

MAKE MONEY WITH YOUR **eBOOK**



Presented by
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The Creative Side of Marketing*

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Welcome

Perhaps you've just come online with your business or maybe you're just fairly new to the world of Internet marketing and you're puzzled and confused about exactly how people make money online. You've heard that there's lots of money to be made, but you're not sure how to make that happen for you. Yes, you know people make some money selling their stuff on eBay or selling their crafts in an online store, but you want to know how to make passive income.

You probably have already heard this term and know what passive income is... do the work once and make money over and over again without having to do the work for pay each time. That probably sounds pretty good to you, right?

It's true, people do earn money with marketing on the Internet and a lot are making it in the form of passive income, but there are more than a few ways to go about it. There are a number of money-making and passive income business models to choose from and it's always wise to have more than one stream of income.

You'd be wise to explore the different business models and find one that really resonates with you. Then, build it into a solid income and then explore other ways to make money that are in *addition* to your first method, rather than replace it. That way you don't have all your eggs in one basket and you will almost always have a steady stream of income from one source or another.

In this report we're going to explore one of the ways that many people successfully make money online and that is by writing eBooks.

There are many things you can do with the eBooks you write (and you don't even have to write them yourself if you don't want to) and we'll touch on several of the ways here. To help explain each plan with regard to the outcome of the eBook, I'll be sharing some examples with you of how some people have successfully used each one.

Ready? Let's get going.

Marty

Marty Marsh



How to Make Money With Your eBook

1. Directly sell your eBook

When you think of how to make money from an eBook, this is probably the scenario that comes to mind. You can set up a simple website as a sales page that promotes your eBook and take payments through PayPal. This is the most direct way...

Write an eBook + Charge money for it = Income for you.

Jen is one online marketer who perfected this method quite effectively. She wrote her eBook on a topic that was just becoming “hot” and sold it to quite a few people. In fact, she made over \$1000 in the first three months. After that she set up an affiliate program where others could promote it for her and they got paid 50% in commission on each sale. This was a beautiful thing — and another reason to love Internet marketing — because she didn’t have to pay her affiliates unless they made a sale and they were able to reach a lot more people than she would have been able to on her own. Jen’s affiliates tripled her sales in the next four months.

2. Give away the eBook in a Giveaway Event

This is an excellent way to grow your list by getting exposure to people in your niche that might not otherwise find you.

Giveaways are events that allow you to give something away for free but anyone who gets what you’re offering has to give you their email address first. The event is usually limited to a certain time period such as two weeks or a month, and these events can include a rather large collection of marketers’ gifts. The downside is that your eBook will be up against a lot of competition and you may have to pay the event organizer a hefty fee for the privilege of showing up on the first page.

Example: Joseph put together an eBook and entered it in several Giveaway events. In the first event, 54 people signed up for his list in exchange for the eBook. The next two got him 97 and 49 new list subscribers respectively. Meanwhile, he wrote another eBook on a complementary topic, but this time it wasn’t made available for free. He promoted this new

eBook to this new list which ultimately gave him some nice sales. Now he's concentrating on growing his list even bigger. (The bigger his list is, the more opportunities he will have for making sales.)

If you already have your own list, you might think about doing your own giveaway event. You can ask other people to offer complementary giveaways to yours or, if you've been a prolific eBook writer, you could give away a series that you've written. Or if you don't want to do all that writing, you could simply buy some eBook PLR that relates to your niche, revise it a bit to make it more your own, and then offer that as your giveaway items. This is a great way to build your list. Be sure to ask your own people and others that you know to tell other people about your giveaway.

3. Give the eBook away on your blog or website

Offer your eBook as an incentive to get people to opt-in with their email address.

This is probably the most common way to make money from an eBook. By offering it as a gift in exchange for an email address, you make money in the future by marketing to the people who sign up for your list today. They get an immediate sense of who you are and will want to learn more from you if they perceive high value in what you're giving them.

So, if you've spent any time at all on the Internet, by now you probably have encountered an invitation to join an email list yourself. You probably joined that list because of some enticing free giveaway — likely an eBook with an especially provocative title — that you just had to have.

Any marketing-savvy website or blog you visit will have an opt-in box somewhere on the front page, usually near the top of the right side. You will want to do this too! (Actually, this opt-in box should be placed in the same place, if possible, on ALL the pages of your site.)

In this sign-up box you're asking people to give you their name and email address and in return you will give them your eBook.

