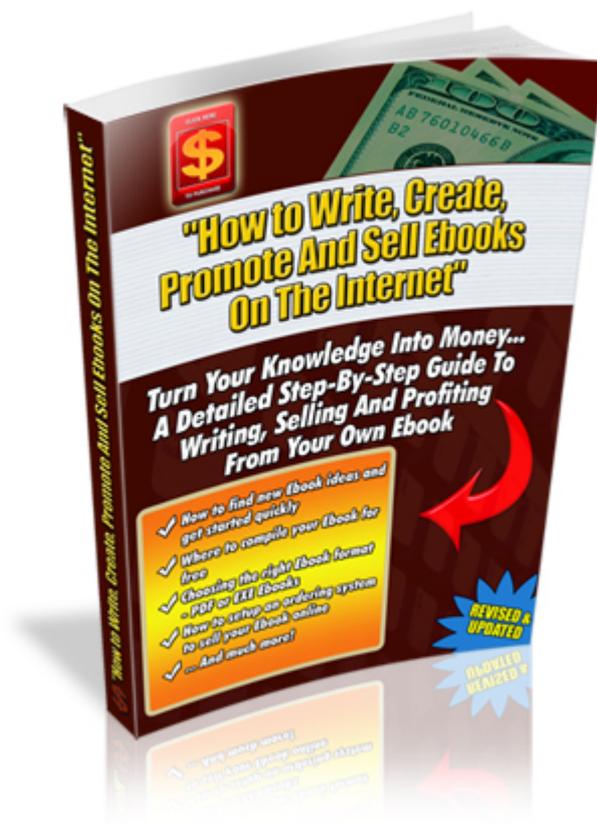# "How to Write, Create, Promote and Sell Ebooks On The Internet"

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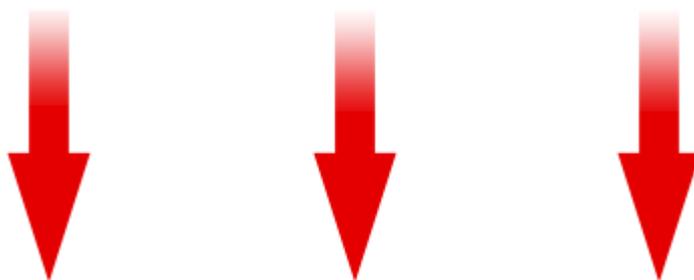
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About The Author

Dirk Dupon is an Information Marketer, well known for helping people to start an online business.

Dirk creates Ebooks for people who don't know how to do this (a completely free service that he offers), and he wrote a helpful eCourse that explains how anyone can **"Write, Create, Promote And Sell"** their own Ebook on the Internet.

You can sign up for this detailed step-by-step eCourse right here.

If you don't want to create your own Ebooks or Info-Products, you can choose to sell products with resell rights. Dirk's complete eCourse: **"How To Make Insane Profits Selling Other People's Products"** is available for free here.

Dirk also launched the Resale Profits Blog for more information, updates and tips on how to boost your Ebook reseller business.

Some of his other websites are:

One Time Offer Magic

Testimonial Graphics Pro

Digital Reseller Vault

First of all, I would like to thank you for downloading this Ebook.

My name is Dirk Dupon.

I am the webmaster of http://www.ebooks-made-easy.com and I make a nice income every month by selling Ebooks online.

I promise that once you've read this Ebook, you'll not only be able to write and create your own Ebooks, but you'll also realize that selling Ebooks can become a profitable online business for you too.

Before you kick off, I'd like to sum up the advantages of being an Ebook writer or publisher:

* All you need to get started is a copy of MS Word, and access to the Internet

* You have total control over your work. You are your own boss, you decide what and when you will write, and no publishing company or editor can put you on a deadline.

* You make 100% profit on every Ebook sale. There are no profits to share with a publisher, like in the traditional world.

* You can create as many Ebooks as you like, and start selling them the next day once you know how to do it.

* Your Ebook will sell 24/7, even when you're sleeping, or on vacation. People can visit your web site, buy and download your Ebook instantly.

