



CREATE AN eBOOK

In 5 Days

...Earn From It For Life

Desmond Menz

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1 Introduction : The 'Ideal' Info-Product

Having your own product is the best way to ensure that you'll have a successful, sustainable, and long-term business. Why? Because ...

- ✓ you make 100% of the profits
- ✓ there is ZERO delivery cost - no shipping is needed
- ✓ the risk of running this type of business is almost negligible, and even if you fail then not much has been lost, only a bit of your time.
- ✓ money can be made on autopilot
- ✓ you have a worldwide audience
- ✓ there is a proud feeling of achievement after you've completed your very own product
- ✓ identifying yourself and your business is achieved
- ✓ the method is easy to duplicate

HERE'S THE CHALLENGE ...

- to create an info-product in 5 days
- to create an info-product that's in high demand, has high profit margins, and generates income over many years

Our information product is going to be an eBook.

But why 5 days? Practically speaking, this is how much time is needed to search, research, choose a product or topic, create, and publish your eBook project.

It's an ambitious project, but one that is definitely within the skills of most people.

So, what is the “ideal” ebook? What is its purpose? Is it to give a good read? Should it entertain, to share ideas, impart knowledge? Should it kick-start a personal goal, maybe a business goal? Or should it help the author make money fast?

These are all legitimate reasons, and so the ideal eBook would be one that can satisfy all these, but can also be created in a day and have the potential to earn income for life!

The characteristics of the ideal eBook are:

- ✓ one that's in high demand
- ✓ has quick and consistent sales
- ✓ costs little or nothing to produce
- ✓ involves the least amount of work possible
- ✓ offers multi-income streams

The **ideal eBook** would also need to include several, and preferably many, of the following features:

- Quick to produce
- Something people want
- Very cheap or best of all, free
- Has a definite objective that results in profitability
- Has the ability for additional profits, for example from inside the book or from **Back End Sales**

- A lot of people (the general market) desire the book or it fits into a niche market with fewer participants but large response potential
- The market is easily identifiable
- The market is easy to reach
- Multiple ways to market the eBook at low or no cost
- Has viral marketing potential
- Should have long term popularity and selling potential and be easy to update
- Should include the means to capture enquirer and customer addresses
- Contain other valuable information from inside the eBook

That list looks like a very tall order, but it's exactly what should be aimed for in producing your info-product. Keep these in front of you at all times during your eBook preparation. Let's now consider many of those features separately. This will be ... **The Formula.**

2 How To Quickly Create An eBook

In terms of our challenge this is the most important criterion. Time is money and the sooner your eBook is ready to sell, the sooner you'll make money from it.

But firstly, consider this. If you are skilled in identifying and appraising a hot topic quickly, and then write your eBook, then you are a long way down the track to accruing a number of info-products that can form the backbone of a very profitable online home business. But the primary purpose of **“CREATE AN eBook IN 5 DAYS ... EARN FROM IT FOR LIFE!”** is to get you started in an online business and to start earning money as quickly as possible. And for this, we need to use an approach that eliminates some of the tedious work.

So let's consider just seven great ways to create an eBook very quickly, maybe in just a few days, or maybe less!

But, keep this in mind. Use these ways only for guidance on creating your own information product.

2.1 Resell Rights

Resell Rights - although it can be a little confusing to the uninitiated, it's a great way to acquire best selling books quickly, at little cost, and complete with marketing materials, sales page, and mini web site.

“Resell Rights” is a way of using someone else's product legitimately to earn an income. 100% of the sales income is yours! How good is that?

Resell Rights represents the easiest and fastest way to start your publishing business.

BUT ... you are exposed to selling the same product as hundreds or thousands of other people, so competition will be intense. How do you overcome this problem?

Simple! You use these resell rights products as guides to creating your own material. Make your offer different, preferably unique, and do all that you can to make your eBook/report the one to buy. It has to stand out as much as possible, otherwise it might get drowned in the sea of eBook failures.

However, with a bit of experience and detective work, you'll soon be able to discover the characteristics of the ideal eBook that can be a consistent seller for life. You'll then learn how to build on that one title.

To meet the 5 days goal, particularly if you haven't yet determined your own topic or niche, take a Resell Rights eBook produced by someone else and add value to it. How do you do that?

Make sure you read thoroughly the resell rights product that you acquired, understand what was written, and then think about what extra information you can add to your product. For example, write a brief additional report on a similar theme and then add the resell rights product as a package to your own product.

In time you might not want to stop there, and you shouldn't if your ultimate

plan is to build a sustainable home-based business. You would then write other eBooks or reports and offer those with resell rights. The trick is to take on different markets (i.e. sub-niches) to your competitors, repackage your products and work hard at being different!

Now, where do you get Resell Rights products? Here are two good sources.

