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Startup Internet Marketing

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Index

- [How To Get Ebranded Books](#)
 - [How To Make Your Own Brandable Product](#)
 - [How To Get People To Download Your Ebook](#)
 - [Wrapping It All Up](#)
 - [The Top Seven Mistakes eBook Authors Make](#)
 - [44 Free Ebooks You Can Sell Or Give Away](#)
-

**RE: From the computer of Dirk Dupon
Tuesday, 7.30 pm**

Hello,

First of all I'd like to personally thank you for downloading this eBook.

I'll try to explain to you what eBranding is and why you should be branding as many things on the Internet that you can.

===== SIDEBAR =====

In case you aren't familiar with eBooks already, I recommend you to sign up for my (free) 4 Day Email Course.

In the course I'll show you how anyone can "Write, Create, Promote and Sell" an eBook on the Internet. You'll not only get complete, step-by-step and easy to follow instructions, but there are also FREE tools and links to essential eBook sites and services included.

Once you have read this course, you'll be able to launch your own profitable eBook. You'll receive the first lesson instantly by clicking this link:

<mailto:ebookcourse@getresponse.com>

===== SIDEBAR =====

So, what the heck is eBranding anyway?

eBranding is putting your name, your URL, your email, or your affiliate ID into something that gets spread around. The most common way for eBranding is through eBooks.

Many authors will write a quality book on a subject and make it free. That free eBook usually leads to a paid product. Many times that product offers some kind of an affiliate program.

Let's suppose you sell an eBook online, and you have affiliates, who make money by sending people to your sales page.

Now, you write a small report about the subject of your eBook and let your affiliates put their affiliate link inside the report.

If your affiliates give away the eBook with their personal links and someone buys from their links, they make a commission.

It's this simple.

This is one example of eBranding.

Here's another one...

You find a great and free eBook on the Internet, but you are hesitant to pass it around, because the author has all kinds of links in the book, leading to your competition...

Those links don't credit you for your work in giving away the eBook. Only the author of the book makes back-end sales.

Now, if that book was brandable, you would brand your name and affiliate info into it, and pass it around to as many people as possible...

... because eBranding causes Viral Marketing!

This method can be applied to make back-end sales.

Back-end sales are additional purchases that a customer makes for any product after the initial purchase.

An example...

If you buy a guitar, you get a receipt for the guitar, PLUS a free downloadable eBook on how to play the guitar.

Suppose you are busy learning to play your guitar, and suddenly you see an ad for a reasonably priced course in the eBook, or a video tape about learning to play rock or blues guitar, or maybe taking songwriting lessons.

Everytime you order an additional product, you have made a back-end sale.

Giving away brandible eBooks is a very common practice for any Internet Marketer who wants to increase his/her profits.

How To Get Ebranded Books

Getting branded eBooks can be easy.

Now that you are aware of this opportunity, all you need to do is look at what you are selling, and build a theme around that.

Next, search the Internet for eBooks that fit what you are selling, or something that could be in conjunction of what you are selling.

Everytime you download a free eBook that relates to your subject, you should look to see if there is a way to get it branded.

It might cost you 10 bucks to brand it, or more, but you should always go for it.

You must realize that when you offer a free eBook on your site, many people will download it.

When they download your free eBook, it will be read. If that book leads to some back-end sales, it is profitable to you, and worth the investment.

Prepare yourself for many back-end sales, when you have your own information branded into an eBook.

===== SIDEBAR =====

Internet Marketer Jimmy D. Brown once earned over \$31,000 in six months time, by giving away FREE eBooks alone. Jimmy will show you how YOU too can duplicate the exact system he uses for creating those eBooks. [Profit Pulling Ebooks](#) is a step-by-step manual for creating eBooks that produce results.

===== SIDEBAR =====

Have you ever downloaded a free eBook and saw "This book is sponsored by so and so, from such and such company?"

Well, this very own eBook also has it at the top of the page :-)

It means that the book can be branded. Look at your collection of eBooks and see if it's true.

In fact, the next time you see a membership site -or any other product- that you think about joining or buying, look to see if they offer an eBook that you can give away to promote your affiliate link... and earn money!

Having your own product is extremely important online. Making a brandable eBook is not as hard as you might imagine.

If you need an easy to use eBook compiler, that allows you to brand your eBooks, I recommend "eBook Creator". This eBook compiler creates unlimited .exe formatted eBooks!

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How To Make Your Own Brandable Product

Have you ever considered writing a book, or even gathering up some information on something that you know about?

Many people give up, before they even begin to really think about it.

Nowadays, getting an eBook out can be as simple as outlining what you want to tell about, writing a few paragraphs of what you know, then using free reports with reprint rights to use as a filler.

You will want to make certain that the free reports you use are relevant to your topic, and valuable enough.

