

# Mini eBook Secrets

How to Create MINI-Sized eBooks for MAXIMUM Affiliate Profits

By Graham Howarth

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## **Introduction – What's This About?**

Discover How You Can Create Mini eBooks On The Fly, That is Guaranteed To Flood You With Tons Of *Free* Advertising, Spread Your Name Everywhere And Skyrocket Your Affiliate Profits In No Time Flat!

### **Welcome Affiliate Marketer,**

Firstly, I want to thank you for investing in and reading this guide, it'll be worth your time learning the strategies and applying them.

You'll discover a simple system for generating automatic affiliate profits that builds up from day one.

Now if you read my website copy, you may be wondering to yourself:

"How am I going to make money giving away FREE eBooks?" More importantly...what's a **'Mini eBook'** anyway?!

Very valid question.

***"Mini eBooks are essentially short, market-targeted eBooks or reports that can be created quickly for the sole purpose of preselling affiliate products."***

While the concept may not be entirely new, there is much more to it you may never have seen elsewhere, or no one has ever revealed to you before. Either way, you'll be glad to know of them today.

Imagine thousands of prospects downloading and reading YOUR mini eBook...

Imagine building targeted opt-in lists effortlessly at the same time...

...Imagine becoming a top affiliate!

A brief background...

This guide came about through my own desire to increase my affiliate earnings without the work involved in creating mini sites, sorry Phil (though I must say ["Mini Site Profits"](#) DO work).

*"Hey, why not create short mini eBooks instead of mini sites, and save myself loads of time and effort! And cut down on those search engine optimization headaches too?"*

Instead, I was in search of an **automatic** but **viral** affiliate marketing weapon that will leverage upon itself, maximising results.

While at the same time, I knew there was a need to build targeted opt-in lists to be really successful.

With these in mind, I devised a unique but simple system using mini eBooks to build targeted opt-in lists segmented to specific niches. Anyone can follow this system and see big improvements in their affiliate checks – even if they had not made a cent before!

*It's a strategic system of affiliate marketing using 'Mini eBooks' to get massive results from your affiliate promotions.*

At the same time, you get to brand YOUR name and create powerful viral marketing effects.

In the following pages, you'll discover details like:

- How to promote the right affiliate programs
- The tools needed for a successful affiliate business
- How to research eBook ideas and topics
- How to create your own mini eBooks FAST
- How to use them to build targeted opt-in lists automatically
- How to get YOUR mini eBooks everywhere, and more.

Thank me when your affiliate earnings skyrocket beyond belief!  
The beauty of this system is that it goes beyond creating mini eBooks and promoting affiliate products.

*It's also an excellent opportunity to kickstart your venture into your own information product creation, which can reward you many times over in the future.*

Let me tell you that many of the tactics revealed here are invaluable. Apply them to other areas of online marketing and you'll be heads above many other internet marketers!

I’m going to assume you have your own website, autoresponders or the skills to get them. Plus you’re familiar with FTP, uploading files, etc. Unfortunately this is beyond the scope of this guide, and we need to be focused on the topic at hand.

If you need help with web design, hosting, auto responders, etc., tell Kaviraj Kodai of [Ultimate Marketing Center](#) I sent you. You'll be in safe hands with him.

This guide is divided into **3 powerful parts** covering the different components that contribute to the success of the system.

For starters , I’ll be bringing your attention to an important aspect of affiliate marketing in the opening chapter – choosing the right affiliate programs to promote.

Surprisingly this is a common mistake committed all the time ... promoting wrong programs can lead to a loss of credibility, wasted time, resources and effort. So don’t.

We’ll be looking together at how you can maximize your affiliate profits in the coming pages, so sit tight – it’s going to be a wild ride ☺

Let’s start!

## PART 1 - Getting It All Together

### Chapter One:

### **Secrets To The *Right* Affiliate Program**

Take a look at this chapter before you do any promotion or create mini eBooks.

The first step would be to determine what affiliate products AND which program to promote. This will affect how much money you make as an affiliate at the end of the day!

This step though pretty obvious is important and choosing the wrong programs should and can be avoided. It leads to loss of time, resources and more, so get it right!

Select your affiliate programs carefully. Here are some criteria you must take into consideration:

- Your targeted markets
- The quality of the affiliate product
- The conversion of the product's sales page
- The availability of instant marketing tools
- The incentives you're paid

We'll now look at each criterion individually. You'll understand why there're very important in your selection of the right affiliate programs...

#### **Your targeted markets**

Before even deciding to promote affiliate products, decide on the market you want to target at.

It's best to decide on a market you want to stick with for the major time, as this will enable you to build a business around as you continue offering products and building your list.

As an illustration, there's not much sense in selling an affiliate product for hair loss to a group of young teenagers!

Or how about choosing to sell watch batteries, you're going to cry at the tiny profits (if any) you earn :

In other words, choose a market based on its relevancy to your business.

Choose a market based on its size and profitability.

It would also help if the target market you chose is aligned with your interest or knowledge, it makes everything all the more enjoyable and motivating.

A good way to select your target market is based on two necessary factors:

### 1. Demand And Profitability

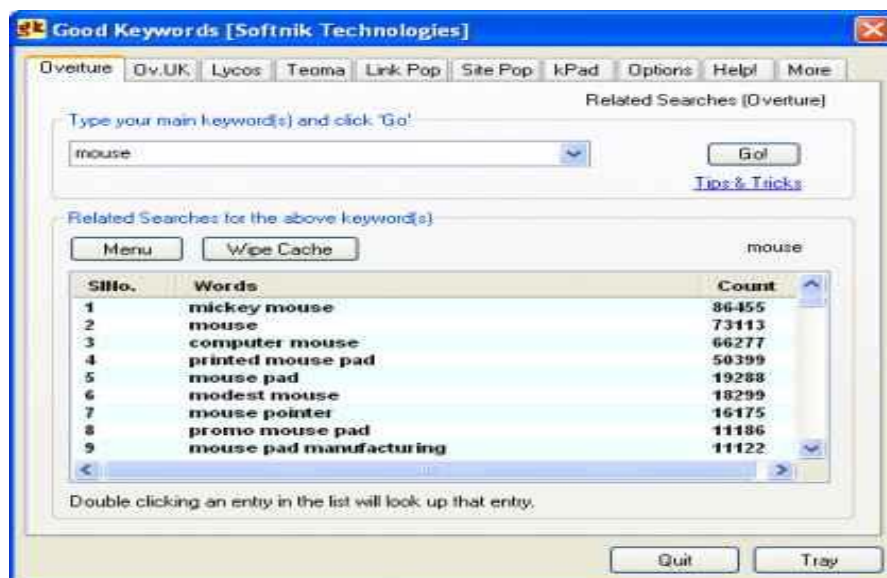
Here are the basic tools Internet marketers are using for finding profitable markets:

– *Good Keywords*

<http://www.goodkeywords.com>

Good Keywords is a terrific free software that shows the searches for any keywords (markets) you type in. For example, 'weight loss' was searched 400,864 times in a given month. This is a huge market!

Here's a screen shot of Good Keywords:



The results are derived from Overture, Overture UK, Lycos and Teoma. It also has functions to determine ANY website's link popularity and Alexa ranking. Another nifty feature is the kpad, which allows you to save keywords for future reference!

- *Word Tracker*

<http://www.wordtracker.com>

Another great keyword research tool.

To use, click on the "Keyword Report" icon towards on the left column on the site. It's not free but a free trial is available. This will be adequate if you know exactly what you're targeting at.

Registering for their service also entitles you to a report listing the top 300 most frequently searched words in the last 24 hours, plus the top 200 most frequently searched words for the last 60 days!

So for example if the term 'auto' was searched for 200,000+ times in the last 60 days, won't you want to target this huge demand?

- *Keyword Sleuth*

<http://www.marketing-make-money.com/keyword.html>

An amazing tool that will list up to 5,000 (yes!) popular search phrases on the topic you want. It's not free but a demo is provided. This really digs into the keywords and keyword phrases, more so than the above two.

- *ClickBank Marketplace*

<http://www.ClickBank.com>

Clickbank is the Internet's biggest marketplace (more than 10,000 products currently) for digital products such as eBooks, software, digital audio recordings, etc.

Clicking on 'Shop The Marketplace', which is the first link from the bottom, takes you into their marketplace. This area provides a good idea as to what's selling well in terms of digital products. There're various categories ranging from Business, Entertainment to Sports.

Let me explain, ClickBank ranks the listed products based on their popularity (largely determined by the sales volume done and the number of active affiliates promoting it).

Checking the types of products constantly on the first two pages in a category gives an indication that it's 'hot selling' status. There must be a good demand for them thus!

- *Overture.com*

<http://www.overture.com>

Again, you can further research market demand at Overture.com. It is currently the biggest pay-per-click search engine on the internet.

The simple method of checking the bids for any keyword will give you an idea of just how popular the demand is!

A general guideline would be the higher the bids placed on certain keywords, the greater the demand for them.

- *eBay.com*

<http://www.ebay.com>

You can also check out eBay for research. This is the world's busiest and biggest online auction site with millions of sellers – a massive marketplace no doubt.

Looking at the "featured items" listings on the homepage and individual categories provide a *general* indication of what's selling.

Sellers are paying £99.95 for these premium listings and short of having excessive spending money; it's safe to assume their products to be converting at a high rate and receiving good bids in the first place.

As a warning, huge demand does not always automatically equate to huge profitability.

It does depend on WHO you're marketing to, and how much money they have to spend.

A very simple illustration would be that working professionals will have more money than young kids, thus being a more profitable

target group!

## 2. Market Supply

The lower the market supply for the demand, the more profitable it'd be.

This may seem very obvious, but you'll be surprise how many people ignore this basic economic principle.

### - *Search Engines*

The easiest way to check the availability of products targeted to your market is through the search engines.

For example, a search for 'weight loss' at <http://www.google.com> showed an average of 2.83 MILLION competitors out there!

However, if you just **narrow** down your market for example, 'weight loss tip' has just 300,000+ competitors. This is a huge difference which will play to your advantage.

The bottom line's to focus on specific, niche markets instead of the overall general industry. You'll see more sales and money coming in this way.

