



## Create, Sell, & Promote Your First Ebook in 41 Steps

- *even if you have never earned a dollar online* -

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**Version 1.1:** Check for the updated report by [clicking here](#).

I have a confession to make:

The subscribers of my newsletter inspire me - and they do it continually... each and every Saturday. I keep sending my newsletter because I need this inspiration for writing articles, reports and ebooks... This is how this report was born...

While I was writing this Saturday's article for the [TurboReferer Newsletter](#), continuing a series on affiliate marketing I had started 2 weeks ago, I suddenly remembered an email message I got this week... This one (*all errors are original*):

I am [NAME HERE], hallo webmaster, I please you to consider me successfull in subscribing to begin my business with you following your directions and your guiding, ths after your help agreement to me sa a succeeding in subscribing, I am resident in [COUNTRY HERE], my mail address: [ADDRESS HERE], my home phone number: [PHONE NUMBER HERE], with my greetings and thanks to you. Your Sincerely, [NAME HERE], from the e-mail address: [EMAIL HERE]

I want to protect the privacy and identity of my subscriber so I am not going to reveal the person's name... Let's use this name instead:

***Peter***

Well... *Peter*...

This report is dedicated to **YOU** my unknown friend. I use the word 'friend' because I feel this way about all of my subscribers.

This report is also dedicated to all the newbies who WANT to make a living on the Net. Yes... it's a serious decision... I wish you all the best.

And... *Peter*...

Guess what...

This report will be distributed by default to ALL of my new subscribers...

YOU did it my dear anonymous *wanna-be-marketer*... And that must mean something to you: if YOU can motivate me, you can motivate yourself, and then others as well... This is one of the ways you can become an Internet Marketer. Keep a diary *Peter* and keep track of all the changes in your life; there will be many.

But...

This special report is for ALL experienced TURBO marketers too. Why?

Because **YOU**, Turbo-Marketer, can help your subscribers by distributing this work for free. I used the word 'work' instead of 'report' because I spent quite a few hours to make this report as simple as I could. But even so, it needs much improvement throughout...

**The purpose of this report is to help all newbies get started with Internet Marketing, and specifically, to create, sell, and promote their first informational product (aka. ebook) in 41 steps.**

You'll find a BASIC marketing plan for creating an ebook with step-by-step instructions. These instructions could be more explanatory, but I believed that too many explanations would confuse newbies. I also believed that newbies would be confused if they read the whole report in 1 day...

So, what I suggest you do is NOT to read the whole report at once and instead to FOCUS on each step.

I can assure you that if you do this, then by the very end of this report, you'll have learned EVERYTHING you need to create not only an ebook, but to create ANY website to SELL anything on the Net.

If you want to DISCUSS anything you read in this report, use [this Forum](#). Please DO NOT email me, since I want some free time to create many more helpful ebooks and scripts for you. Thanks! ☺

Here it goes...

### **Step 1**

Discover what you CAN do - example: I can search the Net for valuable resources. Read my article "Who Are You And What Do You Want?"\*, and also check the '[Niche Factors](#)' ebook for ways to find and target specific profitable niches.

### **Step 2**

Discover what people WANT TO BUY - example: discounts for young mothers. If you do not know where to search, read my article, "How To Read What People Have In Mind"\*

### **Step 3**

Combine the knowledge from above and name your project - example: shopping secrets for young mothers.

### **Step 4**

Research in search engines the keywords people use to find "shopping secrets for young mothers"; use the 'Good Keywords' software mentioned in my article, 'How To Read What People Have In Mind.' Write down the best keywords (in terms of popularity and coherence to your interests.)

### **Step 5**

Combine 1-2 of the best keywords and create a list of domain names you'd use - examples: if the keywords are 'mother' and 'secrets,' then register mothersecrets.com, shopping-secrets-for-mothers.com, etc. PREFERABLY, register domain names that end in .com without dashes (-) and underline characters (\_) in the domain name. If you use 2 or 3 words, register the domain name BOTH with and without dashes (example: mothersecrets.com and mother-secrets.com) - Consider [this registrar](#) for cheap domain names.

### **Step 6**

Get a RELIABLE host for your domain name. [Host4Profit.com](#) and [ThirdSphere.com](#) are two of the BEST hosting services provided on the Net.

## **Step 7**

Write your ebook about “shopping secrets for young mothers.” If you do not know how to research a subject and create an ebook, consider hiring someone to do the job for you at [Elance.com](http://Elance.com). The ebook must be around 100 pages. If you do not know how to create an ebook, open the [Best Free Ebook](#) - go to the ‘Ebooks related’ section, and read the free ebooks you find there. Also read my article “How To Create Viral Ebooks.”\*

## **Step 8**

Be sure to create an ebook that can be BRANDED. Use [this ebook compiler](#) that comes with master resale rights (you can sell it too) at or use [ViralPDF](#) if you want to offer your ebook as a .pdf file. The difference is that if you create your ebook as an .exe file, only Windows® users can open and read it, while .pdf files can also be read by Mac users. Read [this ebook](#) on how to create a .pdf file.

