

Wizzer's

E-BOOKS GOLD

**“How To Create And Make
Money From An E-Book”**



...that doesn't cost you a fortune!

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The only restriction is that you cannot modify this document in any way without permission from the author.

Enjoy!

Hot Tip: If you would like to learn how to make this report your 24/7 “Digital Sales Machine” then be sure to read the [last page](#) for full details.

CONTENTS

- Introduction
- Know your market
- Decide on your message
- Create a structure for your e-book
- Research any additional information you will require
- Ensure you have the necessary tools
- Write the content
- Add any images etc
- Create a Cover Page
- Edit and proof read
- Get someone else to proof read
- Create a pdf
- Consider creating an image of the book for your website
- Zip the finished article
- Integrate with Optin
- Add to your site
- Promote
- Resources, Rebrand & Make Money

INTRODUCTION

My name is Mark Wilson, known by most people online as Wizzer.

Together with Randy (The Hermit) I run a very successful online business called Blogging Beginners where we teach people with detailed video instruction how to very quickly set up a website using WordPress blogs that rank highly in the search engines. We cover everything from finding a market, keyword research, choosing a domain name, selecting a hosting company, installing the program through to configuring the site for best possible Search Engine placement. We provide ongoing help with plugins and any day to day issues that may arise.

Many of our members have seen the benefits of creating their own e-book about their subject – after all who knows your subject better than you? – but didn't know how to go about structuring the book, turning it into an electronic document and then integrating it with their Autoresponder service and website.

We were requested to provide a video showing step by step instructions and I decided to create this e-book as a companion to the video and as a demonstration as I went along.

Many people fret about their writing ability and the, so called online “wisdom”, is to get a ghost writer to do it for you. While this is certainly possible and there are many, many people who would love to take your money and create something for you this book is about the *Do It Yourself* route.

The main reason for that is I've tried the ghost writer route myself and have been sorely disappointed with both the quality and price. You may get lucky, but I found the people I commissioned were not particularly good writers, they certainly didn't know the subject as well as they might, their research where they didn't know the subject was not good and ultimately I spent more time correcting what they had done than I would have done creating it from scratch myself.

Of course, if you have the funds available then you can buy in the top quality writers, but if that was the case you probably wouldn't be reading this book anyway!

I hope you enjoy this book and it helps you produce your own e-book in your niche.

Wizzer

Uniquely, we provide a “request a video” service where our members can ask for video instruction on any aspect of their business and we'll create a video to order. This e-book arose from one such request.

KNOW YOUR MARKET

As obvious as this may sound it is vital you understand what your market wants.

Before you rush to put pen to paper / finger to keyboard it is essential you do a bit of preparation. Of course, you're keen to get on with your book but that thinking and planning time up-front could be the difference between success and failure of your project.

People rush into projects all the time with only a vague idea of what it's really all about. Books are half finished, or run out of steam part way through or basically have no real message simply because the whole project wasn't thought through properly from the outset.



Vegetables are very good for you – but if people want ice-cream!

It may be that you are keen to promote something or write a book about a subject that you think everybody in your market needs but please be careful.

People only want what they want – they typically pay little attention to what they need. They may need to replace a leaking gutter but if they want a holiday we all know which they'll choose!

Understanding your market and what it wants will save you a massive amount of time. You could spend ages perfecting an e-book about a subject that nobody is interested in. The consequences of that could be disastrous – you'd become disillusioned and may even give up whereas a little research up front could prevent all that heartache.

You also need to fully understand what you are competing with – what is currently being offered and by who.

If there are major competitors offering e-books in your particular niche see if you can get copies. Appraise them critically and work out why yours is better and why someone would choose to read yours in preference.

Look carefully at the quality of the "opposition" if they have a large budget and can create professional glossy e-books think about the particular angle that makes your book unique if you cannot match that quality.

Perhaps it could be the very personal style of writing or the extensive use of humour.

Just make sure that there is something working in your favour and work at promoting that as your unique proposition.

And very importantly, think about your audience and what they are like.

You need to pitch your style to their needs. If English is likely to be the second language for most you'll want to avoid very long words – keep it much more of a conversational style.

Are they absolute beginners and need very basic guidance in the subject?

Is it a technical book aimed at very technically able people?

And what about the content? It needs to be congruous with the market place.

Let me explain...



If your book is aimed at very wealthy people, a scruffy looking document with poor formatting, spelling and grammatical errors is not likely to be very successful.