### - *Yahoo! Shopping*

Another simple trick to check the supply of a given product or market is through the net's biggest shopping network – Yahoo! Shopping :

<http://www.yahoo.com/r/sh>

Doing a search for say 'digital camera' returned the following :

**Search Results** for **digital camera** found **1412** stores with **53806** products

Wow! 1,412 competitors marketing 53,806 products, now that's an idea of over supply.

You’ve got to balance the demand and supply to decide if the market you want to go after is profitable. This will help you in determining affiliate products to promote.

## **The quality of the affiliate product**

It has often been advocated that one should know and use the products they endorse, and I couldn’t agree more. This is especially critical if you’re planning to run a serious business online.

Recommending a bad product hurts your credibility and destroys trust almost immediately. Only promote products that you feel comfortable with, knowing they’re of good value.

I’ve seen countless ezine publishers, even the famous ones promoting affiliate products that either just plain suck, or does not even seem relevant to their market. What do you think happened next? I hit the unsubscribe button.

Don’t chase after the quick buck – aim long term.

## **The conversion of the product’s sales page**

Before promoting a product, check out the sales page. Does it have a killer web copy that converts visitors to customers well?

Does it make you want to buy? Does it load fast? Are there many payment options (this may hijack your commission) etc. etc...

You get the point.

It’s NOT your job to sell the products, that’s the affiliate owner’s role. Your responsibility as an effective affiliate would be to send qualified traffic to the main sales page by PRESELLING to your prospects.

This is again why knowing and using the products you promote is essential, it’s only when you’ve experience it that you’ll be able to presell well.

Promoting an affiliate product that just doesn’t sell itself is a major mistake many affiliates are making...don’t fall into this trap!

## The availability of marketing tools

Good affiliate programs tend to provide affiliates with a range of marketing tools for their promotion campaigns. These may include cut-and-paste solo ads, classified ads, banners, articles, samples, rebrandible eBooks, ecourses, etc.

It would be advisable to join only those programs that do offer such tools. First of all, creating these tools show a certain sincerity and seriousness of the affiliate program owner. Secondly and ultimately, they save you time and headaches. More importantly, you'll be able to use them to compile your eBooks.

All affiliate owners should make it EASY for their partners to promote their products.

## The incentives you're paid

Make sure you'll be paid! That's the entire point of promoting affiliate programs, or doing anything with effort anyway.

Check the credibility of the owner, the domain name (how long it's registered for) and other signs that indicate it's a genuine business. If it smells fishy, you may end up losing all your commissions (trust me, there're such people around).

Coming back now, look at the overall incentive package, rather than just on the direct commission you receive.

Questions to ponder include...

- Does the affiliate program offers extra incentives, contests or benefits to motivate YOU to promote it? Do you get additional rewards upon achieving certain sales volume?

As in offline sales, companies who value their sales person often dangle 'carrots' in the form of higher commissions, lump sum bonuses or free holidays simply as motivations to achieve sales targets. It'll be much more exciting and fulfilling if the online affiliate programs have such incentives too.

- In terms of commission, you’ll want at least a 50% cut to make it worth your time and effort. A program that pays out more means higher profits in your pocket! This has to be balanced with the selling price of the product. Promoting a higher end product will be more rewarding than one that sells for just £27.
- In an example of these two components of commission rate and selling price, a program which pays out 70% is high, but if the product sells at just £10, you’ll only receive £7.00 for all your efforts! On the other hand, promoting a £200 product which pays out 50% means more profit for you, to the tune of £100 for the same amount of effort you put in!
- Another important factor to consider : is this a two (or more) tier affiliate program? Essentially a deeper tiered program rewards you with extra earnings from your personally recruited sub-affiliates. You make money from their sales too. This converts to greater leverage with the same amount of effort!
- I would encourage promoting a residual income opportunity. This can be in the form of service-oriented programs such as web hosting, membership sites. Such programs allow you to continue earning recurring or lifetime commission, which is much more logical and profitable in the long term.

I would recommend [Push Button Publishing](#) excellent affiliate program. It pays £20 instant commission plus a good residual income opportunity up to 5 levels.

You can use the following methods to search for relevant affiliate programs if you have no existing program or idea on what to promote at this point of time...

#### *Search Engines :*

Visit major search engines like <http://www.google.com>. Do a search for “your keyword, eg. Bodybuilding + affiliate+ program”. A list of suitable programs will be displayed for your choosing.

#### *Affiliate Directories :*

Find programs through searches in affiliate directories like the below examples -

<http://www.affiliatesdirectory.com>

<http://www.associateprograms.com>

<http://www.affiliatematch.com>

<http://www.refer-it.com>

<http://www.becomeanaffiliate.com>

<http://www.linkshare.com>

<http://www.cj.com>

<http://www.2-tier.com>

<http://www.lifetimecommissions.com>

Remember, a good affiliate program may still not fulfill all the above criteria fully; it's a matter of balance.

Do your own research, email the owners and select the products to promote carefully. In this way, you'll have a better chance of success in cashing in more commissions!

The purpose of this chapter is to ensure that you pick the right programs before doing even a single thing!

As mentioned earlier, this puts you on the profit path already, and prevents future problems.

## Chapter Two:

### Super Affiliate's Profit Tools

I'm not going to beat about the bush here. Ask ANY super affiliate and they'll tell you the following BASIC tools are vital to them making real money from their affiliate programs.

You see, just as running an offline business where you'll require an office space, fax machine, telephone lines, etc. – You need certain essential tools for an online BUSINESS (yes, treat it as such) to flourish as well.

These are the basic requirements if you want to earn much more profits from your affiliate promotions :

#### **- Your own website and domain name**

I don't care what you've heard or what so and so 'guru' said :

*You need your own website and domain name to make it online, even if you're just an affiliate marketer.*

This is the first critical step in separating success from failure online.

Your own domain name and personal website (not those on freeservers please) are needed to establish your online presence, build YOUR identity, brand your name and profit from your internet business in the long run!

It's easy AND cheap to register domain names now.

If you can get one at £8-£10 (for a 1 year registration fee), why don't you?

Here are reputable registrars that charges less than £10 for a domain name!

<http://www.namecheap.com>

<http://www.registerfly.com>

<http://www.godaddy.com>

<http://www.namebargain.com>

<http://www.iregistrations.com>:

This is the cheapest registrar I could find - at just £5.95 per domain name.

But be careful, registering your domain name there automatically ties you in to a 30 day free trial of their hosting / search engine submission service. So *bear in mind to cancel your trial* before the 30 day period if you do not want to be billed after that.

If you need help in creating a website, here's a copy of "**How To Create A Website In 5 Days**". Download by [clicking here](#).

You'll need a good quality hosting company with big features to host your site next. While they're too many to name here, I can vouch for the following as I use them personally:

[Homestead](#)

[Host 4 Profit](#)

[5 Dollar Webs from Push Button Publishing](#)

[eHosting4U.net](#)

## - Sequential Autoresponders

A sequential autoresponder is a software or script (web or desktop based) that essentially performs follow up marketing for you with your prospects *automatically*.

*It works this way -> prospect A fills in name and email for more information from your website -> details are sent to your autoresponder -> autoresponder instantly delivers an email to prospect A with the requested information -> autoresponder continues to deliver follow up messages to prospect A over a period of time -> prospect A enjoys the information and decides to order -> you've made a sale + an opt-in subscriber!*

Now it's been said that if you're not utilizing email marketing, you're not really doing business online. Hey, come to it of it, even spammers use email to spam exclusively : )

Of course I'm not asking you to spam (no way!), but it goes to show just how powerful and essential email marketing is.

If you forget everything here, just remember one thing – you must start building an opt-in list of potential customers no matter what you're selling!

Put the control into your own hands, not the affiliate site.

All successful internet marketers and super affiliates have THEIR OWN opt-in list – that's how the bulk of their income is made anyway.

Get this right and you'll be on the right track to internet profits 😊

Now I won't recommend you using free autoresponders if you're serious and want to be professional. But if you need to for some reasons, here are 3 good ones I've used before (though you should really upgrade once your situation permits) :

<http://www.freeautobot.com>

<http://www.sendfree.com>

<http://www.rapidreply.net>

## - Ad Tracking And Testing

Every successful affiliate marketer have one thing in common – they track and test extensively.

Tracking and testing are keys to building profits in absolutely any business, online or off. This definitely applies to affiliate marketing too.

How else would you know *specifically* what's working and what's wasting you money?

I won't be going into details here but there are 2 main types of ad tracking programs, **CGI Scripts** which run at your own website, and **Web-based Services**.

Here are some examples of such programs :

*CGI Scripts* :

<http://www.adtrackz.com>

<http://www.proanalyzer.com>

<http://www.prolinkz.com>

*Web-based Services :*

<http://www.hypertracker.com>

<http://www.adminder.com>

<http://www.clickalyzer.com>

If you want to become a high-earning affiliate, remember the necessity of tracking and testing in all areas.

Now thousands of dollars can be made with the above resources if applied correctly and used together.

Before we move on to link cloaking, I want to highlight a perfect service for your needs. It's where you get professional webhosting, autoresponders, ad tracking service and more, all in one place.

You'll be surprised and pleased with the benefits of [Push Button Publishing](#). I'm using them too and hey, they cover all my affiliate marketing needs very well.

### – **Affiliate Link Cloaking**

It's imperative to mask or cloak your naked affiliate link if you do not want to lose commissions for nothing.

Potential buyers can simply switch your affiliate id to their own and get a discount from their purchase of the affiliate product you're promoting. For instance, a naked affiliate link from ClickBank :

<http://hop.clickbank.net/?NICKNAME chiaewen>

Anyone can insert their own ClickBank nickname in place of yours and get both a commission and discount!

It's what's commonly known as commission theft or hijack, and it robs you of your hard work and rewards.

Masking this same link using various cloaking tools helps prevent such theft from occurring. The masked affiliate link will now be displayed as :

<http://www.turnkeymoney.com/AFFILIATEPROGRAM.htm>

(the above is just an example, do not click)

This will discourage commission theft, though prevention is not 100% foolproof (nothing really is).

Here are some cloaking tools for you :

1. [Tiny Url](#)

A web-based service that's easy to use and does the job relatively well. Tiny Url also shortens your affiliate link for you.

2. [ClickBank Affiliate Link Protection System](#)

Download this toolkit containing two cloaking tools, Affiliate Link Encrypter and Affiliate Link Cloaker.

Remember to cloak your links!