And you really must have something to give them in exchange for their email address, as these days, people don't just sign up for lists anymore just for the sake of getting on another list. They must have some good reason to part with their contact information, so make sure you give them some real value in return. They are expecting nothing less.

While this does not make you money immediately — you're giving away your eBook for free — you ARE putting their names and email addresses on your list so you can market to them later. It's apparent they're interested in the topic of your eBook or they wouldn't have signed up to receive it, so this is the subject you will give them more information on and eventually promote related products or services to them via email marketing messages.

Example: When Jacob set up his opt-in box, he made it as enticing as he could. He included a nice 3D rendering of the cover his eBook, so right away, people had a sense of Jacob's professionalism. His eBook is on an interesting subject that the people in his niche want to know about. He then built a relationship with the people who opted-in by sending them more valuable information on a regular basis and engaging them by asking them to send him questions, doing surveys to get their feedback, and inviting them to comment on his blog. About every 5th or 6th email he would send a strictly promotional email with the promo being for a new eBook he wrote or an outstanding product he was an affiliate for.

4. Give it away for free, and make it rebrandable

A rebrandable eBook is one that other people can give away to whomever they want, and they can change the affiliate links you've put inside to their *own* affiliate links for the mentioned services or products. They change the links easily by using a rebranding tool.

The reasons why you might want to do this are definitely a little subtle. You may use this method to get your name out there, show off what you know, or to get traffic to your website, etc. The beauty is that you are using other people's ability to share your information with the people they know.

People are more likely to give this eBook to others because they have a vested interest in doing so. By putting their own affiliate links in your ebook they become affiliates to all the products mentioned in the eBook and all they're having to do is give the eBook away to others. They can make commissions without having to do much at all. And you benefit because you're seen as the author and people will visit your website to learn more about you.

Example: Jennie made her eBook rebrandable and included the branding tool with it to make it easy for her people to give her eBook away. The eBook made the rounds in her niche, which was gratifying on a personal level, and gave her more confidence. She has no idea how much others made in commissions, but she knows people flocked to her blog to see what she was all about and what else she had to share. When people arrived at her site, they could readily see a coaching program she was offering and she made quite a number of sales.

5. Give it away for free to go viral

This method is very similar to the rebrandable eBook mentioned above, in that it can show you off as the expert in your niche, and build your brand. The difference is that no changes can be made to it and your links need to remain intact inside the eBook, as a condition for sharing it. When you put lots of valuable content in the eBook, it can go viral — far and wide to all corners of your niche with many people seeing it.

It's seen as a goodwill gesture by the people reading it and may gain you rabid fans/followers if it is good enough. Those who pass it on do so because they want to be seen as helpful to their peeps. For them, it's the next best thing to actually writing an eBook themselves... "Hey, I'm looking out for you and I think you'll get a lot of value out of the info in this eBook!"

Example: Leonard did this with his very first eBook. He'd learned a lot about affiliate marketing and had been pretty successful with it. He wrote about his secrets and shortcuts, do's and don'ts, and started giving it away. He also told others they could give it away and they did... a lot. This eBook still sends him lots of traffic to his website, which was only "mentioned" as a link in the footer of his eBook. From there those people became avid followers and purchased many of his products, plus many of the affiliate products he recommends.

6. Give the eBook to your own affiliates as a selling tool

When you have a product that's amazingly good and will help a lot of people, naturally you want to sell as much of it as you can. With the help of affiliates, you can sell a lot more. But they need tools to work with. Giving them example emails or blog posts are good, but an eBook that they can give out is even better.

This eBook will go over the big problems that people have with xyz, how they've searched for an answer to these problems, and then suggests some answers without giving away all the details. This eBook will whet the readers' appetites for the big product. In other words it presells the product. All the affiliates have to do is send it out to their list and make it available on their blog!

Example: Delores does this all the time and her affiliates sure appreciate it. Whenever she introduces a new product to her affiliates, she includes a short eBook for them to give away, free of charge, to their own readers. Of course, the affiliate gets to put their own affiliate link in the eBook so they get the commission. She is helping her affiliates promote her by making their task as painless and as easy as possible. And they both win when sales are made.

7. "Flip" your eBook into a profit-making business

For some people, the fun is in the writing or creation process. They like to write the eBooks but they don't necessarily want to be bothered with the marketing process. For them, they will write the eBooks, then create an ecover, and write a sales page for it — also known as a mini-site. Then they "flip" it. In other words, they sell the whole package to someone who doesn't like to create products but enjoys the marketing and selling end of it.