But if you are writing about buying used items at rock bottom prices from a junk yard then the actual quality of the book may not need to be so high.

However, if you are talking about how you became a millionaire from selling junk perhaps the book should look a little more like you are actually a millionaire!

Would you expect someone very wealthy to be looking to buy a Rolex watch here?

It's also very important to think about where your book will be promoted. If you are thinking of having other people promote the e-book on their sites you need to ensure it is of a quality they would be happy to recommend.

Your strategy could be to line up a host of affiliates to joint venture with you but if the material you provide to front your project is sub-standard or not in keeping with the quality of the information they already provide you're going to have a very hard time convincing them to work with you.

So, the first step is to know your market; potential customers, competitors and partners extremely well and to work out what it is they all want. Find the answer to that and you are well on your way to success.

DECIDE ON YOUR MESSAGE

What are you writing the book for?

Seems like there should be an obvious answer but in fact the question is quite deep.

Will it be a product in its own right? Are you looking to give it away as an incentive for your site visitors to sign up to your list? Or are you looking to sell it for the information it contains?

Or maybe you are looking to create a viral report that others will give away for you – in which case you need to think carefully about why they would do that and ensure the book has the necessary links in it so you benefit from increased site visits.

Your e-book should be seen as part of a bigger process. If you just create the book but haven't thought about how you are going to promote it the poor thing may simply end up sitting sadly on your hard drive!

One of the most usual ways of using an e-book is as an incentive for visitors to your site to sign up to your mailing list.

Later in this book I show how to set up the "system" to acquire email addresses and then allow the e-book to be downloaded.

Obviously you need to find a way of getting a regular stream of targeted & motivated visitors to your site and once there ensure your "message" is what they want to hear.



They said "make them and they will come" but I'm still waiting for my first customer!

The message of your e-book clearly needs to be in keeping with the overall theme of your site. A visitor to a site about Eco-Friendly Issues is hardly likely to want an e-book about V8 Powered Petrol Lawn Mowers!

You will also want to ensure you provide plenty of reasons why your visitors will want the book. Think about the cover of any novel. After reading that paragraph on the sleeve you are left in no doubt that you want to read more.

CREATE A STRUCTURE FOR YOUR E-BOOK

Years ago when I started my first sales job, a trainer explained to me that any sale was a 4 step process.

If you think carefully about this you'll realize that any transaction is really a sales process. From a child asking for something through to asking someone for a date.

You may well have heard this before but even if you haven't you'll have used the sequence without even realizing it:-

In essence this sequence is:-

- An introduction or agenda
- The contents
- The summary
- A call to action

- 1. Tell them what you are going to tell them.*
- 2. Tell them.*
- 3. Tell them what you told them.*
- 4. Tell them what you want them to do.*

The size of each section will vary but in general it is only the contents that will contain substantial information. It is that section that provides the substance, the arguments and reasons.

Step 1 - Tell them what you are going to tell them

In this book you'll see that I introduced myself and why I created this book. I also provided a separate Contents Page. These two pages make up step 1.

Step 2 - Tell them

The main body of the book, the contents, is then broken down into manageable sections or subjects and each should move logically into the next and ultimately into the conclusion.

In this book each section builds on the previous until your e-book is completed and it has been integrated into your website for distribution.

Step 3 - Tell them what you told them

After the contents have been mapped out it is sensible to provide a summary which serves as a reminder of what has been said. If you are looking for your readers to do something as a result of reading your book you'd highlight the major points here and why you can help or provide a solution.

Step 4 - Tell them what you want them to do

And finally, although this might be part of summary you'd explain what action you want your readers to take. This could be to call you, buy something, go to a web page, sign up for a course – limited only by your imagination.

RESEARCH ADDITIONAL INFORMATION

RECAP

We've properly assessed our market and what they want

We've looked at what is already available and our competition.

We've decided on the message based on our assessment of the market and we've thought through and mapped out the structure of our e-book.

So where have we got to?

We've done the initial research and we now need to ensure we have everything that will be needed to create the book readily available.

We need to identify whether we need to obtain any images or photographs; any specialised information – do you need to locate any detailed technical graphics or instructions.

I've provided some links in the Resources section at the end of this book to sites where you can obtain Royalty Free photographs and images – some of them free.

Are there any links to other information relevant or perhaps tutorials on how to use something you've recommended?

