

# Ebooks *the* **SMART** *way*

**A Complete Guide to Publishing,  
Marketing & Automating a Killer eBook**



SmartPassiveIncome.com  
**PAT FLYNN OF SMART PASSIVE INCOME**

# **Ebooks the Smart Way**

**SECOND EDITION**

**A Complete Guide to Publishing, Marketing,  
and Automating a Killer Ebook**

By Pat Flynn

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## **Dedication**

This ebook is dedicated to my son, Keoni. You are my inspiration for everything I do, and every decision I make.

I'd also like to dedicate this ebook to you and everyone else who has an idea and wants to write a book. I believe there's a book in all of us and your ideas matter.

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## Introduction

Welcome to the updated, second edition of *Ebooks the Smart Way*. The first edition was originally published in 2010. Since then, it has been downloaded more than 150,000 times by amazing folks like you: aspiring authors, entrepreneurs in search of book marketing tips, and business-focused individuals eager to learn how to automate passive income (smartly!) by writing an ebook.

The main purpose for creating a second edition of the book is simple: I always work my hardest to create content that is relevant, valuable, and current. This applies to everything I publish on SmartPassiveIncome.com, on my podcasts, the Smart Passive Income Podcast and AskPat, on SPI TV, on my

social media channels, and, yes, in the books I write. For this second edition of *Ebooks the Smart Way*, I updated outdated sections, such as removing tools I no longer use, and I also added quite a few new sections that have since become essential components of my book production process, all of which I applied to the creating of my latest book, *Will It Fly?*

So the last thing I'll say before I transition to the original introduction for this ebook is that I truly hope this book guides you in what will most definitely be an awesome ebook writing and publishing journey!

## JANUARY 2010

Writing an ebook saved my life.

You've probably found your way to this ebook from my blog, or maybe a friend passed it along to you. Either way, I'm happy you're here.

I wrote this guide because when I was in a time of desperate need, not too long ago, writing an ebook and selling it on a blog saved my life. Not only did it help me bounce back from a layoff, but it opened my eyes to this world of Internet marketing and the opportunities that it can create for a person.

The Smart Passive Income Blog, and this ebook, are my way of giving back for all of the fortunate things that have happened to me ever since getting laid off, including grossing over \$203,219.04 in just one year's time.

This ebook is a guide, and the purpose of this guide is to do just that—guide you. It is not a “system,” and definitely not

anything related to “get rich quick.” It will, however, take you through the process of taking the ideas and knowledge in your head, putting them into an ebook, and sharing that with the world. If I can help just one person learn one thing that will be of help in business or life, or both, the two months I spent writing this ebook will have been totally worth it.

To all of my subscribers, followers, and friends out there, old and new, thank you for the gift of your support. I only hope this free guide can begin to repay you for the time and attention that you've given me. Here's to you and your continued success!

A handwritten signature in black ink that reads "Pat Flynn". The signature is fluid and cursive, with the first name "Pat" written in a larger, more prominent script than the last name "Flynn".

Pat Flynn

# What Can Publishing an Ebook Do For You?

Simply put, an ebook creates more opportunity. Most of what we do on the Internet involves opportunity in one way or another:

- The opportunity to have our voices heard.
- The opportunity to express ourselves.
- The opportunity to reach out to others and teach something we know.
- The opportunity to connect and network with people from all different parts of the world.
- The opportunity to earn an income, whether it's just extra money on the side, or a full-time income that replaces our job.

The Internet has given people opportunities that have never been available before. Everyone (and I mean everyone) is on the same playing field now. In order to succeed, we must take action and stand out from the rest.

One way to do this is by writing an ebook.

## **Standing Out From The Crowd**

An ebook is a relatively quick and easy way to stand out from the crowd and establish yourself as a leader and authority in your niche.

When I published my first ebook in October 2008, which was a guide to passing the LEED exam (an exam that people in the architecture and design industry take), I immediately became “the expert” on the subject. I knew a lot about the exam, but I wouldn’t have called myself an expert. But, because I had an ebook with my name on it, I had the credibility I needed to be recognized as an authority, which separated me from similar sites that covered the same subject.

## **An Income Generator**

By selling an ebook online, you’re “planting seeds” and giving yourself a chance to grow an extra income source. I am living proof of that. After launching my first ebook, I generated well over six figures in less than a year.

How much you make from selling your ebook depends on a number of things, including the niche you’re in, the demand for the type of information you’re providing, how well you execute your marketing campaign, and how well you craft your ebook. Will you make six figures from your ebook? I don’t know. But, I’ve done my best in this guide to give you a great chance.

## **Future Transactions**

If people buy from you once, they are more than likely to buy from you again—as long as you can WOW them with their first

transaction. Write a killer ebook, impress your customers, and when you come out with your next product, you’ll already have a number of people who you know will be interested in what you have to offer.

## **Extra Time**

Aside from the recognition, the extra income, and the long-lasting relationships I have with my customers, the best part about publishing and selling an ebook online is that it has given me the opportunity to work from home and spend more time with my family. Because the business is almost entirely automated, I passively earn the income that puts food on our table. I do not have to be present at all in order for a transaction to take place. Customers can pay for an ebook and get it delivered right to their inbox, and I don’t have to lift a finger.

In this guide, I will show you exactly how I set up my automated business so that you can do the same. In the meantime, I wanted to thank you once more for taking the time to read this guide. I hope it provides you with the information you need to take action and really take what you do online to a whole new level. Good luck!

# Why Ebooks Are Better Than Hard Copies

An ebook is an electronic book, usually a PDF (portable document format), that allows readers to access material on a computer screen or a mobile device. Before you decide to publish an ebook, let me support your decision by showing you why this is the right move.

## 1. Ebooks vs. Hard Copies

The following is my exact thought process as I was deciding whether I should go with publishing an ebook versus a hard copy.

### Publishing a Hard Copy

Pros:

- Easier to read
- People are more comfortable purchasing a hard copy book
- More difficult to pirate
- Fulfillment of seeing published work in stores

Cons:

- More expensive to create
- Possibility of not having enough books printed for number of orders (backorders)

- Possibility of having too many books for number of orders (oversupply)
- Inventory space is needed
- Smaller portion of each sale is profit
- Difficult to issue a revision or update

## Publishing an Ebook

### Pros:

- Easier and faster to create
- Can automate the delivery process
- No such thing as backorders or oversupply
- No printing or publishing fees
- Easy to give free or preview copies to people for reviews and gifts at no cost
- Easy to correct errors and issue revisions or updates
- Each sale is nearly 100 percent profit

### Cons:

- Harder to get people to buy an ebook
- Security and piracy is an issue
- Harder to read than a hard copy book
- Less satisfaction as an author because it's not a "real" book

So, as you can see, there are definitely some pros and cons to each, but in my opinion, the benefits of publishing an ebook far outweigh the benefits of publishing a hard copy, especially knowing that I could be making almost 100 percent profit from each sale and not have to worry about inventory or going to the post office to ship books myself.

In my opinion, the benefits of publishing an ebook far outweigh the benefits of publishing a hard copy.

## 2. But What About Print-On-Demand (POD)?

Print-on-demand is a service that allows you to self-publish your book in a PDF or Adobe Illustrator format and upload it to a site. Customers who purchase your book will get a hard copy sent right to them. The best part is that the on-demand service takes care of the printing, shipping, and the transactions. Pretty awesome!

Although I think POD is great, and I have used it myself for my recent book *Will It Fly?*, there are still a few reasons why I don't recommend it for the purposes of generating and automating passive income.

**The number one reason is cost.** Let me explain. Take a look at this screenshot of a cost calculator from a major POD service.

#### STANDARD B&W PRINTING

50# White Uncoated Text Paper (75 GSM)

Softcover	US \$6.03	US \$7.03	US \$9.19
Dust Jacket, Hardcover	Not Available	US \$19.03	Not Available
Imagewrap, Hardcover	US \$19.03	US \$20.03	US \$22.19
Additional Pages	US \$0.03	US \$0.03	US \$0.05

It would cost me \$7.03 for each hard copy of an eighty-eight-page book I sold. If I sold my book for \$29.95 (which is the price that many of my current ebooks sell on other sites), I would earn roughly \$23 profit from each sale. Not bad!

## Amazon Kindle Option

You also have an option of creating a Kindle version of your book through Amazon's **Kindle Direct Publishing** platform. Since writing the first edition of this ebook, Kindle has become a prominent force in the publishing world, and can now provide the same amount of authority as you'd get with a print book.

With that said, Amazon Kindle has different formatting than other ebook options. It's not just a PDF file. It requires more HTML language so it can properly adapt to the screen size of different devices. I won't get into technically how to set that up here in this book, but always know that there are a ton of people out there who convert books into these file formats for Kindle quite easily, if you wanted to go down that route. Note that, however, Amazon does have a lot of control over

the pricing of your Kindle book. In a way, they sort of "force" you into a specific price point. Between \$2.99 and \$9.99 is optimal, but even then you're still only getting 70 percent of your revenue with Amazon.

## So What's Wrong With the POD Model?

Nothing is wrong with the POD model, as I learned with my experience using Amazon's CreateSpace for *Will It Fly?* But, as with anything, it's not for everyone. For those interested in going the CreateSpace route, there are some pretty valid reasons to do so:

- CreateSpace handles fulfillment, which means you don't have to spend time packaging and shipping book orders.
- Also, as the "on-demand" name suggests, CreateSpace prints only when a book is ordered, which is a flexible and efficient way for you to get the book into the hands of your readers. In other words, you don't have to maintain or store inventory.
- POD also eliminates the upfront cost of a large print run.
- With CreateSpace, you can sell and generate revenue through Amazon, which gives you access to millions of Amazon users. It's also a trusted brand people recognize.

- With POD, you have the ability to get your message in front of people very quickly without going through a traditional publisher.
- If you want to see how CreateSpace worked for *Will It Fly?*, [check out this post](#).

### 3. Can I Offer Hard Copies Later?

If you find that you're doing fairly well with your ebook, you may also want to offer a hard copy to go along with it. It's actually not a bad idea to use the hard copy of your ebook as an upsell, because many people will like having both a physical copy in their hands and a digital copy on their electronic device.

If you plan on a hard copy as your upsell, remember that you're also adding in the cost and time that it takes to create and ship the book too. The decision is yours and yours alone, and it should be based on the lifestyle that you want to live.

In the next section, you'll discover exactly how easy it is to get started with your ebook today. If you have any questions at any point while reading this guide, please don't hesitate to ask me. You can reach me directly at [twitter.com/patflynn](https://twitter.com/patflynn).

Let's keep going!

#### A Quick Side Note:

You may or may not already have an idea for an ebook in mind. If you do, that's great! The next step will be all about how to take the ideas in your head and organize them in a way so that it's really easy to start writing your ebook. If you don't have an idea for an ebook yet, don't worry. Finding that perfect topic to write about is definitely not something you want to overlook—but I recommend reading the next section anyway, because the exercise we learn will help you figure things out.

# Getting Started Is Easier Than You Think

I hate to say this, but you need to put something online for sale yesterday. Each day you don't have something for sale is a day of potential profit lost. Luckily, starting your ebook is easy, so let's get into it!

## Plan it Out

The most important part of writing your ebook is the planning process that happens before you even begin to type one single word. How well you plan and outline your ebook will not only determine how easy it will be for you to produce, but ultimately how successful it will be. If it sounds scary, don't worry. There are a number of tools and techniques that we can use to make things really easy for us.

Take it one step at a time.

## Step 1: Market Research

One of the first things you need to do is think about the topic that you want to write about and figure out if there's a market for it. How do you know if your ebook idea is good? How do you know people will want to read it, let alone pay money for it? Have you conducted any research? My latest book, *Will It Fly?* is all about idea validation and answering some of these questions.

A few ways to test your idea include writing a post on the topic for your own blog, writing a guest post, or writing a **Medium** article. Then you can gauge the reaction of your readers. If they respond positively or seemed to be intrigued by the idea and ask a lot of questions, then you're onto something! I also want to point out that this mostly applies to non-fiction authors, as that is the experience I can honestly pull from.

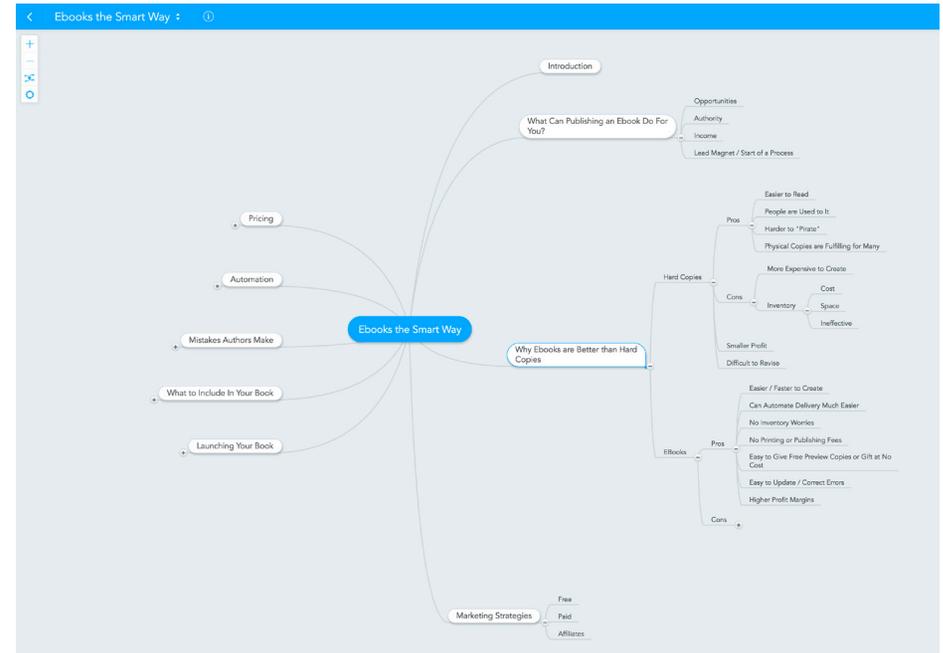
## Step 2: Create a Mindmap

If you're like most entrepreneurs and people starting to do business online, you probably have a million and one ideas bouncing around in your brain. The best way to organize these ideas is to create a mindmap.

