

THE SECRETS ARE EXPOSED

Ebook creation techniques



Secrets to Create an Online Product and Make Thousands Daily

Introduction

Let's face it... one of the best ways to make money online is by selling ebooks. If it is your ebook it is much better!! Your best bet in making money is to find out what people want to read about and giving it to them. You will only have a really successful business venture once you find a demand and satisfying that demand by supplying a product that will eventually make so much sales it will start selling itself just by word of mouth.

There are very few overhead expenses to start making money online through selling an ebook, what you need is some planning and just follow the instructions in this ebook so you can start making some serious money without any big efforts.

First things first – at this time you may be an affiliate of some other owner of an ebook, maybe promoting his ebook, or maybe you have affiliates promoting your own ebook, but the real harsh truth is that no one except you will try harder to sell something. So based on this theory we can successfully conclude that only YOU can best market your OWN ebook, getting affiliates to help you sell it should not be your main focus, some of

you may not agree with this but in the course of this ebook I will open your eyes to the truth.

A formula that will guarantee that your ebook becomes a best seller

I will first write something about what you have to think about before you start writing your ebook if you decide to write your own ebook versus if you want to sell someone else's ebook.

The harsh truth is that most ebooks published on the internet are a flop, the owner may have invested thousands in copywriters, web designers, marketing etc. and not to be able to make half of the amount spent back. If the initial costs for him where zero, that would have been a different story because at least he would have done some good profit by doing everything himself, but many newbies (and even so called gurus!) start investing thousands before they have even made one sale from their ebook! This is wrong, why invest thousands when you can make everything yourself? Sometimes even better than the so-called professionals.

Most ebook writers base what they write about on their impulses and what they 'think' that people might be interested in reading and therefore in buying. This is a completely wrong approach. I have developed a 100% solid method to know if your ebook will be read and if you will eventually make money.

THE FORMULA : You should always try to identify a niche that satisfies one (or preferably all) of the following : A **harsh difficulty** that someone is living in or try to **satisfy an intense craving** from the target readers.

To identify such ‘niches’ you have to identify how many people are looking for such information, you start by investigating the various keyword tools and make some homework before you start writing about anything.

Two fantastic keyword tools I use are the following:

http://freekeywords.wordtracker.com/?seed=adware&adult_filter=remove_offensive

and

<http://www.keyworddiscovery.com/search.html>

I like them because they are free and provide rather good results.

So if you are thinking about writing an ebook about internet marketing (like this ebook!) you would enter the keyword “internet marketing” and the tools will let you know exactly how much people are looking for that in a particular time frame, therefore giving you a good idea and the ability to compare one niche with another.

This simple technique may save you months and months of worrying and even money before you get someone (or preferably yourself!) to write anything.

After you confirm that your niche is a good one, you should really start finding a readily available group of people interested in your ebook, they may have already congregated in a forum (taking the internet marketing niche as an example we have the warrior forum or digital points), discussion boards or they may have already subscribed to an ezine or in an email list.

You take this step to make sure that you have enough people interested in what you are selling and that they are easily reachable because one of the worst thing that may happen

to someone is to have something ready to be sold and then not being able to ‘find’ enough people to sell it to.

This is where a joint venture with the owner of the forum or owner of the emailing list comes in handy. I have contacted countless ezine owners and most of them are definitely looking to make a quick buck, so they suggest your ebook and you can make big money, whilst paying them a commission. I suggest you offer a big commission to these ezine owners or forum administrators as they will make your life much easier, so don’t be afraid to offer even up to 60% of commission!! That will definitely boost your sales.

One word of warning : If you can’t find enough people writing about your topic, or not enough forums than most probably there are not many people interested in buying your ebook. Many newbies (and even professionals) make the big mistake of choosing low competition niches because they think that they can enter into an untapped markets, whilst I acknowledge that there are untapped markets with very low competition, I am strongly against suggesting that you get in such a market, I actually suggest you get into a strongly competitive market, that is a sure fire way sign to know that there are people forking out their money about this subject.

Following this you should decide whether your target audience is actually willing to pay for the information you are offering or they prefer to get it for free if it is widely available for free on the internet or other forums. How do you get to know if people are selling anything in a particular niche. You should check the advertising results in google, if you look for “how to make investments” you will see many marketers forking out money in advertisements to google, and some of them really pay big money for this. So if they are willing to get money out in such advertisements you should take advantage about this as a sign that they are making sales therefore people are willing to fork out money for your niche. Most probably you will not find lots of blogs that show you for free how to double your money in the stock exchange but you will find tens if not hundreds of sites that are advertising and paying big money to ‘sell’ ebooks on this subject, therefore people are

‘willing’ to pay for such ‘privileged’ information. Otherwise all such sites wouldn’t continue to invest big money in advertisements if they are not making any money at all.

Another secret that I want to share with you is that you should write your sales page before even you start writing your ebook and not the other way round. In the sales page you should make the kind of promises that you are sure will help to sell your ebook and only later when you are satisfied that your sales page will evoke an emotion in your potential buyer start to write the answers to the questions you raise in your sales page. This way you will not run the risk of not living up to your promises or by writing and researching something that you know will not make any sales. Since the ebook you are writing the sales page about has not been created yet than you have no problem in letting your imagination run along with ideas and this is great because this is what will actually help you create a super ebook if you decide to write one instead of selling someone else’s ebook.

A word about ‘REFUNDS’ : You should use the sales page you have already written to be the skeleton of how your ebook is structured and this way you will reduce the amount of refunds that people ask you for. Some refunds are inevitable because some people do not even read your ebook and ask for a refund only to leave your ebook sitting in some folder on their desktop. So the fact that you are giving what you promised in the sales page will at least diminish drastically the refunds, if on the other hand you are selling someone else’s ebook you should really do this the other way round... ie. First read the ebook attentively and only later write a sales page about this.

How to Make REAL money by selling ebooks!!

Newbies always ask me, how much money can someone make by writing ebooks, 1,000 dollars 10,000 dollars? 1 million?!! I cannot ever answer such a question because there