Whatever it may be you'll want to collect all of that together at this stage rather than find something is missing when you're in full flow creating your e-book.

I'll also add here that you may need to learn how to do something yourself before you create your book. This overlaps with the next section if there are any new tools you require – you may have to learn how to use them too!

As I was planning this e-book for example I realized I would need an image for the front page and I particularly wanted to create a new "squeeze or landing" page to promote the book so I could illustrate how to do this for our Blogging Beginners members.

I remembered that I'd been offered some free page templates that included various images a while back and had stored them on my hard drive. I have a habit of downloading things like that when I see them even if I don't need them at the time. You never know when they'll come in useful.

So a quick search of my hard drive and I found I already had something that was perfect for the job. I'd need to do a bit of editing but nothing too much – so I gathered everything together in advance.



ENSURE YOU HAVE THE TOOLS REQUIRED

Depending on your budget, skill levels and the end result you are looking for you will need certain tools to enable you to complete your e-book. Some or all of these may already be in your possession and without a doubt you can create a very acceptable end result without resorting to expensive programs.

Over the years I've accumulated a number of programs that I used in the creation of this book and I'll explain these as we go along although wherever possible I'll mention a free or low cost version that you could try. I won't, however, explain how to use anything I didn't use myself in the creation of this book.

By far the most widely used word processor is Microsoft Word. I used Word 2007 in writing this e-book and I find it is a significant improvement over earlier versions.

It provides so many features that can be used to spice up your document that you really don't need anything else apart from a pdf creator.

Everything in this book, apart from the graphics I imported from elsewhere (which includes the e-books gold on the cover page) was created directly in Word itself.

I don't have any experience of using any other word processing package although I've heard great reports about Open Office and it may be that similar results can be achieved with the word processing program in that suite.

The only other essential (until it comes to uploading to your website) is a program to turn the completed Word document into a pdf.

The great news is you can do this for nothing using a free pdf creator, such as pdf995. Although the version I use was purchased (I got fed up with the adverts shown each time I used it) the free version works exactly the same and is perfectly adequate. **(UPDATE – see Resources Section)**

For full control over the finished pdf document you may prefer Adobe Acrobat which is the most comprehensive software available for the job but unless you plan on creating numerous books etc the high cost is probably not justified.

If your book will include numerous images and photographs you may need to consider a graphic program to give you greater control and manipulation of your images. Again unless you have a large budget and are prepared to accept the steep learning curve of the recognised leading

TOOLS USED IN CREATING THIS E-BOOK

Microsoft Word 2007
PhotoImpact 12
pdf995

program – Photoshop – you can opt for a very similar but much less expensive program like PhotoImpact.

Although Word does enable you to resize photos simply by dragging to size, if you want to edit in any other way, such as cropping, you'll need a bespoke program.

***TOOLS USED AFTER
COMPLETION OF E-BOOK***

***WordPress Blog
Microsoft FrontPage
ftp program
AWeber Autoresponder
BoxShot 3D***

Once your e-book is created you'll need to get it uploaded to your website or blog in order that it can be downloaded by your visitors.

I'll assume here you have a site already but if not you'll need to learn how to create one – I'd definitely recommend a WordPress self hosted blog

If you've not uploaded files to your site before you'll need to learn how to do this using an ftp program such as Filezilla. There are many such programs to use – many are free although personally I use WS Pro by Ipswitch.

In keeping with my full disclosure policy I should mention here that my "squeeze" page for this e-book was created using Microsoft FrontPage (you

can get a similar HTML editor called Nvu for free) and that page was not created in WordPress.

If you want to create something similar you may need to brush up on your graphic design and HTML.

For most effective results you'll want to add an Autoresponder to your download system so that you can collect your visitors email address in return for your e-book and send follow up emails over time.

Although a little daunting the first time you set up and integrate a download with an Autoresponder (I use AWeber) it can be quickly mastered although again I recommend you learn how to achieve this before you actually need to.

Finally, you may decide you want to create a "book cover" image to show on your site. You may prefer to outsource this although good results can be achieved using a reasonably priced product called BoxShot 3D. This will require some more learning and in view of the cost I wouldn't recommend this route unless you expect to be creating a number of different e-books.

There's not much more frustrating than getting part way through a job and finding that you need another tool or you have to learn how to use a program before the task can be completed.

Prepare in advance and learn how to use any new software before you get to the stage it is actually needed.

WRITE THE CONTENT

At last we're ready to get writing.

