

Writing and Marketing Your Own eBooks: Insider Tips and Secrets



Presented by Connie Ragen Green

Based on Original Content Written by Jim Edwards

eBooks have been around since the mid 1990s, and my good friend Jim Edwards was a part of it all soon after. In fact, his writing in this format was the catalyst for the great success he enjoyed after being online for just a short time. This catapulted his entrepreneurial career and the rest is history.

During the fall of 2012 and into the winter of 2013, Jim and I exchanged guest posts for our respective blogs. My posts were about affiliate marketing, an area where I continue to be an expert, and Jim's posts were about writing and marketing eBooks, an area where Jim is considered to be the foremost expert.

We decided to share his excellent posts in a short report, allowing you to read through his training more easily. The result is this document, where you will see that having your own eBooks as information products available on the Internet is an excellent way to build your business.

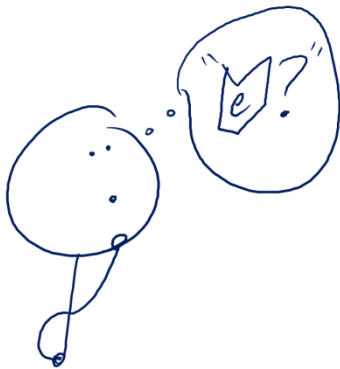
Enjoy your journey!

Connie Ragen Green

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10 Reasons Why Every Affiliate Needs Their Own Ebook



I hear this all the time.

"I'm an affiliate marketer, why do I need an ebook?"

I think that's a great question, because it shows you want to concentrate on what you're doing and avoid distractions. However, no matter what you sell as an affiliate, having your own ebook(s) as part of your overall business strategy makes too much sense to ignore.

In fact, here are 10 outstanding reasons why *every* serious affiliate marketer should strongly consider creating their own, original ebook as fast as possible.

1. Profitable Income Source

Other than software, ebooks are the single most profitable thing you can sell online. Why, because other than credit card charges, they translate into pure profit (no printing, no postage, no waiting).

As an affiliate, you only keep a percentage when you make a sale. As an ebook author, you keep 100% of the profit when you make a sale.

2. You're In Control!

Your own ebook gives you something to market that you 100% know you can trust. You know the author (YOU) and you know the quality of the material. As an affiliate, even if you trust the merchant you sell for completely, you still give up control of the customer and the customer service. With your own ebook, you keep control.

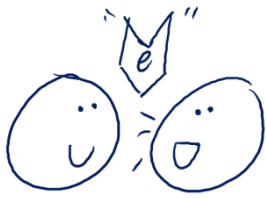
3. Reason to Promote

Your own ebook gives you a reason to run promotions. You can do your own sales. You can do your own webinars. You can use article marketing, blogging, Facebook and more to promote your own product!



4. Sell on Amazon

Everyone knows about Amazon. And, having your ebook on Amazon means you are a real, published author. If they can find it on Amazon, you're the REAL deal as far as 99% of the people in the world are concerned. The days of needing a traditional publisher to be considered a "real" author are long gone!



5. Conversation Starter

People love to talk to authors, especially published authors! When people find out you've written a book, they'll go out of their way to want to engage with you, whether in person, by email, or through social media.

6. Credibility Builder

Nothing screams "credibility" like being a published author. Period! Legitimately putting the title "Author" after your name is a real game changer for you professionally.



7. Increase Affiliate Sales

One of the most effective ways to make affiliate sales is to link to affiliate products in your own ebook.

KILLER TACTIC: Teach someone how to do something manually or step by step in your ebook, then provide your affiliate link to a piece of software, tool, or service that does it FOR them (EZ Button). I've made a TON of money using this single tactic for over a decade!

8. List Builder

I never met an affiliate who didn't ultimately realize they needed their own list of followers. Whether it's an email list, RSS subscribers, or social media followers, your own list is the fast-track to making LOTS of money as an affiliate.



You can use your ebook to build not one, but TWO lists. You can use your own ebook to build up a list of buyers of the ebook, along with special report subscribers who haven't bought yet.

9. Networking Tool

Affiliate marketing and networking are basically the exact same thing: making new connections with people around a central theme or topic. Nothing helps make a new connection (in-person or online) like offering them a copy of *your* book to start the relationship! Again, this ties in directly with the credibility and authority having your own eBook brings you.

10. Build an Affiliate Base

You can build up an affiliate base without your own product. But what better product to offer than an ebook, the most profitable thing you can sell online? Why not build up your own sales force of people to do for you exactly what you do for other online merchants? Having your own ebook enables you to do just that in an authentic and business-building manner!

