

Quick & Easy eBook Publishing

How to create and market your own ebook with an affiliate program.

As I wrote in [Clickin' it Rich](#)... If you want to make money online, the easiest way is to start with keyword research. Use [NicheBOT](#) to analyze Google, and you'll discover affiliate revenue niches, with plenty of searches, but few competing web pages. Put up web pages to satisfy those searches. And then...

A) Do pay per click (PPC) advertising on the search engines and drive traffic to a direct response landing page. Or... B) Try your hand at search engine optimization (SEO) and try to get free "organic" traffic.

Either way - or a combo of both - works wonders are a relatively easy way to make a living online with affiliate revenue.

But what if that leaves you feeling a little empty inside? What if you want to go beyond that, to building a long term online business? One that you can work at day after day, without growing tired of it...

Know what? All you need is a passion. What is your passion? What do you know a lot about. What's on your list of accomplishments? Anything like winning a trophy, completing something, quitting smoking, selling a house, decorating a wedding cake, making the team, coming in first for anything?

Let me ask you, have you ever solved a problem? Of course you have! You can sell the solution.

With millions of internet users world wide, chances are, tens of thousands of people have had the same problem. They would rather buy the solution than figure it out for themselves.

Once you have identified your passion, or something you know a lot about, building an ebook and getting people to sell it for you, involves five simple steps. Anyone with minimal computer skills, can do it.

Step 1) Create your own digital product.

This is way easier than you may think. With Adobe Acrobat, you can make PDF files (digital ebooks) from any Windows or Mac OS application.

It's so simple. Layout your ebook with text and pictures using Word, Pages, Publisher, InDesign... what ever you like.

Then, instead of printing to your printer, if you own Adobe Acrobat, you click the button that says print to PDF. Your ebook is done.

How simple would this be? Take some family recipes, a few digital pictures of what the dishes should look like, and combine them into an ebook for sale to the public... way easy!

(Please note, that this topic has nothing to do with the very small world of internet marketing. It's part of the gigantic world of general interest, of every day consumers. The bigger the market, the bigger and more sustainable the profits over the long term.)

For example, I was searching around the web for no fat cheese cake recipes. I found a ten dollar ebook that had twelve recipes in it. They gave me one recipe free, but I had to buy the ebook to get the rest. After making the free recipe, I was so impressed, that I bought the ebook.

You can do it to. Make a PDF of something you know. The topic could be work or hobby related. Something you do every day.

If you're not a writer, you can hire someone to ghost write for you at elance.com. Or, you could record yourself talking or have someone interview you.

Then take the tape to a local dictation service and have it transcribed. Or if you're good with the computer, make an MP3 file of the recording and send it to an online service like idictate.com. They'll type the whole thing out for you, for a modest fee, and send you a text file for use in your ebook.

Yes you can. Everyone has a passion. Everyone has a life experience. It could be anything from growing tulips to changing the oil in a jeep.

It could be a hobby. Something that comes natural to you. It could be your profession. It might be an achievement. Something you're good at. Something you can talk about for hours. Something that's interested you for years, and you never get tired of it.

Start with an outline (your chapters). Rough in the steps (your subjects inside the chapters). Fill in the blanks (add content into each subject). Yes, it really is that easy, once you get started.

Chapter 1

Sub 1.1 - add content

Sub 1.2 - add content

Sub 1.3

Chapter 2

Sub 2.1 - add content

Sub 2.2 - add content

Sub 2.3

Chapter 3

and so on...

But that's the key. Get started and minimize any distractions. The only thing that gets any work done is focus.

And finally, when it comes to writing your own ebook, I'll leave you with a quote from my [Clickin' it Rich Action Plan](#)...

"If I could only bonk everyone on the head with one tip, this would be it... go where the markets are. **Don't create your ebook or product and look for a market, do it the other way round.**"

As I wrote many times in the course, use [NicheBOT](#) to do your keyword research first. Find a market that needs your help. Design a custom solution to solve their problems, in the form of an instantly downloadable ebook, and you'll sell hundreds... heck, maybe even thousands of copies.

The beauty is... you do the work once (make the ebook) and get paid for it over and over again. Tape that on your mirror :-). Never trade time for money, it's a bad business model. Do something once and continue to get paid for it for years to come!"

Just FYI, at the time of this writing, Clickin' it Rich has sold over 2,000 copies. At 50 bucks a pop... well, you do the math. :-). Do something once... get paid over and over.