I'm not a professional writer (in case you hadn't worked that out by now ☺) but what I've been told certainly seems to work best.



Gather your thoughts and then just write everything you can think of under each of your subject / section headings. Don't consciously think about it – don't edit or change anything. Just let the words flow. When you are focused on one thing the thoughts and words should keep coming.

Don't worry about the formatting or grammar – that will be checked and changed later. The important thing at this stage is to get as much down as possible without stopping the flow.

Sometimes you'll find this very difficult. For me if that's the case I find it best to go away and do something else for a while. It's usually because there's something more pressing I should be doing.

Because you've already done your research and planning during which time you may have been making notes but certainly thinking about the structure and content of the book you should find that your thoughts flow and the content quickly builds.

Don't be too concerned if you don't complete this task in one go. It can take weeks to finish depending on the length and complexity of your subject.

When you feel you have everything down – now and not before is the time to go back and change the order, language and grammar.

Don't worry too much about the style – make it yours – if your content is good enough that's what people want rather than perfect written English.

There are a few points which I think are vital however:-

Never use bad language

Use a spell checker – it looks unprofessional and careless to have words spelt incorrectly and since you created the book on a computer there really is no excuse.

But be careful – look out for words that can be spelt in 2 or more ways – ***such as there and their*** – they won't get picked up by the spell checker.

ADD ANY IMAGES

Now that your happy with the text it's time to add your headings and any images.

You may want to add Text Boxes like this to highlight certain points and break up the page

You'll need to make sure the page looks good by positioning everything so it flows.

Although this is not easy at first, I suggest you look at books you've read and felt looked good and were easy on the eye.

See what works for you and copy that style as best you can.

Images can be added in Word by clicking "Insert" then "Picture". You can browse to the place on your PC where the image you want is located.

In this book for example I have a number of photographs that I previously downloaded and saved in a file called – ebooksgold/images.

It was then a simple matter of browsing to that folder, selecting the image I wanted and inserting it on the page.

A click to highlight the picture and the "drag" buttons appear around the image. You simply drag the corner diagonally to maintain the overall shape until the size meets your approval.

Similarly you may want to add clipart and this is done in the same way.

To keep the flow of text I often use a table without borders. On page 4 of this book for example, the picture of the yellow chairs is in one cell with the caption below in another. The text to the left is in another column where I merged the two cells together. If you're a Blogging Beginners member you can see this being done on the video.

CREATE A COVER PAGE

Think about e-books you've downloaded and which ones you think convey a better image.

Is it those with a graphic or image on the front page or those with simply a text description of the book?

Which one's inspire you to take action most?

Those that are bland or those that create a professional image right from the start with an interesting cover?

The choice is really yours – by the time the book has been downloaded a good looking cover or basic text will not make a difference to your sign up rates BUT it will have an impact on your branding and possible future relationship with your readers.

There is no hard and fast rule and getting your message out is more important than worrying about how to create an outstanding cover. But with software products like Word it is easy to create a reasonable cover that will look good and I certainly recommend you go to the extra effort of creating a cover to look as appealing as possible.

The cover for this e-book was created in Word 2007, although the image of the book – Time Limited Offer – was something I already had on my hard drive. As mentioned earlier I collect free images like this (it was a gift for signing up to an email list at some stage) as I know they will always be useful at some stage. Be careful if you do the same though. You have to own the right to re-use the graphic or you'll be in breach of some copyright rule or another.