A mindmap is a visual representation of our thoughts, and it's a really clever way to see how our ideas relate to each other on paper. To the right, you'll see a simplified example of the mindmap that was created for this particular ebook.

Obviously, this is a super basic example. The more detailed you are with your mindmap, the easier it will make your life later as you begin to write your outline.

Looking at the mindmap to the right, we can already begin to see the chapters and sections that will be included in the ebook. Besides that, you can visualize which parts seem to be missing or out of order.



In addition to MindMeister.com, I love to use Post-It Notes. As I demonstrate in **SPI TV Episode 1**, Post-It Notes are my favorite tool for creating a first draft and using them is a flexible, tangible way to organize your thoughts. You can move them around as you need to, and they're small enough to force you to be succinct about your ideas. Plus they come in a variety of bright and fun colors!

The mind mapping software I used to create this ebook is from **MindMeister.com**, which offers a basic membership that includes three free mind maps. Woohoo!

## Step 3: Create an Outline

The purpose of the outline is to see the different parts of your ebook in the order that they will be presented to your future readers.

You can pull the different parts of your ebook directly from your mindmap. Again, this is why it's important to be as detailed as possible in step one.

As you list your sections and subsections, consciously think about the order you put them in. Pretend you're someone who has no previous knowledge about whatever it is you're writing about. Does the order make sense, or would you end up confusing that person? It can be hard for us because we know a lot about the subject already, so really spend some time thinking about the order from a rookie's perspective.

## Step 4: Tools You Need to Start Writing

To start publishing your ebook, all you need is a word processor. Whether you use Microsoft Word, Pages for Mac, Google Docs, or [Openoffice.org](https://www.openoffice.org), the most important thing is that you somehow get your content created now! We'll worry about converting the content later.

I started out using Microsoft Word or Pages for Mac, because you can create nice, professional looking templates that will

make it easy to add features like page numbers, text styling, and images. More recently, I've been using [Scrivener](#) and [Google Docs](#). Scrivener is a robust tool for writers. It allows you to create a comprehensive and well-organized outline of your book, as well as keep notes and any research elements related to your book all in one file—it's pretty fancy. However, my writing program of choice is Google Docs, because it's free, user-friendly, simple and, more than anything, enables me to focus on just one part of the book at a time by separating each chapter into individual docs.

I discuss my Scrivener vs. Google Docs approach to *Will It Fly?* [here](#).

**So, are you ready to write yet?**

### A Quick Side Note:

Don't worry about making your outline *pretty* just yet. In fact, if you scribble, circle, or use arrows, and it ends up being super messy, that probably means you're on the right track to having an excellent outline. Once you have it finished, you'll notice that it looks almost like a Table of Contents. Well . . . that's because it is! We'll add some more parts later, but you've gotten a lot done already! Way to go!

## Step 5: How to Start Writing

Writing your first few pages can be the most difficult part, but it doesn't have to be. Most books begin with some kind of introduction or preface, but if you're having trouble with that, you can skip to another section that you feel more comfortable with. The final product will end up in the correct order, but you don't have to write it that way.

Start with a section you know you can easily crank out and worry about the parts you're not sure about, or that need more research, later. Chances are, as soon as you bust out and finish your first few sections, you'll be motivated and focused to complete the rest.

If you try out the Post-It Notes trick that I demonstrate in SPI TV Episode 1, the best way to start writing is to treat each note like an individual writing prompt. Simply pick one note and write about the idea on it, and keep going until you've hit every section of your book. When I feel stuck, it helps me to think about the transformation that I want readers to experience and what information, data, or stories I need to include to help facilitate that transformation. Once I have those starting points, I can much more easily expand and create a full section or chapter.

## Here's a Super Cool Tip . . .

One of the best tips I've ever received was to write and save your ebook in sections, based on the outline you created earlier. Each section basically becomes its own blog post or article. Once you finish a section, cross it off your outline and then you'll see exactly what you have left to do before it's complete.

After all of the parts are finished, you can easily put them together later in a master file that you use to create your final product.

## One Final Tip About Filenames . . .

If you're going to use the tip above and write each section of your book in a different file, here's a handy way you can name your files so you can keep everything in order as you go. It wouldn't be a bad idea to create all of these filenames first before you go ahead and begin writing your content.

- 00-Introduction\_eBooks.doc
- 01-ebooks\_vs\_Hardcopy.doc
- 02-Getting\_Started.doc
- 031-Mindmap.doc
- 032-Outline.doc
- 033-Tools.doc

## Step 6: Making a Template

Before you even start making a template, you should get a first draft out. Template design and formatting should come later. So if you've created your first draft and you're ready to start formatting, here's what you need to do!

In your word processor, it's a good idea to create a one-page template that will be the model for the rest of your ebook. Seriously, if your word processor allows you to create a template, do it.

### What You Can Include in Your Template

The look of your ebook is totally up to you, but here are a few things to think about:

- **Page Size:** The most common page sizes are 8.5 x 11 in. and 6 x 9 in. Why? Because those are best sizes viewed on most computer screens, and are typically easy to print. This ebook is 8.5 x 11 in. designed in landscape format.
- **The Font:** Don't use a fancy font. Please. *Do you think you could read an entire book that looks like this without your eyes hurting?* For the body of your ebook, simple fonts, such as Arial or Helvetica, work the best. Times New Roman is okay, but in my opinion, I think it makes any document

look like a book report or school essay. You can, however, use a different font for some of the other styles of your ebook, which we'll talk about next.

- **Paragraph Styles:** This is how you format both your font and paragraph for different parts of your ebook, such as headings, subheadings, captions, bullets, and the body. What's nice about setting up your styles is that you can easily turn any regular text into a certain type of font, color, and size (with certain margins and spacings) that you've previously specified, with the simple click of a button. It's exactly how I created the different sizes and different colors of fonts that you see on this page. Use paragraph styles. It will make your life so much easier.

### So What's the Importance of Paragraph Styles?

Imagine this ebook without the headers and subheaders that divide each section. Without these things, it just becomes one big mass of text. Your content will look boring, and it will be hard to read. Definitely not how you want your ebook to come across to your readers.

Here are some guidelines you can use to help shape the paragraph styles of your ebook. You can always reset or redefine these styles later, so I recommend trying different

styles out until you find a style that works best for you and your content.

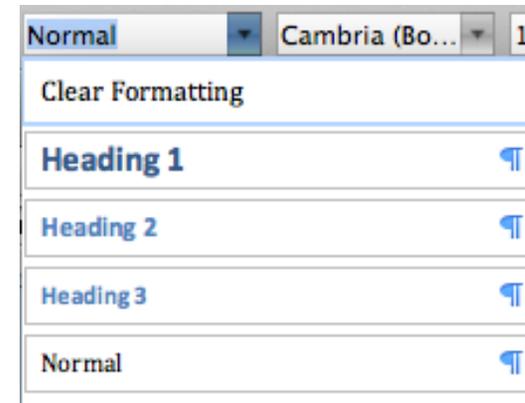
- Header 1: (for things like “Introduction” or “Chapter 1”): Size 22, bold.
- First Subset: (sometimes called “Header 2” or “Subheading.” These are for things like “Section 1,” for example): Size 18, italic.
- Second Subset: (for “part 1”): Size 16, italic.
- Third Subset: (if necessary): Size 13, bold.
- Body: Size 13, normal.

Remember, most people will be reading your ebook on their computer screen, so a larger font size does help. Don’t try to squeeze things in by making your fonts smaller.

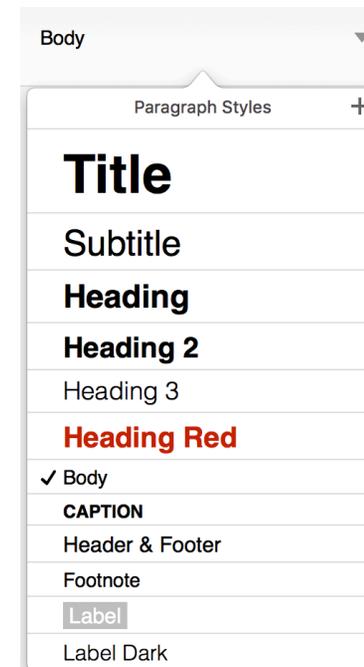
If you’re working in Microsoft Word, [here’s a really good article](#) I found that will help you create paragraph styles.

To the right, you’ll see screenshots of typical paragraphs styles you can find in Pages and Microsoft Word.

## Pages for Mac



## Microsoft Word



## Other Important Parts of Your Template

Here are a few other things you can include in your template:

- **Header and Footer:** A lot of people don't utilize the header and footer space of their ebooks, and I don't know why! It's prime real estate, and you have the chance to place something that will be shown on each and every page. It's the perfect place to include **page numbers**, your **website address**, or even **contact information**, which many people will appreciate.
- **Graphics or Logos:** For branding purposes, you may want to include your website or company logo on each page. Some people go nuts with this, but I like to keep it at a minimum, as you can tell. Again, it's up to you.

Remember, sometimes less is more.



# How to Avoid the Number One Mistake That Most People Make When Writing an Ebook

So what's the number one mistake? It's when authors write for themselves, and not for their audience. It may sound weird, but you'll notice that when you start typing on a blank page, you often forget who your ebook is really for. Please don't skip this section—it's super important.

## 1. You Don't Matter

The first thing to understand is that your audience is everything. It doesn't matter what you like; what matters is what your audience likes.

Unfortunately, this seemingly obvious thought gets lost as we become overly anxious and excited about writing and completing our ebook. That is why I'm dedicating most of this section to helping you figure out exactly who your audience is. Before we get to that, let me give you an extreme example of why the audience is everything.

## 2. The Rocket Scientist

Pretend for a second that you are a rocket scientist and you know everything there is to know about rocket science. You've been invited by your ten-year-old son to speak at his school for Career Day, so you prepare a short ten-minute presentation.

Do you think your son's ten-year-old classmates would be interested in hearing about Fluid Dynamics and Stoichiometry? Uhh . . . no. They want to hear about rocketships, spacecrafts, how fast they go, how high they can reach, how hot they get—stuff like that.

Really give some thought to not only what your audience wants, but also how to best present that information to them. As a rocket scientist presenting to a bunch of ten-year-old kids, a PowerPoint presentation may not be the best way to go.

As a provider of information, your job is to give your readers the content they want, in a way that they can understand it.

### 3. Knowing Who Your Audience Is

Before you can understand what would be best for your particular audience, you're going to need to know who your audience is. As someone writing an ebook in a particular niche, you might have an idea of who your audience is, but that's not good enough. You need to know exactly who they are. If you can imagine exactly what they look like, that's even better.

When I wrote my study guide ebook for the LEED exam, I found out exactly what kind of people were taking the exam:

Most were professional males between the ages of thirty-three and forty-nine with an average income of \$60,000 to \$100,000, a college education, and no kids. Most were working in engineering or architecture firms in the United States, mainly in California, Texas, and New York.

Many of these people had never heard of LEED or the LEED exam before, but they wanted to pass the test as soon as possible to advance their careers.

#### Hello, Joseph.

Taking in all of this information, I created an imaginary person in my head. His name was Joseph, an up and coming successful thirty-four-year-old engineer from San Francisco, who wanted to pass his LEED exam as fast as possible, but only had a couple of hours to study each day.

Can't you just imagine the type of person that Joseph might be? When I was writing my ebook, I imagined him all of the time. It helped me focus on what Joseph would want to read, and what I should write so that I could make sure he could pass the test.

### 4. How To Find Out Who They Are

In this section, you'll find a number of methods and websites that will help you find out more about your audience. Some

methods may work better than others, but remember that the more you know about the “person” you’re writing for, the better your ebook will be (and the easier it will be to write as well).

Oh, and all of these tools can be used for free, so you don’t have any excuse not to use them!

## Google Trends

Most people use [Google Trends](#) to find out what the hot topics are among people’s searches, or what the trend is for a certain search query. Many people, however, don’t even notice that the results for a Google Trend search include the top regions and cities where people are from who are searching for those keywords!

Not only will this help you understand more about the type of person you are writing for, but it may also help you determine where you should be focusing your future advertising campaigns too.

TIP: you can look up both **Keywords** and **Websites** related to your niche in Google Trends. Check it out!

## Survey Monkey

Taking a survey is probably the best way to find detailed information about a group of people, besides actually speaking with those people in person.

I recommend using the free survey tools at [SurveyMonkey.com](#) because it’s really easy to use, and it also has a lot of features that you can include in your survey.

I used a survey on my website and in forums to learn that most people who wanted to take the LEED exam were not very familiar with LEED, and they just wanted to pass the test as soon as they could. Learning this information drastically changed how I approached what I was going to write in my study guide.

Here are some tips to help you with your survey:

- Keep your survey to three to five questions max. This should be information that you want to know in addition to what you already know via Google Trends.
- Keep your questions simple. You want to get information from these people, not quiz them!
- Ask nicely, and people will be more than happy to fill it out for you. If you can offer something in return—even better.

