in place in the future to create your return from the traffic.
2. Ensure you do your research when it comes to key words. Use the key word tools provided and get the best out of your ads and your target market to gain the type of traffic you want, alter your ads to gain free or paid traffic.
3. Monitor your results from your key words and the clicks you get. Google Adwords control panel has some great tools to help you make the most from your ads and get the most from your campaigns. Remember the first ad is not necessarily the best one. Test, test and test again.

### **What to Stick With**

There are a lot of PPC programs to choose from, however the three main key Pay Per Click programs to stick with are:

1. [Google AdWords](#)
2. [Yahoo Search Marketing](#)
3. [Microsoft Search Advertising](#).

## Final Words

Well you made it congratulations! I hope you enjoyed the eBook and it does mean a lot to me that you have taken the time to read the information I have provided for you. If you wish to discuss any of the topics or just want to let me know what you thoughts, then get in touch via my blog at [www.dansumnerblog.com](http://www.dansumnerblog.com)

I know I have provided you with some great value within this eBook and I sincerely hope you take action and start now! Why put this off until tomorrow, your business needs action. There is no point in waiting when you can do it now while it's fresh in your mind. Plan your strategies on a daily basis, think about your week and structure your days to complete certain tasks.

Before you go, please take a look at the tools and images section below. I have provided some images and tools for you to use, if you would like to share the eBook Cycle with anyone you know or think would like to read it 😊

Thank you for your continued support and again for reading. Also remember, if you would like to comment on this eBook good or bad, please do at my blog. I would love to hear from you!

To Your Success,

Daniel Sumner



*Daniel Sumner*

[www.dansumnerblog.com](http://www.dansumnerblog.com)

### **“Remember”**

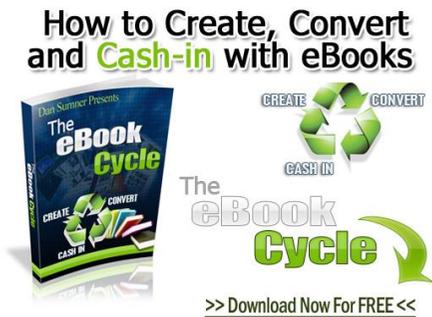
**Apply what you have learned today NOW! Don't put it off until tomorrow!**

**Now go check out the tools and images Downloads section below!**

## Tools and Images Downloads

It's free, it's easy and it's cool!

I have added a tools and images section to this eBook to generate an interest in promoting 'The eBook Cycle' for a possible 50% commission. Since the eBook cycle is a free download everyone has an amazing opportunity to make money from the member's upsell.



If you would like to make an income from promoting the eBook Cycle, the process is really very simple indeed.

By following the simple three step system below you can make a generous 50% commission and a very cool affiliate income from the

eBook Cycle:

**Step 1** - Login to [The eBook Cycle Here](#)

**Step 2** – Check out the [Earn Money Section](#)

**Step 3** – Use the promotional material to advertise The eBook Cycle and make a generous income from a free download.

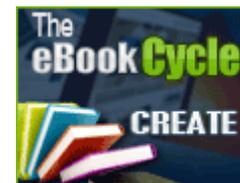
## Advertising

You can advertise in many ways, however the simplest ways can be found below and these are guaranteed to get you some commissions:

- Place a banner ad or graphic similar to the ones here on your blog sidebar and posts



- Advertise your affiliate links on twitter and Facebook – remember when we talked about using Goo.gl.com? Simply edit your affiliate URL and wit Goo.gl.com and monitor your affiliate links
- You can add your affiliate links to forums and email signatures
- Send out direct mailing to your mailing lists if you have one



If you have any further questions regarding promotions of The eBook Cycle, please get in touch via [my blog](#) and we can discuss any promotional questions or problems you are experiencing.

## **Resources**

Check out all the resources from The eBook Cycle

Please find below a list of helpful resources.

### **Getting Started with Your eBook**

Microsoft Word - <http://office.microsoft.com/>

Open Office - <http://www.openoffice.org/>

MAC Pages - <http://www.apple.com/iwork/pages/>

### **Getting your eBook Ready**

Free PDF Converter - <http://www.freepdfconvert.com/>

Do PDF - <http://www.dopdf.com/>

PDF Online - <http://www.pdfonline.com/>

### **Sales Pages and Squeeze Pages**

Divinity Graphics GFX -1 - <http://www.gfx-1.com>

### **Payment Processors**

Clickbank – <http://www.clickbank.com>

eJunkie – <http://www.ejunkie.com>

Paypal – <http://www.paypal.com>

## Legal Notice

The information contained here in this eBook is for informational purposes only.

Any legal or financial advice that I give is my opinion. You should always seek the advice of a professional before acting on something that I have published or recommended. Any amount of earnings disclosed in this guide should not be considered as average. Please understand that there are some links contained in this guide that I may benefit from financially.

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