



The Instant Author

**The Surprisingly Simple Way to
Write, Publish, & Profit from Your Own eBook!**

By Fabio Marciano

A Note to You My Reader

This special ebook is the first of its kind, so I hope you enjoy it. No other author is going to give you all the information contained in this ebook for FREE! I take great pride in having researched it and edited it down to only the essentials that you will need to write or create your very own ebook.

It turned out to be a little longer than we had intended, but we felt as though we had to include all the material within this e-book. We hope you enjoy the results of all our efforts.

Please take the time to read the information on your screen or by printing it out and taking notes in the margins. Whatever method you choose, please keep a notepad and pen by your side. I want you to take action on the materials every step of the way.

Okay, let's keep this going. I know you're anxious to get started.

Fabio

www.UltimateNewbiesGuide.com **FREE Ebook Coming May 2006**

www.InstantListProfits.com **FREE Ebook Coming May 2006**

www.TheOneMinuteEbook.com

www.InstantNicheProducts.com **FREE Ebook**

www.TeleseminarMagic.com

www.30DayExpert.com

www.FabmanSecrets.com

www.CashMoreChecks.com

www.WriteltFAST.com

Coming Soon!

www.AceAnyInterview.com

www.OvercomingProcrastination.com

www.PayOffAllYourDebt.com

www.GetOrganizedForLife.com

This IS a Free e-Book!

You have complete rights to pass it along to anyone you choose to, just as long as you do NOT change any of the information inside.

If you're interested in making money from this ebook, just visit the member's area at www.TheInstantAuthor.com

Copyright © 2006 by Fabio Marciano & The Wealthy Pauper, LLC. All rights reserved.

All rights reserved. No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system, without permission in writing from the Publisher.

The information in this e-book is intended for educational purposes only.

Published by Four Green Houses Press, Harrison, NY
Division of The Wealthy Pauper, LLC, P.O Box 40, Tenafly, NJ 07670

Limits of Liability/Disclaimer of Warranty:

This publication is designed to provide competent and reliable information regarding the subject matters covered. However, it is published with the understanding that the publisher and author are not engaged in rendering legal, financial, accounting, or other professional services. Laws and practices often vary from state to state and if legal or other expert assistance is required, the services of a professional should be sought. The publisher and author specifically disclaim any liability that is incurred from the use or application of the contents of this book.

The authors and publisher of this book and the accompanying materials have used their best efforts in preparing this program. The authors and publisher make no representation or warranties with respect to the accuracy, applicability, fitness, or completeness of the contents of this program. They disclaim any warranties (expressed or implied), merchantability, or fitness for a particular purpose. The authors and publisher shall in NO event be held liable for any loss or other damages, including but not limited to special, incidental, consequential, or other damages. As always, the advice of a competent legal, tax, accounting or other professional should be sought. The authors and publisher do not warrant the performance, effectiveness or applicability of any sites listed in this book. All links are for informational purposes only and are not warranted for content, accuracy or any other implied or explicit purpose.

This manual/text contains material protected under International and Federal Copyright Laws and Treaties. Any unauthorized reprint or use of this material is prohibited.

You Can Make Money With This E-Book!

I know I've written a great e-tutorial in The Instant Author and the audio can really help take the information in this tutorial to the next level. I know that the info in this tutorial will help you succeed at writing your own e-book. I know this thanks to the feedback I've received from the owners of my full-length ebook on the subject of writing ebooks FAST: The One Minute eBook.

Which you should have received, along with so many other bonuses, tutorials and software, if you purchased the **Gold Level Package** of The Instant Author.

So How can you make money? Easy, but giving away the "Thank You" Page affiliate URL you should have received in the member's area. All you have to do is promote this FREE tutorial to your list and you will make a 50% commission on all orders of the Gold Package.

That's close to \$45 for each sale!

For simple e-mails, tricks and tools you can use to help make selling this e-book easy for you, just visit the member's area:

<http://www.TheInstantAuthor.com>

Go there now to find out how you can make 50% commissions just by helping me spread the word about this great resource.

Again, I've made it as turnkey as possible for you. All you have to do is sign up for the program, get your affiliate link and you could be earning commissions in as little as one hour from now!

<http://www.TheInstantAuthor.com>

Yes, **one hour from now you could be making 50% commissions for little (well, practically no) work!**

About the Author



Fabio Marciano

Fabio is the author of [The Secrets of Wealth](#) and [The Wealthy Pauper](#). He is also the president of The Wealthy Pauper, LLC a company whose mission it is to help educate people about investing and personal development. He has been called the #1 Personal and Financial Freedom Coach on the Internet. He writes The Million Dollar Dream, his e-zine on personal and financial wealth. Subscribe now at <http://www.FabmanSecrets.com>

Fabio is also the author and coauthor of some other best-selling e-books, including:

→ Ultimate Newbies Guide

“Are You Sick And Tired Of All The Hype, Scams And BS You See Online Lately? Then You Must Get Your Hands on This No Hype, Scam-Busting, Step by Step Handbook.”

<http://www.UltimateNewbiesGuide.com>

→ Instant List Profits

“They Say That the "Money Is In The List" but Building a Huge List Doesn't Mean You'll Make Any More Money. (In Fact, You Can Go Broke in the Process). Introducing the Surprisingly Simple 4-Step System Anyone Can Do for Systematically Increasing Their Profits From Their List!”

<http://www.InstantListProfits.com>

→ Secrets of Think and Grow Rich!

“Finally Discovered After 70 Long Years, THE "Secret" of Success and Money-Making That Napoleon Hill Hid in Plain Sight in His All-Time Bestselling Personal Development Book: Think and Grow Rich. Learn How You Can Apply and Leverage Hill's Secret to Achieving Whatever You Desire in Life!”

<http://www.SecretsofThinkandGrowRich.com>

→ The Success Secret

“How One Simple Change in Your Life Can Completely Change Your Financial Destiny and Your Personal Life... Forever!”

<http://www.TheSuccessSecret.com>

→ Pay Off All Your Debt

“The Surprisingly Simple Method for Paying Off All Your Debts... Guaranteed!”

<http://www.PayOffAllYourDebt.com>

And Many, Many other titles. Visit www.SelfGrowthEbooks.com for more titles on a range of personal development topics.

Table of Contents

A Note to You My Reader	2
You Can Make Money With This E-Book!.....	4
About the Author	5
Table of Contents.....	6
How The One-Minute E-Book Was Created	9
Step #1: Pick a Topic.....	11
Step #2: Find Out if It Will Sell?	12
Step #3: Determining the Market's Potential - Is the Market Underserved?.....	15
Step #4: Get a Killer Title.....	16
Step #5: Get a Killer Domain Name	16
Step #6: Get Hosting.....	18
Step #7: Create Your Table of Contents	18
Step #8: Create Your Detailed Table of Contents	19
Step #9: Research Your Topic	21
Step #10: Get a Model eBook	21
Step #11: Make a Writing Schedule	22
Step #12: Now Start Writing...EVERY DAY!.....	22
Step #13: Turn Off the Editing Machine.....	23
Step #14: The Lazy Way (Alternate Ways) to Create Ebooks	24
Step #15: Quick Editing	28
Step #16: Bulking Up Your eBook.....	28
Step #17: Final Edits	29
Step #18: Get It Ready For Publishing	31
Step #19: Adding Autopilot Affiliate Cash Streams	37
Step #20: Disguising Your Affiliate Links	37
Step #21: Getting Help from A Jury of Your Peers.....	38
Step #22: Killer Covers: Spend the Money and Do it Right	38
Step #23: Publishing It - Formats, Files and Formalities	39
Step #24: Protecting Your E-book	39
Step #25: Getting Ready to Sell Your eBooks.....	41
Step #26: Creating a Killer Mini-Site.....	42
Creating Killer Sales Letters.....	44
Step #27: Get Your Swipe File (Model the Successful)	45
Step #28: Write Your Sales Letter	50
Step #29: Advertising Your Site	53
Step #29a: PPC Campaigns.....	53
Step #29b: Discussion Boards and Forums.....	53
Step #29c: Writing Articles.....	54
Step #29d: Your Resource Box and Byline.....	55
Step #29e: Your Own Newsletter or Ezine.....	56
Step #28f: Other Tactics that Work.....	57
Step #30: Gathering Your Army of Affiliates.....	58
Step #31: Be Persistent and Willing to Work Hard.....	59
Step #32: The Fortune is in the Follow-Up.....	60
Step #33: Still Stuck? Then Ask Your Coach for Help.....	61
Don't Forget – Make Money with This Ebook.....	62

What Exactly is an E-book?

If you're new to the Internet, you might be new to e-books. Even though you got this free ebook that's going to help you write one pretty quickly, you might not know exactly what an ebook is. There's also a lot of confusion over what is and what isn't an e-book.

For those new to the game, "e-books" is short for **electronic books**. They are nothing more than "self-contained executable files" (.exe is the most common) or PDF files that someone can open and read. E-books that are self-contained (read: fancy) have all sorts of buttons to get you back to the table of contents, flip pages, and so on. The best e-books are rich with links to the Internet, graphics, video, and even audio files.

My job is to teach you how to create an ebook that is loaded with information and presented in a very user-friendly manner. My job is to make you a highly respected author, period, not just an Internet marketer who took an average product and hooked up with a great joint venture partner and thousands of affiliates to make a killing.

What's in Store for You?

This is going to be a quick and hard-hitting guide to helping you write, create and sell your very own ebook. If you're not the writing type, I'll show you 6 other ways to create an ebook...FAST!

I'll also briefly cover the promotional aspects of ebooks, as in: how can you make money with your ebooks. In short, I'm going to tell you how to do everything to get your ebook ready for sale on the internet.

- ☆ **Brainstorming** the winning (read: saleable) idea
- ☆ **Researching** the topic
- ☆ **Planning** the outline of the material and the formulation of a program that you can use in your seminars, speeches and other info products
- ☆ **Writing** the e-book as quickly and efficiently as possible
- ☆ **Publishing** your e-book and getting your web-site and sales letter together
- ☆ **Promoting** your ebook – I'll show you the basics of marketing and selling your ebooks for massive profits

Now that's a lot to cover for a free ebook and it's my hope that you will learn two things from this ebook, how to:

- **Write an e-book quickly and efficiently,** and
- **Profit from it for the rest of your life.**

But Can You Make Any REAL Money Selling E-books?

Yes, you can. Most authors aren't out there boasting about how much money they've made selling e-books, but I did some research and came across some data that will raise your eyebrows. Okay, how about some newcomers? Well, David Garfinkel reportedly made \$35,000 in two months from his e-book.

Jim Edwards made over \$100,000 in just over 5 months from one of his e-books.

My good friend, [David Riklan](#), launched his first major e-book in March of 2004 and sold over 3,000 e-books. That's right: one-day sales of over 3,000. Granted, he was working at building his list and his contacts for three years, but when he launched it paid off very, very well. That's well over \$90,000 in sales.