[Resell Rights Fortune](#) by Socrates Socratous ... go through the Categories section and see if there's something in your preferred area that really stands out.

[Resell Rights Mastery](#) by Ed Loh ... this contains a whole library of eBooks on a large number of topics and niches that you can use.

Why not grab a FREE membership and get access to the large library of info-products.

When looking at these sites, exercise care in choosing a product. Stick with your particular niche, become an “expert”, and be recognized accordingly. Keep your target market always in view.

2.2 Private Label Rights

Private Label Rights (or PLR) allows you to edit and alter the product any way you like. You can put your own name, or your company's name, on the product as the author. You can change words, chapters, graphics, add to the product, break the product down into several different products, use the contents in blog posts and email auto-responder series, use the contents in newsletters.

PLR products will come with a range of conditions established by the original author; you must adhere rigidly to these conditions.

But because you have more freedom with PLR material, these types of products sometimes cost a little more to purchase, although having said that, there are some very good PLR products in highly competitive niches for just a few dollars. However, be aware of the junk that's out there; scrutinize the product very carefully before you decide to use it or change it.

Some products may even have two options when you purchase them - Resell Rights or Private Label Rights. In fact, you can use your PLR products and sell the resell rights to others, to create a package.

To make a PLR product your very own you would need to change at least 50% and conceivably upwards of 80% of the original product.

This is not difficult to do, particularly if you know your topic and can add your own content, change the existing content around, add images, and include relevant references. If you have only chosen a PLR product to obtain ideas and an outline for your eBook project, then this is even better, and is a good business strategy that has worked well for many online authors. Use the PLR product as a framework for your excellent piece of work.

Surefirewealth ... Started in 2004, this is one of the best websites going around for PLR, and Resell Rights and Master Resell Rights packages. Click on the link to be taken to a FREE membership page. You'll be astounded as

to how much information is there. Take in all the free offerings and training and when you're ready to advance your online business, the best way is to take up a Silver or Gold membership, preferably the latter because that's where the maximum number of offerings are.

When you have produced your own eBook or other info-product, submit it to Surefirewealth to gain massive exposure, and to build your list of subscribers.

2.3 Repackaging

Repackaging means bundling, re-creating, and producing something unusual from readily available materials, and ultimately producing a unique product that only you can offer.

Various elements fall within the scope of repackaging, including:

- repackage items with no special theme or concept other than offering a high price product at a bargain price
- bundle items with a connecting or specific theme to appeal to a wide market audience
- repackage for a niche market that has been recognized as under-served
- adding something unique
- use the package to sell something else

Here's a good method. Assemble a long list of brief solutions to questions on a particular theme. For example ... "30 quick-bite strategies to reach your goals". List these and add a few lines to each strategy. There's your report.

Above all, make your package so compelling that it satisfies all, or nearly all, of the requirements being sought by the prospective purchaser.

Repackaged material comes generally from Private Label Rights, Resell Rights, Master Resell Rights, Public Domain, and Out Of Copyright Work.

Your best option right now is the Public Domain, and one of the best sites is Project Gutenberg. Begin exploring <http://www.gutenberg.org>, and read the introduction guide at http://www.gutenberg.org/wiki/Main_Page

The Gutenberg Project is a very popular public domain website simply because of the organized collections and ease of use. Start searching through recent downloads, recent updates, or by title, category or topic. Use this website to search for publications in your particular topic or niche to compile a packaged product that is unique.

2.4 Public Domain and Out-of-Copyright Works

Let's give a bit more consideration to the Public Domain.

Essentially you can use Public Domain work and out-of-copyright work to your advantage. But make sure it is all legal and that ethical issues are able to be resolved. Always use commonsense.

It would not be ethical to change the author's name to your own on a public domain piece of work, although some people have done that. This is basically plagiarism and should never be done.

Examples of public domain and copyright-free works:

- Some articles and books written before specific dates as determined by copyright law or a specified period from the creator's death. Search online for an informative guide on copyright law.
- Famous quotes and sayings are usually copyright-free but can sometimes be defamatory.
- Some government information.

Apart from Project Gutenberg described previously, here are three other great sites.

iBiblio, available at <http://www.ibiblio.org> is a fantastic tool for exploring the public domain quickly, easily and at no cost. It offers a clean and simple search process that allows easy location of hundreds of books and images.

Bookfinder is at <http://www.BookFinder.com> and again allows easy entry of a book title or author's name to locate all material associated with your search query. You can also choose to search through recent searches (conducted by other users on the site) or based on category to get a good idea of what is popular.

Alibris, available at <http://www.Alibris.com> offers a massive collection of public domain material, and by using a simple strategy you can locate some of the hottest public domain content available.

A word of caution ... always be aware of copyright law in the country from which you would be sourcing the material. Go online and search about Public Domain legal aspects.