By the way, creating an ebook is EASIER than most people ever imagine. You can do it in a couple of days with the right strategies. Lots of people do it every day! And, if you'd like to join them, check out the new, updated, and revised classic that helped launch the entire online ebook movement "[How To Write and Publish Your Own Ebook... in as little as 7 Days!](http://eBookWritingProfits.com)" at <http://eBookWritingProfits.com>

Jim Edwards



Selling online since 1997, Jim is an Internet Marketing Expert, Author, Elite Mentor and Coach

He specializes in helping individual entrepreneurs, small business owners and authors to understand how to use technology to build your online business.

Jim is the author of dozens of ebooks, hundreds of webinars, over 1,000 blog posts and articles.

His flagship ebook "How To Write and Publish Your Own eBook... in as little as 7 Days" - newly revised and updated with V2.0 - has been helping book and ebook authors create their own best-selling ebooks since 2001! Get more information about Jim and how he can help you get more readers, make more sales, and skyrocket your credibility here => <http://eBookWritingProfits.com>

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How Much Experience is “Enough?”

One of the biggest mental roadblocks most would-be authors encounter sooner or later in creating their own eBook is wondering whether they have enough experience to actually write an eBook or not. They wonder if they’re “good enough” and if readers will judge the answers in their eBook as “good enough.” In fact, I believe this question best summarizes the entire issue for most people:

“How can I identify a problem that I have enough expertise in to offer a potential reader a profitable solution, especially in an eBook?”

First, let’s define “profitable solution” and then we’ll move on to the experience part of the question.

A profitable solution is one that solves people’s problem(s). That’s it! If you can solve the problem for someone, then you can provide a “profitable” or effective solution. End of story. (See, I make things easy!)

Now, let’s move on to the experience part...

FACT: The VAST majority of people tend to discount their own experiences and elevate the importance of other people’s experiences. You can use this to your advantage with a simple shift in mindset.

If you understand that people tend to discount their own experiences and elevate those of others, then all you need to do is move forward! When you solve their problem, the vast majority of people will think you’re smart, take you at your word, and never question your experience - especially if your solution to their problem works reasonably well.

Finally, let’s address how to spot a problem people need solved.

Here are 5 areas where you can look for potential problems that you could solve for others quite profitably with an eBook (or special report).

Past Experience

Take a long hard look at your past experiences in your job, career, hobbies, passions or any other areas in your life.



Again, most people tend to discount their past experiences because they don't realize how much value they can mine from those things with just a little thought and reflection.

Problems Solved For Yourself

Think about a big problem you've solved in the past. Think about times in your life when something really bothered you and, when you solved it, you felt like shouting out to the world "Look at me! I DID IT!" Those types of problems can form the basis for an eBook because they show you have the experience AND you can produce results (solve the problem). Also, problems you've personally solved help you write killer sales copy because the story of your own struggle and the fact that you overcame it makes for a VERY compelling sales message.



Problems Solved For Others

What do others come to you for help in solving? What are you known around the office for when it comes to getting people out of a pickle? Again, people tend to discount their own experience and say "It's no big deal!" But I'm here to tell you it IS a big deal and you need to pay attention!



When others ask you for help, this is a signal that you may have found the basis for an eBook or special report.

Problems You Need Solved NOW

We all solve problems in our specific areas of expertise. Life is a process of solving problems. Think about a pressing problem you have right now that is driving you nuts. Instead of avoiding that problem, you need to get excited! Why? Because once you solve that problem you can turn around, package up the solution, and potentially sell it (or at least make an affiliate commission pushing someone else's solution to the problem)! That simple shift from seeing problems as a pain in the rear end to potential profit centers gives you an entirely different outlook on life!



Questions You See Others Asking

In your travels around the Web - specifically on social media, blogs, and forums - pay attention to the questions you see others asking. Look for patterns. Look for huge amounts of pain. Look for problems that people need immediate answers to because they have a lot riding



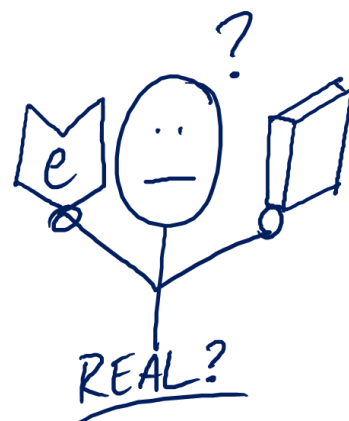
on finding the solution (in other words, it hurts a LOT). Often, seeing the questions other people ask will trigger you to think of or recognize a problem you can solve for that group.