Not to be outdone, it's estimated that [Corey Rudl](#) has made over \$500,000 from his e-books. Then of course, there's Shawn Casey. Shawn published one of the best-selling electronic books ever: [Mining Gold on the Internet: A Step-by-step Guide To Quick Cash Flow Online](#). *Mining Gold* was released in 2001 and in 2002 it sold more than 42,292 copies, for total sales of \$1,909,558.74. WOW! To date, that one little e-book has sold over 85,000 copies...and counting!

Yes, I know you're speechless. So was I the first time I read that stat and it got me motivated to take action. You see, you just need a plan of action to go from thinking of the idea to writing it to making money from it. Most people get scared because they think they don't know enough about a subject or they're intimidated by sitting down to write down their thoughts. I'm here to tell you that **it's not that hard to create an ebook**. You just need some inspiration followed by a lot of perspiration to make sure you do what you need to do to get the book outlined, written, edited, and published.

Just How Long is This Going to Take?

It all depends on your commitment to getting it done and how well you know what you want to write about and how you're going to do it. If you've written some articles and you're a fast typist (or talker), **you can pound out your e-books in a couple of days...at most.**

The One-Minute E-Book

This one I've got to hear. Writing, editing, and publishing an E-book in just a minute? Not possible, is it? It's very possible, in fact. The client I worked with was shocked when I handed him his e-book. A lot of people are SHOCKED that people like me exist. But before I tell you any more about me, let me tell you a little story about how I created my first "One-Minute E-Book" and how it became the centerpiece for this e-book of the same title.

How **The One-Minute E-Book Was Created (or the First One-Minute E-book I Ever Wrote)**

One Friday night after a long seminar, I met with one of the seminar leaders to talk about an e-book we were co-authoring. I handed him the manuscript as it stood. I had worked on it for **only 5 days**. He was AMAZED! Why? Because, it was almost completed. We would go on to finish the e-book in 11 days.

He paused for a moment, turned to his wife and asked, "What do you think? Should we?" It turns out he had a transcript from a seminar he had done months before. He was struggling with how to transform it into a sellable product, my specialty.

That Monday his wife faxed me the transcripts of the seminar (the electronic file was lost somewhere). It took me six days to transform the words into a saleable e-book. I didn't tell him I was doing it. I just emailed him the completed file.

His total work on the project? One minute.

So you CAN create ebooks with just a minute's work through **private label ebooks and working with ghostwriters**. That's how you can become an "Instant" author. If you purchased the GOLD LEVEL PACKAGE, then you received quite a few ebooks on Ghostwriting and Private Label Products, but enough of these two techniques because this ebook teaches you how to *write* your own ebook.

So how long is it going to take?

A minute? Well, probably not the first time or two around. The reality is that it's going to take some time to write your e-books.

How long?

14 Days

If you've written some articles and have fooled around with writing your e-book, chances are that if you follow my system, you can write your e-book in as little as 14 days.

7-10 Days

If you want to fool around with using articles from other people and putting them into your e-book, you can get it done in 7-10 days.

1-7 Days

But if you follow my system and some of the secret tricks that the pros are using, you can create your e-book in a few days, starting from scratch, with no outline, no material, and no topic. That's not hype. That's reality.

Enough Yapping. I've wasted 11 pages convincing you that you should write your own ebook. It's time to get started using the step-by-step Instant Author system...

Step #1: Pick a Topic

Do you have your idea for e-book yet? Do you know what you're going to write about specifically or do you have a bunch of ideas on the table? How do you choose? How do you figure out what makes the most sense to pursue? Let's answer that question right now.

You need to write about topics that:

- You're passionate about,
- Have large markets, and
- Have paying customers.

I advise my clients to focus on one great idea first, then once they've written and promoted their e-book, they can then move on to the next project. The key to being a success is finishing that first project.

As for topics, it's always to start your writing career by picking topics that you know and are interested in, not just ones that have huge potential to make money. Once you've got that first ebook under your belt, then you can start the process by **FIRST** figuring out what **PEOPLE WANT TO BUY**, then you go and create the ebook, regardless of whether or not you're passionate about the subject.

So please take the time right now to review your list of topics and focus on the one topic that you're going to be working on over the next few weeks.

Potential Topics:

Some Common Niches and Topics People Write About:

Here's just a partial list of topics that people write about and have proven to be very lucrative:

Dieting	To Get Healthier
Cooking	Find Relationship/Perfect Soul Mate
Golf	Overcome Procrastination
Sex	Politics
How to Make More Money	Religion
How to Save Money	Music
Get Out of Debt	Cats
Invest Our Money	Dogs
Real Estate Investing	
Save More Time	<u>And on the Internet:</u>
How to Take the Easy Way Out	Start Your Own Internet Business
Make Work Easier	Affiliate Marketing
Sleep Better	Make More Money Doing Nothing
Home Improvements	
Self-Confidence and Self-Esteem	Create Your Own Products
Personal Development	Online Auctions, especially eBay
Dealing with Old Age/Illness	Mastering Google and PPCs

Some of these topics and niches are very crowded. Things like “How to Make Money on the Internet” and “Make Money through Affiliate Programs” are pretty crowded right now, but that doesn't mean that you couldn't come along with a blockbuster product like the one Shawn Casey did. You just have to have your own unique twist on the subject to make it big or find a less competitive topic (niche).

Step #2: Find Out if It Will Sell?

You should never write a book or an e-book without knowing beforehand if it's going to sell. One way to find out if it's a best-seller or a stinker is to send a survey out to your e-zine subscribers. Once you know what topics they want to learn more about, you can create your e-book virtually overnight. This is what Ewen Chia and I did to write our e-book **[How to Become an Expert in Your Niche in 30 Days...or Less!](#)**

We asked our subscribers what they wanted to know more about and started on creating the ebook immediately.

If you don't have a list of people yet, but want to get cracking on writing your e-book, then you can just look into one of the consistent best-selling topics or categories.

Go to www.GoodKeywords.com or www.NicheBot.com and type in some key phrases that have to do with your topic or niche as it's called in the marketing world. If you find that you've got more than 20,000 searches, the market is definitely big enough to go after. The thing I like about www.NicheBot.com is that it's free, but also that you can see how many competing web pages there are and you can figure out if you'll have a tough time cutting through the clutter or not.

***** Great Resource *****

If you're still having trouble finding a profitable niche to go after, then I would take a look at [Niche Factors](#) by Jimmy Brown and Ryan Deiss. It's a great ebook that helped me fine-tune my niche search process.

Who Is and Where Is Your Starving Crowd?

Do NOT waste your time writing a book or creating a product unless you know who your customers are BEFORE you waste your time and money on an idea that has no market. We get contacted all the time by writers and product creators who want help promoting and marketing their stuff, but they have no idea who will buy it or how it will solve their target market's problems.

It's much easier to start with your target market first, THEN create the product to fill their needs, then to take loser products, repackage them, re-brand them, and remarket them for successful results.

3-Step Process to Instant Riches

- **Find a starving crowd**
- **Find out what they want**
- **Give it to them**

Give them what they want in a simple, easy-to-understand language and you'll soon have an information empire in your hands. That's it. You just have three steps to success.

By applying the three-step process to writing e-books, we get the following three steps that we're going to follow in this e-book to get your e-book written and published:

1. Find a **STARVING CROWD** that's desperate for information
2. Find out what their most pressing **PROBLEM** and needs/wants are
3. Write an e-book with a **SENSATIONAL** title that **SOLVES THEIR PROBLEM**

Never, never, never waste your valuable time and creative efforts on an e-book that won't sell. You must know BEFORE you write the e-book if it will sell!

Using Google

You can do a search on www.Google.com under a list of key search words that relate to your niche and industry. See how many web site results show up by looking at the bottom of the page on Google.com. Then you should spend some time surfing those sites to see if they're selling anything. You can also see if there are a number of Google AdWords on the results pages of Google when you do a search. More than 10 ads and you're looking at a semi-competitive niche. Less than that and it could be very easy to dominate the niche.

Use Alexa

Alexa.com's toolbar indicating ranking is another great tool to use to see how well trafficked (big) these sites are. The toolbar is free to download from www.Alexa.com and it simply looks at the traffic patterns on the Internet and ranks the web sites based on their traffic and who is linking to those sites. The more traffic and links, the higher the web site's traffic ranking.

Clickbank

Another more targeted way of finding out if people are making any money from e-books in your niche is to go to Clickbank. This is the largest "retailer" of e-books online. Once you go to Clickbank click on the "Promote Products" link and you'll come to the Category Screen.

Select the category that makes the most sense for your e-book topic and see how many e-books pop up in the top 100 that deal with a topic similar to yours. If it's near the top of the bestseller list, then there's a chance that a good market exists for your product.

Step #3: Determining the Market's Potential - Is the Market Underserved?

Chances are that 99 percent of the niches you'll come across won't be overcrowded and satisfied, which means that you can still make money in them. If you feel that the niche is satisfied or overcrowded, you can always slice the pie a different way and go after a different subset of your original niche. But first you have to find out if you can make money by meeting some unmet needs in your chosen niche.

Is There Money to be Made?

How do you determine if there are enough current paying customers in the niche? You can do this in a number of ways. The easiest way is to look at the best-selling e-books on [Clickbank](#) or you can look at the best-seller list on www.Amazon.com to find out how well certain products are selling.

You can also look at the data you got by surfing competitive web sites. Do they have products and services for sale? What kind of products and how much are they charging?

Are There Too Many Players?

So what if you think there are too many players or people competing? Take a look at the diet industry; thousands if not millions of competitors competing for your money. Then along came Dr. A with his South Beach Diet. It's simply a twist on the highly successful Atkins diet.

Was that market taken? Sure if you're looking at the market as "low carb" but Dr. Atkins put his little twist on the idea (to make it a healthier version) and just like that you have a very profitable, multi-million dollar business on your hands. And he was a NOBODY a few years ago.

Step #4: Get a Killer Title

You must absolutely have a killer title for your ebook. This is what grabs people's attention when they hear it. It's got to be short, descriptive (ie, immediately says what the product is about, and memorable). How to Pick a Great Title:

1. Do a search on [Clickbank](#) to see what's selling and who your competition is.
2. Do a keyword search on [Goodkeywords.com](#) to see what keywords in my topic are searched frequently.
3. Brainstorm some killer sexy titles.
4. See if the domain name is available at [www.NameCheap.com](#) and if it is, buy it.

I don't generally bother with Amazon.com because it's not relevant to selling e-books, but it is an extra step that some of my coaching clients like to take. So I'm telling you that the order of the next steps is up to you, but you **MUST** do all four steps listed above; skip one of them and you might choose a marginal title.

Marginal Titles = Marginal Sales

Step #5: Get a Killer Domain Name

Your domain name is such a critical factor to your success these days because each and every day, there are more and more people trying to start an online business. These means that more and more people are entering your niche. So if you're going to be competing with thousands upon thousands of other sites for people's attention, **you need to cut through the clutter** and the title of your ebook and your domain name help you do this.