- The best place to blast your survey is on your Twitter feed, if you have one.
- Remember, the more respondents you have, the better. You don't want to base any decisions off of only ten people!
- Have fun with it!

## Amazon

Finally, here's a quick tip to find out more about your target audience using the search tool at [Amazon.com](https://www.amazon.com).

Search for a book that's related to your topic and read the reviews. People aren't afraid to speak their mind on Amazon, and you'll learn so much about their wants and needs just from reading these reviews. It may also give you some ideas for some additional content you should be adding to your ebook!



# Things You Shouldn't Forget to Include in Your Ebook

So you've got the main content figured out. Here are some other parts of your ebook that you should remember to include.

## 1. Dedication

For this ebook, I dedicated it to my son Keoni, who was just a baby when it was published. A dedication is an easy way to show your readers that you're human—you care, have meaningful relationships in your life, and clearly don't take that for granted. Your dedication could be for anyone (or anything!) just as long as it's true to you and the book you've written.

## 2. An Introduction

Many authors, especially authors of ebooks that are sold online, ignore the introduction. This is a bad move in my opinion. The introduction is the perfect opportunity to talk about the intentions of your ebook, and if possible, a story or history behind it. It will help you set the tone and build excitement before people get into the main content.

## 3. Links

One of the best parts about writing an ebook is that you can insert links into your content! You may have already noticed a few in this ebook. If you have a website of your own, placing

links within your ebook that take your readers back to your site is a great way to provide additional information that your ebook may not have room for, and drive traffic back to your site as well.

If you're going to link to a third party website, make sure that it's okay with them first. Usually, people don't mind because you're giving them free traffic, but you never know—some people may get upset that you mentioned them in your ebook without permission. It's better to ask first, just in case.

Here are some ways you can utilize links in your ebook:

- Placing links within the content itself
- A collection of links in a resources section
- Footnoting your content and placing links in the footer of the page
- In the template of your ebook; for instance, in your header or footer

## 4. Helpful Tools and Exercises

It's a really smart idea to add some tools, exercises, and any other helpful things that can improve your readers' experience. Additional tools will make your ebook look more professional. Readers will know that it's a great all-around package that is not just reading material, but "doing" material as well. At the end of my study guide for the LEED exam, for example, I included some exercise sheets to help people

memorize the material, and it was a hit. Here is a list of a few things like this that you can include in your ebook:

- Checklists
- Practice questions
- Calculators
- Fill-in-the-blank exercises
- Templates
- Excel spreadsheets

### **NINJA MARKETING TIP:**

If you're planning on selling your ebook, taking these tools out of the main content of your ebook, and putting them back in as "free bonuses" (with a specific dollar amount attached to it) will add value to the purchase of your ebook for the customer. It's just like on those infomercials, where you get eight additional steak knives, and an extra fillet knife for free. It works.

## 5. Eye-Catching, Relevant Images

Supplementing your content with images and graphics will enhance your ebook in multiple ways. They will:

- Help emphasize and reinforce important points that you make
- Make reading your content more interesting and easier to consume
- Increase the professionalism of your ebook (and you as an author)
- Add value to your ebook
- Help people remember certain pieces of content within your ebook (kind of like visual bookmarks)

As you're writing or proof-reading your ebook, think about any charts, graphs, stock photography, screenshots, or even portraits that will help to enhance it.

**WARNING:** There are a few important points about using images that I'd like to mention:

- Don't go overboard. Images are great, but too many can be annoying and make it seem like you're just trying to fill up space.
- Make sure the images you use are relevant. Irrelevant images detract from your content and leave people confused.

- Lastly, be sure you have permission to use the photos you select. I often purchase images from [www.istockphoto.com](http://www.istockphoto.com).

## 6. A Thank You Page

A thank you page at the end of your ebook will serve three purposes:

- It's a great way to reconnect with your readers one last time before they finish up with your ebook. It's a simple reminder that you are the person who just provided them with the awesome content they just read.
- A thank you page is also a great place to tell your readers what to do next. They just finished your ebook, but why should that be the end of it? **What should they do next?** Think about taking them back to your website for more content, a place where they can go and tell others about your ebook too, or even an affiliate program! The possibilities are endless.
- Lastly, you should remind your customers that you spent a lot of time and effort creating your ebook, and you would appreciate it if they would respect you and not share or distribute the ebook to anyone else without your permission. I'll talk more about ebook security later, but many people don't even know

that they aren't supposed to share your ebook, so simply asking nicely will help decrease that occurrence. You can even be sly and put in a link to a special email-opt in form that people can use to let others know about your ebook if they wanted to.

## 7. An “About the Author” Page

Your “About the Author” page is a great way to connect with your readers. It adds a nice personal touch and helps them visualize who they are learning from as they read. Introduce yourself, talk about some of the things you enjoy in life and your qualifications for writing your ebook. The more readers know about you, the more they will see you as their friend, not just “the author.” The “About the Author” page is usually one of the last pages in a book, which is important because, remember, you don't matter. You don't want to start off your ebook talking too much about yourself. After readers finish the book and they trust you, it's nice to tell them a little bit more about you and your experience.

## 8. Email Capture

Similar to the idea that you want to get your readers to take action after they read your ebook, adding a way to capture their email can prolong the impact of your ebook. For *Will It Fly?*, I offered a companion course that readers can sign

up for with their name and email. But you could also include a simple call to action on your “About the Author” page that says something along the lines of: “Keep track of my ongoing book writing adventures by subscribing to my newsletter.” If they dig the content, subscribing will be a no-brainer.

## 9. Disclaimer and Copyright Page

Even though you may think you know what you're writing about, some people may interpret what you say differently, or you might even be flat out wrong. In any case, you'll want to cover your butt just in case some wacko decides to sue you for whatever reason.

Your best bet is to hire a lawyer to write something for you, because lawyers know exactly what to cover. Usually, however, it's okay to say that the information you provide isn't guaranteed to be accurate, or that it's your opinion and for entertainment purposes, or something like that. I'm not a lawyer, so please use your best judgement.

Also, it's always a good thing to include something in regards to any third party companies, websites, and people who you mention in your ebook so that you are not held responsible for any of their actions, or vice versa. This would also be a good spot to include information about copyright and how no one can use any part of your publication without your prior consent. Again, a lawyer will know exactly what to put here, but you'll see similar copy on most other ebooks available.

# Getting Your Ebook Ready for Launch

So you've finished your ebook. Sweet! Now it's time to get it ready for the world to see. Whether you're distributing your ebook as a free gift, or as a paid information product, here's what you have to do next.

## 1. The Power of the PDF

There are over fifty ebook file types that you can use to convert and distribute your ebook. Some are obviously more popular than others, but there is one that is virtually universal, and that's the Portable Document Format, or PDF for short. Chances are, you've read a PDF file before and maybe even created one yourself.

Here is why I love distributing my ebooks as PDFs, and why you should too:

- The file size is usually smaller than any other format.
- It's relatively easy to convert your document into a PDF file.
- You can set up your ebook to always open on the front page and in the optimal size.
- You can include a navigation menu (a bookmark area) where your readers can jump to and from any section they want. Depending on your niche, this can be extremely helpful and convenient.

- You can embed your own buttons to print certain pages.
- You can create forms and embed tools and calculators within pages (which people can actually fill out in the ebook itself!)
- There are thousands of other things you can do to enhance the reader's experience with a PDF.

I'm not an expert, but I figured out how to do most of these things on my own through random Google searches. Additionally, you can always hire someone on [www.upwork.com](http://www.upwork.com) at a super cheap rate to convert your ebook for you.

## Now is the Time to Proofread!

We're about to convert our document into a PDF, so now is a good time to go through your ebook while you can easily correct any spelling, grammar, or layout issues. Get anyone you can to proofread it for you. The more eyes, the better.

## 2. Editors

Not only does your ebook need to be proofread, it also needs editing to help address any structural or organizational flaws or inconsistencies. The first thing I would do when looking for an editor is to mine your own network for potential referrals. If that doesn't work for you, I'd again recommend [www.upwork.com](http://www.upwork.com) where you might find talented editors.

Let me say a few things about the different types of editors and what you can expect when working with them. There are three main types of editing: developmental, line, and copy, and typically editors specialize in one of these three areas, although sometimes the same person can do both line and copy editing.

What is the difference?

Well, before writing *Will It Fly?*, I didn't even know developmental editors existed. These editors look at your book as a whole, helping you to think about organization and structure. They also look for holes in your book, any areas where information is missing and may need to be developed—that means more writing for you!

Line and copy editors, on the other hand, get into the nitty gritty of the writing. Typically a line editor will focus on your word choice and how you use language to convey your message. They address issues with clarity, focus, and tone.

Copy editors, like proofreaders, will focus on grammar, spelling, punctuation, and syntax. They will also address your ebook through the lens of a specific editorial style guide (e.g., *The Chicago Manual of Style*) to ensure flaws are addressed on a very technical level. Your copy editor tends to be the last line of defense before publication.

## 3. Converting to PDF

### Mac Users

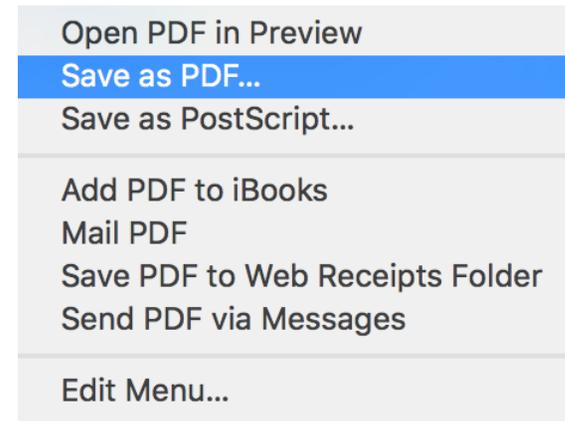
If you're on a Mac, you probably have the capability to convert your ebook into a PDF file already.

In your word processor, simply go to File > Print, and click on the PDF button, and select "Save as PDF." You can also preview beforehand, just to make sure it's all laid out correctly. To the right is a screenshot of the menu you'll see.

### PC Users

Go to your document, and go to File > Print. Check to see if a PDF format is one of the actual printers to choose from, or if there is a button that says "Print to PDF." Additionally, you may be able to save the document as a PDF, which converts it when you save. Go to File > Save As to see if you have any options that say "Save as a PDF."

If you find that you do not have the capability to convert to a PDF, on the next page, you'll find a list of options that will give you some ideas.



### Other Ways to Convert to a PDF

- You can use free PDF conversion software, which can be found [here](#). Be careful, because some free conversion tools may leave a watermark on each page of your ebook. You don't want that.
- You can pay someone from [www.upwork.com](http://www.upwork.com) to convert it for you.
- You can ask a friend who has the capability to convert documents into PDF files to do it for you for free (or maybe a cup of coffee!)
- You can use your computer at work during off-

work hours, if it's okay with your supervisor. I recommend asking if it's okay first, and using your lunch hour to do it in less than five minutes.

## Adobe Acrobat Professional

If you have (or can get access to) Adobe Acrobat Professional, this is probably the best way to go; however, I put this tool last because it is an expensive piece of software (\$299.99 USD for the standard version).

The reason why Adobe Acrobat is great is that it will give you the capability of easily adding all of the features that I mentioned earlier, and edit the PDF even after it's converted.

Again, this isn't a requirement, and you may not need all of the available features in Acrobat. If this is the case, like I've mentioned before, you can always hire someone for a really inexpensive price to get it all done for you.

## 3. All About PDF Security

You may be wondering to yourself, "Pat, what's stopping people from giving away my ebook to others for free?"

Although there are some security measures that you can take, such as password protection or having customers

download certain software, the truth is that there isn't much we can do without totally annoying our honest, paying customers.

Think about the movie or music industry. There are always going to be people who burn illegal copies or download pirated versions, but that doesn't stop movies from making millions of dollars, or musicians from succeeding.

For the most part, people aren't as bad as you think they'll be. Most people are honest. I know, because they've supported me too.

I've sold over 8,000 copies of one particular ebook, and although I'm sure a few copies were shared here and there, I'm okay with that. If someone really wants to find a way to get your book for free, they will. You don't want those people as readers or customers as part of your community anyhow. I have found *Will It Fly?* available for free around the Internet, but I don't really care because I want to serve people who appreciate the value I'm creating, and who are appreciative enough to pay for it. So don't worry about it so much. Focus on the value you're bringing your readers.

## Things You Can Do

I do recommend, however, setting up your PDF so that the document cannot be changed, edited, or copied, which can be done via Adobe Acrobat, third party software, or

sometimes in your word processor in an “advanced options” menu before you convert.

Lastly, I would like to reiterate the power of simply asking your readers to kindly not redistribute or share your ebook with others. Like I said, most people want to be honest, paying customers. You can include this message on your Thank You page at the end of your ebook, or on a separate page—whatever works for you.

### **A Quick Side Note:**

Congratulations! If you’ve made it this far, you’re ready to begin setting up your website and all of the services involved to begin selling your ebook to the world!

In the next sections, I’ll show you how to take your product and make it available to your customers. I use a couple of specific websites to make this happen so that the entire process is totally automated. This means that after it’s setup properly, accepting payments and delivering your ebook to the customer will be done behind the scenes, and all you have to worry about is driving more traffic to your site, and loving the fact that your business is working for you, and not the other way around.

If you’ve read straight through up to here, take a break. You deserve it!