At NewTimesHomeBiz, I've taken several Public Domain works to add value to a couple of my eBooks. Two classic books written many years ago and still relevant today are "Think and Grow Rich" by Napoleon Hill and "The Science of Getting Rich" by Wallace D. Wattles. Both of these publications are timeless and you can get your own copies by going to New Times Home Biz Bookshelf.

So, how do you use Public Domain work to your advantage? Simply make a compilation and brand it, or add them to resell rights to create a package of tremendous value.

2.5 Obtain Marketing Rights from Writers

This is another broad area covering royalty agreements, joint venture deals, resell rights (considered earlier), purchasing first or subsequent serial rights, drop-shipping, question and answer sessions between yourself and well known authors, publishing other writers' articles (discussed later), and more.

Now here's a method that can be lucrative, but which is not often used.

Compile other people's articles (with permission of course) into your own eBook, give it a great title, create a good sales pitch, and perhaps offer resell rights or include a report of your own to add even more value.

These examples will help:

- Choose articles on a specific theme, such as growing a fast e-zine subscriber list, marketing through newsgroups, turning problems into opportunities, making money from old magazines and out-of-print books, and more.
- Emphasize the hidden benefits of your eBook to readers, such as saving time and costs, having only one product to download, sourcing the very best reports packed into one volume, and so on.
- Think up a great title for your eBook, one that emphasizes quantity, quality and credibility of authors, articles and information. Use numbers where possible, create an imaginary picture of the product, emphasize the benefits.
- Add a contents list or index to further increase the perceived value of your book.
- Here's the biggest benefit of all. Add your name to the eBook as **editor**, which for many people carries higher status than writer.
- Write your own report to accompany the product and get yourself listed as author and editor, a multi-talented individual who has just risen one rung higher in the credibility stakes. And best of all, you've created something totally unique, a product only you can sell.

It might be a little more difficult to achieve an eBook in a few days using this method, because of the preliminary preparation required. But it can be done, if you know precisely what your topic is and where to get the required information.

NOTE: Be careful never to break copyright or abuse intellectual property and never, ever use anything you're not entitled to copy or sell.

2.6 Off The Shelf Ideas

Old newspapers and magazines are a goldmine of ideas to profit from quickly.

Focus on ways to capitalize on old newspaper stories - 'old' sometimes meaning recent - and if possible refer to printed materials up to one hundred years, or older. Most very old magazines are out of copyright and include tips, ideas and articles that can be used and adapted for today's reader with no problem in terms of copyright. Be aware of ethical issues that might raise concerns.

Nevertheless what you can do is choose a niche topic that's relatively obscure but has a strong small following. Search using Google's **Keyword Search Tool** and long-tail keywords (i.e. many words strung together about a particular search problem) to test the likely popularity and market potential.

Remember, some very obscure niches with just a few hundred very interested people can provide a more profitable info-product than one that is in a market where there are thousands of lookers, but with few buyers.

2.7 Directories and Listings

Many a great title is simply a listing of telephone numbers or addresses or a compilation of facts, tips, or other valuable snippets of information.

Typically, there's no work involved, other than finding and adding essential

information into your word processor.

But be careful; directories and listings invariably date fast.

Think about the opportunities in mobile marketing, and maybe create an App that no-one else has.

3 Essential Features of The Ideal eBook

3.1 An eBook That Must Be Wanted

The eBook should be able to be sold easily. Consider these all-time popular subjects - cats, dogs, raising children, making money from home, running a profitable Internet business, retiring with money to spend, building your own dream home. Many, if not all, of these markets have been huge in the past, but if this is your interest don't be deterred just because of the massive competition in these areas. Look for a unique angle to your chosen topic.

Tip: Keep an eye on the bestsellers lists (Amazon.com is a great place to look, especially Kindle), particularly non-fiction, and you'll see the same subjects cropping up every month, some dominating the top ten selection for months on end.

Here are some “evergreen” niches with high demand.

- Gardening
- Cooking and recipes
- Travel
- Pets
- Sport
- Motoring
- Celebrities
- Seasons and special events, e.g. Christmas, Valentine's Day, Holidays.

- ☑ Health and fitness (weight loss, diets, remedies, men's health, women's health, training)
- ☑ Self-help (family, marriage, relationships, stress management)
- ☑ Employment and jobs
- ☑ Nutrition
- ☑ Green living and green products
- ☑ Investments, stocks and equities
- ☑ e-Business (affiliate marketing)
- ☑ Music
- ☑ Languages

Tip: Keep a constant lookout for news stories that capture the imagination. When something big happens look for ways to capitalize on the subject. It might be an old subject with a new twist.

A good example is gardening, and although practiced for centuries, can still be presented in many different forms today. There are so many variations of it.

Here are a few ideas - backyard vegetable growing, tub gardening, permaculture practices, larger area orchards, tiny plot gardens, herb growing ... it goes on and on.