Get a Domain Name that Describes What You Do or Sell

A domain name like [www.InstantSalesLetters.com](#) is a good one, for what else, people looking for help-with-writing sites to help them write sales letters. The domain name of my first web site is [www.FabmanSecrets.com](#). Obviously it doesn't really tell you what I do or what niche I play in. (It's mainly a site for people looking to get out of bad debt, learn how to invest, and get out of the Rat Race). I chose the domain name at the last minute after finding out that my #1 choice was taken. The name I wanted was in my head for three years...and I never bothered to buy it.

Had I gone online to www.NameCheap.com and done a search for it when I first came up with the idea, I could have locked it up for the low price of \$8.88 (or less) a year.

Use Keywords in Your Domain Name - Your main objective is to find a domain that's available and easy to remember that uses some often searched keywords.

Shorter Names are Better - Short names are easier to remember and easier to type into a browser without making a mistake.

Keep it Straightforward - Don't use domain names with cute alliterations or using the number "4" instead of "for." People tend to spell out names and words.

Dashes and Hyphens – Now one exception to the rule might be if your title is really specific and gets searched a lot, you might want to consider going the "hyphen" route. This strategy might prove very beneficial in the long run because search engines actually like hyphens. One successful marketer, Joel Comm has the bestselling ebook about adsense advertised at his site Adsense-Secrets.com

Finding Your Perfect Domain Name - You need to brainstorm some keywords that your target customers search for when looking for information on your topic. There are plenty of free tools on the internet to research the most popular words searched for on the Internet, but GoodKeyWords.com and www.NicheBot.com both offer easy and FREE solutions.

You simply type in the name of the product category you're using or the name of the service you provide. Then once you run the query you'll see how many times that keyword was searched in the past month.

Dot Com or Nothing - Simply put, dot-com domain names are the industry standard and they instantly convey to your target customers a sense of permanency and stability. Sometimes it's okay to stray from this when you're creating adsense sites, etc, but in general, get a .com address.

Step #6: Get Hosting

I could have given you this step later in the game, but since you've already got your wallet or purse out to pay for your domain name, you might as well sign up for web hosting. Make sure that you get a reliable host that has adequate support. I'm not going to spend a ton of time on this one, but you can just go to www.WebHostList.com to find information on dozens upon dozens of options out there for you. I use www.ThirdSphereHosting.com because I host a number of sites and I need many sub-domains, but you might not.

Step #7: Create Your Table of Contents

Developing the outline of your e-book is the most important step in the whole book writing process, because The Instant Author system focuses on only writing for about 5 to 10 minutes at a time, so it can fit into even the busiest of schedules. Most writers flounder around and get that scary disease called **Writer's Block** because they don't have a detailed plan about what they want to write. Without an outline, you're going to find yourself writing stuff that you don't need in the book and not writing the things you do need in your book.

Yep, that's the big, secret solution I use with all my coaching clients; it works. Break your subject or niche down into pieces. You're either going to break it down based on the number of steps it takes to cure or fix the problem or you're going to section the material into 10 to 15 different areas. Each step or area becomes a chapter in your e-book. By breaking down the material into manageable chunks, you're going to find it much, much easier to write your e-book.

Here's how I used this principle with [The One Minute eBook](#). I broke down the process of writing an e-book into seven steps:

#1 Think It

#2 Research It

#3 Table It

#4 Write It

#5 Edit It

#6 Polish It

#7 Publish It

By creating these seven steps, I made it easy on myself (and you, the reader). I'm able to quickly research a particular step, open up the file on my computer and insert ideas, notes, thoughts and definitely lots of text in that step. Then when the "well" runs dry, I can move to the next topic. Try it for your e-book right now.

Major Steps or Tasks My Reader Must Take to

_____ { Insert Topic of Your Ebook Here

- #1 _____
- #2 _____
- #3 _____
- #4 _____
- #5 _____
- #6 _____
- #7 _____
- #8 _____
- #9 _____
- #10 _____

I generally advise my coaching clients to stick with **no more than seven steps**. People want quick and easy results and the more steps they have to take, the harder they think the process is going to be.

Step #8: Create Your Detailed Table of Contents

Why two outlines? Both serve two different purposes and, in my opinion, will help keep you organized and on track.

The Table of Contents Outline - First, take a stab at a Table of Contents Version, also known as a synopsis or broad stroke outline of what you want to cover.

Here's an example of the Table of Contents from my e-book [How to Become an Expert in Your Niche in 30 Days...or Less!](#):

Author's Note

Introduction

Step #1	Basic Business Tools
Step #2	Your Web Site
Step #3	Writing Articles and Publishing a Newsletter or E-Zine
Step #4a	Your E-Books – Your Ultimate Viral Marketing Tool
Step #4b	Your Books – A Must-Have Marketing Tool
Step #5	Networking & Creating a JVs and Creating Your Affiliate Program
Step #6	Coaching Clients
Step #7a	Creating Additional Infoproducts
Step #7b	Creating Raving Fans
Step #8	Holding Seminars, Tele-seminars, and Boot Camps
Step #9	Media and PR
Step #10	Learning How to Sell and Promote Yourself: What to Do NOW!

30 Day Action Plan

Afterward

Resources

With this approach, we were able to create a filing system that we used to segment any research, book excerpts, quotes, and articles that we came across while researching the e-book. We were able to create quickly and easily a binder to section out the research and keep our writing organized concerning our printout and pages written to date, as well as our electronic copies and folders through programs like File Manager on our computers. **The organized writer is the successful writer.**

Creating *Your* Detailed Outline

To create your detailed outline, all you have to do is take your Table of Contents Outline and start adding subheadings and additional points that you want to cover. Once you know what you want to cover and when you want to talk about it, all that's left to do is fill in the blanks. Under each step in your system, you add the key points and items that you want to discuss. Under each main heading, add 3 to 5 sub-headings and then your job is to write 2 to 3 paragraphs (or more) for each subheading.

By the way, when I say paragraphs, I mean 2-4 sentences per paragraph. Write in a conversational manner. We're not talking thesis-speak here. We're talking plain-speak so that you can communicate effectively with your reader.

Step #9: Research Your Topic

Get an Idea Journal (Binder)

First things first, go and get a 3-ring binder and buy a set of divider tabs. This is now the home for your research, sample web-site sales letters, and, of course, your e-book. I like to keep all my notes and writing for a particular project in one place and I've found that a binder works best. If you happen to be in a meeting and you jot down notes or an idea on a notepad, you can simply punch holes in it and insert it into your binder.

If you find that you have too many papers and pages or notes/research, get yourself a few folders and a filing box. This will [help you stay organized](#) and reduce the amount of time spent looking for that piece of research or text you found two weeks ago.

How I Do My Research

A few weeks (or sometimes months since I tend to collect a lot of research on a variety of topics I want to write about) in advance of writing my e-book, I hop on over to Amazon.com to see what the top books in my niche are and I buy them. I then scan through the books and highlight a good passage or material that I can quote for my e-book. I take notes, notes, and more notes.

Actually, right after I order the best-selling books in my niche from Amazon.com, I hop on over to [Clickbank](#) and see what e-books are tops in my niche. What do I do? You guessed it; I buy the best-sellers and read them cover to cover. Highlighting and making notes in the margins where necessary. Then I take all my books, e-books and notes and set them on my desk in plain sight. I like having my research at arm's length. Then with all the information I've gathered over the past few weeks, I create my outline. More on this in a moment, but first, let's talk about an important lifesaver that you should definitely have.

Step #10: Get a Model eBook

In the process of reading all these books and e-books, you're going to come across an e-book or two that you absolutely love. What do you love: the layout, the font, the cover, and the resources the authors have included, and so on? Why do you have to analyze these e-books so carefully? Because they become your model e-book(s). Your model ebook will help you with everything from the research to the editing to the polishing stages. Trust me. Keep them close at hand and see how many times you refer to them.

Step #11: Make a Writing Schedule

You need to create a writing schedule for yourself and stick to it. Period. End of story.

Aside from creating your *detailed outline*, this is the second most important factor in getting your book completed.

Be realistic about the amount of writing you will accomplish every day. **I tell my coaching clients to aim for a minimum of two to three single-spaced pages per day.** This is a VERY realistic target to reach. After 28 days, you're staring at 56 to 84 pages of solid information. Add in some white space, some filler, quotes and guest articles, take the single-spaced to 1.5 spaced, as well as chapter headings, a table of contents and intro pages and you're looking at a 150- to 200-page e-book.

That's a lot of pages. The reality is that most ebooks these days are in the 100 to 150 range and should take you only 14 days to write/create. Spend another 14 days writing your sales letter and getting your web site up and running and **you can put out a product every month!**

***** CRITICAL TIP *****

Review Your Outline During Every Writing Session - You should pull out your outline and look at it at the start of EVERY writing session. As you progress over the next few days and weeks, you'll find yourself checking off subjects and topics that you've covered. Quickly review it when you sit down at the computer to write.

Step #12: Now Start Writing...EVERY DAY!

Don't complicate the process. Don't worry if you've never written so much as an article before. Just pull up that detailed outline in Word, pick a subtopic and start writing. Don't edit. Don't worry if it sucks. Just write, write and write some more.

No editing, just writing. Don't waste your time going back through your writing or you're going to sit there and rewrite it and rewrite it and rewrite it to death. Then you're never going to get your pages done. You'll have time enough to edit your book afterwards. Even if you think what you're writing is *crap*, you need to meet your quota every single day. Resist the temptation to read your work thoroughly. Just get down the bones of what you want to write about and move on to the next topic.

Once you meet your quota for the day, you can stop writing. Seriously. I mean it. Once you get your five pages done, you can shut down your computer and do whatever you want for the day. Even if you knock out 5 pages first thing in the morning, you don't have to write any more.

***** WARNING: Just Freakin' Write *****

Don't complicate the process. Just start writing. Period. End of story. I'm serious here. Too many people have to get a cup of coffee, put on their writing pants, wait until the mood is right and so on and so on and...you get the point. They never get started or worse, they waste valuable time. You already should know when you're at your most creative and you should be allocating that time for the next 14 to 28 days for writing and writing alone.

Step #13: Turn Off the Editing Machine

The number one problem my e-book coaching clients have is that they edit too much. In the middle of their writing, they stop to read what they just wrote. They don't like it, so they start changing the words around or deleting it altogether. All this editing gets them nowhere...FAST! You must realize this and realize it right now:

YOUR FIRST DRAFT IS A DRAFT. IT'S NOT GOING TO BE:

- **PRETTY**
- **PERFECT**
- **READY FOR PRINT**

And that's OKAY. Seriously. Your first draft is supposed to be rough. It's supposed to have "holes" in it and have spelling mistakes and all that jazz. Trust me on this. Just keep on writing. Don't edit anything and if you want to add more to a section and can't think of it right now, use my special technique. What do I do when my brain isn't working on a particular topic? I simply write:

ADD MORE HERE

I highlight and bold it just like the above example. Then when I'm FINISHED, notice I said finished, with my manuscript, I can go back during the EDITING stage and fill in the holes. Does that make sense?