# Tools for Automation

Automation is the key to a passive income lifestyle. If you setup your business correctly, your ebook can be sold and delivered without ever needing to do anything. This means you can make money while on vacation, while sleeping, or when working on other projects for even more passive income. I'll tell you, it's one of the coolest feelings in the world, and you're almost there.

This section focuses on automation if you're selling ebooks directly from your website. But, if you wanted another option, Amazon can help with a lot of the automation process, if you go down that route with your ebook. But, like I said earlier, you're "forced" within a certain price point and you have to share more of your profits. More than anything, though, you lose control of who your customers are, and by that I mean that Amazon doesn't tell you who purchases your book. Knowing who your customers are is really important, especially if you'd like to continue selling to the same people or get them on your email list. So, while Amazon can be a great tool for automation, you do have to be prepared to put in some extra work to get people from your book back over to your website and on to your email list.

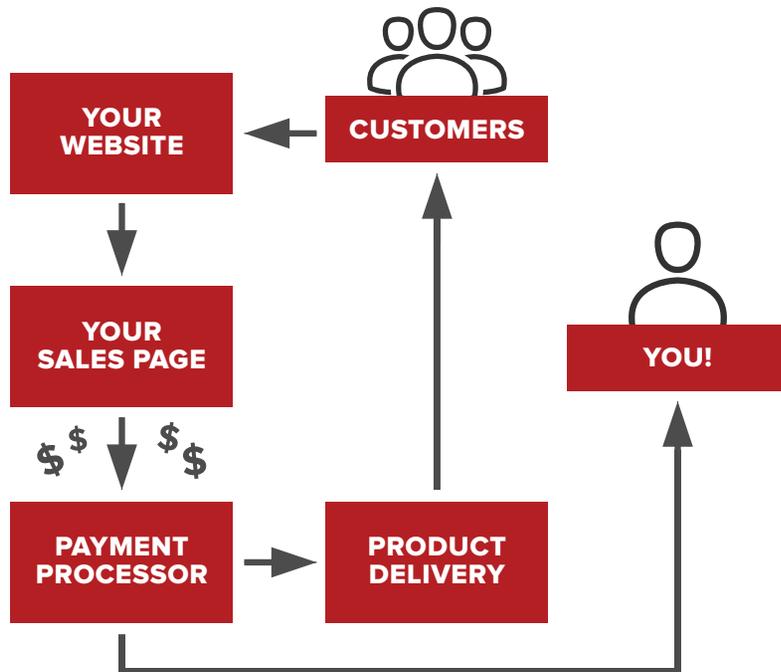
## 1. A Visual Look at the Process

On the following page, you'll find a flowchart that illustrates exactly how the passive income automation process works.

As you examine the diagram, starting from the top, take a moment to notice where you are in the equation. Looks good, right?

And another thing: this process is entirely scalable, which is another important factor in the passive income process. Sell one ebook or sell 1,000,000 ebooks—you don't have to do any more work than you normally would (which is nothing). All you have to focus on is driving more customers to your website, and what to do with all the extra free time that you have. Let's continue . . .

## The Passive Income Automation Flow Chart



## 2. Gumroad Shopping Cart

There are many shopping cart solutions to choose from. In the past I have recommended E-Junkie.com, and that is still a good option. These days, however, I recommend using **Gumroad** for selling ebooks.

Here are just a few reasons why I like Gumroad:

- **Two different pricing models**, depending on your need for stats and customization.
- **Integration** with your email list, either directly with ConvertKit or using Zapier to connect with AWeber, MailChimp, and Infusionsoft.
- A **resource center** filled with case studies and advice for successful product launches, as well as in-depth support articles on topics such as collecting US state sales taxes.
- An **affiliate sales feature** that handles all affiliate payouts for you automatically.
- The ability to market your product to purchasers of similar products using **Gumroad Discover**.

### How Does Gumroad Work?

Once your ebook is reader-ready, go to [gumroad.com](https://gumroad.com) to create an account. Upload your product, name and price it, and then Gumroad will provide you with the coding you need to add the product to your website.

You'll have two options:

- Add a button that takes users to your Gumroad.com product page to purchase your product, or
- Embed the Gumroad item and checkout right into your webpage.

When your customers complete their purchase, they receive an email from Gumroad with a link to download your ebook. You will receive a payment from Gumroad for the balance in your account every Friday.

Sweet.

## The Seller's Point of View

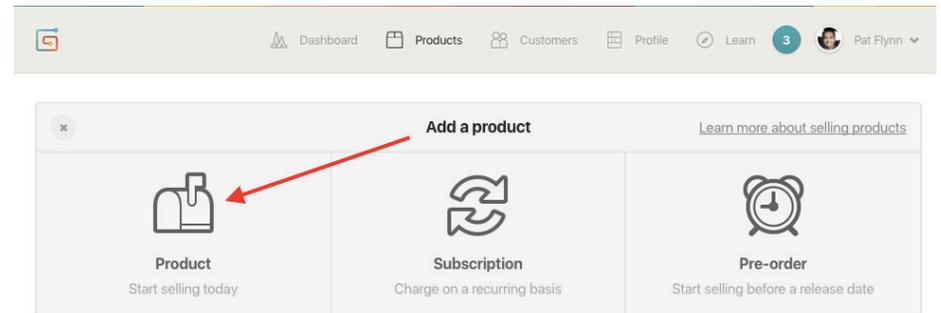
Over the next couple of pages, I'll be sharing screenshots of what you will see in Gumroad as the seller. I'll show you the customer's point of view afterward.

### STEP 1: CREATE PRODUCT

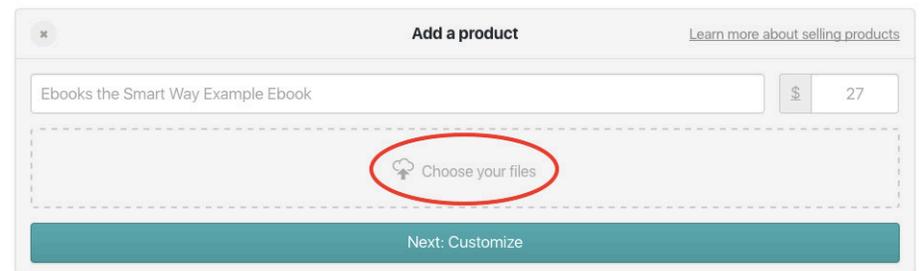
Click on **Products > Add a Product > Digital Product**. This will walk you through uploading, naming, and pricing your product. For more advice on these steps, including naming and pricing best practices, check out the [“Adding a Product” help article from Gumroad](#).

You'll see three different options:

- **Product:** For selling products on a one-time basis, starting now. If you're following this guide from start to finish, choose this option. The rest of the guide focuses on this option.
- **Subscription:** For selling a product you will update or add on to frequently, such as releasing an ebook chapter-by-chapter.
- **Pre-order:** For selling products in advance of their launch date.



Name your product, enter the price, and click on **Choose your files** to upload your ebook.



## STEP 2: ADD PRODUCT INFORMATION

Click **Next: Customize**. This will take you to the page where you can customize everything your customer will see. I've numbered the screenshot to the right to show the items you need to update:

**1. Upload a cover image:** Ideal sizes are a wide rectangle of 670 x 335 pixels, or a tall rectangle of 670 x 500 pixels. Alternately, you can embed a YouTube video or a Soundcloud audio file by clicking "Link to a cover."

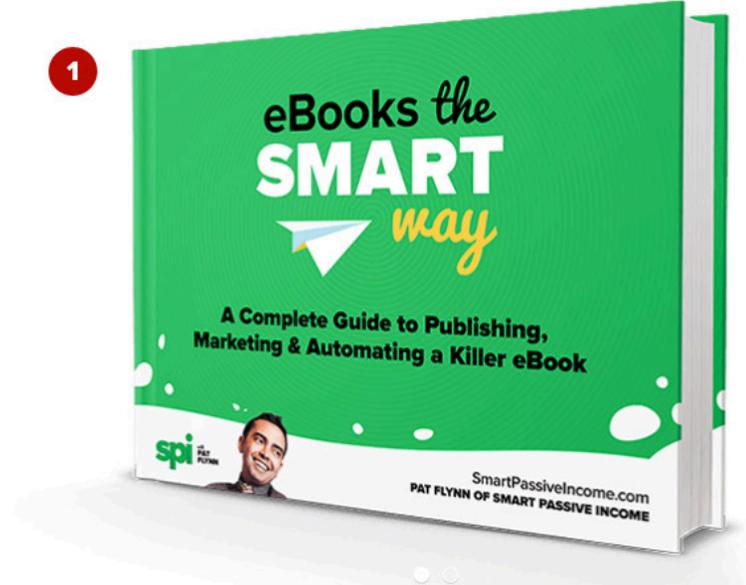
**2. Describe your product:** Let your customers know exactly what they are purchasing. Highlight text to add in formatting or hyperlinks. In addition to a description of my ebook, I include links to disclaimers that my attorney has written.

**3. Add more files:** Gumroad allows you to deliver multiple files to customers. If you wish to include any bonuses, upload them now.

**4. Stamp PDFs:** This is an optional feature that adds the purchaser's email address to the first page of the PDF, as an effort to reduce unauthorized sharing. I have chosen not to use it. [Read more about PDF Stamping.](#)

Be sure to click **Save changes** as you work.



**1** 

**Ebooks the Smart Way Example Ebook** \$ 27

**2** Describe your product...

ebooks-the-smart-way 3.0 MB PDF

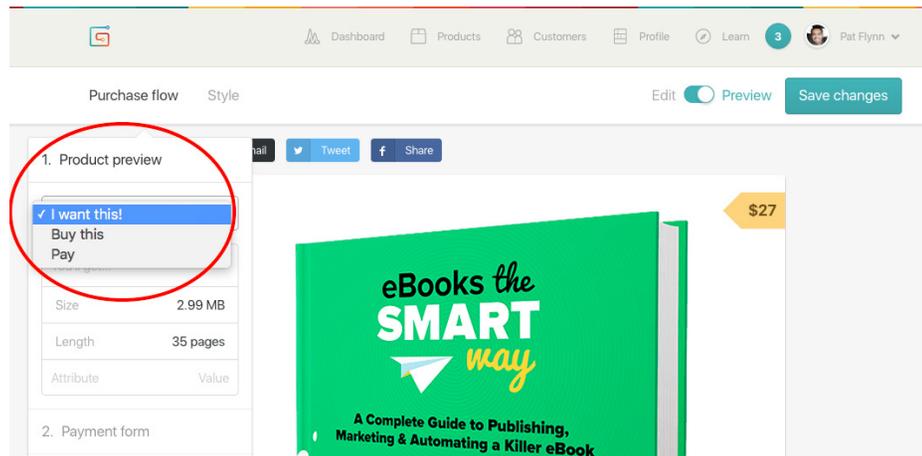
**3** Add more files

**4**  Stamp PDFs with the buyer's information. [Learn more about PDF stamping](#)

### STEP 3: PREVIEW, PURCHASE FLOW, AND STYLE

Click the switch to shift into **Preview** mode. This will show you the product as your customers will see it. You're almost done, but there are a few important items to customize here in preview mode.

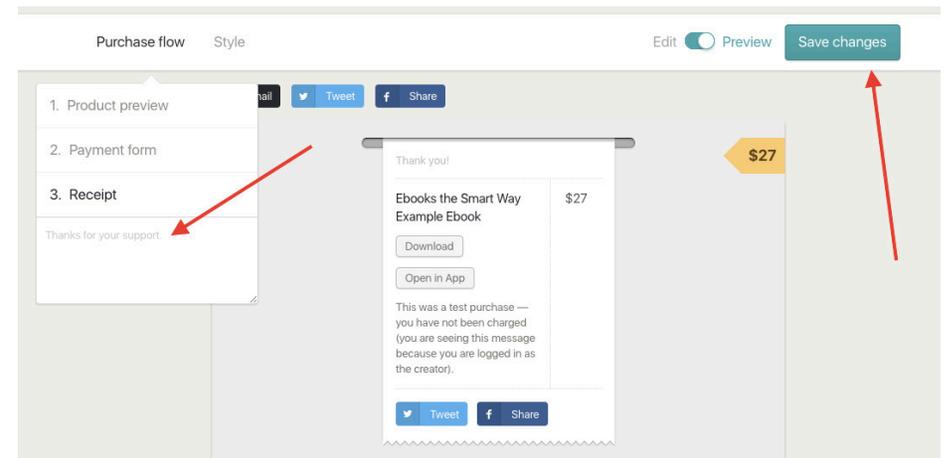
To begin customization, click on **Purchase flow**. This walks you through three sections you should customize, the first being your payment button. Gumroad gives you three options, which you should test over time to see if one option performs better for you than the others.



Next, click on **Payment form**. You will see “Optimize for Conversion.” This is where you determine if you'd like to include a field to capture your customer's name. I recommend that you do, so that you can send customized emails in the future. Click on “Optimize for Conversion” twice, until it switches to “Always Show.”

Finally, click on **Receipt**. Type in the copy you would like to show up on your receipt. I recommend including the following:

- Thank your customers for their purchase.
- Instruct them to click the **Download** button in the receipt to download their materials.
- Give them the email they should use if they have any questions.



Your purchase flow is now set. The final optional step is to customize the color scheme for your payment form. Click on **Style**. Choose from one of Gumroad's preset color schemes or, if you have Gumroad's monthly plan, you can customize the colors to match your site.