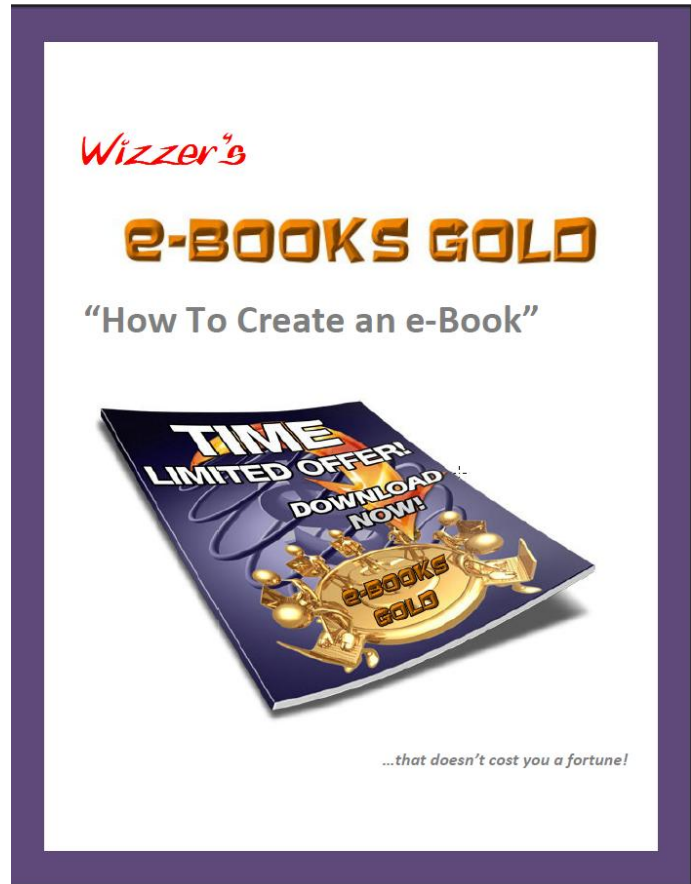
In Word 2007 you simply go to the Insert menu from which you select "Cover Page".

You are then presented with a series of pre-formatted pages that are automatically inserted at the start of your document.

The one I used had other images and text on that I simply deleted leaving the purple border in place.

I then used the Insert Picture command to place the book cover and "e-Books Gold" images in place around the text I had inserted.

It may not be the greatest cover but it cost nothing and was done in minutes.



EDIT & PROOF READ

Once you have written everything, added the images and heading you require you should finalise everything by checking through the whole book very carefully.

You are looking for things like wrong words used (loose instead of lose for example); missing punctuation; paragraphs not running into each other; big blocks of text that need breaking up; correct positioning of images and any labels.

When you have done this, read through several times to ensure the words flow and everything still makes sense to you.

And now is the moment of truth...

GET SOMEONE ELSE TO PROOF READ

No matter how many times you check something yourself you are likely to miss an error. That's because you "see" and read what you expect rather than what's actually there!

The best way to overcome this is to ask someone who has not been involved in the book at all to read it through and to comment on...

The overall structure

Whether it seems well written

Layout

Spelling

Grammar

Whether there are enough images

WARNING

Don't just change something because they thought so! It's your book and you hopefully know your subject better than the person you asked to "proof read". Unless they are qualified to give advice (because they are an expert at say publishing) think carefully before making any wholesale changes.

Obviously correct any spelling mistakes and grammatical errors but if in doubt about anything else consider taking another 3rd party opinion before going into print.

CREATE A PDF

We're almost finished. The book is written, you're happy with the layout and everything has been checked over several times.

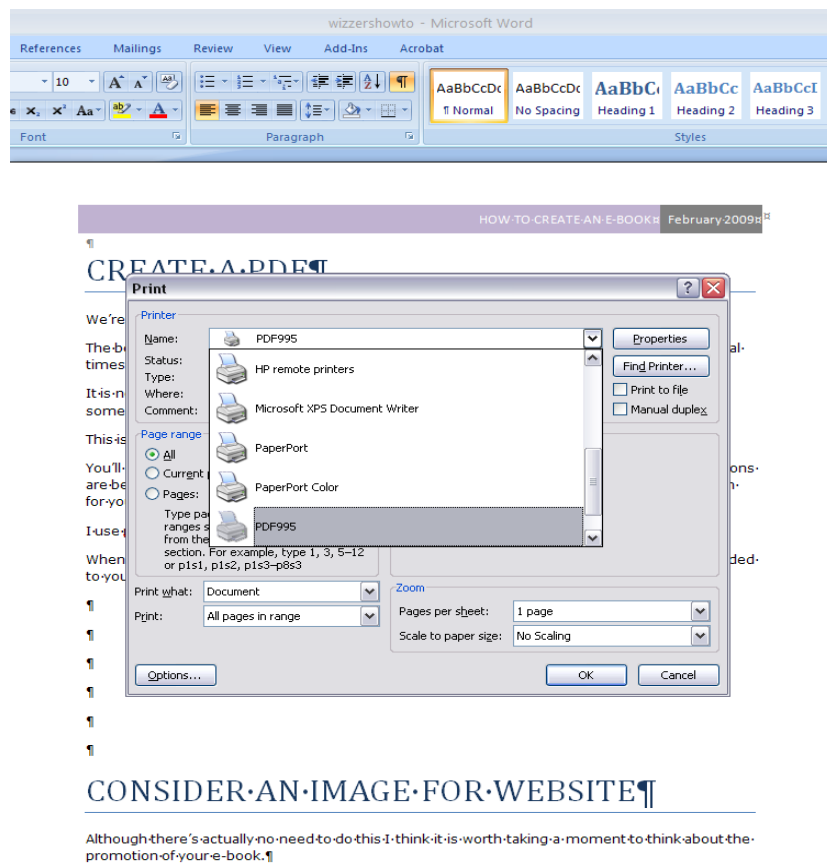
It is now time to turn your Word (or other text document) into a pdf so it cannot be edited by someone else.