Step #14: The Lazy Way (Alternate Ways) to Create Ebooks

In my **FREE ebook Instant Niche Products**, I provided the 7 different ways you can create an infoproduct. I have listed them below and cut down on the information just so we can get through this quickly.

- 1. Create your own product**
- 2. Create a product with another writer or partner**
- 3. Have someone create the product for you**
- 4. Buy the rights to a product and market/sell it**
- 5. Find Public Domain information to repackage and market**
- 6. Chicken Soup It! - Get others to contribute to your project**
- 7. Transforming a raw product or data you bought**

Again, I'm not going to go into too much detail on the 7 different ways that you can create products without having to write a word of the e-book or write the code for them. Why not? Because this e-book is about YOU creating products quickly by writing and creating them yourself, not getting someone else to do it. But, I know the power of using the 7 techniques listed above, so let's go over them briefly.

Option #1. Create Your Own Product

No need to discuss this option because that's what this ebook is about and if you want to create products beyond ebooks, and then check out my **FREE ebook** at: www.InstantNicheProducts.com

Option #2. Create a product with another writer or partner

Whether it's through doing a joint venture with an expert in your niche or finding a co-author to help you put together your product, it's not too hard to find willing and able partners to work with.

Or if you're really lazy, why not interview an expert? To use this tactic, just think up a list of questions (or post a survey on a forum asking for help in coming up with questions or look at your list of common problems your starving market have) and then ask your expert to respond via email or by phone to the questions. Now you have your content.

As you'll learn in [Teleseminar Magic](#), you can quickly and easily set up a teleseminar with some expert, record the conversation, transcribe it and have it available for sale within a week...or less! And if you don't want to wait a week, you can **pre-sell the product** and charge for the call and you could have money deposited in your bank account even *before* you hold the teleseminar. Magic indeed ☺

Option #3. Have someone create the product for you

Ghostwriters are people who write books and other materials for others but the products are published under the buyer's name. This is a quick and easy way to create a product in less than a month. How do you find a ghostwriter? Thanks to the power of the Internet, the process is very simple. Just go to www.Elance.com, which is a phenomenal site that will put you in touch with freelancers offering all kinds of writing, editing and other services. The site is very easy to use.

***** WARNING: Not all Ghostwriters are Created Equal *****

Just because someone says they can write your ebook for you for \$500, doesn't make them a good writer. You need to do your homework and ask some critical questions to make sure that you're not going to be taken to the cleaners. If you're looking to use a ghostwriter, then the complete guide that was included in the **GOLD LEVEL Package** will show everything you need to know before hiring a ghostwriter.

Option #4. Buy the rights to a product and market/sell it

Reprint or Resell rights to a product are a quick and easy way for you to start selling a well-established and profitable product. All that's involved on your part is plunking down the money to buy the rights, and then market the heck out of the product and your web-site. Again, all you have to do is find a killer product, buy the resell rights and promote the product. You keep 100% of the profits if you buy the Gold resell rights. It's that simple.

***** GOLDEN RESOURCE *****

One easy solution is to use a service like [Push Button Publishing](#). The beauty of [Push Button Publishing](#) is that it comes with web hosting, autoresponders, products, and a ton of resources you can use to create your own products. It's definitely worth looking into. And if you're looking for some great deals on products that you can resell, then here are two of my favorites:

www.SurefireWealth.com

www.WholesaleResellRights.com

Option #5. Find Public Domain information to repackage and market

When something is in the public domain, it just means that the book or written material is now part of public property and is free to be copied and distributed by anyone. Savvy internet marketers are scouring the web for out-of-print and non-copyrighted material to market, all the while keeping 100% of the profits from selling something they got for free on the Internet.

All you have to do is write a new foreword to the book or maybe bundle the book with a few bonuses, put up a web-site and you're in business. Just make sure you do your homework and make sure that it definitely is public domain or else you'll find yourself on the wrong end of a lawsuit. And if this method of creating products has peaked your interest, Yanik Silver just came out with the definitive guide on the subject called [Public Domain Riches](#) that tells you everything you need to know about finding, marketing and profiting from products you didn't even write or create.

Option #6. Chicken Soup It! - Get others to contribute to the project

This method is just like it sounds and is named after the bestselling series of books. Jack Canfield and Mark Victor Hansen had people contribute stories and they made books out of them. They just did a little introduction and they dealt with marketing and promoting the book. You can do the same by having a bunch of articles, stories or content from other contributors and package it all together. This way of doing things was more popular a few years ago, but it's still a great way to knock out an ebook fast!

Option #7. Transforming a raw product or data you bought

I'm talking about Private Label Rights (PLR) where you get the rights to use a product as your own. This is really a new concept and idea that Jimmy Brown first created with his Profits Vault membership site. What Jimmy did was take a hot niche, research it and come up with what he called a raw product. This was a rich text or Word file that had a very simple e-book already done for you.

All you had to do was repackage the e-book by adding new content and data. Next you came up with a new title and cover and you had a product that was ready for sale.

Jimmy then partnered with Ryan Deiss to come up with [Nicheology](#). [Nicheology](#) is a membership site that will provide you with a rich text file for 2 to 4 niches every month, plus analysis on several key niches. The analysis will tell you how many people searched for the keywords and the cost per click of advertising those terms. I've been a member since it's started and launched quite a few ebooks based on their PLR ebooks. Their latest creation, Content Goldmine is another great option for people looking to take advantage of Private Label Rights to build up their infoproducts business.

***** Great Resources *****

Any of the following are also great resources for Private Label Material:

[Nicheology](#)

[Content Goldmine](#)

UPDATE: Some of the sites I normally recommended closed to new members, so I keep a running list of great sites at: www.FabioMarciano.com/resources.htm

NOW, PUT THIS E-BOOK AWAY and STOP READING STUFF and START WRITING!!!

That's right. Don't read ahead. Close the file on your screen or close the binder with the pages of the e-book and pull out that detailed outline you've created for yourself.

Open up a new Word ® document on your computer and choose a topic from your outline.

Now you only have one thing left to do...

(Just Freakin' Write)

Step #15: Quick Editing

Once you're done with your FIRST DRAFT, it's now time to do some quick editing. Scroll through your e-book from start to finish and look for all those markers that you left in it to remind yourself to add more information. You remember them. They look something like this:

ADD MORE HERE

NOW is the time to go out and find the remaining information that you need to fill in the blanks. Don't kill yourself wasting hours and hours. If you're having a big problem finding unique content or writing your own, find an author who has written an article on the subject and insert it into your text. Make a note to email them and ask for permission and you're done.

Don't waste too much time doing your content edit. You don't have to elaborate too much when you're writing e-books. Just get to the heart of the matter and don't worry about providing all the footnotes and backup to what you're saying. You're the expert remember? Your readers will take your word for it.

Step #16: Bulking Up Your eBook

Is Your eBook Still a Bit Thin? If you're staring at your completed manuscript and you have 58 pages of 1.5-spaced text, then you have three options:

1. Don't Sweat It
2. Add More Content
3. Add More Fluff

1. Don't Sweat It

If your content is really good and direct and to the point, you can get away with having a "small" e-book. Just make sure your writing is action-packed and filled with invaluable resources and you'll be good to go. Yanik Silver's best-selling e-book of all time, [**Instant Sales Letters**](#), is exactly 50 pages.

Enough said.

2. Add More Content

Of course, you always have the option of adding some more material to your e-book. This will add to the projected completion date of your project, but it could pay off in the end. Your e-book could become very comprehensive and the industry reference guide, so the upside is worth the extra time you may need to research, write, and edit new material.

3. Add More Fluff

This is a favorite of some e-book authors. They wind up with an e-book that's 100 pages and so they add in a lot of

White space

between paragraphs and their topic headings or they break up their writing into two sentence blurbs.

In addition to adding some white space, authors will add lists of things, web sites, resources and other STUFF to make their e-book longer. I HATE these kinds of e-books and I always feel ripped off after I read it...in 20 minutes!

Another popular technique I do actually endorse is to **add interviews to your ebook**. You can interview five to seven experts on the topic you're writing about or a relevant topic and include those interview Q&As in the back-half of your e-book. I like this approach because it definitely adds value because it serves two purposes: the experts' responses should reinforce the main points that you've made in your e-book and it should also provide additional information and resources that your readers can use. They'll thank you for these resources.

Step #17: Final Edits

Okay, now that you're done with the content edit, let's talk about the actual editing process. NOW you finally get to turn on that internal editing machine of yours. Yes, you fought that inner demon for the past few days or weeks, but you have to turn it back on now.

Do yourself a favor and save your electronic document under a *different* file name. For example, I named the original file for this e-book:

iauthorWIP.doc (WIP = Work In Progress)

When I started editing it, I called the file: iauthorWIP2.doc

Why do this? Just in case you cut out something you want to retrieve later. It's happened to me several times. Why? Because the next step in the process is to print out your e-book and you need to start to...

Cut Away Excess Words and Tighten Up the Language

Now is the hard part of **cutting away the excess words** from your e-book and **tightening up the language** that you used in your manuscript. Just print out the current version of your ebook and get yourself a **red pen** and get ready to have some fun. Yes, fun. It didn't start out this way for me with my first book, but while editing my second one I realized that **SIMPLE IS BETTER**. Forget fancy words. Use common language. Use the language you use when you talk to someone one-on-one.

Speaking of talking one-on-one, make sure you eliminate the "all of you" and other plural pronouns throughout your e-book. You're writing to and TALKING TO ONE PERSON and you want to use YOU as much as possible.

Break up your paragraphs into short bursts of energy that are two to three sentences long. Cut out long descriptions. **Bold** words or make some ALL CAPS to add emphasis to your writing. Make your writing JUMP OFF THE PAGE at the reader and get him or her to take action and continue reading.

Use Your Model e-Book

You should already have your hands on your competitors' ebooks (whether you have to buy them or they're on their sites as freebies) and studied them. And, by the way, you should have already done this...but just in case you didn't listen to me earlier on, I thought to mention it again.

But back to your competitors' e-books...

Do you like the look and feel of them?

What would you change?

Is the font easy to read?

Is the writing clear? Concise?

Write down all your initial reactions and comments in your notebook/binder and then get to work tweaking your e-book if necessary. Now keep this “model” ebook in front of you. I find that I like to turn back to my model e-book to find out “How did they introduce their e-book?” or “How did they make the transition from subject to subject?”

How Long are Your Chapters?

Take a page from a best-selling author, James Patterson. I can never put down his books because his chapters are so short. I read a few pages and realize I'm close to the end of the chapter. Then I'm hooked and start reading the next chapter and realize I'm almost done with the chapter, I read the next. I do this frequently by doing “Step #4” then “Step 4a” and so on. It's a quick trick to break down your chapters into bit-sized nuggets of information: information to digest easily by your reader.

How Do You Know When You're Done Editing?

You're done editing when you're 90 percent done. I'm serious. The best advice I ever got from self-publishing guru, Dan Poynter, is that your book is completed when it's 99 percent done. What happened to the other 9 percent? I'll show you how you can get some other people to edit your book for you and take care of that pesky 9 percent...for FREE.