Does this sound attractive enough to you? ;-)

Then let's start with…

==
Lesson One: Creating your first Ebook.
==

It's true what they say…

Everyone can write an Ebook, or information product, and distribute, sell, or give it away, on the Web.

Ordinary people, like you and me, do it with success, and some folks (Jimmy D. Brown, Ken Evoy -to name a few) are selling thousands of copies every month.

It doesn't take a lot to start, because Ebooks are easy to distribute, and you have almost no costs to cover..

All you need is a PC, a simple word processor like MS Word, a program to compile your Ebook, some space on a web server and a way to accept credit card payments,
like Paypal.

Don't worry about all this right now, you'll learn about that soon.

Once your Ebook is finished, you can make it available for download and promote it to the world via the Internet.

You can also let other people help you promote and sell your Ebook, by setting up an affiliate -or reseller- program, and I'll tell you how to do this later in the course.

Now, before you say: "I can't write an Ebook, because I never took a writing class, and I have nothing to write about", listen here…

ANYONE with a passion about a subject that he -or she- likes can write.

Think of your hobbies.

Think about what people ask you advice for.

What do you do for fun?

What are you reading a lot about?

What special skills do you have?

You see, writing isn't rocket science…

Just be persistent and determined and you will succeed.

If you know a lot about dogs, gardening, scuba diving, or whatever you care about, you have KNOWLEDGE!

And knowledge is all it takes to write!

Sharing knowledge is an extremely profitable business online.

Info-Products -like Ebooks are often called- have proven to be the best selling item on the Internet.

People will always have a need for information, and if you can provide it to them, by teaching them how to do things better, you'll be rewarded.

Your own Ebook can create a stream of "passive income".

Passive income means that "you get paid" over and over again for something you did one time!

That's why people get so excited about writing their own Ebooks... you write it once and get paid over and over everytime someone buys your book!

To prove that you can write a complete Ebook about a subject without being an expert, or doing much study work, I wrote an Ebook, that contains interviews with
40 Ebook authors.

I just had to send the Ebook marketers my questions, and then copy and paste their answers into an Ebook.

Simple?

Yes indeed, but it works.

You can download the Ebook (for free) from here

Ideas for an Ebook can be found everywhere, and the Internet has made it even more easy to come up with the subject for an original Ebook.

You can use newsgroups, forums and discussion lists to find out what people need, and then fill in that market.

If you do some research online, type in the keywords of your Ebook in the search engines, you'll get dozens of ideas and tips that you can use to write a whole chapter in no time.

So stop being afraid and get started on the keyboard :-)

- About the creative process of writing.

Really, you don't have to go for the Pulitzer Prize, if you start writing.

On the contrary...

You should always try to write like you speak to a good friend.

Be clear, and to the point when you make a statement.

Remember, it's not about HOW you write, it's about WHAT you have to say.

People love to read clear lines, and if you use lots of white space between your paragraphs, you'll keep the readers interested.

Don't forget… Keep It SIMPLE!

Now that you have your idea, you're ready to start doing the real stuff, that is… writing :-)

One more important thing…

Before you start hitting those keys, ask yourself if there is an audience waiting for your book, or are you going to be your own reader?

Do some research. Visit some online forums where people talk about your Ebook's subject.

Check out Google to see what people are looking for.

Find out what they need. And how you can help them with a problem.

And then fill in that market.

It's a mistake that many new authors make… so, make sure there are people willing to read or buy your book before you write it.

Otherwise… DO NOT WRITE IT ;-)

Some tips to keep in mind when you write:

* Be original.

* Inject your personality into your writing style.

* Use short sentences.

* Use words that don't force your readers to grab a dictionary to understand you.

* Put in some sort of illustration to prove your point.

If you should need more tips or advice concerning the creative process of writing, here are two web sites that will help you:

http://www.writingclasses.com

http://www.gmu.edu/departments/writing

Ok, I hope this first lesson got you excited.

==
Lesson 2: "How to prepare your Ebook pages."
==

Let's start with the very first steps you need to take before you "compose" your .Ebook.

You can choose between two formats…

…EXE and .PDF.