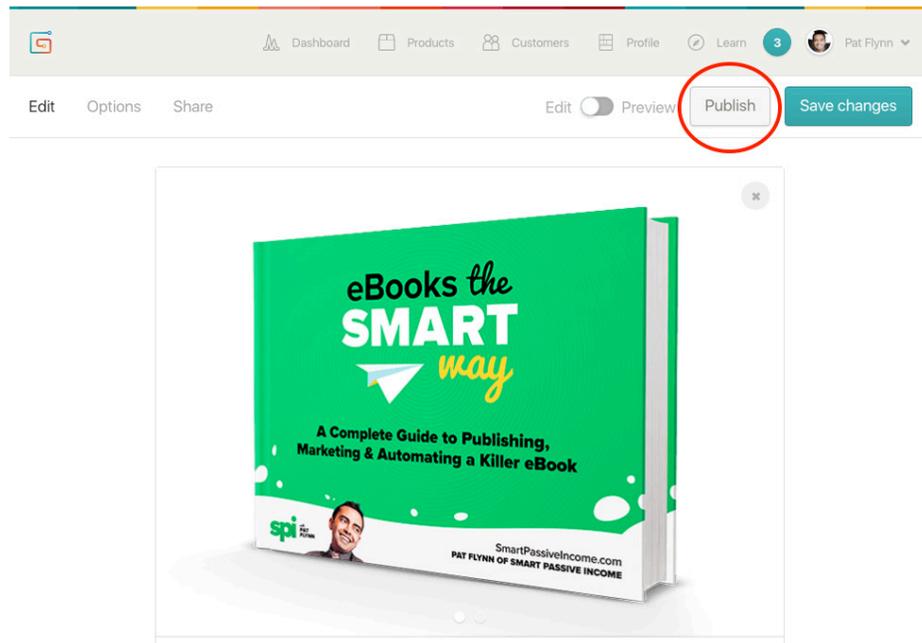
Click **Save changes**.

After you've saved your changes, you can test what your customer will experience when they go to make a purchase.

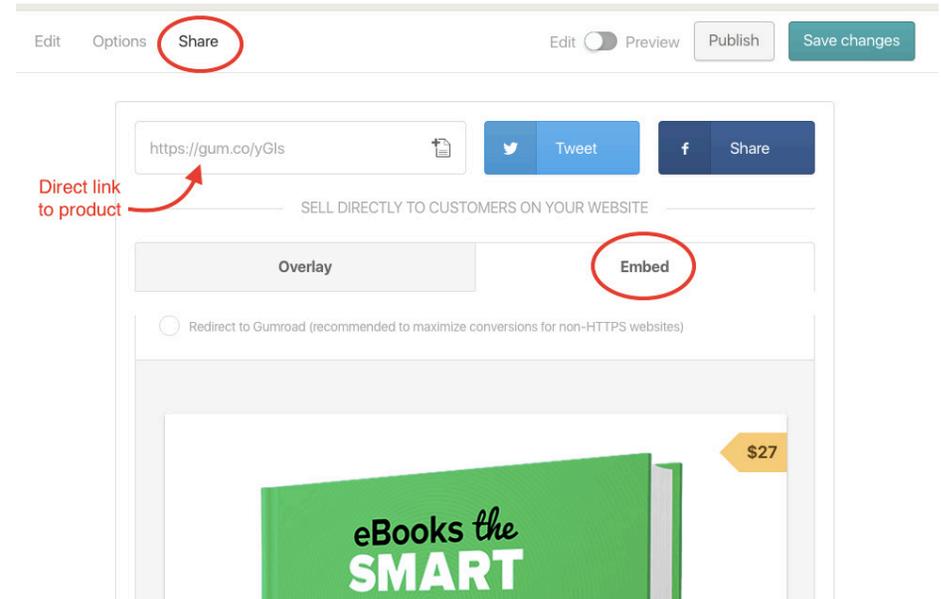
Reload the page and walk through the purchase experience. Gumroad fills in a sample credit card for testing. Check your email after the purchase for your receipt. [Read more on making test purchases.](#)

## STEP 5: EMBED PAYMENT INTO YOUR WEBSITE

After you have saved your changes and tested your purchase, click the switch to go back to **Edit** mode. First, click the **Publish** button to make your product live and available for sale.



In the **Share** menu, click on **Embed**. I prefer the Embed option over Overlay, which is still in development and can get confusing for users.



Select the “Redirect to Gumroad” option, then copy the code offered. Paste this code into the HTML editor on the sales page where you want your product featured. You now will have your Gumroad product embedded into your sales page.

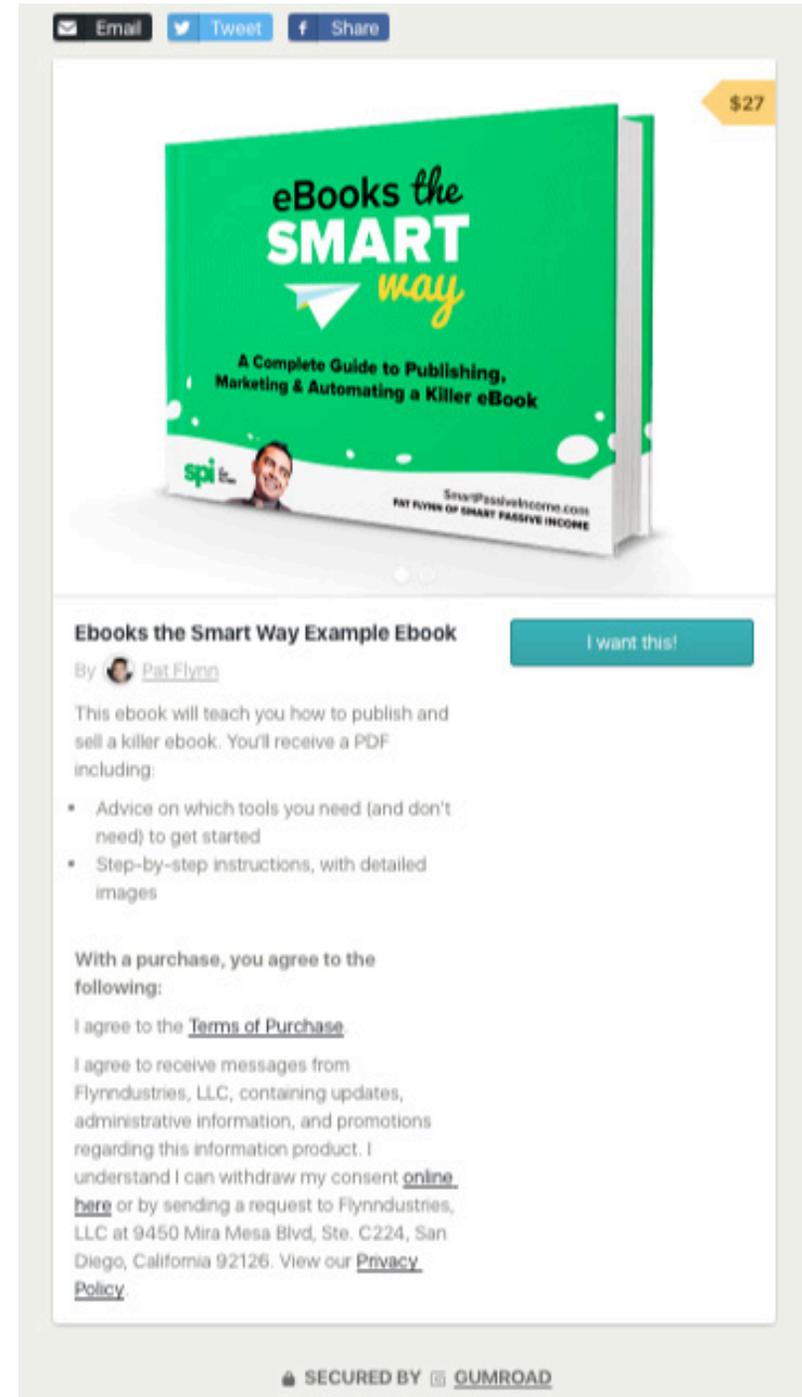
Alternately, if you would rather design a sales button yourself (as I did on FoodTruckr.com), use the direct link to your product from the **Options** section: <https://gum.co/yourproduct>.

## The Customer's Point of View

Here's what making a purchase through Gumroad looks like from the customer's perspective:

- Your customers click on the embedded Gumroad item on your page.
- They are taken to Gumroad's website, where they see the product (your ebook), description, and price exactly as you see it in the Preview window.
- They click the "I want this!" button and are taken to the payment form, where they enter their name, email address, and credit card (or PayPal information)
- After purchase is complete, they see their receipt on the screen and can click a button to download the ebook. This receipt is also emailed to them.

It's as easy as that!



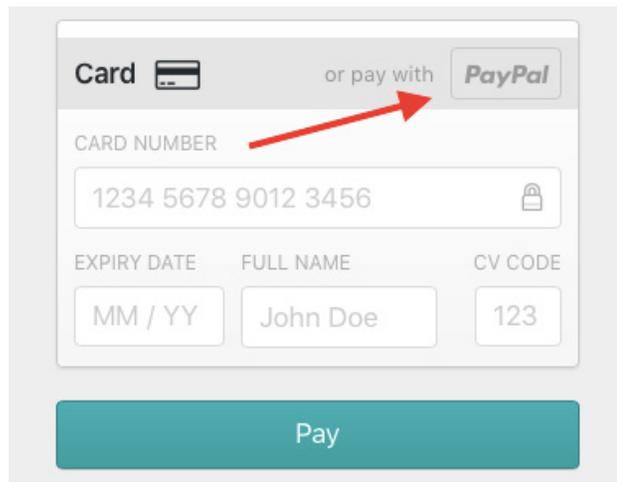
The screenshot displays a Gumroad product page for an ebook. At the top, there are social sharing buttons for Email, Tweet, and Share. The product cover is a green book titled "eBooks the SMART way" with a paper airplane icon. Below the title, it says "A Complete Guide to Publishing, Marketing & Automating a Killer eBook". The author's name, "Pat Flynn", is visible at the bottom of the cover. A yellow price tag in the top right corner indicates "\$27". Below the cover, the product title "Ebooks the Smart Way Example Ebook" is shown next to a teal "I want this!" button. The author's name "By Pat Flynn" is listed below the title. The description states: "This ebook will teach you how to publish and sell a killer ebook. You'll receive a PDF including:" followed by a bulleted list of features: "Advice on which tools you need (and don't need) to get started" and "Step-by-step instructions, with detailed images". Below the list, it says "With a purchase, you agree to the following:" and "I agree to the [Terms of Purchase](#)". Further down, it says "I agree to receive messages from Flyindustries, LLC, containing updates, administrative information, and promotions regarding this information product. I understand I can withdraw my consent [online here](#) or by sending a request to Flyindustries, LLC at 9450 Mira Mesa Blvd, Ste. C224, San Diego, California 92126. View our [Privacy Policy](#)". At the bottom of the page, there is a security notice: "SECURED BY GUMROAD".

### 3. PayPal

I'm sure most of you have heard of PayPal before, and probably have an account with them too. PayPal is one way to accept payments from your customers.

The PayPal payment page doesn't do a great job of showing where people can pay with their credit card, even if they don't have a PayPal account. More often than not, people will see this page, think that they have to have a PayPal account to pay, and just leave.

Gumroad accepts payment from PayPal accounts. In the box that collects credit card information, customers have the option to pay with PayPal. You will still receive your payment through Gumroad, not through PayPal.



### 4. Stripe

**Stripe** is another option that offers a well-designed, customizable payment processor that looks great on both desktop and mobile. It comes with a pretty simple payment structure, is very user friendly, and seamlessly connects with Apple Pay, Android Pay, and more.

But if you're using Gumroad as your shopping cart, customers can simply pay with a credit card and so you don't need an additional payment processor.

### 5. Resources

I know we covered a lot in this section, so below you'll find a list of links to the resources that I just mentioned for your convenience.

- [Gumroad](#)
- [PayPal](#)
- [Stripe](#)

## A Quick Side Note:

Phew, that was a long section, but definitely one of the most important! If you ever have any questions about any part of the automation process, do not hesitate to ask around.

Gumroad has an amazing [resource center](#) with powerful case studies, a super helpful [blog](#), and an extensive [help center](#) if you're stuck on anything. Plus, Gumroad's customer service is aces. I've set up my Smart Podcast Player on Gumroad and I just love it!

And as always, if you ever feel stuck, feel free to connect with me on Twitter at [twitter.com/patflynn](https://twitter.com/patflynn).



# 10 Steps to a Successful Sales Page

A sales page, which goes through an exact proven formula to convert readers into buyers, is what most people use to sell information products online. I'll go over the basic outline of a sales page for you here.

Have you ever noticed how the structure of every infomercial on television is almost exactly the same, no matter what the product is? The reason is that there's a formula, and it works. It's the result of years of marketing research and testing to see what kinds of strategies earn the most money. A good online sales page works just like today's infomercials.

Let's jump into it . . .

## Step 1: Present the Problem

Before you mention anything about your ebook, what's it about, and what it can do, you have to start by presenting a problem first. This is the best way to grab the potential customer's attention, by relating to a problem or fear that they have.

Here are some specific examples from some of my favorite infomercials:

- “Are you tired of wasting your time doing thousands of sit-ups without seeing any results?”

- “Are your dry feet and calluses embarrassing you?”
- “Are you afraid of hurting your pets while cutting their nails, and making them bleed? Ouch!”

You get the picture. Start out with a problem that will connect with your target audience.

On a sales page, the problem is integrated in the headline, which is usually in a larger, more impactful font at the very top.

## Step 2: “Lead Up” to Your Solution

Under your headline is the sub-headline, which should be a lead up to exactly what your solution is—but you still have yet to reveal it.