Step #18: Get It Ready For Publishing

Once you've handled the task of adding some additional content, filling in the holes in your text and doing simple editing work, you now have to polish your e-book. No, it's not like spring-cleaning. By polishing it, I mean that you need to take this raw product and add the bells and whistles reader's have come to expect from e-books. You need to add in some additional pages and add borders, change the look of your titles and so on.

In short, you're taking your simple Word ® document and making it look like the Model E-book that you have in front of you, but let's not reinvent the wheel here. Look at each section of your Model E-book and follow the same look and feel for the Table of Contents, Chapter Headings, Headlines, and even the font if you want. Tweak the font style and layout if you want, but that's just more work for you. You decide how "unique" you want your e-book.

Title Page

This page is easy enough to create. You simply type out the title of your e-book, insert the cover shot of your e-book, type out your subtitle under the cover picture and write out your name. It's that simple. If you want to add a company logo or a brief description of the work in addition to your subtitle, you can do that on this page. For reference, just look at page one of this ebook.

Copyright Page

On this page you add in your copyright information, your "Limits of Liability" and your "Disclaimer of Warranty" section. Don't sweat writing out these last two points; you can look at your Model E-book and several other e-books to get the language you need to insert. If you happen to have an attorney in the family, run it by him or her.

It is on this page that you also let people know that this e-book is NOT FREE. You can use something like the following, which is what I use on most of my e-books. It's a little "loud" but it makes it clear that this e-book is NOT FREE.

This is NOT a free e-Book!
If you're interested in making money from this book, see page XX!

How to Make Some Extra Money

If you don't have an affiliate program, then you need to get one...immediately! An affiliate is like a full-time salesperson out there promoting your e-book to the public. Beginning e-book authors generate 80 to 95 percent of their sales from affiliates. More on this important subject shortly...

The Ten Second Table of Contents

If you're using Microsoft® Word® to write your e-book, you can easily build your Table of Contents in the matter of a few seconds. To build your Table of Contents, just click on the area where you would like to insert it (right after your copyright page is best), then scroll over the "Insert" button on your toolbar.

Now click on "Reference" and over to "Index and Tables" and click on the "Table of Contents" tab. You then select the desired format for your Table of Contents and start the process by hitting the "OK" button. Microsoft® Word® automatically begins building your Table of Contents by searching for all the headings and sub-headings throughout your document. It will then take all that information and create your Table of Contents. Ten Seconds later, you have your Table of Contents.

About the Author(s)

On this page you're going to include a quick little bio about yourself, your company, what you do, other e-books or books you wrote and the name of your pet turtle in second grade. No, just kidding, on the last point. But you should think of something personal to include about yourself to connect further with your readers. Include a picture of yourself to add a "face" to the information your reader is poring over. I've found that this one little page can do a lot to add **credibility** to the work.

Welcome or Introduction Page

Now is the time to add that Opening Note to your reader. This could be a quick paragraph or two about why you wrote the e-book or the results you've attained because of the information contained within it. This is also a nice place to give the reader a broad overview of the material covered and what they should expect while reading the book. **Don't get too fancy** and don't think too hard about writing this page. If you get writer's block, turn to the introduction page of your Model E-book and write from there.

The main thing your introduction has to do is:

- Explain why you wrote the book
- What major problem are you addressing?
- What benefits and solutions people will get from your e-book?
- Why are you an expert in the area?

Keep your introduction under a page if possible. People who buy e-books want information and they want to get it fast. Don't spend time telling them what you're going to tell them...just tell them!

The “Capture Emails” Page

Some ebook authors are including a page in the beginning of their e-books to make sure that they capture email addresses. A free mini-course or report on a topic related to the e-book is the best way to get people to give you their email address. This is particularly important if you sold the [resale rights](#) to someone and would have no way of knowing who's buying the e-book from the reseller.

Chapter Headings

I like my chapter headings to start at the top of a new page and be big and bold. I want to tell the reader that they've just completed one step or section of the e-book and they're moving on to the next one. Use larger and bolder fonts and sometimes color will help as well to ensure that the chapter headings stand out from the rest of the headings and subheadings. Take a look at how I've formatted the “Step #” headings to see how they stick out and grab your attention.

Some Additional Formatting

Besides the above pages you created, you're going to need to add a few more items to polish off your e-book so that it looks professional and is ready to sell.

The Header

If you buy enough ebooks (and actually read them), then you'll notice that most of them have a header that sits above a solid line. I strongly recommend that you insert a header at the top of your e-books to give it an authentic “book-like” feel. The process is simple enough...

While in the view “Hheader and Footer” mode, you type in the header that you want to appear on each page of your e-book. Then click on the “FFormat” button and click on “Borders and Shading.” When the pop-up box appears, click in the box on the right to insert a line at the bottom of the header.

The Footer

Repeat the same process you just used on the header for the footer. This time you're going to type in your copyright notice on the left side of the page and on the right you're going to include an active web-link to your web site. For a solid line that will appear at the bottom of your header and the top of your footer like this e-book, just go to the "Format" button on the toolbar while still in the "View Header and Footer" mode. Select "Borders and Shading" and insert a solid line using the Borders and Shading wizard.

Adding Page Numbers

Go to the "View" button on the toolbar and select the "Header and Footer" option. While in the view "headers and footers" mode, you can click on the "Insert Auto Text" button and a drop down box filled with options will appear. You can select "-PAGE-" or the other page numbering options and then re-format them to suit you.

Fancy Stuff

Forget the fancy borders and PowerPoint clipart. They don't add to the presentation and might actually distract your reader. Stick with the basics of page numbers, a header and footer, and call it a day.

Font Size Does Matter BIG TIME

Most e-books use a font size between 11pt and 12pt, but it all depends on the type of font used. Some fonts are naturally bigger than others are, so make sure you do a test run to see what type works best for you and well, your jury of peers.

I used 11pt Georgia font for this e-book. I like it because it stands out but it's still classy. A lot of ebooks are written in Arial or Times New Roman 11pt or 12pt font.

Whatever you choose, **do a print and readability test** to see if it's easy to read. It's important also not to make your font size ridiculously big. That screams "amateurish" and your reader will feel like you're ripping them off by trying to take a little content and make it into a lot of content using the tricks others use.

Your Paragraphs - Short Burst of Information

Go through your document to see if you have any excessively long paragraphs.

Remember, people are reading on screens and you want your words to be easy to read and comprehend. Take the time now to quickly go through your e-book and break up long paragraphs where possible. Aim for 3-5 sentences where possible. And remember to cut out unnecessary words and sentences. Be short and to the point.

Bullets and Lists

A great way to be short and the point is to use bullets when appropriate. Bullets are great because they:

- Call attention to themselves
- Act as mini headlines because they call attention to themselves (see above)
- Reinforce the material in your paragraphs
- Get to the point a lot easier than long sentences
- Help break things up a bit and give your readers eyes a break

The White Space Game

This brings us to the importance of white space. Where appropriate, add in an extra space between paragraphs or subjects to make it easier to both read and keep two different thoughts, strategies and ideas separate from one another. Use this technique selectively because you don't want your customer feeling they overpaid for an e-book considered a long special report.

And Lastly, Be Consistent and Keep it Simple

If you're using a 12-point font in one chapter and you use a 10-point font in another, you're not being consistent. The same goes for your headers, subtopics and other formatted areas of your e-book. When you're consistent, you're professional.

Don't get cute and don't get weird with your formatting. Create a clean looking and easy to read product and your customers will thank you...with their dollars and their referrals to their friends and subscribers.

Step #19: Adding Autopilot Affiliate Cash Streams

You probably know about affiliate links and how you can make money from promoting other people's products, but I will talk about that in just a second. What I want to cover is **making additional money by promoting products *within* your e-book.**

Whenever you mention a resource that was helpful for you, such as an e-book that you read, make sure you sign up for that author's affiliate program and insert the affiliate link in your e-book.

So take the time now to go through your e-book and note the e-books and resources that you mentioned. Visit the author's sites and see if they offer an affiliate program.

Actually, before you go through the trouble, visit [Clickbank](#) to see if the author sells his/her e-books there. You easily and quickly sign up to promote products and you can instantly promote their products by generating your affiliate link and inserting it into your e-book.

Now every time someone says, "Hey, that's an e-book I need. Let me check it out." and goes to the web site and purchases the e-book, you get a commission. I call this Autopilot Affiliate Riches because **you set up the link once, forget about it and you make money for the rest of your life.**

WARNING: Just make sure you don't overdo it and load your e-books with **affiliate links.** That's a bit blatant and readers will tend to get angry and try to circumvent your links. That's why I always, always put in affiliate links and mention products about things it's relevant to what I'm referring.

Step #20: Disguising Your Affiliate Links

It's easy to spot affiliate IDs these days. They've got those "afid" and "ID" and all those funky <http://hop.clickbank.net/?pauper/1MinEbook> type links. Those SCREAM affiliate and will get your links hijacked.

That's why I use a simple tool that I purchased once and it's paying dividends every month for me. It's called [PowerLinkGenerator](#) and it's an amazing tool and if you're serious about making money as an affiliate, it's a must buy.

Step #21: Getting Help from A Jury of Your Peers

I highly recommend that you send out your e-book to a number of your peers within your industry for their review. You do this to secure a quick blurb or testimonial for your e-book that you can use on your web site and in promotions for the e-book. Tell your peers to give you an honest review of what they see and tell them to make suggestions to make the e-book better.

These folks will act as your editors, critics as well as your typical reader. Since you have chosen people who already wrote e-books, you'll get an honest critique about your writing, grammar and the content. They will help you by making suggestions on what to cut out and where to add some more meat.

What's In It for Them? - When you send a request to your peers and other gurus to give you a testimonial for your product, you'll get 99 out of 100 giving you a very favorable testimonial for your e-book. Why? It's the whole "What's in it for me" mentality. The guru you've reached out to is now going to get exposure to everyone who visits your web site AND if you give him or her first crack at promoting your e-book through your affiliate program, **they'll make a LOT of money from promoting YOU.**

Step #22: Killer Covers: Spend the Money and Do it Right

People DO judge a book by its cover or a product by its package! Don't believe me? Go into any bookstore or video store and look around. Nine times out of ten, the cover design or packaging first draws your eye to a particular product. It's at that moment you form your first impressions and the sale is made...or lost!

So do people really do judge a book by its cover? Yes! And guess what? The same is true on the Internet, probably more so. That's because everything on the Net is two-dimensional. If you want to make a good first impression, to build trust, and create value in your customers mind, then you have to present your product in a way to which your customer can relate.

Keep your cover and your graphics simple. Don't have too much going on visually on your e-book cover. You don't want to make people "work" to read your cover. You want them to scan it over, instantly get it and get on with reading your sales letter.

There are many graphics designers on the web, but here are a few of the top ones:

Max Rylski: www.MaxCovers.com

Anthony Fesalbon : www.HyperCover.com

Sherice : www.ielectrify.com (she's done a bunch of my adsense sites to date)

By the way, Anthony did the covers and graphics for The Instant Author.