Example: Sharon, who has discovered that she loves to write eBooks, has decided this method of making money from eBooks is the one for her. She just wrote her first eBook for

this purpose and hired a graphics guy to make up a mini-site for her. She also hired a professional copywriter to write the sales copy. She's knows that having professionally written sales copy will be worth it in the increased number of sales she'll make. Now she's got it for sale on Flippa — and is hopeful she'll double (or more) her investment.

8. Turn your eBook into a Kindle Book or a Physical Book

Although we're talking primarily here about making money with eBooks — usually in the form of a universally downloadable PDF document — you don't necessarily have to sell it in just that form. You can sell it as a Kindle eBook, or as a self-published physical book using Amazon's Createspace, which is a print-on-demand company. They do the marketing and get their cut whenever anyone buys your eBook.

Example: Alan has done both of these several times now. While each Kindle eBook or printed book doesn't make him a great deal of money, when added together they do make a noticeable difference in his monthly bank statement. Alan sets them up and just lets them be. He chooses not to do any of the marketing because Amazon does it for him. He can spend his time writing his next eBooks.

You may have heard stories about people literally making millions of dollars in self-published eBooks being sold for the Kindle. If you know your audience and can consistently put great information out there, people will buy it for their devices. Most of these million-dollar success stories are for eBooks sold at very low prices.

One very good reason for publishing your eBook as an actual physical printed book is the prestige that comes from having a published book. People immediately think of you as the expert and their esteem for you goes way up when they learn you are a published author. Imagine how much fun it would be if someone asked for your business card but you gave them your book instead. (With a business card tucked inside.) Instant respect and credibility.

9. Write it and sell it as PLR

Selling PLR — or private label rights — to your eBook can be a very lucrative business. You can set up a whole package deal that includes the eBook, sales page and graphics (the ecover and sales page design) and sell it to people who don't have time to write — or just don't want to — to use as their own. PLR usually means you're allowing others to make any changes they want to the eBook — in fact, this is encouraged — putting their name on it as the author, and selling it for any price they choose.

Example: Lynn likes to write and create, then pass what she's done on to others so they can

make their improvements and sell the finished product. Part of her likes helping other people out who might not be very comfortable with writing, and the other part of her likes that she doesn't have to market and sell the eBooks herself.

10. Set up your own online eBook store

It may turn out that your passion is writing eBooks and that you have such a knack for it — and that you enjoy it so much — that you can write them pretty quickly and easily. You enjoy doing research and you might also have a passion for a certain topic. Consider creating an online digital bookstore where you sell your various eBooks.

You could focus on one topic only or offer a broad range of topics, like personal development, pets, or Internet marketing.

With some strategic keywords and traffic, Sam has been selling eBooks about exotic and unusual pets in his online store. It's a subject he finds fascinating and while he does have experience with some of these exotic pets, he does do a fair amount of research on the rest. The lesson here is that you do not need to have direct experience with a topic to write about it successfully.

11. Make your eBook a companion or Bonus to a bigger product

You might consider making your eBook into a companion piece or offer it as a Bonus when someone buys a bigger product or service. In other words, it's not the star of the show but part of the important supporting cast. Maybe your main product is a series of videos and the eBook explains them in more detail with How-To instructions. When you bundle your eBook with the main product, you can command a higher price for the package.

Example: When Mike wrote his eBook, he decided to do a bunch of How-To videos to go along with it. He worked furiously on it and when the dust had settled, he could see that the videos were really the main product and the eBook was the addition. With both, he offered the product at a higher price and customers happily paid it. He offered the eBook as a Bonus with the purchase of the videos, so his buyers felt like they were getting something extra.

Don't stop there!

Once your eBook is written and has been selling well, you can make it work even harder for you. Consider your digital eBook as a part of your sales funnel that you want to expand upon. Here are some ideas for backend sales:

Make your eBook the “lite” version and then sell a bigger, longer, more in-depth version of it — or additional chapters for more money. There’s always more you can say, right?

Take the original eBook and add a lot more information to it. You can flesh out bullet points and add real-life examples. Offer further creative solutions, perhaps a question and answer section based on feedback, how-to, and questions you got from the sales of the original.

You could giveaway the “lite” version of your eBook, then offer an ongoing monthly subscription for the more valuable information. You’ll have a steady stream of income from it.

Take the info from your eBook and create short reports. It’s likely that each chapter can become a short report just by adding some additional information. Here’s your chance to expand on the areas where you felt you could have gone into more detail or given further examples. It wouldn’t be hard to take a chapter, add a bit more information to it, and sell it as a short report.