It’s kind of like a “teaser” or glimpse of hope that there is indeed some solution to the problem that you addressed in the headline.

- “What if there was a way to lose weight without doing all of those sit-ups?”
- “Imagine what it would be like to walk outside in heels and not worry about people staring at your dry feet.”
- “What if your pets loved it when you cut their nails?”

Before you unveil what your ebook is, you’re giving them an idea of what it can do for them first. For example, here’s an excerpt from my LEED exam prep website for the Ebook Study Guide I wrote:

“Don’t you want to pass the LEED AP Exam as fast as possible without having to read all 400+ pages of the Reference Guide? Don’t you want to pass now before the newer and harder LEED 2009 exam starts in about six months? You’re in luck! The only guide you’ll ever need is right here, and I promise it will help you understand everything you need to know.”

It works.

## Step 3: Present Your Product

Nothing fancy here. Reveal your ebook and tell your audience that it is exactly what they need to solve their problems. Explain how it works, and why it’s so special. Include any visual representations of your ebook (usually a 3D graphic of a book with the name of your ebook on the front), so that people can have an image to remember your ebook by.

Check out my [YouTube Channel](#) where I show you several ways that you can create covers and artwork for your ebook!

## Step 4: Insert Testimonials

Testimonials are very important. They give life to your product and security to your potential customers that what they're about to purchase is the real deal.

In the infomercials we see on television, it always seems like half of the program is made up of testimonials. Why? Because they know social proof is one of the most powerful forms of marketing.

Here are a few key points about using testimonials on your sales page:

- Always use real testimonials. If you try to fake it and come up with your own, it doesn't matter how good of a writer you are, people are going to see through it. Don't give yourself a chance to lose customers, so get real testimonials!
- When using testimonials on your sales page, try and include the name and location of that person if possible. This gives your potential customers a feeling that those are real people talking about your ebook.
- If you want to spice it up even more, include a small picture with each testimonial. The picture should not be professionally taken. A regular photo looks better because it's more realistic. Also, try and relate the photo of the person

to your ebook as well. For example, if you are writing a dog training ebook, include a smiling owner and their dog.

### How to Get Great Testimonials

The cool thing is that if your ebook is good enough, testimonials will show up in your inbox automatically. Unfortunately, this doesn't happen for us before our ebook is launched.

**So how do we get real testimonials for our ebook before it even goes on sale?**

Tell some of your friends and people in your immediate network that you've just finished an ebook and would like them to review it and answer a few quick questions for you in return. Of course, you should let them have a copy for free.

If you simply ask them to write a testimonial for you, you might get a wide range of answers, some better than others. In order to make sure you get great testimonials from everyone who reviews your ebook, include questions to answer that will shape exactly how they will respond. For example:

- What kind of doubts did you have before starting to read this ebook? Be honest.
- How did the ebook deliver on its promises?
- Who would you recommend this to and why?

You get the idea. You'll have to do some creative work here to figure out which questions you'd like to ask in order to get the best testimonials for your particular ebook.

Before we finish up with testimonials, there are a few legal things I'd like to point out.

## Testimonials—Be Careful!

I'm not a lawyer, but there are a few things that I know about testimonials that you should realize before you place them onto your sales page.

**First of all**, using the first name, images, or words of a customer without permission is forbidden. To avoid getting in trouble for this, you can simply ask people:

“If appropriate, would you allow me to use your words and your name in my marketing and promotional materials?”

**Secondly**—and this is a fairly new rule from the FTC (Federal Trade Commission)—testimonials that you use require **typical results**. Any “results” (i.e., I lost fifty pounds in seven days!) must actually be the “typical” results, or else they cannot be shown. You can no longer use “results not typical” as a blanket disclaimer. If you do claim results to be typical, you must have information to back it up.

What you can do is use testimonials about why people like you or your product, and why they are happy with their purchase, which should be a majority of your testimonials anyway. I would steer away from any “results” testimonials, just to be safe.

For more information about these FTC regulations, I recommend visiting the [FTC Website](#), and reading about it there.

## Step 5: List The Benefits of Your Ebook

I've talked about this on my blog before, but I'll bring it up again because it's really important: features and benefits are not the same thing.

Here's the main difference:

- A **feature** is a special fact about something.
- A **benefit** is what those facts can do for someone.

Have you ever heard of the expression, “What's in it for me?” It's basically what any customer in any niche wants to know. The features really don't matter—it's the benefits that they provide the customer that do.

Here are some side-by-side examples:

FEATURE	BENEFIT
Solar panels on a house	Save money on your electricity bill
A home gym that folds up and fits under your bed	Don't have to waste space in your room with ugly gym equipment
Immediately delivered to your email after purchase	Don't have to wait for days to get what you purchased

At this point, you'll want to list as many benefits about your product as possible. Not features. Benefits.

If you're still having trouble determining what the benefits of your product are, here's a super cool trick:

Take any feature of your ebook (maybe it's a certain chapter), and add the words "so you . . ." to the end of it, and finish the sentence. You now have your benefit. Example:

The house has solar panels, **so you** can save money on your electricity bill.

A home gym that folds up and fits under the bed, **so you** save space in your room while you're not using it.

Try it out, it's pretty cool!

Lastly, here are some final tips you can use when listing your benefits on your sales page:

- Make sure you actually **list** or **bullet point** your benefits.
- Start with your #1 benefit, and end with your #2 benefit.
- Stay on target; don't go into benefits that don't really matter to your target audience.
- Lastly, there's no need for fluff. Straight and to the point is all you need.

## Step 6: Make Your Offer

Now that you've got them drooling, it's time to give them an offer.

First, you'll want to tell them exactly what they're going to get. The more detail, the better. This is where you can introduce all of your features, one-by-one.

Next, you're going to want to introduce your price.

First, let's think back to those infomercials on television. What do they always do to the initial price? **They always "slash" or reduce the initial price**, and you should too.

Here's one way you could introduce your price:

“This package includes X, Y, and Z, which together retail for over \$500! For you today, you'll only have to invest \$99.95—a savings of over \$400!”

You get the idea. Now, of course you'll want to be somewhat realistic with your prices, or else it's just not believable.

How much do you think your ebook is actually worth? How much could your ebook possibly save your readers? Pricing is tough, which is why the next chapter is all about finding that right price point.

Let's keep going . . .

## Step 7: List Your Bonuses

Every good offer includes some kind of bonus. You've seen them on television:

- “Buy one today, and we'll throw in another one, absolutely free!”
- “We'll add eight steak knives, a \$129 value, for no additional cost!”

You should absolutely include at least two or three bonuses with your ebook as well. The more bonuses you add, the more appealing your offer will look.

## Where To Get Your Bonuses

Here are a few ways to get bonuses that you can offer with your ebook:

- **Create New Materials Yourself:** This is excellent because you can tailor the bonuses so that they are the perfect addition to your ebook. Unfortunately, this takes time. Plus, I think you'd rather get paid for any new material that you create, instead of giving it away for free.
- **Partner With Other Websites:** If there are other products that exist which you believe would be a great addition to your ebook, contact the owner and see if you can work out a deal together. If it's a free product, they may let you include it as a bonus for your ebook because it will help promote their own website. If it's a paid product, you can ask for a coupon code for a certain percentage off, which you can offer exclusively to your ebook customers.
- **Take Pieces Out of Your Ebook, and Put Them Back in as Bonuses:** This is the best and easiest way to create bonuses, especially if your ebook is a long one.

The material is already written, and since it was originally part of your ebook, you know that it's perfect for your customers. When I launched my study guide for the LEED exam, I took

out my top eight tips, a set of flashcards, and an exercise I wrote and threw them back in as bonuses. It worked great, and I even had a few customers email me to thank me for including those bonuses for free. Pretty cool!

If I was selling this ebook that you're reading right now, I'd probably take out this entire chapter about the sales page and put it back in as a bonus.

## How to List Your Bonuses

Each of your bonuses should include:

- A visual representation of the bonus offer (if possible).
- A description of the bonus offer and why it's perfect for your target audience.
- A dollar value.

The dollar value is important because it shows your customers exactly how much they are saving, which makes it seem like they are getting much more than what they paid for, which is true!

## Step 8: Include a Guarantee

Before people purchase something, they don't usually say to themselves, "Oh look! A guarantee! I think I'll buy this now." That's not the purpose of a guarantee.

Guarantees are in place to provide a level of comfort and safety for the customers who aren't really sure if they should make the purchase or not. A good guarantee will push them over the edge to pay, because they know they have the option to ask for their money back if they aren't satisfied.

A lot of research has gone into guarantees, and yes, you will have to issue a refund if people are not satisfied with their purchase. However, in most cases, you will always have more paying customers (and more income) as a result of having a guarantee.

### Think About This . . .

How many times have you purchased something and probably could have (or should have) returned it, but you didn't? Most people are lazy and don't take advantage of guarantees (or even remember it) if they are dissatisfied with their purchase. It's kind of like those mail-in rebate offers . . . they make their money because most people don't even bother, or forget.

## Types of Guarantees

There are many variations of guarantees you can offer with your ebook, but there are two basic guarantees I'd like to talk about here: The 30-Day Money Back Guarantee, and the Lose-Win Guarantee.

### The 30-Day Money Back Guarantee:

This is the most common type of guarantee offered online, and it's exactly what it sounds like. If you're not satisfied, within thirty days of your purchase you can get 100 percent of your money back.

People have experimented with different lengths of time, and thirty days or longer seems to work best. Some even go as far as offering a one-year guarantee. The theory behind this is that with a shorter guarantee, such as thirty days, customers will know exactly the last day they can return the product. With a year, people will put it off until they just end up forgetting about it.

### The Lose-Win Guarantee:

This is a special kind of guarantee where if the customer decides to return an item, they will get back even more than what they originally paid. Here's an example:

“If you're not satisfied with your item, not only will I refund 100% of your purchase, but I'll pay you an extra \$25 for your trouble.”

Obviously, this looks a lot more dangerous because you'll actually be paying people back more money than they originally paid you.

I've actually offered the lose-win guarantee myself, and with over a few thousand ebooks sold, no one has ever abused this guarantee.

It's up to you to decide what kind of guarantee you'd like to offer, but remember that if your ebook is helpful and you are confident in what you have to offer, you shouldn't ever have to worry about people asking for a refund.

## Step 9: Add Scarcity

Scarcity is powerful, and now is the time to put it into your sales page.

Let's think about the infomercials one more time. Have you ever noticed a countdown timer, or a limited quantity in their offers? Or how about something that mentions “the first 100 callers also get . . .” something? That's their way of adding scarcity, and getting people to act immediately.

Do you think that if someone calls one second after the timer hits zero that they're not going to process that person's order? Doubtful.

The point is, you can get people who still aren't sure about making a purchase to commit by injecting a little bit of fear that something will happen if they don't act now. For ebooks, it's common to suggest that the price will be going up soon, or that you may pull the ebook off the market after a certain amount of time. Also, you can include a bonus offer for only a certain number of customers as well. It's up to you.

## Step 10: Tell Them Exactly What to Do

Lastly, some people need to be told exactly what to do. In the final paragraphs of your sales page, give the reader a call to action to click on your "add to cart" button and make the purchase.

Also, give them an option to contact you if they have any questions or concerns about your ebook.

If people contact you with questions, don't get discouraged! These are highly targeted potential customers who are probably right on the edge of pulling out their wallets and paying you. Answer every single question they have and treat them with respect, and you'll get rewarded in return.

Here's a killer tip: make sure the email address you provide looks like a personal email address with your name in it. Pat@xyz.com looks a LOT better than customerservice@xyz.com.

### Free Split Testing is Easy!

To make sure your sales page is optimized and converting the most readers into customers as possible, you should split test different parts of your page against each other. Split test your copy, images, testimonials, colors, buttons—everything. [Here's a link to a blog post](#) that explains split testing and shows you how you can split test any page on your site for free.

# How to Price Your Ebook

Here's the question that we all want to know the answer to: "What is the price that will maximize our profits?" Unfortunately, this is not an easy question to answer, and most people don't even know where to start!

I'm not an expert, but I'd like to give you a strategy for determining the perfect price for your ebook.

We all want to make as much money as possible, but there's a balance that has to be met between the price of our ebook, and the number of customers that it will yield. There's a lot to this pricing game, but let's try to tackle it head-on.

## 1. What Are Your Competitor's Prices

Competitor prices are important to know before you introduce your ebook into the market. They give you an idea of what people are paying for material that is similar to yours, and it also provides you with a good starting point.

Don't look only at the prices of other electronic products for sale online. Check out the prices for hard copies at [Amazon.com](https://www.amazon.com) or even in your local bookstore too.

How much you charge compared to your competitors is up to you, but going higher or lower will have an impact on how you should be marketing your material. Why? Because it's a

lot easier nowadays for people to comparison shop, especially since it's just a keyword and a click away. Let me explain . . .

## Pricing Lower Than Your Competitors

If you set your price lower than your competitors, your price should become a major selling point. Compare your price to your competitors and make sure your potential customers know that they will be paying more if they buy the same type of product elsewhere.

That being said, even though it may seem like a lower price point will yield you more customers, you might actually be losing money because those same customers may have been okay with paying you a little bit more.

When I first launched my ebook, I was worried about charging too much. I knew I was already pricing it lower than my competitors, but I wanted to make sure it was low enough to catch people's attention. So, I started with \$19.99. I had a good number of sales and felt really good, until I received this in an email from one of my customers:

“Just my opinion, I think you could raise the price of your LEED Walkthrough Guide. You're already well below the competitor's price, and I anticipate you'll have the volume to support it and an additional 5 to 10 bucks will be a big difference in your bottom line. People will pay it.”