This is very easy to do.

You'll need to download a small piece of software from the internet. Although the paid for versions are better, the free options work perfectly well and you may prefer to keep costs to a minimum for your first attempt.

I use pdf 995 for most basic pdf creations (see Resources section) and the free version works just fine.

When it is downloaded and you follow the simple install instructions you will see it has been added to your available printers.



You then simply click the Print command for your completed e-book, select the PDF995 (or whatever you're using) and the pdf is created for you.

Simply name the finished book in the dialogue box that opens and save to your computer.

Your whole book is now a pdf that can only be read using a pdf reader such as Adobe Reader or Acrobat.

For this book I used Adobe Acrobat as I wanted to have more control over links and chapter headings.

CONSIDER AN IMAGE FOR WEBSITE

Although there's actually no need to do this I think it is worth taking a moment to think about the promotion of your e-book.

It's all very well creating your masterpiece but the objective is to have people actually read it.

If the idea is to promote it at your own website you may want to add a visual stimulus to help promote the book and add to the interest in downloading it.

If you are hoping other people will also promote it for you it is almost a necessity you provide them with an image.

You could employ someone to create the book image for you or if you own a program like Photoshop you could create one yourself.

I created the image of the book in the image opposite using a great software program called [BoxShot 3D](#) (see Resources).

Although the program cost about \$30 (there is a scaled down trial version) that's less than you'd pay to have a cover created for you and it is available time and time again.

Much will depend on whether you anticipate creating more books in the future.

To use the program you create a full size image of the cover you require. I used Photo Impact to create a white background to which the e-Books Gold image, the book image and text were added before saving.



BoxShot 3D then adds that image to the type of cover you require (ring binder as in this one; hard back cover, box set, CD cover etc) and offers various styles including shadows and reflections, camera angles so that you have full control over the finished item.

It's then a simple matter of a final render, saving to your hard drive and your cover is created.

ZIP THE FINISHED ARTICLE

Depending on the size of your e-book you may want to “zip” it up so that downloads are quicker.

You will probably have a zip program on your computer already but if not you can download a free program from the internet to carry out this task.

You simply use Windows Explorer to find your pdf document. Right click and select the zip utility.

A zipped up (compressed) version of your file will then be created which you will upload to your website.

INTEGRATE WITH OPT-IN

Now unless you are content with just creating your eBook you will want people to read it!

Similarly, unless you just want to give the book away out of the goodness of your heart you'll want to integrate the download of the book with an email optin box so you can collect the addresses of the people downloading your book.

Here are the steps you need to take: -

- **Create Sales Page / Squeeze Page / Optin Page**
- **Create Autoresponder list – AWeber**
- **Create Thank You page**
- **Create Download page**
- **Upload pdf / zip**
- **Create link from Download / Confirmation page**
- **Create follow up email series – messages x 7**

To further explain this sequence I'll use one of sites as an example.

WizzerSays.com is a WordPress blog.

On that blog I have an image of this e-book in a “widget” in the sidebar. That image is hyperlinked to my “landing” page at <http://wizzersays.com/ebookgold> which I also promote in places other than on my own blog.

I could have created that “landing page” as another page on my blog (which would be perfectly acceptable) but in this instance I wanted a bespoke page as I’m using this book as part of a tutorial at Blogging Beginners.

The other reason for creating a non-WordPress page was that I didn’t want my WizzerSays header to show up or for there to be any other distractions to the core message of **“Download – How To Create An e-Book”**.

That’s mainly because I’m promoting the book in places other than just the blog and not just to my blog visitors.

If I was only linking to the book from the blog that wouldn’t be so important and I wouldn’t need a separate landing page.

When visitors to WizzerSays decide they’d like to look further at *“How To Create An e-Book”* and click the link they arrive at the “landing” page.