The advantage of .PDF books is that they can be read on any computer, Macintosh included. All you need to read a .PDF file is the free Acrobat Reader software.

Ebooks in .EXE format can only be used by Windows users, but the software that creates these kind of Ebooks can be handy if you want to personalize -or customize- your Ebook.

It's up to you to decide what format you will use.

More on this subject later.

To create a .PDF document from a MS Word .doc file you can purchase the Adobe Acrobat program.

Cost: about $250…

Now let me guess…

You don't want to spend that much money, right? :-)

Don't worry…

You can also create 5 .PDF files at no cost at the Adobe website:
https://createpdf.adobe.com

Your documents will look exactly as you intended and are accessible to anyone across a broad range of hardware and software.

Here's a list of other online services that will create an Ebook for you at zero cost:
http://www.ebooks-made-easy.com/ebooksoftware.htm

TIP: If you have the Word .doc file for your Ebook ready, I can also create your Ebook in PDF format -for free. For details, please check out my web

site:
http://www.ebooks-made-easy.com/create.htm

Ok, so now you should have your PDF Ebook ready.

Congrats! ;-)

Of course you already know that your spelling, grammar structure and link relevance should be checked twice to guarantee an excellent product.

Now, let's get organized first when you start creating your .EXE formatted Ebook…

Once your Ebook pages are written (this can be in HTML or Word), you need to "compose" them.

* Put your pages and images in one directory on your hard disk, give it the name of your Ebook, and make sure that you make a back up copy, in case the worst should happen to your PC system.

You wouldn't believe how many people forget to make back ups, and find themselves in complete dispair when bad luck strikes. Think about all those hours of inspiration and perspiration that get wasted! Ouch! :-(

* If you design your Ebook pages, try to focus on being consistent and informative.

* Make it easy for your readers to navigate through your book pages, or they will skip your material.

* Do not use fancy colors or buttons. Or have you ever seen a newspaper or magazine with orange text on a yellow background? There's no need to revolutionize the way publishing is done with your Ebook. :-)

* Check and re-check to see if all the hyperlinks or forms work, and if all the images show up correctly. An often made mistake in Ebooks is not linking the images or banners to the right file or URL.

* Try to limit the use of images, because they take up a lot of space, and your Ebook should not be too large to download. Put your ad banners (if you use any) at the bottom of your book pages.

- Remember: Never distract your readers!

Once done, you can create an opening page. This page will show up first when your Ebook gets "opened".

Place your Ebook title on this page, and make a clickable index of all the different pages or chapters.

=> You'll find a list of Ebook compilers here

Now that all the pages and images are properly linked, you're ready to upload your Ebook to the Web.

I'll show you how to do this in the next lesson.

===
Lesson 3: "Upload your Ebook, and get it ready to sell."
===

Ok, so you got your Ebook properly formatted in PDF or EXE format, and now it's time to upload your Ebook file to your web server, so your potential readers or customers can download a copy to their hard disk.

It's obvious that the first thing you need to make your Ebook available online is some space on a web server to store your Ebook file.

There are many free web hosting providers that will store your Ebook.

If you perform a search for "free web hosting" on Google.com you'll find a huge list.

Here are two:
http://www.absolutely-free-hosting.com
http://www.freewebspace.net

However, here's a word of warning…

Free web hosting services are not always reliable, and have many downtimes… making it impossible for your visitors to get to your web site or sales page.

So if you're serious about your Ebook business, I strongly advise you to get a real web hosting account, so that you can upload your files 24/7, with full FTP access.

These days you can get a web account for a small fee.

If you need reliable webhosting, go to Hostgator

I've used HostGator for many years without any hassles. Their customer service is prompt and they're excellent value and very flexible.

You can set up mutiple domains on one account, you have full control over your account (cpanel & fantastico)

The basic plan is more than enough to get started, and you can always upgrade to a bigger account later, once your Ebook business "explodes"… what is a good thing ;-)

In the next step you will upload your Ebook to your web server.

I personally use the WS_FTP software for this, but you can use about any FTP program to upload your files.