## **Step 9**

Order the graphics for your ebook at [Cover Factory](#) or at [InternetWealthZone.com](#) or at [VirtualPack.com](#) or if you feel confident enough create them yourself by using a software like <http://www.logocreator.com>. You can also check the [E-Cover Generator](#) and the [Header Generator](#).

## **Step 10**

When the ebook and the graphics are done, write your sales letter. Again, if you do now know how to write copy that sells, consider

hiring someone to do the job for you. You can also use [this automatic sales letter generator](#).

### **Step 11**

Write a 5 or 7 days e-course based on the contents of your ebook. Do not reveal too many points (the core of your “shopping secrets for young mothers”); your aim is to prove to all readers of this email course that you know your subject, and thus, to persuade them to order your ebook.

### **Step 12**

Open an account with [ClickBank](#) to accept credit card orders and to offer an affiliate program. If you do not know how [ClickBank](#) works, read my article, “ClickBank Tutorial - An Abstract.”\*

### **Step 13**

Write 3 messages for your customers: 1 “thank you” message they will instantly receive when they order your ebook, 1 message asking them if they downloaded the ebook and if they need any help, and 1 message asking for their testimonials about your ebook.

### **Step 14**

Write 3 messages for your affiliates: 1 “thank you” message they will instantly receive when they register as your affiliates, 1 message asking them if they need any help, and 1 message asking for their testimonials about your ebook.

### **Step 15**

Write the promotional material for your affiliates: 1 solo ad (4-5 paragraphs), 2-3 5-line ads, and 1 article of 500 words for your affiliates.

### **Step 16**

Install an autoresponder on your server. The best autoresponder script can be found at [AutoResponsePlus.com](http://AutoResponsePlus.com). If you cannot install cgi scripts on your server, consider getting a free remote autoresponder at [GetResponse.com](http://GetResponse.com).

### **Step 17**

Create 3 mailing lists in your autoresponder: 1 for your e-course, 1 for your customers, and 1 for your affiliates. Require a “double-optin” subscription for all lists: that means people must verify their email addresses before being placed on your lists.

### **Step 18**

Load all messages into the mailing lists you created in your autoresponder. The messages for your e-course must be sent once a day. The messages for your other lists must be sent: the first message immediately, the second message after 2 days, the third message after 7 days.

### **Step 19**

Create 2 html pages for the subscribers of your e-course: one with the subscription form for your e-course - like `ecourseform.html`, and another one with a “Thank You For Subscribing” message - like



ecoursemain.html. If you do not have an html editor, check HTMLKit at <http://www.chami.com/html-kit>.

## **Step 20**

Open your sales page and include a javascript code, so the subscription form ecourseform.html will pop up when the visitor doesn't click the order link on your sales page. Use Armand Morin's Pop-Up Generator, which you can find in the Best Seller Ebook's collection at <http://www.bseresellers.com> - [Contact a BSE reseller](#) for getting access to this collection.

## **Step 21**

Create 2 html pages for your affiliates: one page - like affiliatesform.html - which includes the subscription form that adds new affiliates to the affiliate mailing list, and another one - like affiliatesmain.html - with instructions on how to use your affiliate program through [ClickBank](#) - include the promotional material for your affiliates on that page.

## **Step 22**

Create 2 html pages for your customers: one with the subscription form and another one as your "Thank You" page. Name the pages in a way where people cannot easily guess the titles, like 8dudh46dh-form.html and 83hjd73h-th.html.

## **Step 23**

Go back to your mailing lists. Set them up this way: a) for your customers: when customers verify their email address, they must be

directed automatically to the 83hjd73h-th.html webpage, b) for your affiliates: when they verify their email address, they must be directed to the affiliatesmain.html webpage, c) for the readers of your ecourse: when they verify their email address, they must be directed to the ecourse.html webpage.

## **Step 24**

Login to [ClickBank](#) and set up your link that will direct your customers to the 8dudh46dh-form.html webpage upon the completion of their order. Also set your affiliate commission to 50% so your affiliates will get this percentage for each sale they generate for you through their links.

## **Step 25**

For automating the ordering procedure and customer support, open the [Best Free Ebook](#) - go to the 'Automation' section, and read the free ebooks you find there. For more information on how to create and sell digital products, check [this resource](#) too.

**You're ready to receive your orders!**

Now, it's time to **promote** your site...

## **Step 26**

Get 1 of the ads you created and include it in your email signature.

### **Step 27**

Register with as many forums as you can and create a signature. Include one of your ads in the signature. You can start with [Michael Green's forum](#).

### **Step 28**

Register with the [Warriors' forum](#) and ask for feedback about your website in the main discussion section. Reply to all responses. Improve the copy in your sales letter according to the suggestions of the Warriors.