If they want the book they enter their name and email address (as you probably did) into the boxes on that page. Behind the optin box is the Autoresponder code provided by my Autoresponder program – in this case AWeber.

The second step in the sequence was, therefore, to create a list at [AWeber](#) to be used in conjunction with this e-book.

If you visit [WizzerSays](#) you’ll see I have an Optin box that promotse my “Fast Start Online Business” guide. Those links go straight to the Autoresponder and there is no separate “landing” page.

The “list” can comprise simply the optin code, a thank you page and a download link.

Or more usually it will provide a Double Opt-In sequence (to help avoid spam complaints) plus a sequence of emails to be delivered over a period of time as a follow up to the e-book download.

Those emails would be written before you went live with your eBook and would normally be used to develop the relationship with your readers and / or to promote a further “action” be that a product sale, membership or whatever was your objective.



CONFUSED?

Join us at [Blogging Beginners](#) and all this stuff is explained in detail

Part of the set-up of the Autoresponder service will be to “tell” the system what pages are to be shown when a visitor provides their email address.

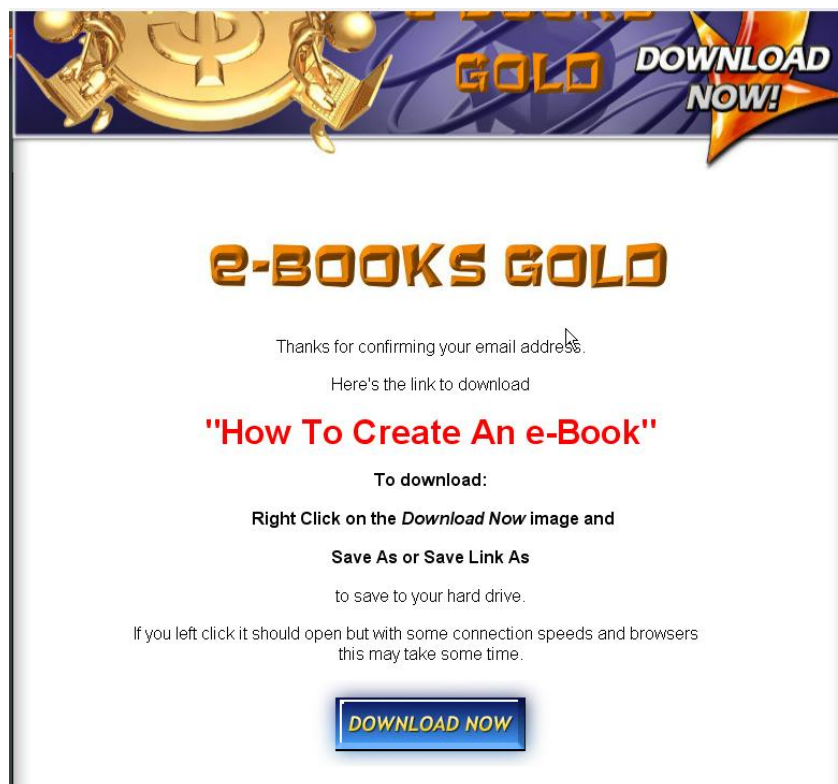
You would therefore create a "thank you" page to which people will be directed immediately after they sign up. On that page you will *thank them* for joining and tell them what will happen next. That would normally be something like: -

"an email has been sent to you – as soon as you confirm your subscription you will be taken automatically to the e-book download page"

You may want to add something to that page, such as – *"In the meantime you may like to..."* You could add a link to a product you are promoting or a particular blog post – you are in control of this and add whatever fits with your overall strategy.

While this has been going on, the Autoresponder will have sent the Confirm Subscription email to your visitor. As soon as they confirm they will be automatically redirected to your Download Page which you will have set up with the Autoresponder.

On that page you will have a link to your e-book or the e-book zip file.



It can be as simple as a text link or you may create a graphical Download button

Again, I set up bespoke pages for my Thank You and Download pages but these could just as easily have been pages added to my WordPress blog. (If you did this you'd have to hide the pages from your navigation or anyone could find the "download" page without signing up.)

The final step in the process would be to ensure that the follow up series of emails had been written and installed on the Autoresponder to be delivered at pre-determined intervals (probably ever 3-4 days after original download)

ADD TO YOUR SITE

The only thing that has not been explained in the sequence above is how to upload the e-book to your site so that it is ready for download.

To do this you will need to use a FTP program such as Filezilla.