It's a big topic. Think about the huge number of print magazines on gardening - do you think that they present new material? Not often ... much of it is recycled but is given a modern twist to appeal to the present-day audience.

3.2 Your eBook Must Be Affordable Or Best Of All Free

What is affordable? To some it's \$30 (maybe more), to others it's \$3 (maybe less). Low prices and freebies motivate some people to buy, but others choose to buy if there's great value at a higher price. Although people like getting something for nothing, don't undersell your info-product, price it fairly and make it affordable. Consider adding additional free material as an enticement to buy.

Selling a hard copy book offline is also very different to selling a digital book online. To earn trust in an online business takes time, and so a "hook" is needed to commence a relationship with the buyer. The hook is the freebie!

Similarly, to maintain repeat buyers, often your eBook will need to be priced relatively low, unless of course you are offering something of great value, and something that is unique.

The upside is that you can generate credibility and buyer confidence by offering affordable products, whilst at the same time able to build a very useful customer list on which to sell more expensive products at a later time. So, think about how your approach should be in selling your unique info-product.

3.3 Your Info-product Must Have A Definite Objective

In this case, profits come not only from the eBook but also from other sources. There are many examples of how this works, and here are several.

- For visitors to your web site, offer a free eBook or report or other info-product, in exchange for an email address for later communications. This creates opportunities to build relationships and trust, and ultimately more purchases of your products. This is no different to the offline world of business where relationship building is paramount.
- To attract names to your list. An example is the offering of a free shortened version of an e-zine with the objective of allowing it to spread around the web by the readers and thereby attract more prospects to the paid version of the e-zine. Another example is to offer a free eBook (such as the one you're reading right now) that targets a particular problem and offers solutions.
- To attract enquiries for a sample chapter of a product with the objective that recipients will read more about the complete product when they arrive to download their sample chapter and hopefully buy the full version.

This sample chapter technique works much the same as trial versions of products, which invariably travel free, aiming to whet reader appetite for more information.

- Many regular payment schemes, such as monthly correspondence courses and online membership sites, allow people to test the product for a certain period after which they can continue payment or cancel their subscriptions. Sometimes a small charge is made for a sample session, sometimes not. The technique is called 'risk reversal' where buyers obtain benefits far higher than the price they pay. Most likely people will pay knowing that there's a GUARANTEE attached; this allows them to opt-out at any time and cancel their payment. But if they're satisfied with what's being presented then they'll stay with the program.

3.4 The eBook Needs To Have Additional Profit Sources

Another digital product complementary to the main info-product could be offered free or at low cost with the intention of attracting buyers to other products. For example, an eBook might have a number of affiliate links to similar products throughout the text that relate to the particular topic.

A “Resources” section at the end of the eBook might also include other similar useful products or links to courses. These may be your own or your affiliate links to other marketers’ products.

If the eBook has a sales page and mini-site, then there could be an upsell or One-Time-Offer (OTO) that adds even greater value to the buyer’s experience.

Tip : If these terms are unfamiliar to you, simply subscribe to the eBiz EYE newsletter at New Times Home Biz and you will receive an email with descriptions of a long list of essential terms.

3.5 The eBook Needs To Have Strong Demand

Consider this; a **mass market** book may sell hundreds of copies quickly if properly promoted, say in social networks or in wide circulation daily newspapers, especially if the title appeals to a large audience.

Niche market titles appeal to people with very clearly defined interests; look at these examples ... mosaic art, overcoming fear of flying, growing bonsai trees. Such markets might be smaller, maybe much smaller, than

general interest titles, but they are invariably easier and cheaper to reach and achieve the highest response rates.

Sometimes there is overlap and a niche market title might also appeal to a huge proportion of the overall book-buying population.

Here's another example.

A book about making money at home has mass market appeal. Almost everyone is interested in making more money, especially in uncertain new times, and also if they don't need to leave home to get it - a home business in other words.

So, the book can be promoted in virtually any medium both online and offline and reach a high proportion of possible buyers from the overall book-buying market. But note that making money from home is also a niche market in itself which, although it's a very competitive market and is almost at saturation point, can be promoted in home business magazines, online 'work at home' forums, online newsletters, and in social networks.

When you consider demand, you'll need to research how many people are interested in your topic, what the demographic is, including the location and age that you're targeting.

Be mindful that your eBook must be strongly focused; it should not stray from its core reason. Avoid including irrelevant or off-topic writings, because your reader will see that you're trying to bulk up the product just so that it looks big. Big is not necessarily value. Being concise and always on-topic, and revealing great solutions or methods, is the best way forward.

3.6 The Market Has To Be Easily Identifiable

Knowing that a market exists for your eBook before it's written is half the battle to becoming a well paid publisher.