## Chapter Three:

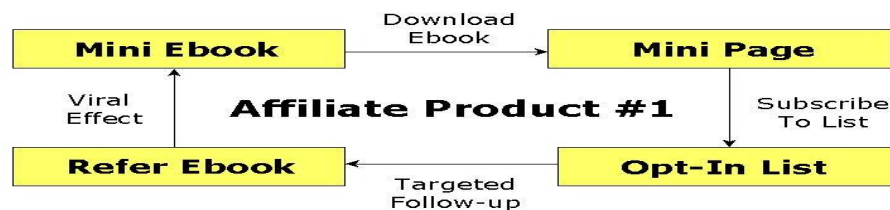
# The “Profit Loop System”

We’ve come to a very important chapter. Get yourself some hot tea or coffee and sit back.

As in all successful marketing, you need a strategic **system** to achieve the best results. This is the same for affiliate marketing.

I’ve created a simple ‘profit loop system’ to get maximum impact from mini eBooks, which will build your targeted opt-in lists at the same time!

The following is a graphical illustration showing how the system should be structured to work :



Here’s an explanation of each component :

1. **Mini eBook** : A short but market-specific eBook you will create to presell targeted affiliate products, drive traffic to the affiliate loop page and build your opt-in list all at the same time.
2. **Mini page** : Web page designed to capture targeted opt-in emails from prospects who want to download your mini eBook.

3. **Opt-In List** : Follow up effectively with further recommendation of the **same** affiliate product
4. **Refer eBook** : Use viral marketing to drive traffic from existing subscribers with 'refer-a-friend' scripts for example. Provide an incentive to do so.

This is the system in a nutshell. In using it, remember these golden rules :

- **Get people to download your mini eBook from your Mini Page whenever possible (more on this later). Get them to opt-in to your list to receive the eBook. Capture their email addresses.**
- **Build in viral marketing mechanisms into your mini eBook and give free giveaway rights to them. This single act explodes traffic to your site and build your lists.**
- **Stay relevant and targeted – recommend only ONE affiliate product in the entire loop. Keep the readers' attention focused and undistracted.**

Repetition breeds familiarity and love (of the product).

As you can see, the entire system is made up of two core components, the **Mini eBook** and **Mini Page**.

Come again? What are they exactly anyway? Please read on...

## 1. Mini eBook

A mini eBook is simply :

- A FREE eBook you create preselling ONE targeted affiliate product. Do not have to be too lengthy, 3-20 pages is fine.
- A FREE eBook that allows you to capture targeted prospects' email addresses for further follow-up.
- A 'viral monster' which you create and allow others to give away – with YOUR site and information in it!

Sure, some affiliate programs do offer you rebrandible eBooks, but here're just some compelling reasons why you'd need to create YOUR OWN mini eBooks...

- Firstly, not all programs provide rebrandible eBooks for promotion
- You get to BRAND YOUR NAME and website with your own eBooks
- You get to stand out from the crowd and be unique
- You get to drive targeted traffic to *your own* website through the various tactics discussed later
- You get to capture opt-in emails for future follow-up

You CAN still use the system with those run of the mill rebrandibles, but why would you want to?

Put the power in your own hands I say!

Don't worry, I'll show you how to quickly create mini eBooks from scratch in the following chapters.

Some marketers are arguing that the increasing popularity of audio and video digital products will make the eBook obsolete...that's ridiculous! As in any traditional tangible book, the eBook remains very much alive. And equally effective as a strategic marketing weapon, thank you

## **2. Mini Page**

This is really a targeted web page created to capture opt-in emails of prospects interested in downloading the mini eBook.

The Mini Page is specifically set up to capture prospects' emails for follow up, recommending the SAME affiliate product as endorsed in the mini eBook they download.

This recommendation strategy should last for at least 7 emails (recommended), followed by a survey to find out what related products are required.

Additionally, as mentioned, 'recruit' these existing opt-in prospects to refer your affiliate eBook to their contacts.

Provide an incentive to do so. In this way, it creates extra viral effects to your efforts.

***You should also leverage on the traffic to your mini page.***

*A simple example is to either provide a link to your main website from it or through smart pop-ups.*

One way I do this is by a link at the top of the page to my main sales page :

*"This offer is brought to you by [Turnkey Internet Profits](#)"*

And as mentioned, you can also install an exit pop-up promoting a related product, ecourse or another mini eBook. Use a reputed software like [Pop Up Master Pro](#) to create all kinds of profit-pulling pop ups, pop unders, dhtml pops etc.

A very good example of a mini page is my main portal at [Instant Marketing Secrets](#) though I'm not providing an eBook (it's a free marketing membership site). The site's just a single direct response style opt-in page designed for ONE purpose, which is to capture email addresses.

Take a look at it below:

<http://www.InstantMarketingSecrets.com>

Moving on, I hope you've understood and grasped the power of the profit loop system.

It's laser targeted and very effective in helping you promote affiliate programs profitably.

Plus you get to build a huge opt-in list fast.

We'll continue to **PART B** which will guide you into creating your own mini eBooks easily, followed by techniques to drive traffic to your mini page easily!

## PART B - Mini eBook Creation

### Chapter Four:

### Quick Start Guide To eBooks

It dawned on me that many may not know what an eBook is, or how it can be created.

Don't mean to 'insult' your intelligence if you're already familiar with eBooks, but this is for the benefit of those who may not know...

So here's a quick start guide covering what you need to know to get started :

#### ***What's an eBook?***

eBook or e-book is the term used commonly for *electronic* book. It is digitally produced and delivered via direct download to the reader's computer.

There're many advantages to eBooks and distributing them online :

- There are hardly any costs involved in developing them, unlike traditional books. This produces an extremely high profit margin (close to 100%) for those selling them!
- They are instantly accessible and downloadable, satisfying human's need for instant gratification
- You do not need to keep inventory
- There're no shipping and handling costs
- Anyone can easily create eBooks with the resources available

## **eBook formats and software**

There are about a total of 11 eBook formats, but the two most common and popular used to produce and distribute eBooks are:

### **1. PDF Format**

Adobe Acrobat <http://www.adobe.com/products/acrobat/> is the main program for creating eBooks in the pdf format (which is perhaps the most ideal).

This is because of its compatibility with both pc and mac users.

Readers will need to install its free Acrobat Reader software to view the eBooks (even for alternative pdf creators).

While Adobe is the standard for creating pdf eBooks online, it's relatively an expensive investment (costing £250 onwards) for the starter eBook creator.

Fortunately many alternatives to Adobe Acrobat have surfaced recently. You may want to check them out, the most popular being:

<http://www.pdf995.com>

<http://www.fineprint.com>

<http://www.pdfconverter.com>

One of the best pdf converters I've seen is called “Cute PDF Writer”, available as a freeware at <http://www.cutepdf.com>. With it you can create professional quality PDF files from almost any printable document, and it's completely free for personal and commercial use.

What I like is compared to others there're no watermarks or pop up web advertisements.

### **2. HTML Format**

eBooks are also produced with compiler software programs using standard HTML files.

The HTML compiler software essentially compresses normal HTML files into a self-extracting executable file (.exe)

If you are online you already have a HTML browser installed. Anyone can download and view e-books produced with compiler softwares using any internet browser.

Or simply use the "**Easy eBook Creator**" compiler, which also came bundled with your purchase of this eBook too.

If you need more information on eBooks, visit <http://www.google.com> and search for "eBook + tutorial".

### ***Some thoughts on rebrandible eBooks...***

To enhance your eBook viral marketing campaigns, you MUST create rebrandible eBooks once you are more experienced.

A rebrandible eBook allow others who have downloaded your eBook to 'rebrand' it with their own information and website details. This works best if you're the affiliate program owner yourself though it's not necessary if you're promoting multi-tier programs.

But as an affiliate, you can also benefit from creating your own rebrandible eBooks IF certain variables are controlled. For instance, do not allow rebranding of the main affiliate product unique affiliate ID. Provide a rebranding of a website link only, ie. "This eBook is compliment of xxxwebsite".

The other way round can also work. Allow rebranding of affiliate links only, while you redirect traffic to another site of your choice. It's your choice really but I normally prefer the first example.

To create such viral eBooks, you'll need rebrandible software that'll often be packaged as part of a rebrandible eBook compiler.

The undisputed leader for creating rebrandible PDFs is "Viral PDF" at <http://www.viralpdf.com> . While for HTML (.exe) versions, you can try Jimmy D. Brown's eBook Creator at <http://www.eBookcreator.com>

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### **3. eBook Covers**

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First impressions count – a lot.

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It's been proven. Image sells and a professional presentation is as important (if not more) than what you actually provide.

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An eBook cover makes your product look 'tangible' and enable it to come to life. It attracts attention and captures customers' emotions immediately!

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Placing an eBook cover has been known to increase response rates and sales by as much as a whopping **300%**!

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And if you do not have one, it WILL definitely lessen sales, that's as much as I can say.

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I've researched the most popular eBook cover creators around for you below. Some are free but you get what you pay for ;-)

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Unfortunately, no matter how good your information is, your eBook may not be sought after more than if it looks good and pleasing to the eye.

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- **Free eCovers**

GroundBreak - <http://www.groundbreak.com/graphics.html>

Box Shot Maker - <http://www.boxshotmaker.com>

- **Paid eCovers**

The Logo Creator - <http://www.thelogocreator.com>

eBook Wow - <http://www.eBookwow.com>

Max Covers - <http://www.maxcovers.com>

Online Web Creations - <http://www.onlinewebcreations.com>

Ecover Generator - <http://www.ecovergenerator.com>

Killer Covers - <http://www.killercovers.com>

Dynamite eCovers - <http://www.dynamitecovers.com>

Virtual Covers - <http://www.virtual-covers.com>

I'm also releasing an all-in-one graphics generator that spits out not only your eBook cover, but complete graphics like headers, order buttons etc. at the same time! Go to <http://InstantGraphicsGenerator.com> for more information.

## Chapter Five:

### Mini eBook Topic Generation Tactics

If you're still reading this, you've demonstrated a sincere determination to succeed.

We've now reached an important part of the system. This is where you can start planning and developing your own mini eBooks on the fly.

You'll be one major step ahead if you've already identified the target markets and affiliate products to promote, as previously outlined in the chapter “*The Right Affiliate Program*”.

As a guideline, here're topics that will never fail to attract potential customers:

- Making money
- Saving time
- Health and fitness
- Self-improvement
- Hobbies and interests, etc.