You will need to create a folder on your site and I recommend you call it something other than "download". The reason for this is that there are, unfortunately, some unscrupulous characters around who will attempt to obtain your book without payment or without providing their details. A folder simply called "download" could easily be guessed.

So a folder with an unusual name needs to be created into which you will upload your e-book / e-book zip. Let's call that folder "masterpiece3000" for illustration.

The full address of that folder would be:-

<http://www.yoursitename.com/masterpiece3000>

Using the ftp software you'll upload your e-book to that folder.

On your download page you add the link to the e-book which has been uploaded to the "masterpiece3000" folder.

Let's say you called the e-book "**candlemaking-for-dummies.pdf**" (**substitute zip for pdf if you've created a zip file**)

The link from the Download Button or "Download Here" text would be to:

<http://www.yoursitename.com/masterpiece3000/candlemaking-for-dummies.pdf>

You should add some basic instructions, along the lines of:-

To Download – Right Click the link and Save As; Save Link As; Save Target As and if you are providing a zip file it would make sense to provide some basic instructions as to how unzip the downloaded file.

PROMOTE

Now that your book is written and your download system has been set up you need to get the word out.

And this is where all of your hard work should pay off.

Or perhaps it won't!

It can be devastating if you've spent hour after hour creating your masterpiece only to find nobody visits your site and therefore nobody even knows you've written a book.

Generating traffic to your site is beyond the scope of this e-book but without doubt it is this one subject that will make or break your online venture.

You'll need to carefully consider the methods of promotion you use and whether you are prepared to spend money on any form of advertising. Obviously that will depend on your overall objective for the book (see Decide On Your Message) and whether you anticipate it will generate a return for you either now or in the future.

The longer term benefits of SEO, as opposed to say Pay Per Click advertising, is that once your site has a top ranking it is so much easier to keep it there and unlike Pay Per Click where your traffic stops as soon as you stop paying for it, the work you do now will reap long term benefits in terms of visitors.

You may also want to think about the new wave of "Social Sites" and the methods used to promote your site through those channels.

Whether you already have a site or not we can help you with not only the Search Engine Optimisation and the technical aspects but also using other methods to promote your site.


And don't forget, if you want to see the step by step video that I created as I wrote this e-book that is available to members at [Blogging Beginners](#) together with over 70 others covering all aspects of blogging.

I sincerely hope this book will help you with your e-book project and I wish you every success in your promotion efforts.

At [Blogging Beginners](#) we show how to optimize your blog for free Search Engine traffic.

Randy is a Search Engine Optimisation (SEO) expert and has a track record of success at get top search engine positions for very competitive keywords, which is one of the best ways to obtain a consistent level of visitors to your site.

RESOURCES

Word 2007 Free trial available	Click link below to review: Word 2007 Update –Microsoft has a free pdf creator add-in for Word – and it’s good PDF Plugin
Open Office	Click link below to review: Open Office
PDF 995 	Click link below to review: Pdf995
PhotoImpact Free 30 day trial	Click link below to review: Photo Impact
Royalty Free Images	Click link below to review: Stock Xchnq
Box Shot 3D	Click link below to review: BoxShot
WinZip Free trial available	Click link below to review: WinZip
AWeber Autoresponder	Click link below to review: AWeber
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NOTE: BoxShot 3D & AWeber are affiliate links. The others are direct and no commission is paid if you purchase

REBRAND AND MAKE MONEY

I hope you found this report of use and it will help you create your own money making e-books.

I strongly recommend you integrate your e-book with an [AWeber Autoresponder](#) and if you don't already have one get signed up as soon as possible.

Before you rush off to share this report with your Facebook friends and Twitter followers, let me ask you a question...

“Would you like to get paid a commission when the people you share this report with also get an AWeber account or the Box Shot image software?”

If so, then all you have to do is rebrand this special report with your affiliate ID before sharing it with others. That's it. You can then post it to your blog, share it on Facebook and Twitter, or even use it to build your list.

And here's the best part...

Your readers will also receive “giveaway rights” to this report. Which means, if they give it away *without* rebranding it (*and many will*) you'll get paid commissions on ALL of their referred sales as well.

AND WE HOST EVERYTHING FOR YOU AT NO CHARGE!

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Here's what to do next...

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and download your rebranded e-book. The link will also be emailed to you for future reference.

Step 3: Start sharing your new report with others by giving out your link

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To Your Success