WS_FTP runs on any Windows platform. You can download an evalation version at: http://www.ipswitch.com

Here's another good FTP client -and it's free:
http://www.smartftp.com

=> Resize your Ebook…

To reduce the download time of your Ebook file, you should compress it into a .zip file. Open your Zip software, select the Ebook file, and name this file ebook.zip.

If you don't have WinZip already installed on your PC, get it from here:
http://www.winzip.com

Instructions to do this are really easy, as you will see once you have installed the program.

=> Creating Download Links

You'll need to create download links so that customers can download the product you just sold to them.

A download link is just a pointer that sends the customers web browser to the url of a file. Once the customer clicks that link, the download will autmatically start.

For example, let say that your website is located at:
http://www.yourwebsite.com

You'll need to create a directory on your server where you'll store the files for download.

Try to name it something that people won't be able to guess, otherwise, you'll have online thieves getting your products for free.

Once you've created a new directory, let's say you called it 'xyz123' and that you upload a product file called 'ebook.zip' to that directory.

The download link for this file is:
http://www.yourwebsite.com/xyz123/ebook.zip

Upon successful completion of payment, this is the link your customer can use to download his purchase.

If you use a payment processor such as Paypal, you can specify Paypal to automatically redirect the customer to this download link after (s)he successfully makes the payment.

This way, everything happens without any further effort on your part - you really could be sleeping and making profits at the same time!

=> Accepting payments from your web site…

Most people who buy products online use their credit card, so you better offer this buying option if you want to see your visitors leave their money with you.

Let me talk about 3 of them that I use…

- Clickbank

I have been using Clickbank to accept credit card payments online for several years now, and I believe they do a great job. You can open your own account [here](#).

- If you think you're not ready for your own account, and want to know more about the way Clickbank works, you can read "Working with ClickBank" -it's free:
http://www.ebooks-made-easy.com/clickbank.zip

This book provides step-by-step instructions on how to set up everything you need at ClickBank.

(You can sell this Ebook if you wish, or give it away to others as a bonus gift, it's all up to you.)

- Paypal

You can also use Paypal to accept payments. Millions of people around the world have a Paypal account, and some prefer to make payments via

Paypal.

Setting up an account is really simple, as <u>you can do it here</u>

- PayDotCom

Now, Clickbank is a great marketplace, but limited to some restrictions if you want to sell products -or earn affiliate commission…

PayDotCom is a new (and free) marketplace, set up by "Mr. Marketing" Mike Filsaime, to sell any product you want.

You can get started right away <u>by clicking here</u>

Ok, this lesson is almost done…

Next, you'll find out how to set up your Ebook sales page.

"Huh… a sales page?", I bet you're thinking…

Yes, every Ebook needs a sales page.

The value of your sales page is extremely important if you want to sell many copies of your Ebook.

Few authors realize that their poor sales page is the MAIN reason why their books DON'T sell!

The copy on your sales page can decide if your Ebook will be a success, or a failure. Period.

A well written sales page has a catchy headline, and tells the visitors -or prospects- about all the benefits that are in it for them.

Your sales page must convince people that your book will improve their life, or help them solve a problem, and once you can do that, you're already halfway through the sale…

Don't forget this…

Your sales copy will be the most important copy you'll EVER write, so give it your BEST shot!

Take a look at my <u>Private Label Secrets</u> Ebook, to see an example of an effective sales page.

Sorry if I sound biassed here :-) but notice how I use testimonials, talk about the benefits, and offer extra bonus gifts to get closer to the sale.

Now, I'll be honest… it took me some time to optimize the sales page.

In the beginning, when I just launched my Ebook and self-written sales copy, I only made a few lousy sales…

… until a professional copy writer contacted me and told me that he wanted to improve my sales copy in return for a recommendation for his service in my "Ebook Marketer Ezine".

I took him up on his offer, and let him create a new sales page…

… and guess what happened next?

In a matter of days I saw sales start rolling in…

… only because of the appealing ad copy that was used.

Do you get the message here?

You better put some decent work into your sales copy if you want to cash in :-)

========== SIDEBAR ==========

If you have no clue how to write a sales page, you can use the "Sales Letter Creator". You can literally fill in a few blanks and out pops your completed sales letter.