It's still amazing to me that one of my own customers actually wrote this in an email to me. After speaking with him some more, I found out he was a businessman who enjoyed my ebook so much that he wanted to repay me by giving me this one tip. Well, it turned out to be a \$50,000 tip. Here's why:

Since that email, I've sold over 5,000 ebooks. If I had sold them all at \$19.99, that's a total of about \$100,000. By adding \$10 to the price (which I did), that amount increased to \$150,000. That's a \$50,000 difference! Now you see how just \$10 can make a world of difference.

The moral of this true story: **don't price your guide too low.** Give yourself some credit!

## Price = Quality?

If you go to a furniture store and most of the furniture is between \$300 and \$500, what's your first thought when you see a nice looking table that's priced at only \$14.99?

It's probably, “**What's wrong with it?**”

If you price your ebook too low, you may actually be turning your customers away instead of bringing them in. The reason is because it's ingrained in our heads to think that a higher price means higher quality, and a lower price means lower quality.

I heard a funny story once about a guy who was selling something, but just for fun he raised the price of his product by ten times the original amount. Just for fun.

### Can you guess what happened?

Not only did he make more money because his product cost more, but he actually saw an **increase in the number of customers too!**

He raised his price, and got **more** customers. It just doesn't seem right, does it? But that's exactly what happened. The reason, again, is that people saw the higher price as being the price of a product that had more value than the same product with a lower price. People were thinking to themselves: "At this price, it must be really good!"

Now, of course, you can definitely price something too high, in which case people aren't going to be thinking it's a high-quality product anymore—they'll just think it's ridiculously overpriced.

Remember in the last section how I raised the price of my ebook \$10 after I got that email? Well, I actually saw an increase in the number of sales too.

I should definitely send that guy a gift.

## If You Price Higher Than Your Competitors . . .

. . . then it's all about what makes your ebook better than the rest. You should be highlighting that anyway, but spend some extra time comparing your product to all of the other products people have the option to purchase, and make sure you give them a reason to pay a little bit more. Trust me, people will notice the price differences, but they won't care if you show them that your ebook is worth the price.

Make sure to highlight the features and benefits that are unique to your ebook, and add in a few extra bonuses to sweeten the offer if you can.

## 2. Finding the Perfect Price

It's our job to find a perfect price that isn't too low, but isn't too high either. Luckily, we can easily change the prices of our ebook at anytime with almost a single click of a button. This is the advantage that we have while doing business online.

If you were selling products in a retail store, imagine how many steps would be involved in doing a simple price change, and how long that would take.

Online, all we have to do is go back to Gumroad (or your shopping cart of choice), and update the price. You'll have to update the price on your website as well, but this isn't too much work considering what you're trying to do.

Finding that perfect price is all about experimentation, and you can use your competitors' prices as a good starting point. If you feel your ebook is worth more, don't be afraid to price it a little higher. If you're curious to see what happens after you lower the price a bit, do it. Experiment your way to perfection.

There are a lot of ins and outs to pricing your ebook, but with careful competitor research, some experimentation, and persistence, you can find that magic number that makes your earnings skyrocket.

### **A Quick Side Note:**

You can follow my advice, or not—it's really up to you. The most important thing to realize is that you should never forget that you have the power to do whatever it is you want to do.

If you believe your ebook should be sold for much more than your competitors, then go for it! Try it out, and if it's successful, that's awesome! If not, you know that you can easily change the price and find a different level that works for both you and your customers.

Don't be hesitant when doing business online. Whatever you do, do it with authority and the belief that what you're doing is exactly the right move.

Congratulations on making it to this point! You deserve a break.

I'll see you in the next chapter.

# Marketing Strategies that Won't Cost You a Dime

In my first year of business, I earned over \$200,000 online, and I didn't spend a single dollar on advertising. Here are some of my free marketing strategies that you can use to promote your ebook.

## 1. Create a Buzz Before You Launch

Before you actually go live with your ebook, it can be a really smart tactic to create some buzz about it first. If done correctly, you can see huge profits, even on your first day!

I've heard a number of stories of people who have created so much buzz about their information products before launching, that they earned upwards of \$25,000 to \$50,000 on their first day. I've even heard of some of the top internet marketers earning millions within the first twenty-four hours.

Realistically, that probably won't happen for most of us who are just starting out and don't have as large of a network or a huge email list to work with.

Not spending time to create a buzz about my ebook before it went live was something I really regret, so I'm telling you now—create buzz!

## How to Create Some Buzz

- You can talk about the progress of your ebook on your website or blog as you're writing it.
- You can have a webpage dedicated to your upcoming ebook which collects email addresses for a newsletter. In this newsletter, you can broadcast to your followers about your ebook and basically hype it up until the launch date.
- If you know someone who also has a website related to your niche, preferably someone you've been in close contact with, have them help you out by hyping up your ebook too! If they are an affiliate for your ebook (which I'll talk about in the last chapter), they'll be more than happy to help you out, because they'll be helping themselves out at the same time.
- Create a series of YouTube videos about your upcoming ebook that links back to your website or blog. Think about dividing each part of your sales page into a separate video, and releasing each video one at a time.

For a length of time before your ebook is expected to be finished and ready for sale, keep people informed in one way or another. Keep them excited, eager, and wanting more.

Don't miss out on the opportunity to create buzz about your ebook like I did. If you already have an ebook finished or in progress, tell at least one person about it right now.

## 2. Playing With the Price

As I mentioned in the last chapter, it's really easy to change the price of your ebook. There are a few ways we can take advantage of this for marketing and promotional purposes.

Whenever you want, you can lower the price of your ebook slightly to help boost sales. You'll want to make sure that people know the price is lower than normal so they'll feel like they need to "get it now" before the price goes up again. Here are some examples of when you could do this:

- When you first launch your ebook
- Any kind of holiday (Christmas special!)
- When a certain deadline related to your niche is approaching, if applicable
- Just because

You can announce your limited time promotional offer to your blog, forums, or an email list if you have one.

## How About Facebook Groups?

One of my most successful promotions happened when I announced a limited time offer for my study guide in a Facebook Group that was related to the LEED exam. Do a search on Facebook for groups related to your niche and see what you come up with!

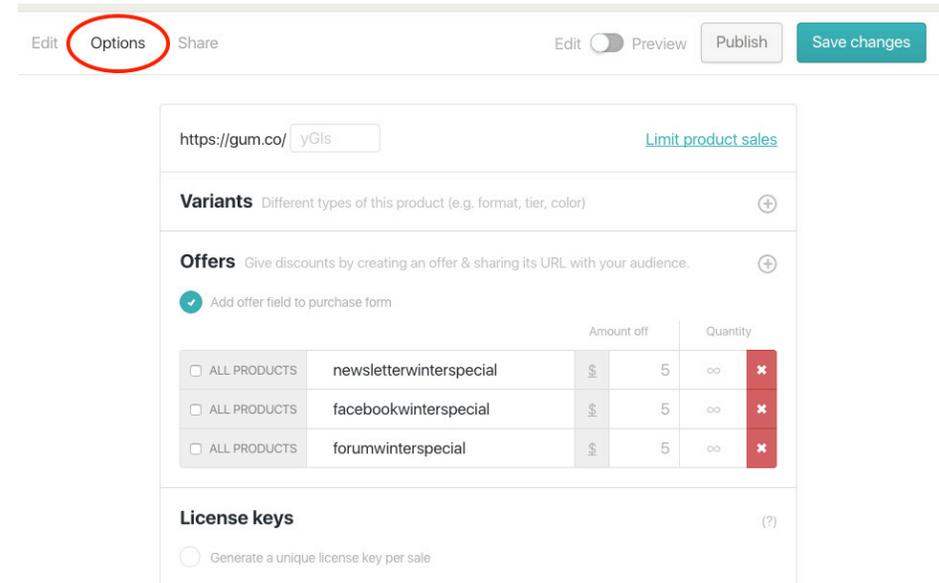
## 3. Take Advantage of Discount Codes

Discount codes, sometimes called coupon codes, are codes that when entered into a shopping cart, immediately give your customers a discount. Gumroad calls these “offer codes.” If you are using Gumroad as your shopping cart, it’s really easy to **set up different offer codes for your products**. You do this under the “Options” menu when setting up your product.

This is just an example, but as you can see in the image to the right, I have a “Winter Special” discount, which takes \$5.00 off the original price when people type in either **newsletter**, **forum**, or **Facebook** into the shopping cart.

The reason I have three separate codes, instead of one overall code, is so that when people see the code “newsletter” in the newsletter, they’ll think it’s a special discount code that is specifically for them, and they’ll feel more compelled to take

advantage of it. If you want to, instead of manually lowering the price of your ebook, you can offer the discount code to people.



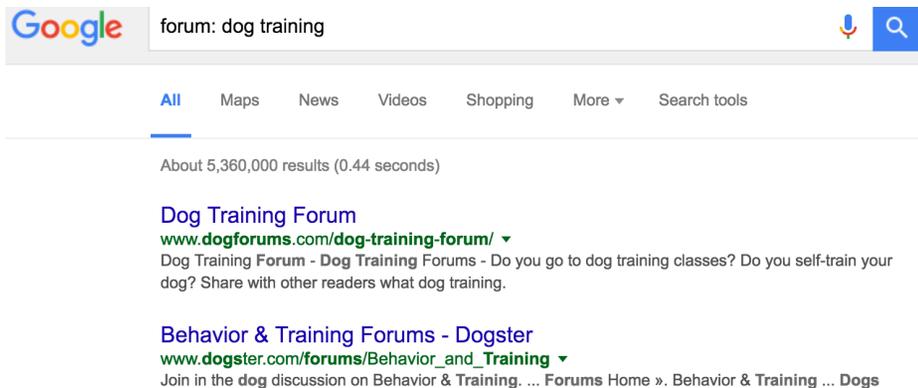
In Gumroad, you have the ability to offer coupons that take dollars off (such as \$5 off) or a percentage off (such as 5 percent). **Read more about setting up offer codes in Gumroad.**

## 4. Front-Line Marketing

Some of my most successful marketing efforts were done for free on other blogs and forums related to my niche. When my ebook was finally finished, you could find me in a number of related forums promoting my ebook.

**BE CAREFUL THOUGH!** When promoting your website or products in any forum, the last thing you want to do is sound like that's all you're there for. Forums are meant to help people, and if all you're doing is spamming and promoting your ebook without providing any helpful information to people, you're going to be known as "that person," and you might even get banned. **Don't be "that person."**

My advice would be to register for different forums, and then answer as many questions as you can. You should have expert knowledge about what people are asking, so give them the best answers they've ever seen. Join in on conversations already happening, and start your own topics too. Find forums related to your topic by doing a search for "forum: [keyword]," using the keyword search term based on your subject.



Basically, you want to establish yourself as an authority on these forums, as the "go-to person" for any help that people may need.

**So how do you promote your ebook on these forums?**

**Answer:** On the **signature** that you create in your profile.

In most forums, you have the option to update your profile so people can get to know a little more about you. Within the **edit profile** section of the forum, there's usually a place where you can edit your **signature**. You should place a link back to your website, or even directly to your ebook's sales page here.

**Your signature will show up at the bottom of every post that you write on the forum.** The more you write and the more you respond to people's questions, the more your link gets shown. If you provide killer information for people, they'll be curious and click on the link that you provide in your signature.

Once you establish yourself as an authority, you'll have a little more freedom to place links inside your actual post, but still insert your link so it's relevant to the topic.

When leaving comments on other blogs, it's the same idea. Don't spam, write excellent, thoughtful comments, and don't forget to put a link to your blog in the "website" field.

Most forums will allow you to insert html code into your signature, so you can make any links going back to your site look a lot cleaner, without all that http:// stuff in the text. Here's some sample code that you can use for your own signature: `<a href="http://www.yourwebsite.com">Link Text Goes Here</a>`

# Paid Marketing Techniques

Even though the free marketing techniques that I mentioned in the last chapter are excellent, economical ways for you to promote your ebook, paying for traffic (if you have the money) can get your ebook noticed by a larger number of people in a shorter period of time.

Yes, in order to use the following techniques and strategies, you'll need to spend a little bit of money. But, it's all about spending dimes to earn quarters, if that makes sense.

If you find yourself with a successful advertising campaign, you can easily spend more, but earn more at the same time.

## 1. Google Adwords

Most of you are already familiar with Google AdSense, the program that allows you to put content generated advertisements on your website for click-through earnings.

Google AdWords is the other side of the equation. With Adwords, you pay to have your advertisements show up when people search for certain keywords in Google, or on websites that have content related to your ad, or both. The nice thing about Pay-Per-Click (PPC) advertising is that you only have to pay each time your ad is clicked. However, the dangerous part about PPC advertising is that if you don't optimize your sales page, people can click your advertisements, but just leave without purchasing anything.

Google dog training for maltese

All Shopping Videos Images News More Search tools

About 615,000 results (0.44 seconds)

**PAID RESULTS**

**Dog Training Now Open - Learn About Our 6-Week Course**  
 Ad www.wagly.com/Dog-Training (425) 296-9969  
 Call Now & Reserve Your Spot Today.  
 24/7 Veterinarian Support - A Team You Can Trust · Training For All Levels  
 639 156th Ave SE, Bellevue, WA - Open today · 7:00 AM – 9:00 PM

**Maltese Potty Training - ModernPuppies.com**  
 Ad www.modernpuppies.com/ (888) 494-4806  
 Potty Training a Maltese Puppy Easy & Works as Fast as 3 Days!  
 Potty Trained 50,000 Dogs · Fast & Safe Solution · Proven System

**Woodinville Dog Training - Private lessons, training & more**  
 Ad www.cascadekennels.com/  
 Classes that your dog will love!  
 All breeds welcome · Private or Groups · Classes starting soon

**Professional Dog Training - seattlefamilydogtraining.net**  
 Ad www.seattlefamilydogtraining.net/  
 Have Your Dog Behave in 5 Weeks. Call Today & Ask for our 10% Promo!  
 Courses: Dog Aggression Issues, Off Leash Training, Puppy Training, Over 7 Months ...  
 Aggressive Adult Dogs · Training For Puppies · Have More Questions?