There's no need to write a novel. Just write as you speak. You're not aiming for the Pulitzer Prize :-)

How To Get People To Download Your Ebook

Before anyone sees your branded product, they have to be motivated enough to download it.

So whether you are branding a free or paid product you must make your promotion materials appealing.

You can use a hard hitting, one line signature ad, short compelling ezine ads, or solo ads to bring in traffic to your download page.

Even if you are using a brandable free product, it still must be presented in an attractive package or the viewer will see no perceived value.

===== SIDEBAR =====

You can see how I did it for my ["Ebook Authors Interviewed"](#) eBook. (Don't worry, it's free :-)) I paid someone to create a special eBook cover for me, and designed a nice looking web page. This helped me to distribute much more copies.

===== SIDEBAR =====

A good cover, well written copy and a professionally crafted sales page are all key components.

When you are giving away or selling a brandable product, you must make certain that you include the branding tool and, if any, the password to open the product.

Don't forget to ask your visitors email address, when you give away a free eBook. You can set up a pop-up form on your web site, and ask people to leave their name and email address in a subscription box.

Once they hit the "Submit" button, they are taken to the eBook download page, and at the same time, an autoresponder sends out a message to their email address, thanking them for their interest in your eBook.

This way, you'll always know who has downloaded your eBook...

... but what is MUCH more important... you'll build an Opt-In List - completely automatically!

This Opt-In List will be the most valuable tool in your marketing toolbox, because you can now follow up on your leads with special offers.

TIP: You can use a branded copy of this eBook to give away from your own web site, and build an Opt-In List. No thanks, you're welcome anytime :-)

Just keep your messages credible, nice and easy to read, and don't ever bombard people with blatant advertising.

If you offer your list members quality information and useful content, weaven with a careful mix of affiliate links, they will soon become familiar with you and see you as someone who knows where (s)he talks about.

This is very important, because once people trust you, and see you as someone who is "sharing", they will buy everything that you promote or recommend.

Of course, you'll always market the right products to the right people.

This is the only way to earn money online. Start building trust, offer people quality content, and sales will follow!

Wrapping It All Up

If anything was conveyed to you by now, it should be the fact that branding your tools is one of the most powerful methods available to building a successful online business.

Let's take a moment and review what we have covered this far:

1) eBranding is putting your name, your url, your email, or affiliate link into something that gets spread around. The most common way for eBranding is through eBooks.

2) Getting branded eBooks can be easy.

Every time that you download a free eBook that offers quality content, linking to a paid-for product, find out if there is a way

to get it branded. Even if there is a small fee involved, it will be well worth the money.

3) Make your own brandable products.

Getting an eBook out can be as simple as outlining what you want to tell about, writing a few paragraphs of what you know, then using free reports with reprint rights to use as a filler

4) Get people to download your eBook.

Whether branding a free or paid eBook, make your promotion materials on your download page appealing. Use a stunning cover for your book. Set up a nice header. Use bright colours to put your potential reader in a good mood.

It's a fact that people are more willing to download an eBook from a professional looking site.

If you follow these steps, you will be well on the way to creating your very own powerful, viral marketing machine.

The Top Seven Mistakes eBook Authors Make

eBooks are the hottest thing going on the Web right now!

Authors with the entrepreneurial instinct are making anywhere from a few hundred to tens of thousands of dollars per month - that's right, per month - by selling ebooks online.

Why are some authors doing so much better than others?

We've discovered seven key mistakes that most ebook authors make (and in doing so, hold themselves back from major success):

1. They don't write to a specific, target audience.

The biggest mistake most ebook authors make is they don't clearly define, identify and visualize who they are selling their ebook to.

On the Web, to be successful, you must write to a specific group of people who have specific interests. Make sure that you know exactly who is going to buy your ebook, and where you can find them online.

2. They don't automate as many of their business activities as possible.

Selling ebooks, though it is highly profitable, is not a business where you make hundreds of dollars per sale.

Automate everything you can - credit card processing, ebook delivery, as much technical support as possible.

If you can't automate a function, delegate it to someone else.

3. They don't have a compelling title for their ebook.

Use words that convey the benefit of what's in the ebook, as well as words your audience is familiar with.

A bad title for an ebook: "Online Marketing for Newbies."

A good title for the same ebook: "97 Ways to Promote Your Website - No Experience Required."

4. They try to cover too much ground.

Many ebook authors convey a lot of information but don't cover anything in-depth.

As a result, they never fully explain anything in enough detail to provide any useful value to their readers. This is a very bad mistake to make, especially when it comes to how-to ebooks, which happen to be the best type to write.

5. They are not proactive in their marketing.

It would be nice if marketing for your ebook simply happened on its own - but it doesn't. You have to do it yourself.

After you've promoted your ebook to the people on your own mailing list (if you have one), then you have to contact other Website owners and persuade them to be your affiliates.