Lot’s of people I know are creating short reports from their eBooks — 8 to 10 pages long — and selling them for \$7.00. It’s a low price but affordable to most. Plus, people like having really great information in easily digestible formats. Short can often be a lot better.

Sell videos to go with it. The eBook is done, now breathe new life into it by creating and selling videos to go with it. They can be How-To videos or further explanation and examples of what you previously wrote about.

Now, write eBook #2, #3, and so on. Consider a series of eBooks on your topic. Each could offer increasingly advanced information. Think about what you’ve learned since you’ve become the expert and about what you purposefully left out of the first manuscript. There is still probably plenty you can say on the subject, or you might consider writing about other closely related subjects.

Once you have a number of eBooks on your topic, you can then sell them as a package deal. People like having information that is easily found in one place and so are often willing to pay for a complete collected “volume” even if they already own all the other smaller pieces.

Offer PLR rights to your eBook, as an upsell. There are two ways you can go when offering PLR rights to your eBook. Some creators will offer the PLR rights during the purchase process. For example, they sell the personal use rights for a certain amount and then offer “For \$20 more you can have resale rights.”

Others will sell their eBooks with personal rights only for a certain length of time and then later will offer the PLR resale rights to their customers for the additional payment. To all others who come along, it can be sold for the higher price (because now it includes the PLR resale rights).

The advantage to you is, obviously, more money in your pocket. For your customer, they can not only learn from the valuable info in the eBook, but they can tweak it, add to it, put their name on it, etc. and turn around and sell it as their own product.

Take the info and create a paid subscription newsletter. If your eBook gets excellent feedback and it got some people excited about the subject or the possibilities they see revolving around the subject matter, then you've got a topic that lends itself well to a paid subscription digital newsletter.

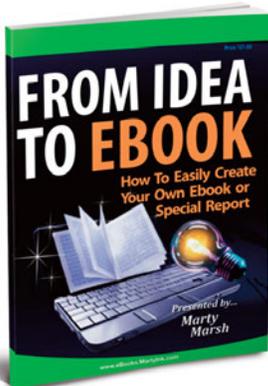
Make sure it's a subject that you are truly interested in because you're going to leave no stone unturned as you learn and gather more information for your avid subscribers, month after month.

Example: Sarah did this after her last eBook when she discovered that there were areas surrounding this subject that were important for her customers to know about in order to have even more success. So she interviewed experts regarding these areas and included their answers in the newsletters. She also answered questions that her readers sent in. The questions helped form the basis for each newsletter and gave her direction on what to focus on.

Well there you have it. An abundance of ideas for how to make money from your eBook.

Remember, an eBook is your own "real estate" and as you can see, there are many ways you can make money with it. Investigate these ideas, choose the ones that appeal to you and give them a go. You can't make money if you don't try!

And don't stop with just one eBook. Build yourself an eBook empire and always think a few steps ahead as to how to make them work for you now, and how to position them to work for you later.



Ready to write your own eBook and to start making some money with it?

Myth: Writing an ebook is very hard.

Reality: Writing an ebook is not as hard as you think.

Whether you're writing an ebook to give away at your website so you can make money from future sales, or whether you want an ebook to sell directly to improve your bank account, this guidebook will show you step-by-step how to write your ebook in record time!

Learn more here: <http://ideatoebook.com>

Build Your List Faster and Start Profiting from Your Own Fully Customized Turn-Key Email Marketing Program

You need a strategic email marketing program in place right now or you're losing potential business every day. Perhaps the thought of having to learn all the technical details and figuring out how to get all the pieces done scares you to death — and feels too overwhelming — so you never get an email campaign started, let alone out there on a continual basis.

Here's your affordable and fast solution: **Marty's Turn-Key Email Marketing Package**

We fully customize a solution for your unique business and needs. These are some of the services we offer to get you set up and going...

- Full assessment to determine your needs and plan of action
- Traffic Building Strategy
- Autoresponder Service Selection and Sign-Up
- Your Irresistible Free Gift
- Landing Page / Confirmation / Thank You / Download Pages
- Upload your list (if you have one)
- Install Opt-In Form on Your WordPress or HTML Site
- Help edit and prepare your autoresponder messages
- hHlp you create your dynamic welcome message
- Email Template for your eZine including a custom header
- Everything checked out and ready to go
- Training for you, your VA or a staff member in how to use the system
- Whatever you need to get your email marketing program up and going and making you money

CONSISTENCY IS KEY TO SUCCESSFUL EMAIL MARKETING!