Imagine the alternative. You write an eBook on a subject that interests you, but doesn't interest many others. This could be risky, but not totally out of the question. But it may take months to produce, and even longer to gain some sales momentum. To start your online business, it is best to first identify potential markets for sales of your info-product. How do you do this?

Look in magazines, forums, clubs, mailing lists, radio and television features, online marketplaces such as Amazon, Clickbank, JVZoo, Tradebit - these are described later - anywhere where your topic or niche is being discussed.

But what about that other book you may have planned - that very obscure one - where do you promote that? Where do you find a group of people searching for answers to that? Do enough people exist to sell many copies of your book?

Now this might be a bit more difficult.

So remember, it is far easier to identify your market first, know that the market is of a reasonable size, and then commit to your eBook preparation.

3.7 The Market Needs To Be Easy To Reach

Following on from the last point, the market must not only be easily identifiable, but also easy to reach, and hopefully at little expense. Niche markets are generally easy and inexpensive to target and usually offer very high member interest. So a new eBook offering previously unknown information should create a specific appeal.

Most larger niche markets host a multitude of magazines, clubs, membership groups, e-zines, discussion forums, and more. Identify ways how you can access those sources to market your product.

You could test your info-product in magazines of the same niche, or by direct mail to known user groups and memberships, or in online forums and newsletters. If your book sells well to a very small fraction of the overall market, then you might confidently roll out and market more extensively to all members of all tested markets.

The potential is that you could very well live off the proceeds of that one eBook for life.

Mass markets are also easy to reach, via daily newspapers, on television, in online newsgroups and discussion forums, where a sizable proportion of people share the same interests as presented in your eBook.

Topics with wide appeal are ... caring for children, saving money (so many sub-niches here), making money, mortgage management, debt and credit card management, self-development, green living.

3.8 Long Term Popularity And Selling Potential

Very few eBooks with short term interest will attract large profits over a long period. The exception is a fad or gimmicky title that captures the imagination and achieves millions of sales quickly, but it will fade as quickly as it hits the consciousness of people.

Play it safe and play it sure, go for something with long term potential and with few reasons for updating your eBook.

Most frequently in need of updating are directories and books with extensive telephone and address listings. Try to avoid them or offer an updating service at extra cost (or free of charge with an extra inducement) at your web site if you have one.

In any respect, if you say that your eBook will be updated, then you must do it. It's also a good way to keep in touch with your customers.

This eBook you're reading right now is in it's second edition. I have added more information and made sure that the content is still fresh and relevant.

Remember, the Internet is a fast-paced beast where change is happening every single day. Every product you create should be revised annually to maintain relevancy, particularly if you have used links to other resources.

3.9 The eBook Must Be Able To Capture Buyer Details

The buyer list is vitally important. An established buyer is easier to sell to than someone who has never bought from you before. In building your online business and to make it profitable, It's essential if you know who your buyers are so that you can maintain contact, and also to get repeat buying.

A Resources section at the end of the eBook is a very good place to insert details of your other info-products and to lead to your website or blog if you have one.

If you haven't started a blog, the easiest way is with [Blogger](#). Just follow the easy instructions and you'll be up online in no time.

In your eBook, a brief personal profile - an About Me - page with your contact details is also essential. This is especially important if you don't have a website or blog where you have a subscriber form that can attract potential members to your list on interested people.

And finally, an invitation to your email autoresponder series on your niche would suit your strategy admirably.

If you wish to build a client list from the marketing efforts of your eBook or report, then a very good email autoresponder service and newsletter delivery service is provided by [AWeber](#).

There is a large amount of information and downloadable PDF's on AWeber to assist you in any aspect about email marketing and list building.

In my eBook **Write To Prosper** I describe how you can set up a list creation system without having a website or blog.

This is a great way to get your online business started with minimal upside.

Note - Write To Prosper is also located [in the Store at New Times Home Biz](#).

4 How and Where To Sell Your eBook

Now you have your eBook, what next? You need to be able to sell it, and the method needs to be as simple as possible.

Let's look at several main methods, but firstly a point of clarification.

You can place your info-product into either an e-commerce platform that handles just the sales, or a marketplace, or perhaps place it in a marketplace that has an integrated e-commerce component that handles all the sales process. Obviously the latter is the most versatile, and so that's what has been described later.

Now, how do you sell your eBook? Here are several options. I mention these just for information purposes, because the best way to sell is described a little later.

Build a store with all the bells-and-whistles using an online e-commerce facility that accepts credit cards and PayPal, calculates sales taxes and/or VAT, automatically fulfills orders, and can link to your email system. This is a really good way but it will take a bit of time, understanding, and effort to set up. You will get the highest percentage payment - 95% or more.

Add a shopping cart to your website or blog which will do much of the work for you. Some shopping carts cost a monthly fee, some a once-only price, some are free but take a cut, and yet others charge a monthly access plus take a fee per transaction.