So, in the end, you basically have enough experience to solve people's problems once *you* DECIDE you have enough. Also, finding a profitable problem to solve is very straightforward once you know where to look. So, as a wise man once said "There's nothing to it but to do it!"

By the way, solving people's problems based on your experience is just ONE way to create an eBook. I can show you multiple strategies for doing that! You just CHOOSE the method that fits your style best, and then knock it out. Fast, simple, and easy! Check out <http://eBookWritingProfits.com>

How Long Does An Ebook Need To Be In Order To Be Considered A “Real Book”?

It used to be that a “real book” (especially a business book) had some very definite characteristics that made it real. It should contain at least 200 pages, start with a story, contain at least 12 chapters, and have at least one third party story per chapter. The title should be short (no more than 4 words) and should create a “brand,” etc. I think all these rules about what made a “real book” were as much about making it harder to get published as they were about creating books worth reading.



Now, with the digital revolution and the spread of eBooks, anyone can claim the title of "author" - and the floodgates have certainly opened with a tsunami of new eBooks of varying quality. The majority of new authors now completely bypass “traditional” publishing and go straight to digital with eBooks. They are “real authors” publishing “real eBooks” and making “real money” as a result. A mistake many would-be authors make, however, is thinking that “page count” (number of pages in their eBook) determines whether they’ve written a “real book” or not. This new eBook age has turned that evaluation criterion on its ear. Page count now has very little to do with what actually makes an eBook a R.E.A.L. B.O.O.K.

(R) Relevant

Relevant means your eBook is current and timely, as well as applicable to the readers’ wants and desires. Relevant eBooks cut to the chase and give readers exactly what they need and want with no extra fluff.

(E) Enlightening

“Enlighten” is defined as “to give intellectual or spiritual light to; instruct; impart knowledge.” Real books enlighten the reader and give them new knowledge, insight, and ideas they can use, especially in non-fiction eBooks.



(A) Actionable

Real books give the reader specific actionable steps they can implement immediately to make a difference in their life or



business. Ideas readers can take action on instantly separate the real books from the fluff, regardless of page length!

(L) Legitimate

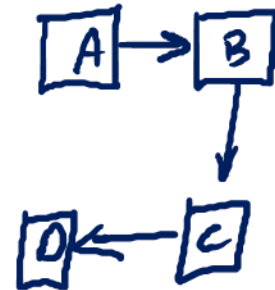
Many authors try to pass off theory and conjecture as fact. Real books give legitimate information, tested and proven in the real world, which the reader can trust to deliver results.

(B) (O) Better Off

This one rates pretty simple. Real books leave the reader better off for having read the book than not. Again, book length and leaving a reader better off don't necessarily coincide. "Long enough" to impart the information necessary to leave the reader better off is a much better measuring stick.

(O) Organized

Many books ramble. Many books also lack any real organization beyond chapter headings. A real book is well organized and leads the reader from where they are to where they want to be as quickly, neatly and in as organized a fashion as possible – irrespective of length.



(K) Kindle

Real books are "published" by a legitimate source. Having your book listed on Amazon rates as "published" in the minds of the majority of people who buy eBooks (and regular books too, for that matter). Fulfill all the criteria listed above, then publish your eBook on Kindle, and YOU will have a "real book" in the eyes of just about everyone else in the world (including yourself)!



By the way, if you'd like to see the entire process for creating "real books" and eBooks laid out in step-by-step detail, including Amazon Kindle, check out <http://eBookWritingProfits.com>

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How Do I Get Past The Fear Of Wasting Time Writing A Book That Doesn't Sell?

- by Jim Edwards

One of the primary things that stops many people from writing their own eBook comes down to fear. Fear of writing an eBook that doesn't sell.

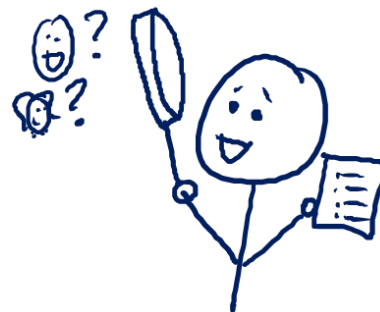
This fear can often debilitate even the most competent writers, let alone someone who wants to dip their toe in the waters of self-publishing for the first time. As someone who wrote his first book in 1994 and published his first eBook in 1997, I've felt this particular pang of fear more than once in the last 20 years. But, as with any fear, knowledge and action will help you get past any mental roadblock.



These four “magic buttons” will help you sail right on through to the promised land of self-published eBook success!