Just upload and you are in business. If you know nothing about web design or HTML that's fine, because this tool handles all that technical stuff for you: Sales Letter Creator

And here's a similar one: Site Wizard Pro with the Private Label Rights source code included.

========== SIDEBAR ==========

=> But this ain't all…

When visitors land on your sales page for the first time, don't expect them to buy your Ebook.

Sorry, but it just doesn't work that way. People don't buy things from someone they are not familiar with.

Be honest, do you often buy something from a stranger? Or do you prefer to go to a store or shop where you have bought before, from someone

you trust?

Well, the Internet works the same way.

You need to build a relationship with your website visitors, and gain their trust.

Offer them something for free, and make sure it's something unique, and valuable.

Something that helps them solve a specific problem.

Don't think about yourself.

You can buy a special report with distribution rights, and give it away from your sales page.

Here is a fine collection of cheap Ebooks with PLR and redistribution Rights to get started fast:
http://www.instantinfoprofit.com/PLRLibrary

Doing this will cost you some money, but in the long end this money will return to you over and over again.

Do this, and people will come to think positive about you.

They will see you as someone who cares about them, and not someone who's only interested in their wallet.

Only then will you be able to sell to them.

In fact... the main purpose of your website (or sales page) is to capture the email address of your visitor.

How do you do that?

It's really simple...

But that's stuff for next lesson;-)

==
Lesson 4: "How to sell and promote your Ebook via the Internet -and make huge profits doing it."
==

Yesterday I promised to tell you how to grab your first time web site visitors by the neck, by capturing their email addresses and get them back to your website over and over again...

… and here's how… ;-)

You can use a pop-up window to give away free tips (or offer a sample) from your Ebook.

When you offer your visitors something for free, you can collect their name and email addresses, and later follow up on them, if they decide not to buy.

This way you'll build an opt'in list, and this list will be the MOST valuable tool in your marketing toolbox.

Pop-up windows may be found annoying by many surfers, but they really work.

I get around 20 new people a day signing up for my 4 Day Ebook Email course…

Well, there's the proof :-)

However…

Many people have become "blind" to pop-ups.

Most of us don't even bother to check what's inside a pop-up when we visit a web site.

The same thing happened to banner ads, remember?

Another problem with pop-ups is that the majority of them are now filtered, though there are some that cannot be blocked.

"Is there any other way?"

Yes, there is. I wouldn't tell you if it wasn't so, right? ;-)

It's called "Traffic Convertor Pro"…

It shows a "pop-in" message that's not annoying at all to the visitors, yet, it attracts attention like a magnet.

It's "Pop-In" technology at it's best.

It's attractive…

It's new…

It's un-obtrusive…

And it's highly effective…

Go over here and get your own Pop In Tool

========== SIDEBAR ==========

One of other the pop-up tools that I use is Impact Pop Ups.
There are many popup generator tools out there, and most
do an adequate job, but Impact Popup does a superlative
job because it not only creates popups that can't be
blocked by most popup blockers, BUT it also creates
visually stunning popup graphics that are guaranteed
to get noticed:

========== SIDEBAR ==========

Next you need a great looking cover for your Ebook.

It's a fact… people DO judge books by the cover.

A well designed cover will make your Ebook stand out from all the rest,
and will help you to sell more copies.

When I put a professional Ebook cover on the sales page for my "Web Site
and Ezine Promotion Made Easy" book, I noticed an increase in sales…

… within the FIRST 48 hours, and I'm not joking!

So, if you plan to sell BIG… go create a stunning cover for your book.

Of course, creating an Ebook cover is something that most of us don't
have the knowledge and talent to do… and so we pay up to $100 just for
ONE Ebook Cover…

To cut out that cost, you can create them yourself with PhotoShop Action
Sripts.

It's really not that hard, and if you have a copy of the Adobe PhotoShop
software, there's really no limit to your creativity…

- You can download a trial copy of Adobe Photoshop here:
http://www.adobe.com/products/photoshop

Action Scripts are a preprogrammed set of instructions for Adobe
PhotoShop, and when they are executed from within the Adobe software,
they create your final graphic - be it a stunning software box, and Ebook

or CD/DVD cover.