Sell via PayPal; this is the most labor-intensive, as you will have to manually email the files to the buyer after payment comes in. PayPal is a popular, secure, and trusted payment option. However, if you're not online when the order comes in, the customer will have to wait, and this is not ideal. On the other hand, you will obtain a high proportion of the selling price as Paypal only takes a maximum of 2.4% + \$0.30 of each sale. There's a sliding scale of fees, and it's recommended that you look at these on Paypal's website.

Let's now look closely at a number of alternatives that are powerful, versatile, and generally easy to set up. These are the "how" and "where" to sell.

TRADEBIT

Established in 2004, Tradebit is a site where you can do either or both of the following.

- Sell your own products in your digital "store" on a subdomain at the Tradebit site. This is very important to understand because here you can have your own "site" presence for very little cost and for basic understanding of how to set it up (more on this below).
- List your products and other vendor products for sale; links are then created which send buyers to your own site sales page and download page (if you have created them).

It's highly recommended to go for the first option and set up a digital store; it's the easiest and simplest to set up.

If you decide this is for you, then [go here for Tradebit](#) and sign up to get going.

If you would like to learn more about how to use Tradebit, then **UNLEASH THE POWER OF TRADEBIT** is for you. I also recommend the “Advanced Strategies” course, because this is where additional aspects are about setting up and customizing a Tradebit store if you decide to set one up.

CLICKBANK

ClickBank is a global marketplace with more than 50,000 digital products and a network of 100,000+ active affiliate marketers. Most of the products are information eBooks like the kind you’ll be creating. They have a system in place to let thousands of affiliates sell your product for you, and ClickBank takes care of paying them so you don’t have to bother with it. It also allows you to capture the email addresses of your customers and track your sales and refunds (hopefully not too many of these) in real time so that you always know where you stand in profits and losses.

To sell in the Clickbank Marketplace you’ll need to become a Vendor, details of which are at [Clickbank’s website](#).

List your product in the marketplace and recruit others to promote and sell your product; these are called affiliates.

The additional requirement in being a Vendor is that a simple website or blog will need to be established to send buyers to. Look for Clickbank’s **Vendor Checklist**; it has all the requirements.

The setup fee for selling on Clickbank is a one time activation payment of \$49.95; then your eBook is ready in the Clickbank Marketplace for all to see, for you to receive sales payments, and for prospective affiliates to promote and sell your eBook for you. You can sell up to 500 different products on your account, all for the once-only fee of \$49.95!

Once a sale is made for you, Clickbank handles everything else ... payment processing, delivery of your digital product, and refunds.

A fee of about \$1 + 7.5% is charged for the service, and this is small compared with what you obtain.

JVZOO

JVZoo is a relative newcomer to the world of eCommerce, having been launched in November 2011. It is an all-in-one provider for Internet marketers to sell digital or tangible products, and it also allows sellers to create an instant affiliate program for their products. Having an instant affiliate platform where others sell for you is a great advantage. You can add as many products (e.g. all your eBooks) as you like.

JVZOO is packed with features, but a standout is the **Instant Sales Page Generator**, which allows you to create sales pages for your products. How good is that? The downside is that you'll need to learn about copywriting to produce your sales page spiel.

Even if you don't have a website or blog for your product, the Instant Sales Page Generator does a great stand-in job, and it's fully hosted.

One of the best parts of JVZoo is that there is no cost to join and no cost to sell your products. Just 5% of the sale price is retained by JVZoo for the service. That is pretty good value!

There's much, much more ... so head on over to [JVZOO](#) and look at what's on offer, then make a decision if it fits your eBook selling strategy.

If you're looking for ideas for your next eBook project, have a good browse through the JVZOO Marketplace. See what's on offer, and take note of the prices of the products.

The range of products is very diverse. Can you see your eBook in that huge list?

There we have it ... three marketplaces and e-commerce platforms to explore. These are just a few of many systems that are available. Use one, several, or the lot to get maximum exposure of your eBook.

That's what I've done with my info-products. Do the same for maximum results.

Finally, if you would like to take the next step, scroll down to the end for a great package.

5 Summary - The 5 Days Plan

Here we are, almost at the end. If you've followed all the steps outlined, then you should be on your way to getting that eBook or report of yours to start pulling in some income.

But, maybe you haven't quite been able to meet the objective of 5 days. Maybe you're still stuck somewhere in the process. Don't worry, keep going.

To help meet that magical 5 days, then here in this last chapter are the steps in a nutshell. Print this out, and as you achieve each step then tick it off.

This Plan is going to challenge you. We are not going to use PLR material, because that could be fatal to your success if you don't change it by at least 50% or more, and conceivably up to 80%.

Why is this so?

Go to two very important Blog posts I wrote about Google Authorship and Author Rank. There lie the answers.