And in general, people are always looking for information on :

- Solutions to problems
- Improvements to current situations

With these in mind, this chapter will show you fast tactics on where to find specific ideas (i.e. what to write about) that are targeted to the chosen market, for your mini eBook's theme.

This ensures that your eBook will be desirable, demanded and downloaded!

Here's a quick format to doing that:

- You must first determine your target market
- Have a suitable affiliate product ready to promote
- Decide what specific topics to address that answers the needs of the market in question
- Check if there's a *demand* for these topics!

- Create your mini eBook offering good, quality content.
- One more thing. You must entice your readers to take further **action**, i.e. clicking through to the affiliate website. This can be achieved by NOT offering all the information for free, or by putting strong emphasis on product benefits. Push them to FIND OUT MORE by visiting the site.

The following are **4** of the fastest methods you can use to find out what your market WANTS to learn and read more about:

## 1. Keywords

Similar to our section on finding targeted markets, keywords are are vital to knowing what people want.

Define your keyword research to a specific topic instead of a general area. For example, "make money" is general as compared to "make money with eBay".

Or let's say I've targeted the market of online entrepreneurs (which is huge by the way). What's a suitable and pressing topic that these people are searching answers to? An example would be to build their opt-in list.

The tools have already been provided for you. As a recap, you should have started using <http://www.goodkeywords.com> or <http://www.wordtracker.com> .

One great tool is Mike's <http://www.top-keywords.com>.

Another method is simply to make good use of our good friend, the search engine (both free and paid) to **leverage on other webmasters' market research and efforts!**

The main objective of any search engine is simple – to provide relevant and targeted information for searchers.

### Free search engines -

<http://www.google.com>  
<http://www.yahoo.com>  
<http://www.altavista.com>  
<http://www.hotbot.com>

Perform a search for any keyword and note down the number of results returned. The higher the results, the more demanded and concentrated the keyword is.

Intense competition is a good thing, it generally means the topic represented by that keyword is already *in demand*. Webmasters are putting efforts and work trying to rank in the search engines like crazy, you know why (LOL)

Another example is to look at the paid or sponsored listings in a search engine like Google.com, which is pretty expensive.

If there are many such sponsored listings, it must mean that there IS a market for it! (trust me, some keywords have NO paid listings) As stated, narrow down your keyword search.

### **Paid search engines –**

Some of the major pay per click search engines are :

<http://www.overture.com>

<http://www.findwhat.com>

<http://www.7search.com>

<http://www.sprinks.com>

This is literally a no-brainer. I've touched on it before, the concept's the same.

The higher the bids for certain keywords, the more people are looking for such information. Pay-per-click search engines are an excellent way of searching for 'hot' topics to base your mini eBook's theme around.

## **2. Forum and discussion boards**

Forums and discussion boards are exactly what their names imply.

You'll find what I call "cluster markets" of like-minded people 'hanging out' there. For example, people who are passionate about Internet marketing hangs out at the [Warrior Forum](#).

Seek out high traffic forums and discussion boards related to your target market using this method:

- Do a search (not again!) for "*your-target-market* forum + discussion board" as in "*affiliate marketing* forum + discussion board"
- Check <http://www.alexa.com> for their traffic ranking. The lower the number the more traffic it gets. This is important, as you'd want those forums and discussion boards that are active and well participated to get ideas...

Aha, get ideas! Once you’ve identified these places, visit and participate in them. Look through the most mentioned topics and ‘hot threads’ (actively replied to posts) to see what are the hot and popular topics.

Model your mini eBook on them and roll in the money!

**Note:** As you’ve already identified the market, e.g. Affiliate Marketing through the general forums, looking at ‘hot threads’ narrows your search to sub-topics.

In fact, this is one of the ways leading to my creation of this exact guide you’re reading now.

An excellent tool to use is Russell Brunson’s “Forum Fortunes” software, which is included for free as part of [Push Button Publishing](#).

### 3. Surveys

Another proven way to get a ideas for your eBook topic. This works best if you’ve already got an ezine or opt-in list of your own to start with. Or again use the forums to conduct such polls.

Survey your subscribers to really pinpoint what they need information on, be specific. This will be to your advantage in deciding what to write on.

You can use web-based survey services like:

<http://www.surveymonkey.com>

<http://www.quask.com>

<http://www.custominsight.com/demo/free.asp>

One way to encourage response and ensure a successful research gathering survey would be to offer incentives for participation. But be prepared, some would fill in any answers just to get your incentive (which is a good thing if it’s a mini eBook of yours☺)

Jim Edwards has it down pat with his report called [“How To Use Simple Surveys To Create Best-Selling eBooks & Info-Products”](#).

Click on above title to download.

### 4. Look offline

Many Internet marketers fail to look offline, it's ironic I know. The real story is the offline world is the 'starting point' you should research on!

The demand offline 'spills over' online. Say that again? People come on the Internet to search **more** information on either what they couldn't get more of offline, or for instant gratification on what they already want.

The easiest way you can get an idea is going to a popular bookstore like Borders.

Flip through the magazines relating to your market - what's being wrote on? What're being advertised? What's on the cover? Which magazines are place OUT FRONT (normally the better selling ones by the way)?

Or look at the weekly, monthly best sellers. You'll see a certain trend developing! How about your newspaper or TV? TV ads and late night infomercials are one of the best research tools available to you anytime.

Heck, just go to <http://www.borders.com>, <http://www.amazon.com>, <http://www.twbookmark.com> or <http://www.eBooks.com> if you're short of time ☺

So do determine specific (or niche) topics within a general topic using the 4 methods I've listed. You'll get better results this way.

## Chapter Six:

# How To Create Your Mini eBook In 24 Hours Or Less!

This chapter will give you fast start tactics to creating your very own mini eBook.

Some of these tactics will literally enable you to do this in 24 hours or less, provided you've already learned how to use the various compilers (If you set aside some time to learn, you'd usually need less than 2 hours to master any compiler).

A mini eBook should have these characteristics:

- Short and sweet, between 3-20 pages, not more (no problem with that? )

You'd want to hold the attention of your readers, so being too draggy will discourage that. And if they decide to close and read it another time, you can be 90% sure that never happens.

- Tightly themed around the topic you had decided on
- Has built-in viral marketing mechanisms
- Packaged with a great title!

The title must convey strong emotion, benefits and command instant attention.

With that said, here's a guideline to get you started in creating your first mini eBook:

- 1. Create a template**
- 2. Get content fast**
- 3. Inserting important links**
- 4. Compile your mini eBook**

Now let's look at each individual steps.

### **1. Create A Template**

The easiest way to begin is by creating an outline, or standard template, which you can use for unlimited mini eBooks.

Begin your outline with an 'Introduction'. It's the best opportunity to introduce yourself and inform readers exactly what they can get out of the eBook. Think of it as a summary of the entire eBook.

The next step will be to either create a Table of Contents.

Make sure your chapter titles are descriptive and 'attention grabbing' too. This is a good way to ensure your eBooks get READ!

Finally, include a 'final word' or conclusion.

You can also add a 'recommended resource' section if you want (should be used to summarize benefits of affiliate product)

Here's a simple format based on the above you can model on:

<p style="text-align: center;"><b>Introduction</b></p> <p style="text-align: center;"><b>Table Of Contents</b></p> <p style="text-align: center;"><b>Chapter One</b></p> <p style="text-align: center;"><b>Chapter Two</b></p> <p style="text-align: center;"><b>Chapter Three</b></p> <p style="text-align: center;"><b>Conclusion</b></p> <p style="text-align: center;"><b>Recommended Resource</b></p>
--

## **2. Get Content Fast**

This is the most tedious and for many, scary part, but don't worry you'll be filling your eBook with content in no time flat.

The challenge would be to create or get relevant content fast.

*Question* :Ask yourself: "How do I get content related to what my market wants quickly?"

*Answer* : This may shock you : *By using what's already available!*

The following are 6 of the most powerful techniques in generating instant mini eBook content:

- **Writing Personal Endorsements and Reviews**

This is the most direct way of creating mini eBooks.

It's essentially reviewing a product and talking about it. Have you ever describe something in excitement to a friend? Or have you used 'word-of-mouth' before?

It's the same thing, just that now you're writing it down!

This is another reason why you should have used the affiliate product you're promoting. It gives you motivation and drive to tell the world (being that it's an excellent product of course).

Write your endorsement as if you're talking to your friend. List down benefits and results (you can list the various individual benefit as the individual chapters).

Do it in a coherent structured style and you'll have your content!

For example, one hot ezine I publish, "[Marketing eBooks Exposed](#)" is totally only about marketing eBook reviews with a new review each week. I could just compile the reviews into a mini eBook anytime!

- **Compiling Relevant Articles**

The Internet is full of quality free information, which you can use right away - the best examples being articles!

Create your mini eBook by compiling 3-5 articles addressing the topic you've targeted. For example, a series of articles on 'autoresponders'.

This is perhaps the fastest way ever to create content for your eBook immediately. And if you're an article writer yourself, simply 'recycle' and compile your own articles (topic related please)!

All article writers would be happy to let you use their articles, but you must keep their resource boxes intact. Under no circumstances should you cut and paste articles without giving proper credits to the authors.

The easiest way to get these articles is through article directories or article announcement lists (which will see new articles arriving in your email almost daily).

I've included the major ones below for your use:

### **Popular Article Directories –**

<http://www.ideamarketers.com>  
<http://www.bestezines.com>  
<http://www.makingprofit.com>  
<http://www.ezadsuccess.com>  
<http://www.goarticles.com>  
<http://www.marketing-seek.com>  
<http://www.connectionteam.com>  
<http://www.homebiztools.com>  
<http://www.addto.com>  
<http://www.netterweb.com>  
<http://www.ezinearticles.com>

### **Popular Article Announcement Lists -**

#### *Article Announce*

Subscribe: [mailto:article\\_announce-subscribe@egroups.com](mailto:article_announce-subscribe@egroups.com)  
Website : <http://www.web-source.net/articlesub.htm>

#### *Articles Archive*

Subscribe: [mailto:articles\\_archives-subscribe@egroups.com](mailto:articles_archives-subscribe@egroups.com)  
Website : [http://www.egroups.com/group/articles\\_archives](http://www.egroups.com/group/articles_archives)

#### *Free Content*

Subscribe: <mailto:Free-Content-subscribe@egroups.com>  
Website : <http://www.egroups.com/group/Free-Content>

#### *Free Reprint Articles*

Subscribe: <mailto:Free-Reprint-Articles-subscribe@yahoogroups.com>

The idea here is to scan and select themed quality articles. You can also try writing reviews of these articles in the 'introduction' section of your mini eBook as a prelude.