Research Carefully

Most people write a book because they get a “killer idea” and just “know” that everyone will need it. As soon as you think “everyone” needs your eBook, you've set yourself up for some major heartache. Careful research ranks as the first and, debatably, the most important step in the eBook writing process. Careful research comes down to knowing, without a doubt that:

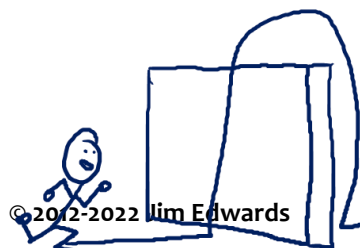


1. People are interested in your topic. The fastest way to gauge interest is to look at the Google Keyword tool to see how many people search for a specific topic and its related search terms. The other way is to look at the number of books on that topic for sale on Amazon, as well as to see if your main search term is one of the automatic suggestions in the Amazon search box.

2. Are they buying? It's really easy to see how well books sell on Amazon. When you do your research in step 1 above, just look at the sales ranks of the books that show up in your searches to gauge market size in a niche. Any book with a rank of 20,000 or lower is selling well on Amazon.

Focus on Solving Problems

For non-fiction eBook topics, solving a problem is the easiest way to help boost your chances of selling more copies. People with a problem, especially an intense



problem, will spend time and money (or both) to solve it. Solving problems also makes creating a title, description, cover, and keywords for your book MUCH easier because you have a central focal point.

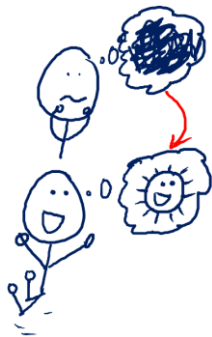
If you want to succeed with your first (or next) eBook, figure out which problems your target audience really struggles with and help them with a fast and effective solution neatly wrapped in eBook form.

Make It Fast and Good!

The surest way to fail with an eBook is to never get it written. The second surest way to fail with an eBook is to write a bunch of crap content. Write the damn thing while you're young enough to enjoy it. The type of eBook I'm talking about here can be as short as 30 pages (500 words per page in your word processor). The only caveat to this 30-page length is that your content's quality level must top the charts. You can't publish crap and expect to get much traction before the negative backlash of public opinion will stop your sales dead in their tracks.



Reframe Possible Outcomes



Whatever you focus on typically becomes your reality. If you focus on crappy sales, you'll get crappy sales. If you focus on creating great content people love and want to tell their friends about, that's what you'll most likely get. But if thinking positive doesn't get your mindset turned around on this issue, then let's take a look at the "worst-case scenario."

Worst case scenario: Your eBook doesn't sell. So what!

You have so many options for using your eBook content to build your business, it's enough to make your head spin. Here's how you can use your eBook even if it doesn't become a best-seller:

1. Free bonus to join your list
2. Chop up into articles to drive traffic
3. Convert to video on YouTube to drive traffic
4. Chop into Blog Posts for SEO
5. Free Report for affiliates to brand and share
6. Sell (resale) rights to the content

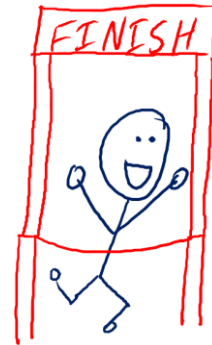


7. Turn your eBook into a coaching program

8. Automatically deliver as a paid / free course via autoresponder

Bottom line: if you want to be successful with your eBook, do your research, turn out great content, get it done, and be open to new possibilities. Only good things happen when you follow these steps.

By the way, if you want to get your first – or next – *eBook written and published in a week or less*, I can show you multiple strategies for doing that! You just CHOOSE the method that fits your style best, and then knock it out. Fast, simple, and easy! Check out <http://eBookWritingProfits.com>



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Is The Objective For Selling Kindle Books To Make Money Or To Build My List?

I thought this was a great question because it shows the difference in mentality between people trying to make money online versus people trying to build a business online. People who want to make money online typically want to pluck the lowest hanging fruit with the least effort. People who want to build a business online look to harness processes that don't fade with time. What does this have to do with the question at hand? Everything!

SIDE NOTE: For those of you who can't wait for the answer to the question, the answer is "Both!" You should use your Kindle books to both make money and build your list.

By the way...

Amazon's Kindle is now the Web's #1 active marketplace for eBooks. Not only is it a great place to get readers, make sales, and build up your credibility, but it's also a great way to take a real-time pulse of what's popular, hot, and trending in hundreds (if not thousands) of niches.

So, if you want to use Kindle books to leverage your business, here are "10 Specific Ways To Make Money and Build Your List With Kindle Books!"