[Google Authorship post is here.](#)

[Author Rank post is here.](#)

The following Plan is how I approach the creation, publication, and selling of my information products. It's simple, but be aware that every one of us is different. My Plan may not be your plan. Formulate your own. Use mine as a template. It's your choice. But, keep it simple.

The 5 Days eBook Creation Plan

DAY 1

Item	Done
Clear your mind, prepare your desk, get paper and pen together, remove distractions	
Settle on your subject. Make sure it's one that you have a reasonable level of knowledge about, and also that you have a strong interest in. For help, go to this blog post - http://newtimeshomebiz.com/ebook-biz/what-to-sell---part-2.html	
Verify the market for your product at Clickbank, JVZoo, Amazon, Tradebit.	
Check what's happening in forums about your topic, get ideas from what people are asking. Define your target audience.	
Prepare an outline of your contents, a draft Table of Contents. Aim for a product that is about 15-20 pages.	

DAY 2

Item	Done
Assemble a list of keywords you want to use. Go to Google Keyword Tool for ideas about long-tail keywords based on your main keyword. Check this blog post for further information	
Begin researching. Use your search engine and input your main keyword to find what else there is on the 'net on your subject. See what other websites/blogs are writing about. Get ideas, take notes, make your product the equal or better than what exists. Be different.	
Using your word processor (Word or Open Office or iWork's Pages for Mac), prepare your product layout. Insert all headings and sub-headings for all your chapters, and include a Table of Contents (TOC). Use page breaks for all chapters. Create a front page for your eBook or report cover image. Save your work, and do it frequently.	
Write the outline or Introduction. This will frame your info-product.	
If ideas suddenly come into your head, jot them down on paper for later use, or insert them immediately into the appropriate area of your eBook/report.	
Review what you've compiled for the day. If satisfied, close for the day.	

DAY 3

Item	Done
Most of your writing is done today. Keep distractions away. For example, allow 30 minutes for checking and replying to email, Facebook etc. and other online activities, such as bill paying.	
Write. Refer to your research material. Can you add more from other sources? Make sure it's relevant.	
Decide whether you're going to have images to support your written material. Get these images. Search online for free or paid, or scour your own hard drive for photos or clipart. Remember to tag your images with your own words.	
Insert images in appropriate areas.	
At the end of your day, review what you've created. Ask these questions ... Can you add more material? Can you change the content around? Is the eBook/report size meeting your objective? Are you satisfied? Take notes for tomorrow, and then take a break.	

DAY 4

Item	Tick
Re-read your product, insert additional material or change the content. Is it now meeting the needs of your target audience?	
Add links to affiliate offers, products or services, and useful information for the reader. Ensure the links are relevant, and don't overdo them	
Add a Resources area at the end of the eBook/report. Search for relevant products with Resell Rights and add them into the Resources area.	
Create an ecover in 2D and 3D. If you have the skills, use your own graphics program, or use GIMP. For quick results, here are two other options - ecover software pro online ecover generator Or you could use Fiverr where you can hire someone to create a cover for you for \$5. All these are described in my eBook Write To Prosper .	
Add the 2D ecover to the front page of the eBook or report. The 3D cover will be used for later marketing purposes.	

DAY 5

Item	Tick
Re-read your eBook or report. Run the spell check. Make sure there are no spelling errors or poor grammar.	
Check that all the hyperlinks are working. Actually click on the links and open the sites containing your resources and affiliate links.	
How many pages is it? Does it meet your standards and expectations? Can you add more valuable information?	
On completion of the final draft, convert it to a PDF file using the easy converter in Word or Open Office Writer or Mac's Pages.	
Establish your Google Authorship; for this you'll need to set up a Google Plus profile. Go to the blog posts I've mentioned in Chapter 5 for more information	
Selling. Set up your Vendor details in the various marketplaces as described in Chapter 4. Upload your ebook or report file and the files of products or services in your Resources area.	
Marketing. Start by notifying your friends, family perhaps, relatives maybe. Let them know of your new venture and ask if they know of anyone who could benefit from your product. Then go to the Blog posts here and follow the strategies.	

Marketing and advertising is never-ending ... well, until your product is on auto-pilot where it has become well-known and always in demand. Until that time is reached you'll need to keep marketing your products.

Keep returning to New Times Home Biz for information on all sorts of tactics and strategies about marketing and selling.

And keep on going. Persevere. Write. Succeed.

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Some Final Words

There is one crucial aspect that must be remembered. If you are striving to achieve an online income, then the real money will only be generated from creating your own business using your own work, your eBooks and reports. It is from your info-products that everything else about your business can be catapulted.

This report is just a beginning, it is not a step-by-step approach to learning to earn online. Remember, if our challenge is to create a book in 5 days, it needs to fit strictly to a range of criteria.