- **Using Existing Affiliate Tools**

Another surefire simple way of creating mini eBooks! Make full usage of the various content-driven affiliate tools *good* affiliate programs provide.

I'm referring to articles (yes!), ecourses, software, etc. that you can use to compile as a mini eBook (you should get permission from affiliate owners beforehand of course)

For instance, compile ecourses into an eBook instead. Some people do prefer reading from an eBook as opposed to waiting for an ecourse day after day (though ecourses were created based on their strength as an email marketing tool).

What can you do with the original ecourse? Still use them by plugging it into your autoresponder as the follow up!

This is just an example of how you can take what's available and do something different.

- **Compiling Offline News**

Write a quick report or commentary on important issues related to your market that you've read offline.

For example, a piece on search engine news in the tech section of your local newspaper, or a good magazine write-up in 'Entrepreneurs'.

I'm NOT advocating 'copying' content; instead use them as a guide or framework for a commentary in your own words.

A quick way to use this method: Look at various recent magazines of the same niche and grab ideas off them. Try doing this at your local library where it's quiet and relaxing.

To do something of this nature online, you can visit news site of your targeted market. I love <http://www.internetnews.com> for such research.

How about writing on your experiences with the world around, this require some analysis and thinking but it's original. For instance, something related to your job that is useful to share.

Or analyze how retail stores market their products effectively when you go shopping

- **Outsourcing**

Another way to create content is simply to outsource it, be it free or paid.

A popular method to create products used by many 'writers' would be to engage 'ghostwriters'. Ghostwriters are behind-the-scenes writers who will create a product (book, article, etc.) for you for a fee.

The advantage is you retain the copyright and get to put your name on the finished product as if it's your own – becoming an instant writer in this way.

While I'm not sure you'd want to use this approach for mini eBooks, it's an option you can consider.

The following two websites offer databases of quality 'ghostwriters':

<http://www.freelancewriters.com>

<http://www.elance.com>

A much 'cheaper' method of outsourcing your writing is by *Joint Ventures*.

- Friends and contacts

Get your friends knowledgeable in your target market to write part of the eBook for you. Make certain you retain the rights to edit their contributions beforehand, as you'd want it to be coherent to your finished mini eBook.

- Experts in your targeted markets

This is a commonly used approach to creating eBooks on the fly. Send a polite email to experts asking for help and contribution. This can be in the forms of short interviews with these experts. (Jason Anderson of <http://www.achievenetprofits.com> is very good at this)

Or co-author with an expert and give them a cut of the profits. This will need some ironing out but the advantages are obvious, especially if the people you approach are famous. You get an instant boost to your business and name.

Not all will reply and help you out, but sincere efforts will be rewarded.

- Forums

This resource is a fast way of getting contributing writers for your eBook. Post a request in your favorite forums (for details on how to find them, look in the previous chapter "Mini eBook Topic Generation Tactics")

You'll be surprised at the positive responses received. The respond rate will increase if the forums are active and highly participated.

Some important points to remember when using the above techniques:

- Give a deadline to the project, and
- Offer people an attractive incentive to help you. This could be anything from a link to their website or valuable bonus (products, resale packages, free ads, etc.).
- **Public Domain Information**

Public domain information can be classified as copyright-free works that is available for the public to grab and use. This includes text, books, images, music, etc.

They may fall into either of these categories:

- Information and figures from the government and it's agencies
- Publicly available materials donated by writers and contributors, or
- Works which becomes public information due to loss of copyrights

In general works that are created before 1923 is in the public domain now. Those created between 1924 and 1963 is in the public domain unless the copyright was renewed (and mostly they're not renewed).

How can you create mini eBooks using public domain?

You can simply modify and re-compile them into your own! Some creativity and planning may be required here, but anything you modify from the public domain automatically gives you a copyright on the modified version, lasting 50 years after your death.

Public domain also include anything created by the Federal Government or its employees in the course of their duties. As you paid for them (taxes), this gives you access to them.

All these means public domain represent a virtual goldmine for

you to compile and create mini eBooks very quickly.

The easiest way to find public domain information is to type in 'public domain' or 'government' as search terms into any search engine.

Or try "Project Gutenberg" which is an amazing archive of over **3,000** public domain books you can grab instantly:

<http://www.gutenberg.org>

Yanik Silver has also produced a powerful course called "[Public Domain Riches](#)" you will find extremely useful.

Listen, here's another dead simple way to get instant content you can edit, rewrite and brand as your own...it's called the "[Viral Article Toolkit](#)" consisting of 199 articles you can change and modify.

### 3. Inserting Important Links

There are 3 basic types of links you should include within your mini eBook. Let's look at each of them now:

- [Affiliate Link](#)

The first would obviously be your own unique affiliate URL for the product you're recommending. Plant this in the opening section and every chapter of the eBook by 'introducing' it as a highly recommended resource (relevant to the topic at hand).

- [Refer-A-Friend Link](#)

You should also get your readers to promote for you.

Do not forget that your eBook may have been passed around to many others who had not download direct from you. You'll want to enlist their help to spread your mini eBook even further through the *simplest* viral marketing technique.

This can be done by linking to the recommendation page or by literally inserting a 'refer-a-friend' box in the eBook itself (for HTML format only). Such scripts can be downloaded from:

<http://www.scriptz.com>

[http://www.hotscripts.com/Remotely\\_Hosted/Site\\_Recommendation/](http://www.hotscripts.com/Remotely_Hosted/Site_Recommendation/)

<http://www.webcruizer.com/tellfriend.htm>

Offer an irresistible incentive for their help, it's always a 'what's in it for me?' kind of mentality. For instance you could give them a related eBook package with high perceived value free. Redirect them to the download page or send the download instructions to them after they have referred their friends.

Easy instructions to do this are available with each different script, so don't worry. This is a very basic strategy which works well.

As mentioned earlier, you should also state very clearly that the eBook comes with "Free Giveaway Rights" to increase the viral effect. If you're using [Viral PDF](#), there're more ways to implement viral tactics in your mini eBook.

- [Main Website/Ezine Link](#)

It's almost imperative to provide a link back to your main website or ezine subscription page (if you're publishing one) on every page of your eBook, preferably at the top.

Simply have a line that goes "Visit [www.yourwebsite.com](http://www.yourwebsite.com) for more great quality eBooks" for example.

Or a "Subscribe here" link to your autoresponder or subscription page would also be advisable to build your other lists.

#### **4. Compile Your Mini eBook!**

If you're compiling your eBook in the pdf format, it is a matter of simply writing it in a normal word document using Microsoft Word or Word Pad.

Once the document is completed, click 'file' from the top right hand column in Microsoft Word followed by 'print' and select the appropriate pdf distiller and click ok.

Your eBook will then be converted to the pdf format.

For HTML format, you need to turn your text document into HTML, creating relevant web pages.

The easiest method to do this is through Microsoft Word again. Click 'file' as per the earlier example, followed by 'save as' and select 'HTML document'. Compile these HTML pages into your eBook with the appropriate HTML compilers as a .exe file and you're all set!

Once you've created your eBook and you're ready to upload it to your server.

Note: For a pdf eBook, I'd recommend zipping it up first using <http://www.winzip.com> . This would make it easier for readers to download as sometimes downloading pdf files can cause problems.

Create a new directory where you store your HTML files. You can name the directory "eBook" or whatever you'd like. Upload your eBook in binary mode.

To create a download link on your website, most servers will allow you to simply link to the address:

<http://www.yourdomain.com/eBooks/eBook.exe> or

<http://www.yourdomain.com/eBooks/eBook.zip>

If this method of linking doesn't work for you, contact your host or server administrator for further assistance.

Congratulations then! You should have your first mini eBook ready if you just follow these simple steps.

Always remember though to create a *killer title* for your mini eBook. This will capture prospects' attention and interest, leading to more download.

A title that says "Find A Perfect Lover" *will not* attract as much attention as compared to one that screams...

**"Heart Thumping Secrets To Finding Your Perfect Lover By Tonight!"**

You've got to capture emotions, benefits and excitement with your title!

Now it's time to kick the profit loop system into overdrive, let's proceed to the next chapter entitled:

"How To Get Your Mini eBook Downloaded By The Thousands!"  
(watch that title I say)

## PART C - Mini eBook Traffic

## Chapter Seven:

# How To Get Your Mini eBook Downloaded By The Thousands!

We've now come to an important chapter where you'll learn some proven traffic generation tactics.

It's time to put the profit loop system to work...

It's essential that the traffic be driven to your mini page instead of a direct download link.

To be frank, I was undecided on whether I should recommend certain traffic tactics that is being frowned upon somewhat.

An example is guaranteed traffic programs. But for the benefit of everyone reading I decided to anyway as I've personally used and gotten good enough results from them – using a slightly different approach.

So I'll include such tactics anyway, you decide if you want to use them. In this way, you win I win.

Now *some* of these traffic tactics require an investment. However, it'll be investment well spent.

But you'll be glad to know that most of the methods are free in monetary terms. You still 'spend' time and effort implementing them.

And in all forms of marketing, you've absolutely got to TRACK and TEST your ads as highlighted before.

This will pinpoint the different copy or advertising method that produce better results, saving you time and money in most cases.

With this in mind, here are specific traffic generating tactics to promote your mini eBook with.

Remember simple things do work.

- **Signature File**

This is the first promotional tactic you can apply immediately.

Signature files are short signatures attached to your email messages. People do in fact read them if they're attention-grabbing and from someone they know. And I can tell you NOT everyone uses this tool.

You can include a signature like:

***Free eBook shows you: "How to lose at least 5 pounds without starving yourself silly!" Download now before [-time line-] at [www.yourminipage.com](http://www.yourminipage.com)***

A trick is to add a 'P.S.' before your signature, as in "P.S. Free eBook shows you...". This is psychologically proven to get read! You can even add P.P.S and more if you want ☺.

Now it will be a big hassle changing your signature file all the time if you're promoting numerous mini eBooks.

I'd recommend a signature file rotator like "Sig Blaster" (freeware).