Step #23: Publishing It - Formats, Files and Formalities

Up until now, you have used Microsoft ® Word ® or some other word processing program to create your e-book. Now it's time to convert that information into one of the two formats that most e-books come in: an .exe file or a .pdf file.

WARNING - Some of the biggest distributors of e-books DO NOT ACCEPT EXE FILES, but they gladly accept PDFs.

My advice: just go with PDFs. Adobe's the best PDF maker out there, but they're expensive. If you want to make the investment, go for it: www.adobe.com. An alternative and cheaper software for creating PDFs at www.createpdf.com

Check out www.software995.com for software that will get the job done or you can also look into using www.PDF995.com.

You can also check out www.download.com for the latest software to convert Word® documents to PDF files.

Step #24: Protecting Your E-book

I mentioned earlier that some people are going to pass around your e-book to their friends or "online buddies" without doing the courtesy of paying you. That's actually the least of your worries. While you will lose some money, it's nothing compared to the cost of someone stealing part or all of your work and passing it off as their own. This is when you should think about protecting your e-book. You can do this in several ways...

Get Your E-book Copyrighted

You might have heard from a friend or read in a book that once you write something it's covered under U.S. copyright laws. That is correct. However, if you're going to ever sue someone over infringing upon or illegally using your work, you're going to need to have registered the work in advance. Don't worry, it's not that difficult a process. Just go to:

Click and Copyright - www.clickandcopyright.com

MediaRegister - www.mediaregister.com

For more information on the copyrighting process or general information, check out:
www.loc.gov/copyright/

Protecting and Locking Your PDF

You can actually limit the access on your PDF files by putting all sorts of passwords to open the file to cut down on people sharing the file with their friends, but this causes nothing but headaches for you. You'll have people who bought your e-book 2 years ago emailing you because they forgot their password.

However, you should use some security options. Following are the instructions for Adobe ®, but there should be similar options for using other software programs.

Choose the **security option** in your Adobe ® Writer ®.

Do not check the box to enable the password for "User Password" or "Master Password." This only complicates things...

Under the “**Set Permissions**” settings, do the following:

Don't select the “**No Printing**” box because you want people to be able to print your e-book out for reading at their convenience.

Select the “**No Changing the Document**” box so that people can't change your text or your work in any way.

Select “**No Content Copying or Extraction**” to make sure people don't copy your work.

Select “**No Adding or Changing Comments or Form Fields**” for the same reason.

Now just hit “Set” and you're set. This will protect your e-book and “lock” it so people can't make changes or copy your text using the “select tool” function in Adobe ® Writer ®.

NOTE: These options are not available currently on the free createpdf option on Adobe's ® site. This is yet another reason to go out and get software to use. Protect your work.

Step #25: Getting Ready to Sell Your eBooks

There are a number of selling options that you have available to you. You can use your web site to sell your e-book or you can go to someone like [Clickbank](#) to sell your products. Let's go over your best options.

Complete Shopping Cart Option

Many hosting companies provide shopping carts as part of their hosting packages, but if you don't have one, you can always sign up for a service like [1automationwiz.com](#) which will provide you with a shopping cart, unlimited autoresponders and a host of other goodies for a reasonable price. You could just ask your web designer to find a cgi script and install it for you and presto, you'll have your very own shopping cart.

PayPal

You can sign up for a [PayPal](#) account if you want to use their system to set up your products and create HTML codes to insert on your site then they'll handle the rest. This is a great option for someone who wants to sell directly to customers through their site and is a little tech-savvy or pays someone to set up the "order" and "thank you" pages.

Clickbank

But the absolute easiest way for beginners to start selling ebooks is to sign up with [Clickbank](#). Clickbank is the biggest seller of e-books around. For a one-time fee of \$49 and a \$1 + 7.5% fee per sale, you can start selling your products virtually overnight. You'll instantly accept Visa, MasterCard, AMEX, Discover and too many other credit cards to list. Yes, the fees are high, but there's a reason people stick with Clickbank: **the number of affiliates**

Simply put, there are thousands upon thousands of affiliates that do nothing but promote other people's products at [Clickbank](#). You just log into your account, pick how much of a commission you're willing to pay someone who sells your product and that's it. They make it easy for someone to create the link with their affiliate ID that will point to your web site. If someone buys your e-book, [Clickbank](#) will credit that affiliate and pay him or her. You do nothing. **Your affiliate program is now on autopilot.** That's why you pay a premium for every transaction.

Step #26: Creating a Killer Mini-Site

You've already snagged your domain name through www.NameCheap.com so the next step in the process is to get your site up and running.

Designing It – If you're going the standard route of having just one or two pages for your mini-site (which I highly recommend), then you will need a basic template for your site. You can find a bunch of free templates at www.freesitetemplates.com. If you want to learn more about designing your site, www.WebMonkey.com will take care of that.

If you're looking to have someone design your site for you, then you can go to www.Elance.com, which is a site for freelancers who will create your web site for you fairly quickly and, well, cheaply.

Your Thank You Page – Create a html page that will serve as your download page for your ebook and bonuses. Name it something weird, like xserfsdf.htm so that it's not easy to find by scammers. Then upload the page to your site.

For more on setting up the entire site, check out your freebie “**Working with Clickbank.**” If all this sounds daunting to you, then you should look into the resource below...

***** Great Resource *****

A great ebook on how to create web-sites was provided in the Gold Level package. But there's an even better product out there that takes you by the hand and shows you everything you need to create your direct sales site: [Online Business Basics](#)

Creating Killer Sales Letters

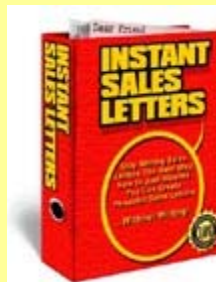
First off, the sites you're used to are probably content sites and not mini-sites. By content sites, I mean sites that have a home page, article pages, contact us pages, newsletter pages and so on. In short, they're designed to be content-rich in order to get you to surf the site and sign up for their newsletter and so on.

Mini-sites on the other hand only have one to three pages and only have one goal in mind: to sell you something. That one page you "land on" when you type in the URL shows you a sales page and that's it. Mini-sites are the preferred type of sites for infopreneurs, so from this point forward I'm only going to talk about your mini-site and how you can make it sell a boatload of your e-books.

I'm not going to go crazy explaining everything in this section because I've provided an ebook from Yanik Silver, one of the best copywriters around, that will walk you through the creation of a killer sales letter. Check the files you downloaded for: **14-point web copy analysis**.

Killer Must Have Resource: Instant Sales Letters

This one ebook and bonus package helped teach me about copywriting and it was well worth the \$29 investment. It's a must have resource for the beginning marketer.



Step #27: Get Your Swipe File (Model the Successful)

First things first, before you start writing your own sales page, you need to go out and find some model sales pages that are successful. How do you know which sales pages are pulling like crazy? Easy, you go to [Clickbank](#) and look at their best-seller list. These are the top-sellers in their category, which means, we are assuming here of course, that their sales pages are pretty darn good.

I thought it best not to lose momentum, but I wanted to give you some examples of some sales pages that you might want to print out and keep handy:

Some Sales Letters for Your Swipe File:

Uh, duh! Yanik's sales letter for his product is phenomenal.

[Instant Sales Letters](#)

Another Yanik sales letter that's incredible.

[Instant Internet Profits](#)

One of my sales letters that pulls like crazy!

[Teleseminar Magic](#)

For some emotional writing and a topic other than internet marketing, visit:

[Pay Off All Your Debt](#)

An example of a pretty straightforward, but effective sales letter:

[30 Day Expert](#)

One from the master in marketing, Jay Abraham:

[Abraham Internet Strategies](#)

This I Joe Vitale's site and he's just a master copywriter. Click on his products and see what grabs your attention:

[Mr. Fire](#)

Print Them Out and Study Them

While you're at the above sites, make sure you print out the sales letters. Thoroughly study them in-depth. Find out what makes them so successful, i.e., what made you want to push the "BUY NOW" button at the end. Pay particular attention to:

- How the headlines and subheadings draw you in...IMMEDIATELY.
- How the testimonials are laid out and positioned throughout the letter.
- What words tug at your emotions and cause you to read more?
- What type of bonuses do they list?
- What's the perceived value of those bonuses?
- How do they close you and get you to whip out your credit card?
- What do they put in their Postscript (P.S.) to get you to reconsider buying NOW?
- How long are the sales letters.

Now that you have a few sales letters in front of you and have gone through a topline of why they worked for you, let's go a little more in-depth.

Sales Page Basics

Forget fancy graphics and bouncing doodads. You need a simple and straightforward sales page that will not distract the potential customer from the main objective: to sell them one of your e-books. It's amazing how many people fall into the trap of adding eye-distracting graphics, colors, and templates to their sales page. Don't fall into the trap. Remember the K.I.S.S. acronym and Keep It Simple Stupid.

Don't use Flash or any other fancy program. Plain old HTML works best and it loads the fastest.

Killer Headlines that SELL

The most important part of your sales letter is your headline. It has to demand attention and instantly connect with your potential customer. It has to hit at the core of their problem or reason for visiting your site in the first place.

Therefore, make it **BIG AND BOLD** and stick out so the prospect can't help but read (and identify with) the headline.

Sometimes developing that Killer Headline will take longer to create and write than the rest of the sales letter because it's the most important part of your sales letter. Spend the time going through your research and notes, spend time talking to consumers about their problems and come up with a Killer Headline. It will make the difference in your sales – guaranteed!

A list for Killer Headline Creation from Yanik Silver's [Instant Sales Letters](#) that I keep handy helps me write my headlines. Yanik states that your headlines should:

1. Identify your ideal prospect and speak only to them.
2. Offer the biggest promise or self-serving benefit to the reader.
3. Your headline should make the reader inclined to keep reading.
4. Offer news if possible.
5. Try to suggest there is an easy and quick way to get the results advertised.

It's simply great stuff to remember. Keep these thoughts in the back of your mind while trying to formulate your Killer Headlines!

Sales Copy – A Focus on One

Like I said earlier, I haven't written a ton of copy in my life, but I know how to talk to people about the subjects that matter to me. That's what you have to do in order to sell: talk about your topic with passion to one person at a time.

You should load up your copy with the **benefits** your prospect will receive from purchasing your product. You must sell them on all the benefits and results they will get just from reading your e-book. Position your e-book as the solution to their most common problems. Show them how it will eliminate their fear of something or how it will help them do something better.

Testimonials

Let's face it; you're a Nobody. I don't mean to put you down, but that's probably the reality *right now*. I don't care if you have 50 people on your list or 5,000 people; you're a Nobody. You don't have a "brand name" and you don't have thousands of affiliates selling your product for you. Therefore, you need to establish instant credibility and trust with your prospective customer. Using a testimonial from a satisfied customer or through praise from a peer of yours is one way of doing this.