My purpose in writing this report is to give you an appreciation of the possibilities of creating your own information product in a short period of time. But there's so much more that you would need to know at the outset before jumping into selling on the Internet. That's a whole different topic. However, don't let this deter you from meeting the "Five Days eBook Challenge". If you want examples just go to NewTimesHomeBiz.com and look in the Bookshelf.

Always remember ... you're selling something. Whether it is your products, other people's products, marketing yourself or your ideas - you're selling. It's inescapable. You have to get comfortable doing it.

Some people may feel less comfortable about selling than others, but there are many ways and means to get around the feeling of not being a "salesperson". Think primarily about helping others, to be of service, and this feeling of selling will dissipate.

A really important aspect of your online business development is to continue being educated. Learn about processes, systems, methods, what works and what doesn't. It's a continuum, just as life-long learning is.

Above all, enjoy what you're doing. Have fun.

To help you advance your learning, there are three publications in the Recommended Resources section that I've prepared.

These three taken together, and in sequence, will provide a solid step to your progress. There's a lot of information in them. I'd be delighted if you decided to give them a go.

With the extent of information provided, you will be able to create an eBook in a few days, but it is essential to be prepared at the beginning.

Go for it ... and do your best! And above all, have fun!

About The Author ... Des Menz



I'd like to introduce myself. I'm Des, and I live in Australia. As a self-employed work-at-home consultant for many years, I began my transition to online ventures in 2005. I'm enthusiastic about the opportunities that the Internet presents for anyone to connect with a wider audience, and to earn an honest and ethical income from information products. I design my own websites and blogs, and prepare my own content. I'm an information producer.

I sincerely hope "CREATE A BOOK IN 5 DAYS ... EARN FROM IT FOR LIFE!" has given you some great ideas to get going in your online business career. There's much to think about, and much to learn.

It means a lot to me that you have taken the time to go through this report, but it means a lot more if you've actually taken the next step and created your own eBook by following the 5 Days Plan. Set yourself the challenge and see what happens. Let me know of your progress.

Please remember that there are many more benefits to be gained from reading the New Times Home Biz newsletter "eBiz Eye", where free information, ideas, and publications are made available every month.

If you've received a FREE copy of this report from someone else, then subscribing is done through the New Times Home Biz website, where you'll see an opt-in sign-up form.

Thanks for your interest and support.

Again, please let me know of your progress, and what your thoughts are of
“CREATE AN eBook IN 5 DAYS ... EARN FROM IT FOR LIFE!”

My contact details are at New Times Home Biz Contact page.

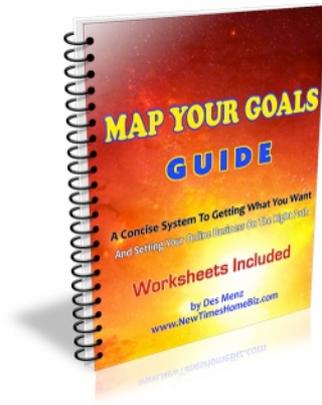
Des Menz

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“Creative Ideas ... Rewarding Results”

YOU’LL NEVER KNOW UNTIL YOU HAVE A GO!

AN ESSENTIAL TRILOGY FOR YOUR ONLINE BUSINESS SUCCESS



MAP YOUR GOALS GUIDE

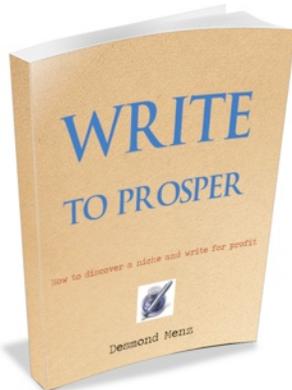
A Concise System To Getting What You Want ...
And Setting Your Online Business On The Right Path



HOME BUSINESS IN NEW TIMES

A Simple Plan To Get It Right!
... And To Keep It Going ...

Bonus Info-product included.



WRITE TO PROSPER

How To Create An eBook From Your Own Ideas
... and build an online business

These three publications have been written as a mini-course for preparing yourself and getting your online business going. The absolute best way to get the most out of your home business is to apply them in the sequence shown.

FOR A **SPECIAL PACKAGE PRICE** go to ... [NewTimeHomeBiz.com](http://www.NewTimesHomeBiz.com)

Additional Resource

THE ACTION GENERATOR

With this easy-to-install software, you'll be able to :

- * Plan your day in less than 30 seconds
- * Discover where your time is going
- * See your day with more clarity than ever before
- * Feel a stronger sense of accomplishment
- * Make it be your full-time coach
- * Spend more time using it and less time learning HOW to use it

And ... remember, your time is valuable. You already know this!



Bonuses

- “Action Unleashed” ... containing 23 proven strategies for helping you take more action each day
- Two Clarity Maps to guide you on getting things done and how to hit your goals