It basically (and randomly) selects a pre-written signature you've created beforehand as the signature file plug in, useful to say the least...

<http://www.vega-tek.com/sigblaster/index.html>

- **Your Own Website And Opt-In List**

The next immediate place to promote your mini page would of course be on your main website or to your subscribers.

Forgive me but I thought it's an obvious point I must state.

For your website, promote your mini page through a link, exit pop-up, pop-behind, fly-in ads (!!!) or what have you. I'm sure you'll be more creative than me.

Offer mini eBooks to your subscribers in every mailing as a top sponsor ad will get you downloads.

Try it and you'll see results I promise you!

- **eBook Directories**

An eBook directory is a website that accepts eBook listings, very much like an article or ezine directory.

Most of these eBook directories are high traffic and many people do visit and download eBooks, so its imperative to list your mini eBook there.

Search for 'eBook + directory' in the search engines, or just click to the major ones below:

***eBook Directory***

<http://www.eBookdirectory.com>

***eBooks N Bytes***

(cost £19.95 per year but worth the money!)

[http://www.eBooksbytes.com/submit\\_eBook.shtml](http://www.eBooksbytes.com/submit_eBook.shtml)

***eBook Giveaways***

<http://www.eBookgiveaways.com>

***Free-eBooks***

<http://www.free-eBooks.net>

***eBook Portal***

<http://eBooks.searchking.com>

***Jogena***

<http://www.jogena.com/eBookdir/eBookform.htm>

***Wisdom eBooks***

<http://www.wisdomeBooks.com/add.html>

***Max eBook***

<http://www.maxeBook.com>

***Mind Like Water***

<http://www.mindlikewater.com>

***Free Book Site***

<http://www.emarketingparadigm.com/eBooks/publish.html#submit>

***eBook Search Engine***

<http://www.eBooksearchengine.com>

***The eBook Directory***

(One-time £10 listing fee applies)

<http://www.e-bookdirectory.com>

**eBook Palace**

<http://www.eBookpalace.com>

**Fiction Wise**

<http://www.fictionwise.com>

**eBook Jungle**

<http://www.eBookjungle.com>

**Online Marketing Library**

<http://www.onlinemarketinglibrary.com/search/SuperLinks.cgi?action=Add>

**Web Success Maker**

[http://www.websuccessmaker.com/community\\_forms/article\\_&\\_e-book\\_submissions.htm](http://www.websuccessmaker.com/community_forms/article_&_e-book_submissions.htm)

**Virtual-eBooks**

<http://www.virtual-eBooks.com/addabook.htm>

**eBook News**

[http://eBooknews.netfirms.com/cgi-bin/search/ilink.cgi?action=Add\\_Link&Category=](http://eBooknews.netfirms.com/cgi-bin/search/ilink.cgi?action=Add_Link&Category=)

- **eBook Submission and Announcement Services**

Similar to an eBook directory, here are additional places for you to submit your eBook.

eBook announcement services usually charge a fee for an eBook press release, but they're very effective in bringing traffic.

**Published.com**

<http://www.published.com>

**eBook Submit**

<http://www.eBooksubmit.com>

**eBooks Made Easy**

<http://www.eBooks-made-easy.com/submitbook.htm>

**eBook Heaven**

<http://www.eBookheaven.co.uk/cgi-bin/suite/directory/directory.cgi>

**eBook.com**

<http://submit.eBook.com/submit-name.php?SubmitMode=Engine>

**eBook Boutique**

<http://www.eBookboutique.com>

**eBook-Reviews.net**

<http://www.eBook-reviews.net/submit.shtml>

eBook Announcement services:

**eBook Broadcast**

<http://www.eBookbroadcast.com/submit.html>

**eBook Announcer**

<http://www.eBookannouncer.com>

**Book Flash**

(High cost £145 per announcement)

<http://www.bookflash.com>

Note: you can create your own eBook press release with the "press release generator" here:

<http://www.eBookmall-publishing.com/eBook-promotion/press-release.htm>

- **Freebie Download Sites**

Such sites offers tons of freebies to visitors and are very high traffic.

They are similar to freeware and shareware sites like Download.com or Tucows.com which offers free software for downloads.

Fact is, you can really get many exposures and downloads for your eBook simply by listing with such freebie sites!

Visit each site and submit your eBook accordingly. It's freebie advertising ☺

**Weekly Freebie**

<http://www.weeklyfreebie.com/free/submit/>

**Free Contests**

<http://www.freecontests.com/suggestions.html>

**Cool Freebie Links**

<http://www.coolfreebielinks.com/index.html>

**Free 2 Try**

<http://www.free2try.com>

**Free Fever**

<http://www.freefever.com/sugs.html>

**Free-N-Cool**

<http://www.free-n-cool.com/addurl.html>

**Free Mania**

<http://www.freemania.net/cgi/links/add.cgi>

**Free Stuff Share**

<http://www.freestuffshare.com/add.phtml>

**Freebie Land**

<http://www.freebieland.net/contact.shtml>

**Freebie List**

<http://www.freebielist.com/add.htm>

**Planet Freebie**

<http://www.planetfreebie.com/cgi-bin/links2/add.cgi>

**Freebie Dot**

<http://www.freebiedot.com/submitalink.php>

**The Free Site**

<http://www.thefreesite.com/amazsubm.htm>

**Free.com**

<http://www.free.com/homepage.asp>

**Always Freebies**

<http://www.alwaysfreebies.com>

- **Forum Traffic**

The forums are excellent places to promote free eBooks. By this I do not mean blatant advertising, which is the unethical thing to do.

Rather, you should actively participate in the. This is encouraged anyway as forums are one of the best places for networking and seeking advise.

Unless the forums allow postings for free stuff (some do), advertise your mini eBook with your signature file instead. Or you could introduce your eBook as a solution to a problem that was posted.

In this way you get appreciated too if the eBook is targeted and has quality information.

For starters, click the below links for a list of high traffic forums:

<http://business.messagestoday.com/bysite.asp>

<http://www.expage.com/hightrafficforums>

The following are major forums you can check out:

***Internet.com Forums***

<http://www.internet.com/forums/>

***About.com Forums***

<http://forums.about.com/ab-publishing/messages//tid%3D155>

***International Writers Community***

<http://writers-bbs.com/>

***eBook Friends***

<http://www.eBookfriends.com>

***eBook Gazette***

<http://www.eBookgazette.com>

***Anthony Blake's Entrepreneurial Success Forum***

<http://www.ablake.net/forum/>

***The Warrior Forum***

<http://www.warriorpro.com/cgi-bin/w.cgi?34620>

***Diane Hughes' ProBizTips Forum***

<http://www.probiztips.com/forum/index.php>

***"How To" Internet Marketing Forum***

[http://www.howtocorp.com/cgi-bin/webbbs\\_config.pl](http://www.howtocorp.com/cgi-bin/webbbs_config.pl)

***Friends In Business Message Board***

<http://www.friendsinbusiness.com/board1/>

***Search Engine Marketing Forums***

<http://www.jimworld.com/apps/webmaster.forums>

- **Start Page And Autosurf Traffic**

Contrary to expectations, start page exchanges and autosurf programs do provide good results for this particular type of promotion.

*Start page exchange :*

In a start page exchange program, you are required to view another member's website to receive credits. In return you get your own website (target URL) viewed by other members. Different exchanges have different ratios on allocation of credits, the most popular being the 2:1 model (where you view 2 websites for 1 view of your own).

Use your mini page as the 'target URL' in these start page programs.

Success lies in designing a simple, attractive and attention-grabbing mini page.

You can find many start page programs in the search engines, these are just a few to start off with :

<http://www.trafficswarm.com>

<http://www.nomorehits.com>

<http://www.hitpulse.com>

<http://www.fastfreeway.com>

Now there are only two ways to receive credits with start page exchanges (besides paying for them):

1. The first way is to open your browser and surf for credits.
2. The second way you can increase credits is by referring sign-ups into your start page exchanges. This is so as bonus credits for page views are given for each new sign-ups you bring in.

*Autosurf program :*

An autosurf program earns you tons of page view credits without any clicking whatsoever. As it's name implies. The page views come automatically. You just have to open your unique autosurfing URL and allow it to run.

You can similarly get bonus credits by referring new members through your referral link.

Some autosurf programs include :

<http://www.autohits.com>  
<http://www.fastads.net>  
<http://www.126hits.com>  
<http://www.wildfirehits.com>

Now the answer to using these two successfully lies in leveraging them into a system.

Here's a simple system :

- Join start page exchanges
- Join autosurf programs
- Get a site rotator – a good one is from <http://www.buildreferrals.com>
- List all your start page URLs (not referral link) into the site rotator.

An example of a startpage url would be :

[www.nomorehits.com/cgi-bin/redirect.cgi?user=xxxxx](http://www.nomorehits.com/cgi-bin/redirect.cgi?user=xxxxx)

(Where "xxxxx" is your member id)

- Set this rotator as the target url for the autosurf programs
- Run your autosurf programs simultaneously and rake in credits for your start pages automatically

This system may be considered 'controversial' but many people are using it. My job is to reveal, yours is to decide if you want to use it.

Important points to note include :

- Some start page and/or autosurf programs do not allow pop-ups, It does take some testing and twitching to get it right.

- Go to <http://www.CrazyBrowser.com> and download their free web browser. This allows you to open multiple sites and windows inside a single browser task, for simultaneous operation of different autosurf programs.

It also has a Smart Popup Filter which blocks errors and popups.

- Make sure you have an anti-virus software installed just in case. A free but reliable one is from <http://www.grisoft.com> called AVG, currently at version 7.0 as of this time of writing.

On another note, there are many eBooks, softwares that will help you 'automate' and rake up incredible credits for your startpages, well some work some don't.

## • Joint Ventures

Aha, the 'ultimate' leverage marketing strategy. The Joint Venture or JV is often noted to be the quickest path to internet riches, and rightly so.

This is especially powerful if your JV partners are 'famous gurus'. You get instant fame and traffic riding on their success. In most JVs, you're making use of your partner's assets and he of yours. The buzzword here is "WIN-WIN".