If you're a beginner... I'll take you through all the steps to make sure you have a solid and strategic email marketing program in place and working to bring you more business. You'll have a strategy, a plan, and the actions steps to keep it going.



If you're a seasoned email marketer... We'll evaluate together what you are currently doing, analyze your results, and help you come up with a plan to increase your return on investment. You may find that you've missed some steps or aren't using the best practices that will get you the results you are after. You'll have a strategy, a plan, and the actions steps to keep it going.

And don't worry about the technical side of things, we'll do virtually all of it for you so all you have to do is keep it going. And if you don't even want to do that, we can talk about how we can do that for you, too so that your email marketing truly stays consistent and consistently bring you in more sales.

Because I believe so strongly that every business in the 21st Century MUST have a strategic email marketing program working on its behalf, I've priced this package to be extremely affordable for everyone.

And to make it easier on you and your wallet, we offer payment plans, too, to suit your budget.

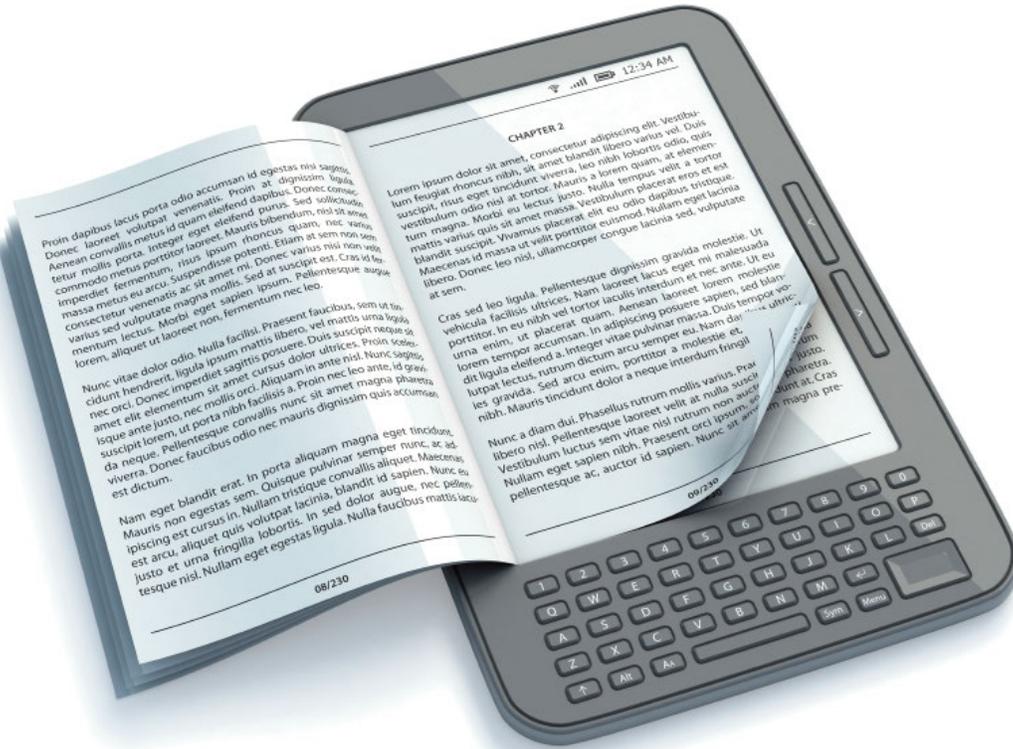
This strategy is just too important for you to not have it working in your business! Let's get going today!

The investment is much lower than you might expect, but since your situation is different from any other business, and because we design a completely customized solution just for you, your style, and your business, then we'll first need to have a conversation together to decide exactly the best approach for you.

So schedule an appointment with Marty today to learn more and to discover if this program will be helpful for you. On the web: timewithmarty.com.

There is never any obligation on your part and I promise there will be no hard-sell. You make the decision for what is right for you.





Your Words Should **LOOK** as Great as They Sound

Once your ebook is finally written you want to make sure that it also LOOKS the best it can. And that's where we come in. For many, many years we've been creating beautifully designed ebooks, special reports, and ebook covers that our clients have used to attract more clients to sign up for their email marketing lists.

We're not talking about Kindle-style ebooks here (although we can help you with those, too) we're talking about the kind of PDF ebook that people can download and read immediately once they join your list.

So when you get that masterpiece written, let us take your words and turn them into something not only beautiful, but saleable — even if you're giving it away. We make it easy and affordable. Just ask. Visit www.MartyMarsh.com/ebooks

The Creative Side of Marketing

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