### **Step 29**

If you can, become a member of [NetBreakThroughs](#), and ask for feedback. Participate in the discussions in all forums and include your signature in all of your postings. If a signature is not allowed or a signature feature is not offered, then include a link to your site in the appropriate field. [PushButtonPublishing.com](#) and [ReprintRightsEveryMonth.com](#) also offer special forums for their members.

### **Step 30**

After you have posted around 50 messages in the Warriors' forum, create a special offer. Offer your ebook at a special price for 7 days. Or use [Special Offer Manager](#) to create a special offer of 20 orders and offer it free to 20 Warriors in exchange for their testimonials, IF they are willing to give you a testimonial (DO NOT force them to give you one; this is NOT allowed.)

### **Step 31**

Use free traffic co-registration services like [ListInferno.com](http://ListInferno.com) to get more subscribers to subscribe to your ecourse.

### **Step 32**

Use [LeadFactory.com](http://LeadFactory.com) for getting paid subscribers to subscribe to your ecourse too.

### **Step 33**

Remember to update your html pages with all the testimonials you're getting.

### **Step 34**

After the first 20 orders, install a forum on your site, like "The Forum Of The Young Mothers' Shopping Secrets." Read Michael Green's [How to Start A Forum](#) if you do not know how to create and use forums for profit.

### **Step 35**

Pay ezine owners to run your ad - prefer to pay for solo ads. Search the [Directory of Ezines](#) to find the ezines that match your niche. Contact the owners of the biggest ezines (in your niche) and offer them your ebook in exchange for a free classified ad in their ezines. Again, do not be afraid to ask for help. Admit you are a newbie, but prove to them that you have the guts to persevere and make your ebook a best seller.

### **Step 36**

Create a special version of your ebook (demo) with the Introduction and the Table of Contents only. Make this ebook BRANDIBLE so your affiliates can customize it with their affiliate links. Create a separate mailing list and offer the demo free to your visitors. Offer it NOT as a direct downloading URL, but ONLY through the subscription form you created. Create a 'Thank You' page for that mailing list, setup the list to only accept 'double optin' subscriptions, and point verified subscribers to the 'Thank You' page you created. Create a new link in [ClickBank](#) with a 10% discount. Use [Special Offer Manager](#) and create a special offer for 50 orders. Include Use [Special Offer Manager](#)'s codes in that 'Thank You' page (to display the special offer) and offer your ebook at a 10% discount to all subscribers who requested the demo.

### **Step 37**

Research the Net for similar sites. Contact the owners and ask them to exchange links between your ecourse and their newsletters so that they send subscribers to you and you send subscribers to them.

### **Step 38**

If you know how to create customized subscription forms that'll work with your autoresponder, send your affiliates the code, and allow them to offer your ecourse through their websites with their affiliate links included in all messages.

### **Step 39**

Start a Newsletter: “The Secrets Of Young Mothers.” Either create a new mailing list through your autoresponder or choose a dedicated autoresponder for your newsletter such as [Aweber.com](http://Aweber.com) or [GetResponse.com](http://GetResponse.com). Pick a day (Friday and Saturday are recommended) and send your newsletter once a week. DO NOT skip a week. Include valuable resources in your newsletter, articles written by experts in your niche, even interviews and contests. Be unique and be yourself. Here are some excellent resources on how to create a newsletter: [How to Write a Newsletter](#) and [Ezine Marketing Magic](#).

### **Step 40**

Find all the related products and services to your ebook and register as an affiliate. Promote your affiliate links through your newsletter and whenever you suggest a resource (in email messages, instant messages, etc.)

### **What's next?**

### **Step 41**

Choose one of the “[101 Proven Strategies To Get More Visitors To Your Web Site In One Day](#)” included in Richard Quek’s ebook to further promote your site, or open the [Best Free Ebook](#), go to the ‘Traffic’ section, and download the free ebooks you find there.

***That is it...***

I know that the majority of the resources listed in this report are NOT free. I preferred suggesting RELIABLE resources to you, through which you can also get RESPONSIBLE SUPPORT whenever you need it, instead of suggesting free alternatives to you that can waste your time - since time is important to you. You can also read my article, "Free Or Not"\* for further information on free resources on the Net.

Again, if you want more help and want to discuss an issue further, please use the [forum](#).

If you liked this report, feel free to distribute it.

You can also send your testimonial to <mailto:delavera@turboreferer.com> along with your name, the title and the URL of your website.

Respectfully Yours,

*John Delavera*

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*John Delavera is the **inventor** of the [TurboReferer](#), [TurboZiner's Anti-Filter Tool](#), [Dynamic Pricing Generator](#), [Special Offer Manager](#), & also the **creator** of the [Best Free Ebook](#), the [Best Seller Ebook](#), and many other viral marketing ebooks you can find at <http://turboreferer.com/pillseries>. He is also the **writer** of the [TurboReferer Newsletter](#).*

*\* All articles mentioned can be found online [here](#).*