You should have sent out your e-book to five or six industry peers for their review and feedback. If they haven't done so already, ask them for a testimonial for your site. Remind them that it will help their search engine rankings to have their site listed on yet another web site and provide additional exposure for them.

Subheadings

Sprinkled throughout your sales letter should be subheadings. Ideally, your subheadings will be the exact phrases of the most common problems and fears your target audience told you during your research. The subheadings are like anchors that pull the reader in, keep them intrigued, and focused on reading further.

Freebies and Free Bonuses

Why should I buy from you? Aside from the great benefits I'm going to get and the results I'm going to achieve by putting your system into place in my life, why should I buy from you?

Free stuff, that's why. I'm sure you've seen people advertise anywhere from three to five (or more) bonus e-books, reports, newsletters, etc., if you buy their products. Well, now you need to create a list of bonuses that you will offer to your customers as well. To create a list, approach it with this question in mind:

“If I buy this product, what other resources am I going to need?”

Yanik Silver did a great job in coming up with his bonuses for [Instant Sales Letters](#). This is what he offers you at the time of the writing of my e-book:

- * A copy of a special e-book ***Surefire Sales Letter Secrets: How to Create a Fortune in Your Business with Powerful Direct Mail***. This is a \$39.95 value.
- * My **Surefire Direct Mail Profit Worksheet**. This is a \$39.95 value.
- * Fill-in-the-blank Email Templates.
- * **Ultimate Sales Letter Tool Box: All the Openings, Bullets, Copy-Connectors, Selling Words, Phrases, Guarantees, Closes, and P.S.'s You'll Ever Need To Create Killer Sales Letters** (A \$39.95 value).

All these items are things that you read and think, “If I bought this I would have everything I needed to write great sales letters. Where do I buy this e-book now?”

In short, come up with a list of bonuses that make sense and tie closely to the product you're selling. It makes no sense to giveaway the *Think and Grow Rich* e-book (like 5,000 other people) when your product is on how to sell more car parts. Make sense? Good. Now get going on creating your list of potential bonuses to giveaway.

Bonuses I could give away/include in my offer:

Great Resource: Don't have Bonuses? Get a whole slew of them at:
www.WholesaleResellRights.com

Guarantee

When you offer a 100%, no questions asked, money-back guarantee, you put your potential customer at ease. They know that if they like the product and use it, they'll benefit. If they don't like it, they can get their money back, no questions asked. Don't worry, the percentage of people demanding their money back is in the very low single-digits for most products. Unless you have an awful e-book or product you're trying to sell, you should have very few buyers take you up on your return policy.

PostScript

P.S., Act now and SAVE over 40% before the price goes up! I don't care if it's 2 a.m., if you order right now, we GUARANTEE you'll be included in our exclusive mentoring program. But you must buy NOW!!!

Postscripts like the one above are very, very compelling pieces of copy. I've never met anyone who didn't read a P.S. when it's included in an e-mail or a sales letter. Why is it so important? Because many people just scan through sales letters without actually reading them thoroughly. They'll read that Killer Headline and all the subheadings. Then they'll carefully read the bonuses they'll get and go searching for the cost of this "proven and invaluable" resource, and then they'll scroll all the way to the bottom...and see your postscript.

Keep them short and to the point. Throw in your most important benefits of your product and you'll increase the pulling power of your sales letter, all thanks to two little letters: P & S.

Disclaimer, Terms of Service, Contact Us, Etc.

These are the pages linked to the bottom of your sales letter. Honestly, I simply went to a web site and copied most of the language that was in these bottom links. Okay, so I didn't copy word for word, but close enough. To me it's legal mumbo-jumbo you need on your site so you're not sued. My recommendation and I'm not a lawyer so see your own private counselor, is to look at what three or four of the top guns in your niche are writing and using and do the same. Rewrite it so as not to plagiarize but get the legal and necessary stuff in there.

Obviously, you can put whatever you want in the "contact us" page.

Okay, I throw in the towel. That's enough for me. You need to start writing your sales letter.

Step #28: Write Your Sales Letter

Not to put pressure on you, but your sales letter is the most important part of your selling toolkit. If you don't have a great sales letter, you're not going to have great sales. It's as simple as that.

Put your sample sales letters in a stack near your computer and keep your copy of **[Instant Sales Letters](#)** handy as well. Okay, enough talking, pull out your printout of Hypnotic Sales Letter Templates that was included as one of the free bonuses that I gave away when you bought this e-book. If you've misplaced it, just send me an email to Fabio@CashMoreChecks.com with the words "Hypnotic Sales Templates" in the subject line and I'll get it to you.

Now using the templates, get writing. Create your sample headlines and list out your product benefits. List the testimonials that you have or insert the name of the guru you're going to ask for a testimonial. If you become stumped, just turn to one of those sales letters that sells from your swipe file that is close at hand.

Search Engine Optimization

If you're a newcomer to the Internet and marketing on the Internet in particular, then you probably haven't heard of search engine optimization. If you've been around a while, you're probably either sick of hearing about it or some stat-spouting addict who loves to talk about page rankings and how quickly your site got to the top of Google.com. Wherever you're starting from, there are some basics you need to know...and some pitfalls you need to avoid. Let's start with the basics of your mini-site.

***** Free Resource *****

Remember, The Instant Author GOLD LEVEL Package contained **SEO Made Easy**, by SEO expert Brad Callen.

Steps to Optimizing Your HTML Codes

By Shelley Lowery

Your key to success in online marketing and promotion is your web site. From your title, keywords, META tags, and text, to your over all site design, each plays a very important role when optimizing your site. If your site doesn't rank in the top 10 or 20 when doing a keyword search at the top search engines, your target audience won't be able to find you.

About 80 percent of all web site traffic originates from the eight major search engines. Most people will go to a search engine, type in a keyword or keyword phrase and look through the top 10 - 20 results. Most of the time they'll find what they're looking for in the first 10 results. The percentage of click throughs is even smaller. Listing near the top and grabbing the attention of your target audience is the top priority. You must pay close attention to many components of your web page when preparing it for listing in a search engine.

The first step towards improving your listing is selecting the best keywords and keyword phrases that best reflect your web page. Keywords are the foundation of your web presence in the search engines.

*** Keywords**

To help you choose effective keywords and keyword phrases, there are two important steps. First of all, get a thesaurus and investigate synonyms for your original keywords. Write these words down on a sheet of paper. Next, perform your keyword and keyword phrases search at the major engines. Pay close attention to the web sites that rank 1 through 10. View the source code of these pages. Pay close attention to their placement of keywords in their headers and tags.

*** Tags**

Tags are HTML codes that enable the search engines to determine what keywords are relevant to this specific site.

The META "description" tag will contain a description of your site. Make sure your description contains some of your relevant keywords.

The META "keywords" tag will contain a listing of your keywords and keyword phrases that are relevant to your site and enable a search engine to find you.

Example:

“Top Professional Pet Groomers” name=DESCRIPTION

*** Text**

Not only are the html tags an important part of optimization, but it is almost just as important to add plenty of text to your pages. Your text should contain each of your keywords used in different variations, i.e. if your keywords are “free,” “promotion,” “marketing,” and “advertising,” your text might say something like this, “Promotion, Marketing and Advertising are the key to your success. We offer many promotional resources, including; Free marketing articles, classified advertising and free promotion.”

Optimization will be your solution to winning the search engine wars.

About the Author

Shelley Lowery is the Webmistress of Web Source - Your Guide to Professional Website Design and Development. Join The Syndicator, our new, free article syndication program and display complete articles w/photographs on your website that are automatically updated each week. <http://www.web-source.net>

Step #29: Advertising Your Site

Now it's time to get out there and promote your site and drive traffic to your sales page. Traffic is going to be critical to your success from this point onward. Aside from the tactics we've already covered like affiliates and SEO, let's get into some of the top ways you can promote your site.

Step #29a: PPC Campaigns

Pay-Per Click (PPC) programs have burst onto the scene in the past year or so. They've taken over for the need to purchase massive number of lists of email addresses for one simple reason: they work. When you place an ad for your product using keywords and someone clicks on your ad, you're getting very, very targeted traffic. That translates into a better prospect to sign up for your newsletter and more importantly, buy your products. If you don't have a PPC campaign or ten running, then you're not very serious about selling e-books and making some **SERIOUS MONEY ONLINE!**

I'm not going to go into too much detail here because if you purchased the **GOLD LEVEL** of [The Instant Author](#), then you received a free tutorial on Google Adwords and PPC programs. However, if you want to get involved with Adwords, then you **MUST** get your hands on Perry Marshall's [The Definitive Guide to Google AdWords](#). Just a few days after reading the ebook and implementing the strategies, I made back the cost of the ebook and I stopped wasting my money on Adwords.

Step #29b: Discussion Boards and Forums

When you are active on discussion forums, dozens, hundreds, or even thousands of people view your posts. It's a prime opportunity to showcase your expertise and help people within your chosen niche. It's also a golden opportunity for soft selling. By soft selling, I mean using your signature file to include a link to your product. Now this only works if your product is appropriate to the topics discussed on the discussion board.

Also, be careful of blatant **SPAMMING** of discussion forums with nothing but, what else, blatant sales promotions of your products and services. You may be discredited and potentially banned from posting.

Seek first to help others with the knowledge in your head but look to soft sell your products and services through your signature file or telling people about your newsletter on your main site. Relax and give it time.

Step #29c: Writing Articles

Writing articles is probably the first way you're going to get your feet wet. It's the way most gurus get started. They write an article about a particular sub-segment of their industry and then another and another and soon they become the pre-eminent expert in the niche they helped create.

Even if you've never written an article in your life (don't start having a panic attack on me) you can pound one out in less than an hour if you follow the following formula:

- ☆ List out your topics
- ☆ Pick a topic to write about
- ☆ Just start writing about that topic
- ☆ Write as if you are talking to a friend
- ☆ Edit your article/Add in research information
- ☆ Add your resource box at the end.

It doesn't matter whether you structure the information in the form of an "advice" article or a how-to article, you should always strive to have your articles be:

- 1. Relevant**
- 2. To the point**
- 3. Thought-provoking (filled with "aha's")**
- 4. Immediately actionable**

Most articles will be between 500 to 800 words for online articles and you might go as high as 1,000 to 1,200 for offline articles. I know I said that you need to use self-promotion in order to achieve guru status, but when you write an article, it should NOT be 100 percent blatant self-promotion. Editors hate these kinds of "articles" and if you submit a "sales piece for your business" instead of a well-written, actionable article, you're going to be remanded to the REJECT pile. DON'T DO IT!

Writing articles for your newsletter and for submission to ezine directories is one of the most effective promotional vehicles around. When you write an article that touches a nerve, it passes from person to person. When a publisher comes across it and likes what they read, they'll publish it in their ezine. Why? Because they have deadlines to meet and they need to fill their ezines with quality content.