1. Sell the book! (make money)

Your #1 way to make money with your Kindle book is to sell it! All the other 9 strategies will fall right in line if you just concentrate on methodically making sales.

2. Include link(s) to a free video in the book (opt in)

Any time you can offer a video that either gives people a shortcut or a visual representation of what you teach, a significant percentage of them will jump at the chance to watch the video. Just ask them to sign up with name and email before viewing it.

3. Upsell a course or coaching based on the book (make money)

Whenever you teach anything, a certain number of people will want to have you teach them how to do it personally. They enjoy the contact with you and the accountability a course or coaching creates.

4. Include links to your other products / books in the book (make money)

This sounds like a no-brainer, but most authors LEAVE OUT links that can make them money. Put “add links to my other products” on your checklist of things to do before publishing your Kindle book.

BIG TIP: you can always go BACK to books you’ve already published and ADD links to new books as you create them. There’s no rule that says you can’t add those links to an already published book.

5. Included affiliate links to relevant products and services in the book (make money)

If you don’t have your own products, services, or other books, you can still make money with links in your own book. You simply include links to relevant products that make sense in the context of the book.

AVOID BIG MISTAKES:

Do NOT just include a bunch of links for the sake of including them. The affiliate links you share should make sense and be extremely relevant.

6. Offer free updates / free revisions of the book (opt in)

If your Kindle book will require some periodic updates, why not offer to give free updates to those who’ve already purchased it. Make the offer at the end of your book and have them opt-in, or even send a copy of their receipt so you can send them copies when you update the book. Most will NOT buy the updates, so this is a great way to hook people into your list.

7. Include a link to your affiliate program (opt in + make money)

If you operate an affiliate program for your other products or services, telling people about it in your Kindle book can be an excellent way to build your affiliate list and have them make sales for you. Though obviously not appropriate in all cases, it works great in the right circumstances.

8. Include a chapter from another book with a link to buy (make money)

This is pretty self-explanatory. Include a bonus chapter to the “next” book at the end of your current book with a link to buy it. If you don’t have another book yet, go back and update your current book when you do come out with the next one.

9. Offer a free subscription to your newsletter / blog updates (opt in)

Some of the people who like your book would like to keep up with you. If you don’t want to do a regular newsletter, then offer people the option of following you on Twitter or Facebook.

10. Create another book and promote it to your opt-in list (make money)

The real leverage with Kindle in terms of money and subscribers comes from publishing MULTIPLE books. Very few people make significant income with a single book. The old saying of “publish or perish” holds doubly true on Kindle.

The bottom line is that making money and building your list with Kindle books are inextricably linked. You can't really do one without the other and, frankly, why would you?! And when you consider the sheer magnitude and marketing power of Amazon and Kindle, there's never been a better time to start.

By the way, if you want to get your first – or next – *Kindle book written and published in a week or less*, I can show you multiple strategies for doing that! You just CHOOSE the method that fits your style best, and then knock it out. Fast, simple, and easy! Check out <http://eBookWritingProfits.com>

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Summary



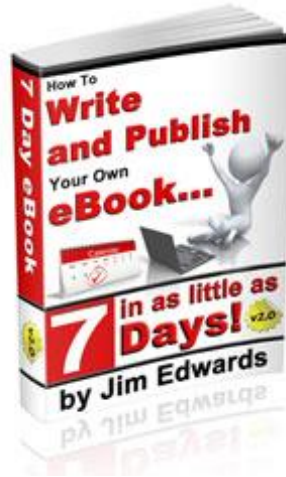
Selling online since 1997, Jim Edwards is an Internet Marketing Expert, Author, Elite Mentor and Coach

He specializes in helping individual entrepreneurs, small business owners and authors to understand how to use technology to build your online business.

His flagship eBook “How To Write and Publish Your Own eBook... in as little as 7 Days” - newly revised and updated with V2.0 - has been helping book and eBook authors create their own best-selling eBooks since 2001! Get more information about Jim and how he can help you get more readers, make more sales, and skyrocket your credibility here => <http://eBookWritingProfits.com>

I have known Jim personally for several years and got my start with writing eBooks after going through the original version of his course. I have no doubt that having this skill and taking action on it was fundamental to my success on the Internet.

It is my hope that you will continue to learn from Jim by purchasing his complete training at <http://eBookWritingProfits.com> That's my link for his completely updated course, available for only \$29 right now. This training consists of more than five hundred pages of detailed and organized material, as well as several excellent bonuses.



Being able to write and market my own eBooks gave me the start I needed back in 2006, and now it's your turn. You can do the same thing by following Jim's step by step training in this recently updated, valuable course of study.

To Your Massive Online Success!

Connie Ragen Green