A good example is my other niche product, "[Resale Rights Secrets](#)", which was basically a compilation of interviews I did with 19 resale rights experts. It became a roaring success. So do JVs work? You bet they do ;-)

Back to our topic...there are a number of ways to seek potential JV partners. Any of these techniques can get you results:

- **Ezine directories** – You can search for ezine publishers in your target market here. Ezine publishers are one of the best JV partners due to their list of subscribers and credibility with them.
- **Search engines** – Use the search engines to find highly ranked websites in your target market. Visit each website and decide if they're relevant to your needs. If so, write an email proposing your JV to the webmasters. You may or may not get a reply immediately, but don't give up.

Searching for JV partners through the search engines is necessary. Many successful marketers do not publish an ezine, most have just an opt-in LIST. So you won't find them in the ezine directories.

The popularity of “eBook membership” sites presents another potential goldmine. Use the search engines to seek out owners or webmasters of such sites and offer them your eBook. Most will say yes as it's an addition to their eBook catalogue.

- **Forums** – You can find many potential JV partners in forums, especially the crowded ones. I've been able to launch numerous successful JVs through this method alone.
- **Subscribers** – I'm referring to YOUR OWN subscribers if you have an ezine or list. You'll be surprised how responsive they can be, if only you asked. Many may have their own websites and/or lists too, so why don't you guys strike a JV deal?

Now the question is, how in the world do you approach JV partners to give away YOUR free eBook? What's in it for them??

Right, “*what's in it for them?*” There must always be an incentive to attract and convince them to partner up.

Now if you are giving away free mini eBooks, they aren't going to earn any commissions from promoting your eBook (well, unless you pay them, which won't be called a JV anymore)!

So offer them another form of incentive instead.

This could be anything of value to them!

In my own JVs, I've attracted potential JV partners with:

- Valuable eBooks with resell rights
- A free ad in my ezine
- and even entire packages of products

You've got to determine what you can offer that is of value and relatively sort after.

Here's a million dollar quick idea to kill two birds at once: get them to provide contributions to your mini eBook, and offer it to their own list!

Most people seek recognition and most don't have the time to create products with their names on it. So why not help them fulfill this need? How about giving them incentives on top of this? It's going to be a killer proposition I say 😊

Here's a helpful piece of software to create a 'hypnotic' JV letter to potential partners. However please edit accordingly to the situation when using it as the software creates a standard JV letter template.

To try it out, download your own copy of ["Joint Venture Wizard"](#).

- **Ezine Advertising**

This is the surefire way of getting traffic to your mini page immediately.

There are thousands ezines which you can submit your eBook ad to for an extremely low cost, usually £5 to £45 weekly to reach 100 to 100,000 targeted subscribers.

Different types of ads are offered by individual ezines, but the most common would be solo ads (go out by themselves with no other distractions) and sponsor ads (top, middle, bottom).

In fact there're many ezines that provide free classified ads in exchange for your subscription.

Search for them in one of the major search engines with the keyword phrase "free subscriber ads".

Or here's a list of low-cost ezine advertising you're sure to like :

### [2 Bucks An Ad](#)

2 Bucks An Ad has been in business since February 2000. Minimum order is at £10 but that gets you exposure to an average of 90,000 subscribers!

### [EzineAd.net](#)

List of 170 ezines with a total of 1,000,000+ subscribers in 11 groups. The average cost works out to £1 per 10,000 subscribers for A 5 line.

However please note such ads will not be as effective as a solo or prominent top sponsor ad.

You should also subscribe to the ezines before placing any ads. This is to get an idea of the placement and frequency of ads.

What you must do is to make sure you choose relevant ezines that are targeted to your eBook topic.

This is especially so if you're going to invest in a solo ad. Do this by searching through ezine directories such as:

<http://www.ezinedirectory.com>  
<http://www.directoryofezines.com>  
<http://www.newsletter-library.com/ven.htm>  
<http://www.arl.org/scomm/edir/template.html>  
<http://www.coalliance.org/forms/ej.suggest.shtml>  
<http://www.edoc.com/jrl-bin/wilma>  
<http://www.newsletteraccess.com/database/reg.html>  
<http://www.yotta.com/magazine/addfree.htm>  
<http://www.linkfinder.com/submit.html>  
<http://www.dominis.com/Zines/publishers/add-howto.html>  
<http://www.etext.org/services.shtml>  
<http://inkpot.com/submit/>

Ezine Ad Auction offers a unique service whereby you can actually bid on ads from ezine publishers:

<http://www.ezineadauction.com>

Brian Garvin has put together a useful list of recommended ezines you can consider advertising in:

<http://www.bigdogpit.com/adv-solos.html>

- **Article Writing**

Writing articles is a proven viral marketing tactic that brings you tons of free advertising and traffic...and one of the most effective.

This traffic is permanent as good articles are also often hosted online as web content by webmasters, providing a link back to your mini page.

Like how you've compiled articles to create mini eBooks, you could very well write your own.

It's not difficult really and gets better with experience and practice. The easiest articles to start with are the 'how-to' or 'tips' types. A simple example would be "3 Instant Tips For Better Health".

They do not have to be long and most ezine publishers prefer it to be between 500-700 words.

You need to create killer titles for articles too. This increases the chance of them actually being read and published!

The main 'advertising' location for your articles is 'resource box', a short 3-5 lines listing the author's information. As is the case, you've got to create a killer resource box promoting the mini page.

Another way to weave in your mini eBook within the article is by inserting 'side notes'. In this case:

= Side Notes =

For more information on living a healthy life, download our free eBook "Powerful Health Philosophies You Can Apply Immediately" at [www.YOURMINIPAGE.com](http://www.YOURMINIPAGE.com)

=====

Once you've your article ready, it's time to get the word out. But how do you get articles published and promoted?

Here are some proven to perform techniques:

- Approach ezine publishers and webmasters directly with a personal polite email requesting them to use your article.

You can source them out in the search engines. Just type in your targeted keyword "your keyword + ezine + newsletter". I got 156,000 results for "home business + ezine + newsletter" in Google.com alone! Another good technique is by visiting ezine directories and search for ezines that accept articles for publication. Look in the relevant category of your keyword.

→ Popular ezine directories include:

<http://www.ezine-search.com>  
<http://paml.net/submissions.html>  
<http://www.diysearch.com/>  
<http://www.ezine-search.com/search-it/ezine/ezine-add.html>  
<http://www.newsletteraccess.com/database/reg.html>  
<http://ezineadsources.com/submit.htm>  
<http://ezine-universe.com>  
<http://www.ezinehub.com/add.html>  
<http://newz2me.com>  
<http://www.homebizandmore.homestead.com/ezinesignup.html>  
<http://www.absoluteauthority.com/ezines/>  
[http://www.cumuli.com/ezines/submit/default.ldml?ver\\_code=](http://www.cumuli.com/ezines/submit/default.ldml?ver_code=)  
<http://www.ezine-dir.com/cgi-bin/links/add.cgi>  
<http://www.bestnewsletters.com>  
<http://www.ezineworld.com/author/ezadd.php3>  
<http://www.lifestylespub.com/cgi-bin/new/ezine.cgi>  
<http://www.list-city.com/exadmar.htm>  
<http://www.listtool.com/cgi/listTool/addList.cgi>  
<http://www.E-zinedirectory.com/>  
<http://www.Webscoutlists.com/signup.epi>  
<http://www.Zineconnection.com/>  
<http://www.EzineLocator.com/>  
<http://www.EzinesPlus.com/>  
<http://jogena.com/index.html>  
<http://www.zinemarket.com/addzine.html>  
<http://www.BestEzines.com>

→ Submit to article listing directories. For example:

<http://www.ideamarketers.com>  
<http://www.bestezines.com>  
<http://www.makingprofit.com>  
<http://www.ezadsuccess.com>  
<http://www.goarticles.com>  
<http://www.marketing-seek.com>  
<http://www.connectionteam.com>  
<http://www.homebiztools.com>  
<http://www.addto.com>  
<http://www.netterweb.com>  
<http://www.ezinearticles.com>

→ Subscribe and submit to Article Announcement Lists.

As in the chapter on finding content, article announcement lists provide daily content of articles. Except in this case you submit your own to these lists for publication! Once again here are the some of the best lists:

#### *Article Announce*

Subscribe: [mailto:article\\_announce-subscribe@egroups.com](mailto:article_announce-subscribe@egroups.com)

Website : <http://www.web-source.net/articlesub.htm>

#### *Articles Archive*

Subscribe: [mailto:articles\\_archives-subscribe@egroups.com](mailto:articles_archives-subscribe@egroups.com)

Website : [http://www.egroups.com/group/articles\\_archives](http://www.egroups.com/group/articles_archives)

#### *Free Content*

Subscribe: <mailto:Free-Content-subscribe@egroups.com>

Website : <http://www.egroups.com/group/Free-Content>

#### *Free Reprint Articles*

Subscribe: <mailto:Free-Reprint-Articles-subscribe@yahoogroups.com>

As a reminder, before you start submitting articles in your excitement, make sure you stick to these guidelines first:

- Ensure the publishers' submission guidelines are followed to the letter. Articles submitted to publishers that don't follow these guidelines will most likely be deleted.
- Ensure that your article is properly formatted. Publishers won't take the time to format your article FOR YOU. It'll simply be a case of clicking the 'delete' button again. One of the best formatting freeware can be found at <http://www.notetab.com>
- Maintain your resource box to 6 lines or less. This is because most publishers tend to avoid publishing articles with long bylines in the resource box area.
- Ensure your article has correct grammar and spelling! Publishers will NOT take the time to edit your article and you lose credibility. Spell check it a few times.
- Avoid articles that are nothing more than a sales letter for your mini page. Having quality content increases the chance of it being published.

One last thing, avoid placing affiliate links withinh your articles, unless they're cloaked. Affiliate links make you appear untrustworthy and unprofessional.

I'd recommend Jim Edwards' ["Turn Words Into Traffic"](#) as the best guide on article traffic generation if you're keen to explore further.

- **Pay Per Click Search Engines**

How does the common pay-per-click search engine work?

Most of these pay per click search engines require you to bid on key words or phrases for listing. Minimum bid on most pay per click search engine is 0.01 cent.

The highest bid gets the highest ranking on these keywords, phrases search results. You, the advertiser, pays the amount bidded for every click to your website. It basically allows you to receive instant traffic from the search engines without the optimization headaches!

For instance, go Google.com typing "make money" as the keyword, you'll see that over 6.8 million websites are listed!

Using pay per click services will actually allow your mini page to be listed very prominently, often on the first page (of course depending upon the amount you had bided for that particular keyword). This can be seen as a 'sponsored listing' within those blue boxes over at the right column.