You should do this continually.

6. They don't differentiate their ebook from its competitors.

When you choose your topic, even if there are a hundred other ebooks out there on same general subject, choose an angle for yours that will make it easy for yours to be distinguished from the others.

For example, right now job-hunting ebooks are very popular. There are dozens that are big sellers.

"Secrets of Breaking Into Pharmaceutical Sales" has a very specific title that sets it apart from the competition, and is aimed at a clearly identified target audience.

Incidentally, it's selling very well itself.

7. They write ebooks that nobody will pay for.

Many ebook authors write about information that either people can get for free, or that people are not actually interested in enough to pay for the information.

Before you invest weeks or months into the writing of your ebook, invest a little time investigating whether other ebooks in the same subject area are selling on the Web.

So, there you have it - the seven big mistakes to avoid.

Remember, the opportunities are plentiful - and huge - right now for anyone who wants to become a best-selling ebook author. Simply use common sense, follow our advice, and let your literary career flourish!

Jim Edwards is the author of:



["eBook Secrets Exposed: How to Make Massive Amounts of Money in Record Time With Your Own eBook \(whether you wrote it or not!\)," the authoritative guide to publishing and marketing ebooks on the Web!](#)

Guerrilla Marketing author Jay Conrad Levinson says, "If there ever was a 'must-read' for this century, it's this eBook."

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- Jeff Smith

"How to Promote ANY Product or Service On A Zero-Dollar Budget No Matter Who You Are!"

-Jimmy D. Brown

"How I Sell Thousands Of Products From Home Using The Net"

- Marlon Sanders

"Ebook Magic"

- Tom Hua

"10 Powerful Ways ClickBank Mail Makes You Money"

- Jeff Mulligan

"101 Short Sharp Mini-Articles To Help Your Online Business Succeed"

- Neil Shearing

"Ad Tracking Supertips"

- Harvey Segal

"The Internet Succes Ladder"

- Jimmy D. Brown

"42 Killer Marketing Articles"

-Dirk Dupon

"Affiliate Mistakes"

- Chuck McCullough

"Ebook Bonanza"

- Dan B. Cauthron

"Ebook Authors Interviewed"

- Dirk Dupon

"Internet Success Bookmarks"

- Dirk Dupon

"Working With Clickbank"

- Tom Hua

"The 7 Keys To Creating An Instant Ezine Subscriber Vacuum"

- Jason Potash

"How To Find The People Who Will Buy Whatever You Want To Sell Them"

- Mark Hendrickx

"The Online Marketers Quick Start Report"

- Dan B. Cauthron

"50 Ezine Publishers Interviewed"

- Dirk Dupon

"How to Earn a Full-Time Living Online In 2 Easy Steps!"

- Jimmy D. Brown

"Internet Gurus Exposed"

- Frank Kern

"A Simple Guide To Creating Your Own Ebooks"

- Michael Hopkins

"7 Steps to Quickly and Easily Creating Instant Internet Profits"

-Yanik Silver

"Forum Supertips"

- Harvey Segal

"Over 47,200 Targeted Hits For Free"

- Michael Hopkins

"5 Ezine Secrets Guaranteed To Turn Your Ezine Into An ATM!"

- Michael Green

"Power Web Copy Writing Formula"

-Yanik Silver

"The Greatest Marketing Secrets Of The Ages"

- Yanik Silver

"The Impact Lessons"

- Neil Shearing

"How To Write Killer Ads, And Increase Your Sales By 1200%!"

- Michael Corcoran

"Make Your Content PREsell!"

-Ken Evoy

"The Affiliate Masters Course"

- Ken Evoy

"How To Get At Least 1,000,000 visitors A Year To Your Web Site"

- Louis Allport

"Profits Every Month"

- Jimmy D. Brown

"The Complete Pop-Up Toolbox"

- Jeff McCall

"How To Use BambooBizOnline"

- Allan Wilson

"Guru Magic"

- Harvey Segal

"The Power Linking Report"

- Jack Humphrey

"Search Engine Primer"

- Chuck McCullough

"How To Make Profit From An Affiliate Program"

- Dirk Dupon

"How To Create Your Own Money-Making Mint"

- Michael Green

"Amazing Marketing Tactics."

- Jimmy D. Brown

"The Ezine Pormotion Toolbox"

- Dirk Dupon

"Traffic Magic"

- Michael Southon

"The Viral Marketing Tutorial"

- John Delavera

This bandible Ebook is only one of the many profit generating tools you'll find in the "Profit Publishing and Marketing Center."

The Profit Publishing and Marketing Center

Tools, Software And Services To Help Your Online Business Succeed!



Get Instant Access **-For Life-** To A Selection Of
The Best Profit Generating Tools And Resources
To Help Your Online Business **Succeed.**

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