How? I identified an ongoing problem. People increasingly want to work from home and set their own hours. They also want no commute, no bag lunches, no co-workers, no boss, no inventory, no handling physical goods, no hassles.

They also want it to be a legitimate business, meaning no MLM, no Network Marketing, no Bizz Opps, no Downlines or signing up friends for a load of junk. They just want a sustainable internet business model and someone with experience to show them how to set it up.

The solution... I wrote [Clickin it Rich](#) along with the bonus Action Plan, Keyword Hotlist and the Top 25 Affiliate Revenue Streams.

Identify a problem. Create the solution. Sell the solution to the existing market. Start and maintain a relationship with the customer.

Step 2) Build in the back end sales.

The selling price of your ebook is often referred to as the front end sale. Once you've proven you can deliver on the small thing (the front end) people are more likely to know you, trust you, and buy products you recommend in your ebook (these are known as the back end sales).

For example, let's say you like Juicing and you did your keyword research, only to find that Juicing Machines are a really hot market and have little online competition. Having done some research before your purchasing decision, this positions you as somewhat of an expert. You probably know 90% more about juicing machines than the average person.

Creating your ebook, you have various recipes and photos throughout. (You can get photos of the various juicing machines from the manufacturers.) What you do for back end sales, is to join a few affiliate programs, and weave your affiliate links into the content.

(If you are not familiar with affiliate programs, be sure to read [Clickin' it Rich](#) along with the Action Plan. They'll show you exactly how to earn well over \$200K per year working from home.)

Ok, back to the story... When you talk about the juicing machines in the ebook, include a link that leads to an affiliate program. If someone purchases the juicer you personally recommend, you get a commission. See how easy it can be?

Even though your little juicing book costs only \$20 to buy, you make a 10% commission on every \$400 juicer you sell. That's \$40 or in other words, you double your initial "front end" sale.

Let's take it a couple of steps further, and see how the back end sales can pile up in a hurry.

You could do a comparison list of the various juicers. Then it wouldn't matter which one gets purchased... because you have affiliate links leading to all of them. You've monetized everything. Every link leads to a potential sale.

Now do the same thing where you talk about water. Affiliate link to purifiers. Where you talk about vegetables, affiliate link to an online organic grocer. Making baby food, maybe link to another ebook. You get the idea. Simply weave affiliate links in context with your content and monetize every link.

In fact, most ebook profits come from back end sales. 400% or more is not uncommon. It builds multiple revenue streams into your ebook. Ones that keep on giving, long, long, after the initial front end sale.

3) Set up an affiliate program.

Get other people to do the selling for you, while you sit on your butt. That's what an affiliate program is for. For Clickin it Rich, I pay out 50% of the selling price to the sales person.

Don't worry about giving a generous 50% commission to the person who makes the sale. You can never pay your sales people "too much" and it helps keep them motivated, to keep on selling for you.

You still get to keep the other half of the front end sales, and you get to pocket 100% of the all the back end sales, plus the customer's email address... but we'll talk more about that later.

The fastest way to get an affiliate program up and running, accept all major credit cards, online checks and such for payment, is through Clickbank.com. Read the simple step-by-step instructions on their site. It only takes a few minutes to do.

But in a nutshell, all you need to do, is provide them with the location of two web pages. One is your sales letter, or the web page that contains the "buy now" order links. The second is your "thank you for ordering" page that contains download links, so customers can save your ebook to their hard drive.

Clickbank is only \$50 to set up an account. It's so cheap. Yet they act as your payment processor for Visa, Mastercard, online checks and the like. They take the customer's money, provide fraud protection, issue refunds, have real-time online tracking, provide sales reporting and more.

Clickbank also pays you and your sales person, after they apply their very low processing fee. The sales person gets their 50% affiliate commission (or whatever percentage you agreed to pay them) and you get the remainder.

Twice a month I look forward to getting my Clickbank checks in the mail. Come to think of it... so do my affiliates. Everyone plays... everyone wins!

The only difference is, I sit on my butt while they do the hard work of selling. All I had to do... was do the work once! Sound familiar?

4) Get the word out.

This is where you start advertising and telling everyone. It's easier than you may think, because everyone wants to make money. All you need to do is find people with newsletters, ebooks, websites, etc, on the same or related topic as your ebook.

(There's even software available that helps you identify potential affiliates. It's called the [Internet Success Spider](#), by Dr. Neil Shearing. It also includes an ebook with examples of how to recruit these affiliates into selling for you.)

Getting back to our Juicing ebook example, any health, fitness, wellness, diet, weight loss, exercise, lifestyle, homemakers, yoga, food, nutrition, etc, etc, website would make a natural fit for your ebook.