This is exactly how the professional eCover graphic artists do it, but now you can do the same, without spending a hefty $97 for one eCover.

PhotoShop Action Scripts can shave days off the long process of creating high-quality eCover Graphics and can also turn your sales page into a cash-producing credibility machine.

You can see some of the covers that I created with his Action Scripts at: http://www.ebooks-made-easy.com/mycovers.htm

=> Not to mention the 4 marketing report covers that I'm giving away at: http://www.instantinfoprofit.com/mms :-)

My favourite Action Scripts are the "Cover-Action-Pro" scripts.

With its unsurpassed cover quality at 300 dots per inch, Cover-Action-Pro far exceeds its competition.

These eye-popping Action Scripts not only allow you to create more detailed images, but you'll also get a whole bunch of ready-to-use samples to work with.

Check out the video there that shows you how simple and easy it is to work with Action Scripts: http://www.ebooks-made-easy.com/coveraction.htm

You'll have access to "bended" reports, DVD boxes, CD-cases, and a huge arsenal of product templates.

If you get this Action Scripts set, you'll never have to worry about new eCovers again.

To recap…

If you don't have an appealing eCover for your product, you're leaving money on the table…

… and I'm here to help you avoid that ;-)

Once you own the software, you can even start up your own Ebook cover creation business if you like.

There's always a place for a great Ebook cover design company… and if you set a reasonable price for your work, you can be in business very soon!

If you don't want to purchase the software, then there are a few online services that will create your breathtaking Ebook cover.

Here's a detailed list:
http://www.ebooks-made-easy.com/ebookcovers.htm

Good, now that you have a "Profit Pulling Sales Page", it's time to start making those sales.

A great way to receive potential Ebook buyers to your sales page, is to promote your Ebook by… giving it away.

Now, you probably wonder how you can make a living by giving away your Ebook?

But it's simple…

Suppose your Ebook has 15 chapters.

You may allow the reader to browse chapters 1-4 and password protect the remaining 11 chapters.

To access those chapters, the reader must purchase an "unlock key" from you before proceeding. They can do this from inside the Ebook itself.

Most Ebook software programs offer this function, and I personally use the "eBook Creator" software to do this.

"eBook Creator" not only includes the password protection option but also ofers the eBranding tool, so that people can automatically "brand" your Ebooks or reports with their own affiliate link.

But more about that later…

You can get more information on Ebook Creator or download a trial copy.

- List your Free Ebook online.

Here's a list of places where you can submit your free Ebook to.. (If some of these links do not work, please try again later, they may work then.)

http://www.ebooksubmit.com
http://www.download.com
http://www.thefreesite.com
http://www.freehound.com
http://www.free-ebooks.net
http://www.ebookpalace.com

Software sites: (Ebooks are also considered as software)

http://www.zdnet.com
http://www.tucows.com
http://www.jumbo.com
http://www.freewarefiles.com
http://www.freewareweb.com

- Using affiliate links in your Ebook.

You can place affiliate links for other companies in your Ebook, and earn a commission everytime someone orders a product from your link.

This sounds easy… but WATCH OUT!

Be very careful not to fill up your copy with links to your affliate programs, because if you do, your readers will find this unprofessional, and think that you're out for a quick buck…

… result: your Ebook will be deleted, faster than you can say "amen" :-)

People who download Ebooks nowadays want quality info and useful content.

Never forget that they don't want to make YOU better.

People only care about THEMSELVES!

So, if you have to use an affiliate link, do it sparingly so your readers will not realize you are trying to sell them something.

You just saw an example of how to do it right, when I mentioned the "eBook Creation" software above…

See how easy it is to "weave" an affiliate link in your info?

Now, you may think that readers don't like this kind of "soft-selling". But it's not true.

People don't mind if when you suggest a good product that can help them. In some cases, they will "thank you" for showing them the right way.

A while ago I had one of my Ecourse subscribers asking me for my affiliate link for a product that he wanted to buy.