Why do you let them use your article for free? Because at the bottom of your article is a resource box with your name, what you do and more importantly your web site URL. Now all a person has to do is click on the link, sign up for your free newsletter and get a free gift. Why did they click on the link? Two reasons:

1. They liked your article and wanted more information from you
2. You told them to click on the link to sign up because they get a free gift for doing so

***** GREAT RESOURCE *****

For the quickest way to learn how to write articles in just minutes, how to post them online for profits and how to leverage them for even MORE profits by packaging them and creating products out of them, check out: [The One Minute Article](#)

Yes, by yours truly. I'm sure once you read it, you'll agree **it's the definitive guide on quickly writing articles...for profit!**

Step #29d: Your Resource Box and Byline

Whether you're writing an article for an online ezine or for a "real world" magazine, you're going to want to have a way for the readers to get in touch with you or at least get to your web site. If you have a 1-800 number, then you can include this along with a short bio of yourself and your company. Most editors don't mind adding a line or two about your business at the end of an article because it adds credibility to you and reflects well on their magazine.

I love writing articles online because I can include a hyperlink to my web sites, as well as tell the reader that there's an incentive for joining my newsletter (there should always be an incentive/freebie/compelling reason/bribe for someone to give you their email address).

Example of a Resource Box:

Fabio "fabman" Marciano is the # 1 Personal and Financial Freedom Coach on the Internet. He is the author of the best-seller, *The Secrets of Wealth*, and he's shared his investing principles with thousands of people and his CASH FLOW CALCULATOR has helped countless others get their finances back into shape.
Get your hands on his FREE newsletter, helpful articles and FREE chapters from his best-selling book, *The Secrets of Wealth*, at:
<http://www.FabmanSecrets.com>
It's Time to Live the Life You've Imagined...

Yes, my resource box is kind of long (just like my writing), but it serves its purpose. If an editor balks at publishing that long of a resource box, I send them his cut down version:

Fabio "fabman" Marciano is the # 1 Personal and Financial Freedom Coach on the Internet. He is the author of the best-seller, *The Secrets of Wealth*.
Get your hands on his FREE newsletter, helpful articles and FREE chapters from his best-selling book, *The Secrets of Wealth*, at:
<http://www.FabmanSecrets.com>
It's Time to Live the Life You've Imagined...

Step #29e: Your Own Newsletter or Ezine

Publishing an ezine is one of the fastest and cheapest ways to start promoting yourself on the Internet. Everyone knows that the profit is in the list, but if you don't have an ezine, you're missing one of the fastest and easiest ways to get a big profitable list. In fact, you should start your ezine IMMEDIATELY, even before you've finished your e-book.

I hope so. This is a critical component to your marketing arsenal. In fact, most marketers build their list of potential customers this way. When you have a newsletter that's sent out bi-weekly or weekly, you're maintaining contact with your prospects on a frequent basis. On occasion, you can begin to sell affiliate products or your own products to them. Again, if you don't have an ezine or newsletter, you seriously have to start working on creating one. Then hook up the whole thing to an autoresponder system such as www.Aweber.com or www.1automationwiz.com and you're set.

Promote Your Own Products. Duh, why didn't I think of that? I'm constantly amazed when we read other newsletters at how infrequently those ezine owners pitch their own products. You shouldn't be afraid to use your ezine to promote your products. After all, if the reader is there to learn more about your niche, it stands to reason that they'd be interested in your products that are on the same subject.

WARNING: Don't SPAM and/or bombard your readers with constant sales letters and offers. While it is okay to include an occasional "advertorial" or article with links to your product sales pages, you don't want to go overboard. We hate ezine owners who are blatantly just sending out sales letters and adding little to nothing in the way of educational and action-oriented content. If you want to send those blatant advertorials or SOLO ads for your products, limit them to no more than twice a month.

***** Golden Resource *****

– If you purchased the Gold Level package of The Instant Author, then you would have received a copy of **Ezine Marketing Magic**. It's chock full of dozens of ways that you can use your ezine as a marketing machine for you, your products and your ebooks.

Step #28f: Other Tactics that Work

There are literally thousands of ways that you can sell your products to people. Some of the better-known and successful ways are:

- Postcards
- Classified Ads in Ezines, Newspapers and Magazines
- Classified Ads in Magazines
- Online Classified
- Ezine Advertising
- Joint Venture Mailings
- Free Teleseminars
- Viral eBooks

And so on. Keep a constant lookout for ways other marketers are selling themselves and their services.

Make it a point to look into one new way to sell yourself every month. If you learn how to feed your funnel with fresh, new quality leads every month, then you'll have a never-ending flow of new customers that you can transform into lifelong customers.

Step #30: Gathering Your Army of Affiliates

Your affiliates, those nice people who are out there pitching and selling and promoting your ebook for commissions, are an important part of your success. If you look at the bestseller list at Clickbank, you'll see that many of the bestselling ebooks have a high percentage of sales that are attributed to affiliates. You need to create your own army of affiliates, but first you have to find them.

How You can Find Your Affiliates:

- Forums
- Their ezines – you know who's likely to promote products like yours when you receive affiliate offers from them

Those are the two main ways to find affiliates. By forums I mean when you see people's sig files listing affiliate products, you know they're into the affiliate game. You're a couple of clicks and a PM (private message) away from getting their attention and getting them to join your program.

With ezines, I like to save the emails and contact info of those ezine publishers who frequently send out mailers to their list about affiliate products. It's an easy way to find out who would make a great affiliate for your product(s).

Clickbank

I've already talked about this, but when you list your e-book on [Clickbank](#), you make it immediately available for over 100,000 affiliates to sell your product. That is powerful. All a person needs is the code for the link to your sales letter site, which is nothing more than the code name for the product in the [Clickbank](#) database and they can start promoting your product. That's it. They just insert their nickname/[Clickbank](#) ID in the URL and they're off to promote your product.

All you have to do is go to [Clickbank](#) and sign up for a flat fee of \$49 for an account. Your account login name or nickname is all you have to insert in place of the "XXXX" and you can send out this link to your newsletter to promote this e-book.

Step #31: Be Persistent and Willing to Work Hard

Best-selling authors work hard, very hard in fact to promote their books. The authors of the ***Chicken Soup for the Soul*** series, Jack Canfield and Mark Victor Hansen, crossed the country giving talks, doing radio and TV interviews, and anything else they could think of to promote their book. They continue to do any interview that comes their way to promote each additional book that they publish. They sold close to 100 million books thanks to their relentless marketing efforts. While you don't have to travel across your country, you do have to make a commitment to promoting your work.

The point of mentioning this step and making it last in the lineup is to make you realize that while you've probably read a lot about how infopreneurs are making a lot of money from e-books and putting their sales process on autopilot, it does take a lot of work upfront to get to that level. I've included some bonus interviews in this e-book because I wanted you to hear it straight not just from me, but from other infopreneurs and e-book authors who are making a nice income from selling their thoughts, ideas and words in e-books.

In Closing...

There are entire e-books that exist about the whole topic of promoting and marketing your e-books. Just visit my site at

<http://www.CashMoreChecks.com/resources.htm> for a list of resources that I recommend and probably one of them will be an e-book I'll have written by then, after all, I write them quickly when I'm passionate about the subject! ☺

Step #32: The Fortune is in the Follow-Up

When someone buys your e-book, signs up for your emails, etc, you're going to get their name and email address. The truly successful e-publishers and authors take those names and email addresses and maintain contact with these highly valued people. Why are they highly valued? Because they bought from you in the past. Once someone buys from you, the likelihood they will buy from you again if you delivered, make that over-delivered, value is high.

One of your most expensive costs of marketing is acquiring new customers. If you did the work already on the front-end to get a buying customer, the cheapest way to make another sale is to sell to an existing customer, not to go out, get another person on your list, and convince him or her to buy your e-book. Does that make sense?

Every time you write a new e-book or come out with a teleseminar or CD set, you send out a note to your existing customer base and tell them about it. You'll be amazed at the level of repeat purchases from your existing customers. This is why it's so critical to put out a high quality e-book the first time: so that people will know you write quality stuff they can actually use to make a profit.

You can put the whole process on autopilot by using your E-zine and your autoresponder system. You just have to create your emails and product announcements once and upload them into your autoresponder system. When a new subscriber buys one of your e-books, they'll get a welcome message thanking them for their purchase. A few days later, they'll get a relevant article, then a few days later an unadvertised bonus, then another article, and then you hit them with an offer for one of your other products.

The money is made in the follow-up.

In my **FREE e-book Instant Niche Products** I cover this process in-depth. I show you how you go from having one product to having multiple products and how to follow-up with your customers to give them the information they want, in the form they want it in, so that both of you win in the end.

Step #33: Still Stuck? Then Ask Your Coach for Help

Hopefully everything that I've covered has you well situated for writing your very own ebook. I've covered the basics and given you information you'd normally have to pay \$29 or more for.

But if you're still scratching your head and wondering how to make heads or tails of all the information that I've thrown your way, then you might need an ebook coach to help you through the entire process from idea generation, to outlining the ebook, to writing and publishing it, to building your web-site and beyond.

I don't take on many ebook clients these days, but if you're interested, swing on by www.MyEbookCoach.com and let's see if you and I can work together to write, publish and promote your very own ebook in just a few short weeks.

If you're in the second camp, then you really need to be objective with yourself and your e-book. Are you trying to make excuses because you're scared of taking that next step and publishing your e-book and putting it in front of thousands of people? If that's the case, I have a great suggestion for you, send the e-book to your mentor and/or your coach and talk about your concerns with them. If they've written a few e-books or they're an e-book coach like me, they'll quickly be able to tell you if your work needs a little more help or whether it's ready to publish.

If your e-book still needs some work, don't sweat it. Don't delay and get right to rewriting a section or adding more content. Add those resources needed if you must, but just get it done. Once you've completed the necessary work, don't hesitate to jump to the last step in the process: publishing your e-book.

If you're stuck, don't hesitate to reach out to me: Fabio@MyEbookCoach.com

Don't Forget – Make Money with This Ebook

Whether you got the free copy of **The Instant Author** or the **Gold Level** version, you can make money by giving away the link to the “Thank You” page where you signed up to receive the download of this product.

When you signed up, you should have been taken to the members area and received your Affiliate ID. You can use this URL to promote The Instant Author and earn a 50% commission on the sale of every Gold Level package that you refer to me.

Just in case you forgot your affiliate ID, just go to: www.TheInstantAuthor.com and click on the Member's Login Button.

I wish you the best of success!

Fabio “fabman” Marciano

Here are just a few of my recent ebooks – yes, you can put the Instant Author system to work for you and create a profitable information empire!

www.UltimateNewbiesGuide.com **FREE Ebook Coming May 2006**

www.InstantListProfits.com **FREE Ebook Coming May 2006**

www.TheOneMinuteEbook.com

www.InstantNicheProducts.com **FREE Ebook**

www.TeleseminarMagic.com

www.30DayExpert.com

www.FabmanSecrets.com Free Financial Freedom Content Site

www.CashMoreChecks.com Free Internet Marketing Content Site

www.WriteltFAST.com

www.AceAnyInterview.com **June 2006**

www.OvercomingProcrastination.com **June 2006**

www.PayOffAllYourDebt.com **June 2006**