With pay per clicks, do your math as it can become a cash-draining disaster if done incorrectly.

Now here's a 'secret' to getting thousands of hits with pay per click with a relatively low budget of let's say £50:

NEVER bid on a generic general keyword.

Bid smartly instead on extremely targeted and well-defined keywords or phrases. Develop a big list of relevant sub keyword phrases (with Good Keywords for example) for your target market and bid on this list. In this way you are really 'spreading your eggs' and receiving even more targeted click throughs from a wide range of keyword phrases. And more importantly this ensures you do not lose a fortune on pay per clicks.

And I want you to understand why you should pay to give away your free mini eBook...you're using a very 'economical' method (compared to co-registration or pay-per-subscriber services) to build your opt-in list and promote your affiliate product!

If you've selected the right keywords to the right targeted eBook, your download, subscribers and affiliate commissions MUST increase like you never thought possible!

Here are some recommended pay per click search engines:

<http://www.overture.com>  
<http://www.7search.com>  
<http://www.search123.com>  
<http://www.goclick.com>  
<http://www.epilot.com>  
<http://www.kanoodle.com>

Here's an advice on a cost effective use of Overture.com pay per click services if you're planning to invest there:

- \* Bid for competitive keywords at a minimum cost in the initial 20 days or so of every month
- \* This is because many of your competitors' bids on rival keywords will be dropped from the result listings as they have reached their spending limits. This happens usually in the last 10 days of the month.
- \* Once this happens, you can increase your bids to get the number 1-5 places. Due to the drop of competitors' listings, you'll generally be able to bid more cheaply for a higher position, resulting in more clickthroughs.

I'd recommend you do some research at Allan Gardyne's excellent website reviewing 537 pay per click search engines :

<http://www.payperclicksearchengines.com>

**£3,000 worth of free pay per click credits and secrets to maximizing the pay per click search engines:**

Get this free eBook and get the facts with the inside track, showing you how pay per click works and how to prove that it will work for your business.

■  
Plus Money Making Tools designed to help you evaluate the benefits of pay per click for your business. Including:

■  
\* Keyword Suggestion tools to show you what keywords will sell for your product.

■  
\* A Bid Cap Calculator to tell you how much you can profitably pay for click-through guarantying you will make money from your visitors.

■  
\* Bidding Tips - 14 things your must know about pay per click search engines when bidding for keywords

■  
\* Case Studies, hard facts from real companies showing you just how much money you can make with pay per click

■  
\* Expert Opinion, 23 pay per click articles, showing your the direct route to online success...plus £3,000 worth of pay per click credits absolutely free for you!

■  
[Download here](#) ■

- **“Guerilla” Traffic Tactics!**

Three more ‘guerilla’ methods to get your mini eBook download on overdrive, and build your list at the same time.

- \* **eBay.com**

<http://www.ebay.com>

As mentioned earlier, eBay is a huge market, being the internet’s largest global auction site. It is also one of the biggest single source for qualified traffic.

You can use eBay as a huge LEAD generator to promote your affiliate program. And you’ll use your mini eBook to generate these leads like crazy!

Become an eBay seller and you’ll be presented with millions of potential customers – who are LOOKING for products to buy 24 hours a day!

Entire volumes of eBooks have been written about tapping into this massive market that is really beyond this eBook to cover adequately.

In general, you should:

- Register with eBay as a seller
- Choose a correct category to list your campaign in
- Create your auction ad page. Remember to use the 'about me' link feature to link back to your website. Don't waste this valuable link!
- Next, recompile 3-5 themed mini eBooks into a new *package* and put a price to it. This price has to be low for it to be a successful lead generation tool. If you do not have so many mini eBooks to start with, include other related infoproduct you have rights to.
- Create a super enticing auction ad to increase response.
- Create a new mini page listing the mini package for your buyers.
- Capture their emails together with their download, and also with eBay's notifications.

### \* **Sendfree.com**

<http://www.sendfree.com>

Sendfree is an autoresponder company that provides free and paid autoresponder services to over 10,000 registered users online.

Sendfree's members are growing daily and if you check their Alexa.com rankings, they're in the top 20,000 sites!

Now how can they help you and your mini eBooks? 2 important ways actually...

#### 1. Viral advertising!

Sendfree offers an excellent great viral marketing tool with their "*free email ads*". This is really an advertisement above every autoresponder message sent.

The advantage here is you get to display YOUR ads in other users' autoresponder messages. Do you see how powerful that is? Sendfree has allowed users usage of this prominent ad space and viral tool, instead of keeping it for themselves (like some free services around).

The number of your ads going out depends on the credits you accumulate, which in turn depends on:

- How many autoresponder message you sent out
- Referral bonus credits for referring new users ("Tell-a-Friend" referral builder)

Sendfree is perhaps the only autoresponder service with this unique feature. It's a very powerful viral marketing weapon that you can leverage on by promoting your mini eBook and mini site with!

Hint: you can also BUY these email ads. It costs just £47 to reach out to 16,000 sendfree members, who are mostly small business owners.

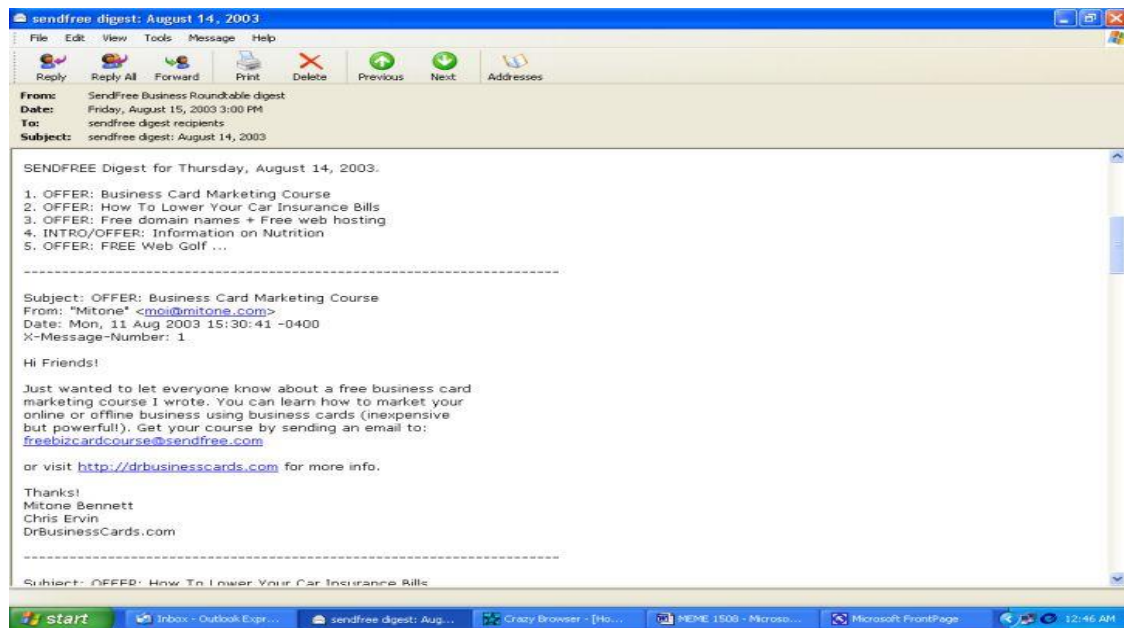
## 2. Sendfree Business Roundtable Digest

This is actually an in-house digest between members that will provide massive exposure for your mini eBook!

You see, there are thousands of subscribers in the digest. This digest is a place for networking and for members to help each other, so you can readily provide your eBook as a resource to these subscribers.

It's a win-win solution

I've captured a snapshot of how a digest looks like :



If you look carefully enough, you'll see that the digest is really an email of "OFFERS". Verdict? Join Sendfree.

### \* **Guaranteed Traffic**

Some internet marketers may frown upon using this quick fix instant traffic solution known as guaranteed traffic.

This is because many are scams and provide 'false hits'. Most times such traffic is untargeted too. I do not want to contradict myself but you should know this.

Don't worry I'll give you one guaranteed traffic provider that is incredibly cheap and provides real visits later.

In our particular situation, guaranteed traffic has a big role to play. The way to use them is to use them smartly, and as a leverage tool.

Let me explain, you're going to use guaranteed traffic to build up your exit exchange or other traffic exchanges credits (which are more targeted and genuine).

In such a case, purchase targeted guaranteed traffic that allows pop-ups only.

While you list your mini page as the URL to drive guaranteed traffic to, install an exit or traffic exchange code on it. Thus every hit generates a credit towards getting your page shown on these services.

This allows more exposure for your mini page **OUTSIDE** of the guaranteed traffic hits. This is a much smarter method!

Some exit exchanges are :

<http://www.exitexchange.com>

<http://www.exitrade.com>

One of the best traffic exchange is :

<http://www.trafficswarm.com>

The guaranteed traffic service I mentioned is :

<http://www.trafficcheap.com>

I've used them myself. It cost just £22 for 10,000 real visitors with 1 pop-up allowed (prices right at time of writing).

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There you have it.

Pick one technique a day to concentrate on, and spent the time necessary to apply them.

The above tactics WILL generate a lot of traffic to your mini page.

Remember to put the profit loop system in place before sending the floods of traffic over, cause you'll be too busy calculating your profits then!

## **A Final Word**

We've come to the end of "Mini eBook Secrets", thanks for staying through.

There's no doubt that you will receive many more affiliate checks if you've followed the profit loop system as shown.

Becoming a top affiliate is not difficult once you know what has to be done to get there.

The difficulty lies in the unwillingness to do the necessary, unwillingness to put in the required effort. I hope that does not apply to you!

Everyone's looking for an instant solution, and if this doesn't come about, they give up, sometimes too soon. Fact is no matter what you've been promised; there are NO real secrets to being a successful affiliate marketer.

Yes, it takes work and commitment, but this will result in success.

This entire guide has clearly laid out exactly what you must do to become a high earning affiliate, so do it. It has also shown you the simple steps to create demanded eBooks easily.

It's my wish that you'll progress from creating mini affiliate eBooks to developing your own products in the near future.

This is as highly possible as the same techniques apply to creating your own products. Once done, you can start *your own* affiliate program and recruit affiliates to sell for you.

You can then recommend them this guide

Well, all the best and good luck in your affiliate business!