He explained that he could also buy the product via his own affiliate link, but he didn't want to, because this was his own way of saying "Thanks for the help"…

Remember that when you use affiliate links, you offer products that interest your reader.

Don't EVER try to sell something that you wouldn't buy yourself, or your reputation well be destroyed forever.

Here's an example on how to use affiliate links:

Suppose you create an Ebook or report with tips and recipes to make tasteful cakes -or cookies.

Your book will cater to people who like to cook, so you can include an affiliate link to an online bookstore that sells cooking books, or an online company that sells cooking material.

- Important: Your give away Ebook or report should help your readers to solve a problem.

Keep this in mind, and people will start trusting you… and sales will follow…

Here are a few good ways to promote your Ebook…

* Add a link to your Ebook sales page in your sig file.

* Propose a joint venture with Ezine Publishers in your
  target market, and ask them if they would like to promote
  -or recommend- your book, in return for a 50% commission
  through your affiliate program. (TIP: Use Clickbank.)

* You can sell your Ebook via online bookstores like:
  http://www.digibuy.com
  or
  http://www.booklocker.com

* Submit your Ebook sales page to Google.com

* Buy clicks or leads from the pay-per-click search engines,
  so people will easily find your book.

* Buy advertising space in an Ezine that covers your
  target audience. If you don't have the money, you can
  give away a copy of your Ebook to the Ezine publisher
  in return for a prominent sponsor ad.

* Let people personalize a copy of your Ebook demo with
  their own affiliate link, and let them give your Ebook

away from their own web site.

* Use a sign-up form on your web site, and ask all your
  visitors to leave their name and email address in return
  for a Demo copy of your Ebook. (If they don't buy the
  first time, you can follow up on them later. It's been
  proven that most people never buy a product after the
  first contact. Following up is essential if you want to
  make profits.)

- Using Ebooks to get traffic to your web site.

Ebooks are also a perfect tool to promote your web site and sign up more
subscribers to your newsletter.

TIP: If you write or publish articles, why not compile your best articles
into an Ebook, and make it available as a freebie from your web site?

You can offer this Ebook as a gift to sign up new leads to your
autoresponder or Ezine.

Ok, we're almost finished now... you can relax :-)

I'm sorry if I overwhelmed you with all this info.

But you wanted to know how Ebook marketing works, and I have tried to
explain it to you as simple as I could...

It's been said many times... Ebook publishing is BIG, and you should be
seriously considering jumping into this new medium if you have any
interest in earning money from the Net.

I know many folks who build an extra income this way...

... and I am one of them ;-)

Ok, I think you know by now how to get started as an Ebook author and
Publisher...

... now get to work, and start hitting those keys :-)

=> BONUS GIFT:

Before you close this Ebook, I'd like to offer you a report, called: **"How
To Sell 300% More Of Your Product in 72 Hours Than You Did All
Month."**

It's written by my "mentor" Jimmy D. Brown, and it's an essential report

for anyone who wants to get involved in Internet marketing.

Regardless of who you are or what you are selling, I guarantee you that this report will show you how to quickly and easily sell more of your products… lots more!

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Okay, before I go, there's one more thing…

Thanks again for reading this far. It was a real pleasure for me to teach you the basics about this new and fantastic medium.

I also want you to know that I am available to answer any questions you may have about this course or about Ebooks in general.
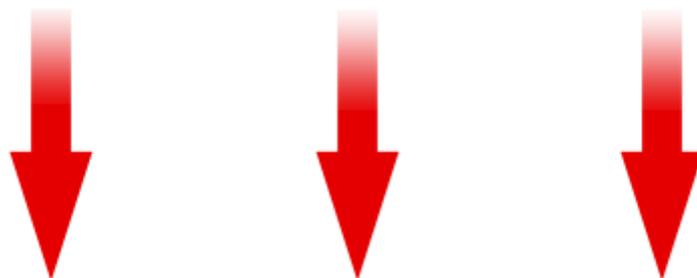
Contact me via the link below and I will offer you all the help I can.

Sincerely, and to your Ebook success!

Dirk Dupon,
editor@ebooks-made-easy.com

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