Teach Your **Maltese** 100 English Words. Obedience **training**, housebreaking, potty **training**, and crate **training for Maltese** puppies. **Dog training** tips for **Maltese**.



**Training Maltese Dogs - The Sensible Way - Your Purebred Pu...**  
[www.yourpurebredpuppy.com/training/maltese.html](http://www.yourpurebredpuppy.com/training/maltese.html)

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**ORGANIC RESULTS**

**Training Maltese Dogs - The Sensible Way - Your Purebred P...**  
 www.yourpurebredpuppy.com · Dog Breeds · Maltese  
 Teach Your Maltese 100 English Words. Obedience training, housebreaking, potty training, and crate training for Maltese puppies. Dog training tips for Maltese.

**Maltese Puppy Information & Training | Maltese Dog Pictures ...**  
 www.dog-obedience-training-review.com/maltese-puppy.html  
 Why is a maltese puppy so adorable? Check out this maltese puppy information, care and training page. Discover how to house train your maltese dog, find ...

Here's a question:

## Who do you want to see your advertisement?

If you said **everybody**, then we've got a problem.

The trick to PPC advertising is making sure that you're targeting the right customers. If you were to show your ad to everybody, you'll most likely pay for clicks from people who wouldn't be interested in your ebook at all.

Now, let's talk briefly about the two most important parts of your ad: the **keywords** and the **copy**.

## Choosing the Right Keywords

Keyword research is a huge subject, one that I could write an entire ebook about that's even longer than this one. I won't get into the details here, but I will share a few tips and tricks that I've picked up along the way:

- To find keywords related to your niche that people are searching for, use the **Free Google Adwords Keyword Tool**.
- Don't choose broad or general keywords. If you're promoting an ebook about dog training, you shouldn't pay for the keyword "dog," or even "dog training," because those are highly-populated, competitive keywords. In order

to show up on the first page for those, you'll need to pay significantly more. Try targeting long-tail keywords, such as "dog training for Maltese" or "best dog training guide." You'll have better results.

- The nice thing about choosing long-tail keywords is that you can tailor your advertisement for that specific group of people. So, for example, if you targeted "dog training for Maltese," you can create an ad that's perfect for people who searched for that term: "If you're having trouble training your Maltese . . ."
- Split test multiple advertisements for the same campaign. Just one little word can be the difference between going big, and going broke.

You can pay anywhere from \$0.02 to \$5.00 a click, depending on the keywords you choose. I definitely recommend reading more about Google Adwords and PPC if it's something you might be interested in.

## Creating Compelling Copy

Like with keyword research, the copy of your advertisement is a huge subject that could take up an entire ebook itself. Like I just mentioned, just one single word, or even a period or a comma can make all the difference in the world.

The purpose of the copy is to get people's attention. Here are a few tricks I've learned that you can apply to your AdWords copy:

- Insert the keywords in your copy. Keywords in the copy are **bolded**, which will help your ad stand out from the rest.
- Try asking a question in your copy. People don't like it when questions are left unanswered, so a question in your copy may help increase your click-through rate.
- If you include the keyword in each line of your copy, including the url, you'll get a better "ad score," and end up paying less for each of your clicks.
- Experiment with different symbols in your copy, such as a question mark, or an exclamation point. Test, test, test!

## NINJA MARKETING TIP:

If you're looking for good examples of Adwords copy, type in some random keywords in Google and see what paid ads show up and catch your attention. Also, have you heard of [Digg.com](http://Digg.com)? Articles that get shown on Digg are proven headlines that you can use in your copy! Type in your keyword in the Digg search and see what comes up.

## 2. Other Advertising Methods

Google Adwords is probably the most common advertising platform that people use, but there are a lot of others that you should look into as well:

### Facebook

Facebook's advertising capabilities are unique because you can target an extremely specific kind of person to show your ad to. For example, I could target married men between the ages of thirty-five and forty, who have an income between \$50k and \$100k a year, who like fishing and live in California.

In addition to that, you can put a little picture next to your ad as well. Very cool!

To learn more about Facebook advertisements, [click here](#).

### Private Advertising on Specific Blogs

If you're selling something online, advertising on a specific blog related to your niche is a great idea.

You may already know a number of blogs that you'd love to place your own ad on, but if not, type "blog: keyword" into Google, and you'll see an entire list of related blogs.

Contact the owners, and see what advertising options are available for you. Most blogs will accept 125 x 125 pixel banner ads, but whatever the deal is, keep it professional and make sure you're ready to pay a little bit up front.

# The Power of an Affiliate Sales Force



Setting up an affiliate program for your ebook is one of the best ways to attract more customers. Why? Because you have other people doing the work for you!

## 1. What's the Incentive

There are two reasons why someone would want to promote your product:

- Because they don't have to create a product of their own, since yours is already available; and
- Because you pay them a commission every time they make a sale for you. This is better than simply advertising on other websites because as an affiliate, these people have a reason to help you sell your ebook—the more they promote, the more money both of you make.

## 2. How Does it Work?

If you're using Gumroad to sell your ebook, they make it easy for you to **connect with affiliates**. It's a quick process to **add a new affiliate**, and Gumroad automatically pays your affiliates every two weeks—you don't need to do anything else.

If for some reason you're using another shopping cart, you'll have to do some further research into the particular service you're using, or sign up for a third-party affiliate program, such as **Post Affiliate Pro**.

Most affiliate programs like Post Affiliate Pro will provide you with a link that you can send out to anyone you want to help promote your ebook. When people click on this link, they set up an account and are given special links that are unique to their accounts, which point back to your website.

The affiliate program keeps track of those special links and knows exactly when anyone who purchased your ebook came from one of your affiliates. At the end of each month, you are given a report that shows you exactly how much money you owe each affiliate.

### 3. How Much Should a Commission Be?

Let's take a look at your options:

**A Lower Commission:** If you set your commission to 20 percent of the original price of your ebook, that doesn't provide very much incentive to 1) sign up for your program, and 2) promote your product if they do sign up. Twenty percent of a \$30 ebook is only \$6.

**A Higher Commission:** With a higher commission, you'll attract more affiliates, and they'll work harder to promote your ebook too. A 50 percent commission is actually fairly standard in today's ebook market. Some even go as high as 75 percent, which is great for your affiliates.

Now, you might be thinking:

“Hey Pat, I understand the benefits of offering a higher commission, but wouldn't I be losing more money than I could have made if I had sold ebooks to those customers myself?!”

That's a great observation, but here are two reasons why you shouldn't worry about that:

- Your affiliate team will have the ability to reach people who you probably don't have access to. Just think about all of their blog subscribers, Twitter followers, Facebook fans, and email lists—that's a lot of people who you don't have access to like your affiliate does.
- Secondly, and more importantly, your affiliates probably have their own influence on certain people around the web. They might be able to convince someone to buy something more than you could. Their recommendations are worth a lot, and that's basically what you're doing by setting up an affiliate program—allowing these people to recommend your product, and use their influence to generate sales for you both.

Here are some final tips you can use to help your affiliates make you even more money:

- Create a set of banner ads that your affiliates can use on their own websites. Make it easy for them to promote your ebook!
- Hold a contest and give away a prize to the top affiliate within a certain amount of time. This works great right at the beginning when you first launch your ebook.
- Pay your affiliates on time, and thank them for everything they do for you. Make them happy, and they'll be happy to continue selling your ebook for you!

# Final Words from Pat

Congratulations! If you've made it to this point, you're a rockstar, seriously. I know I've provided you with a lot to think about in this eBook, but you now have the knowledge to take the information that you know, put it into an ebook, and share it with the world. Here are a few final thoughts I'd like to share with you before I finish up.

## **How Much You Succeed is All Up to You**

The nice thing about doing business online is that you're in total control of how successful you are. If you slack off, so will your results. If you get totally into what you're doing and crush it, the sky's the limit.

## **Don't Worry About Being Perfect**

If you worry too much about being perfect, you're never going to get anything done. Get your ebook published as soon as you can, and you can worry about those little imperfections later. As long as your core message is there, you'll be fine.

## **Results Don't Come Overnight**

Publishing an ebook is a fantastic way to give yourself some authority in your niche and possibly earn an extra income at the same time. That being said, publishing an ebook is

not a “magic button” to stardom or riches. Nothing usually is. Give yourself a chance to succeed by giving yourself time to succeed.

## Don't Be Afraid to Ask for Help!

There is absolutely no reason why you shouldn't ask for help when you need it. Many people, including myself, are happy to help people out. You'd be surprised.

## Don't Stop Being Awesome!

If you've finished your ebook already, **WELL DONE!** If we ever meet in person, I'll buy you a drink, because you definitely deserve it.

Seriously.

But your awesomeness doesn't have to stop with an ebook.

Have you ever thought about creating an audio book to go along with your ebook? How about some instructional videos, or even a complete membership website?! You have the capability to create something amazing and help people in ways that were never possible until now.

Will you take advantage of the time we live in?

I'd say, **you've already started.**

## Thank You So Much!

I hope you've enjoyed this ebook as much as I loved writing it for you. I can't thank you enough for your continued support of The Smart Passive Income Blog and everything I do.

I appreciate each and every one of you for taking time out of your day or evening to read this, and if you have an extra second, I would love to hear what you think about it.

Please leave a comment at:

<http://www.smartpassiveincome.com/ebook>

Or if you'd rather say hello on Twitter, I'm [@patflynn](https://twitter.com/patflynn). Join in on the conversations going on right now on my Facebook page too!

Thanks again, and I wish you nothing less than success!



Pat Flynn

# Appendix: Resources



For your convenience and quick reference, I've added all of the resources I mention in this book here:

- *Will It Fly?* Book
- LEED AP Walkthrough
- CreateSpace
- *Will It Fly?* From Start to Finish - Part 1
- Medium
- Amazon Kindle Direct Publishing
- *Will It Fly?* Book Launch Details
- Adding Bonuses to Your Products
- Pat Flynn on Twitter
- Post-Its
- MindMeister
- How to Write a Book: The Secret to a Super Fast First Draft - SPI TV Ep. 1
- Microsoft Word
- Pages for Mac
- OpenOffice
- Google Docs
- Scrivener
- Microsoft Word Paragraph Styles
- Google Trends
- Survey Monkey
- Amazon
- iStock Photo

- Pat Flynn on YouTube
- Upwork
- The Chicago Manual of Style
- PDF Conversion Software
- Adobe Acrobat Pro
- Gumroad
- Zapier
- ConvertKit
- MailChimp
- AWeber
- InfusionSoft
- Paypal
- Stripe
- The Magic Button
- Smart Podcast Player
- Federal Trade Commission
- Split Testing Tips
- Facebook Groups
- Google AdWords Keyword Planner
- AdSense
- Digg
- Facebook Advertising
- Gumroad Affiliates
- Post Affiliate Pro



## About the Author

Pat Flynn is a popular podcaster, author, and founder of several successful websites, including Smart Passive Income, where he helps people build thriving online businesses. He has been featured in *Forbes* and *The New York Times* for his work. He calls himself “The Crash Test Dummy of Online Business” because he loves to put himself on the line and experiment with various business strategies so that he can report his findings publicly to his audience. He is also the author of *Let Go*, a memoir about his transition from architecture into entrepreneurship. He speaks on the topics of idea validation, audience engagement, and personal branding.

Pat is also an advisor to Pencils of Promise, a nonprofit organization dedicated to building schools in the developing world. Pat lives in San Diego with his wife April and two children.

To learn more about Pat, go to:

[smartpassiveincome.com/about](https://smartpassiveincome.com/about)

## About Smart Passive Income (SPI)

Smart Passive Income ([www.smartpassiveincome.com](http://www.smartpassiveincome.com)) is a resource run by Pat Flynn that teaches individuals how to start and run a successful online business. The site includes step-by-step advice and case studies for building, launching and growing an online business, with productivity, automation and long-term success in mind. SPI is dedicated to providing ethical business advice that has been properly tested.

Smart Passive Income includes a variety of free resources to assist you:

- The **SPI blog** contains detailed, step-by-step advice and strategies for each stage of your business, as well as in-depth reviews of tools and resources.
- *The Smart Passive Income Podcast* is a weekly, top-ranked podcast with expert interviews and reader success stories (available in iTunes).
- The *Ask Pat Podcast* is a daily, bite-sized podcast where Pat answers questions from listeners about their businesses (available in iTunes).
- *SPI TV* is a video podcast with book recommendations, keynote replays, and step-by-step software tutorials designed to provide inspiration and support to business owners (available in iTunes and on YouTube).

Let's keep in touch—join the Smart Passive Income email list for free business advice and encouragement as you build your business.

Go to [smartpassiveincome.com/passive-income-101](http://smartpassiveincome.com/passive-income-101) to sign up. You'll get periodic advice on strategies for building your business, recommendations (and the occasional discount) on useful tools I've tested, and case studies from entrepreneurs just like you, who have built an online business based on an idea they tested.

I can't wait to see what you can do!

# Disclaimer

The information contained in this guide is for informational purposes only.

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