Many of them would be very happy to sell your product for that generous 50% commission. Especially if you endorsed their newsletter, ebook, website, product, etc., on the inside of your ebook. Sneaky huh?

See how the pieces of the "win-win" puzzle are beginning to fit together? Tell them that you endorsed their products in the book and from there, it's a simple matter of getting them to leverage their contacts.

Ask them to tell their website visitors, and announce your ebook to their lists of readers in exchange for that 50% commission. Get them to do the pre-selling, endorsements and testimonials for you.

And as we mentioned in the beginning of this article, you can always do your own paid advertising as well. You can buy pay per click advertising on the search engines, or set up health / juicing related landing pages as described in the [Action Plan](#), and drive that traffic to the sales letter for your ebook as well.

5) Start and maintain the customer relationship.

You must get the email address of your customer and thank them for ordering your ebook. Tell them that you have a little newsletter and encourage them to subscribe. It only takes a few seconds. (I use [AWeber](#) to manage subscribers.)

It doesn't have to be a lot of content, just good value. It could be a series of short articles, on the same topic as your ebook. You could have juicing tips, machine cleaning tips, recipe of the week, medical & health benefits, new juicer model releases, accessory and attachment announcements...

As you can see, the list is pretty endless. Especially if you're passionate about it, because you'll never get tired of it. Heck, if you started asking your readers to send in their favorite recipes, soon you'd have whole juicing community going on.

The best part is, you've just started wonderful relationship. One that may last for many years. Every subscriber is your friend. It's so easy to send 500 words out every two to three weeks. Why? Because they're your friends and it's your passion. You never get tired of talking about "it" remember?

And as you write your newsletter, continue with the back end sales. Continue to weave affiliate links into the content. Making sure they are in context with the content.

For every person that subscribes, you could be looking at a \$10 to \$50 lifetime dollar per subscriber value, because they know you, trust you, and will undoubtedly buy some of the same products that you truly believe in and endorse wholeheartedly.

Conclusion

So as you can see my friend, the fastest and most profitable way, to make money online, is not necessarily the best way to build a business. So yes, you can make web pages day after day for affiliate revenue, but sustaining a long term profitable business online, takes more time, and a multi-prong approach.

Create your own digital product. Build in the back end sales. Sell the ebook through an affiliate sales force. Get the people with existing traffic and lists to get the word out. Start writing a regular newsletter or series of articles to sustain the customer relationship. Repeat the process as often as desired.

It's that simple and it works. And speaking of work, if you're passionate about your topic, it won't seem like work at all. Six months down the road, you could be making more money than you ever dreamed possible.

So let me ask you? What is your passion? What are you good at? What do you never get tired of talking about. Is there an ebook inside you just bursting to get out?

What are you waiting for? Get into action... Start by doing your [keyword research](#). Identify a problem. Create the solution. And start writing your outline now! Soon you'll be selling the solution to an audience just waiting for you to arrive.

That's it for now my friend. Thank you for reading. I wish you all the best for online success.

by

Michael Campbell

Author of....

[Clickin' it Rich...](#) The complete work from home affiliate training system. Follow Fast Track #1 in the Action Plan and you could be making money online in as little as five hours.

[Revenge of the Mininet...](#) Advanced linking strategies for higher search engine positioning and increased revenue from affiliate programs.

[Nothing but 'Net...](#) A simple internet marketing strategy that ramped a start-up company from \$0 to 3/4 of a million dollars in less than a year, with virtually no advertising costs. Now a free download when you subscribe to Internet Marketing Secrets.

[Internet Marketing Secrets Newsletter...](#) Learn how to harness the money making power of multiple internet revenue streams like search engines, affiliate programs, paid advertising, opt-in email, newsletters, ebooks and lot more. Subscribe now and get a free lifetime membership.

Legal stuff the lawyers made me say....

The information in this document is protected by one or more world wide copyright treaties and may not be reprinted, copied, redistributed, retransmitted, hosted, displayed or stored electronically or by any means whatsoever, without express written permission of Dynamic Media Corporation. All rights reserved world wide.

All names of people, trademarks, service marks, company names and brand names are property of their respective owners and are used in editorial commentary as permitted under constitutional law.

This publication is not intended to provide exact or precise advice. The entire contents are opinions expressed by the author, which were gathered over years of practical experience. The author and publisher disclaim any liability for personal loss caused by the use of misuse of or inability to use any or all of the information contained within this publication. Use this information at your own risk.