



PAPERLESS eBook PUBLISHING FOR PROFITS

MODULE 3:
**Marketing Your Paperless eBook
Website**

PAPERLESS E-BOOK PUBLISHING FOR PROFITS

**Marketing Your Paperless
E-Book Website**

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TABLE OF CONTENTS

Online Marketing Explained.....	7
The Truth about SEO	10
Submitting Your Site to Search Engines	11
Preparing Your Promotion Materials.....	13
Endorsement Letter.....	13
Solo Ad.....	15
Banners.....	16
Signature File	17
Endorsing to Your Mailing List.....	18
Leverage on Affiliate Marketing.....	20
Recommended Resources for Starting Your Own Affiliate Program	20
Recruiting Affiliates.....	21
Giving Your Affiliates What They Need	22
Ad Swap.....	24
Where to Look for E-zine Publishers to Swap Ads With.....	25
Low Cost Advertising that Works.....	26
Paid E-zine Advertising	26
Recommended E-zine Advertising Resources	27
Affiliate Program Submission	27
Pay-Per-Click (PPC).....	28

Recommended PPC Search Engines	29
Buy Subscribers	29
Recommended Subscriber List Brokers	30
In Closing	31
Recommended Resources	32

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PAPERLESS E-BOOK PUBLISHING FOR PROFITS

**Marketing Your Paperless
E-Book Website**

Online Marketing Explained

Dear Valued Reader,

It's already time. Your business is all set up and it's time to do one last thing – **marketing**.

Your business should be marketed to none other than your target prospects. Some call this “driving traffic” but in a real sense, it would be more accurate if you call it “driving targeted traffic”.

It's common sense marketing, anyway.

There are real people on the other side of the phone line, and they have to have the criteria of a targeted prospect in order to increase the chance of you making the sale.

In a nutshell, the criteria of a targeted prospect are:

- Already looking for your product (demand), and
- Have money to spend!

It is that simple. This is why you won't find me endorsing guaranteed traffic. While the thought of having 1 million visitors over at your web site for only \$29.99 is amusing, it's insulting your intelligence when you follow the above criteria of a targeted prospect.

We're talking about having 1 million **real** people, prospecting to buy YOUR product.

For example, if you are selling a book aimed at dog owners, what are the chances that the 1 million visitors are all dog owners?

Some of them could be cat owners, some wrestle with crocodiles, and the rest probably don't even own a pet!

This is another good reason **NOT** to purchase bulk email addresses from so-called companies.

Ever wonder how you get emails about Viagra, as if everyone thinks you are looking for one?

Therefore, if you are selling a book for dog owners and using this solicited marketing tactic, everyone else will be wondering why you're thinking they have a dog in the first place.

You will also discover why I am not keen to recommend Search Engine Optimization to you as a primary method of marketing your Info Product business, though I will be covering some grounds on it shortly.

With some of several questionable marketing methods axed out from this manual, you will come to conclude that **not every marketing method is for every kind of Internet Business.**

As in the case of your own paperless E-Book publishing, you will discover what **really works** for this particular business.

For anything less than great won't settle within the coming pages.

Get gamed for serious profits – this is the last round!

To Your Paperless E-Book Publishing Success!

The Truth about SEO

Adding your web site to the major Search Engines' list is one of the first steps you should take towards marketing your business.

However, if you would ask me, I do not find it wise to fully rely on getting visitors through the Search Engines.

This is probably a ground where SEO experts wouldn't agree with me. But consider the following scenario:

With every Internet Marketer of any niche being told, taught and motivated to score for a number one listing in major Search Engines, you can bet it's a free-for-all battle between marketers to have their web site listed as number one for a **hot** keyword.

While getting your site listed in the first 3 pages of search results in major Search Engines can be considered a success, since visitors in general are patient enough to view the first 3 pages of the search results, it probably won't be worth the fight.

I haven't factor in that Search Engine rules and algorithms do change from time to time, resulting in your listing dropping from no. 1 to rock-bottom in manner of days or weeks.

Yes, some people do come over and tell me, "My site is number one in the listing for [insert keyword here]." To them I often say this, "So did mine!"

By this, I also want to demonstrate to you that Search Engine Optimization or SEO in short, is about **capitalizing on keywords that people search for in masses.**

Putting it in other words, you need to capitalize on niche keywords where people are willing to spend money on. Obviously, your name is not a niche.

No one are going online specifically to look for me, and are not willing to spend money just for the sake of fulfilling the “whatever your name is” demand, unless you are a celebrity.

While you can count on Search Engine traffic, you will be cheating yourself of better, more sophisticated marketing methods that can help you reach to more prospects.

Submitting Your Site to Search Engines

We will still have this ground covered before moving on to other marketing methods that work best for your Info Product Empire.

The list below gives you direct links to the submission pages:

- **Yahoo.com** (www.yahoo.com)

1. Go to directory under which you want to submit a site.
2. Click the "**Suggest a Site**" link.

Non-business categories are free to submit to, but it can take awhile to get listed. Business categories will cost you \$299 a year. (**Personal recommendation: keep your money!**)

- **Open Directory Project (dmoz)**

1. Go to <http://www.dmoz.org>.
2. Browse to the directory where you think your site belongs.
3. Click the "**Add Url**" link at the top of the page.

This is a key directory to get into as a great deal of Search Engines use their database to show results.

- **Google**

Go to: <http://www.google.com/addurl.html>

They will generally find your site to index for their database, even if you don't manually submit it. They use the dmoz results as part of their database.

Usually, submitting to these Search Engines would do.

This is because while there are thousands more of Search Engines out there (and comes the service that claims they'll submit your site to thousands of Search Engines), the truth is that majority of those Search Engines are nowhere near as heavily trafficked as Google and Yahoo!

Preparing Your Promotion Materials

You're going to need to prepare your marketing materials first-hand before starting any one or more of the marketing methods in the coming pages, whether it is for your own use or your affiliate's convenience in helping you market your business.

Endorsement Letter

If you own a mailing list, you will need to send a letter to your subscribers, telling them about your latest product.

Your affiliates with mailing lists will appreciate using your endorsement letter as well (where they can use, rewrite, or edit a little), because you will be saving them time and effort from having to write their own from scratch.

Your letter need not be long – 200 to 500 words would do. Your letter is basically a teaser on your product and the purpose is to get the subscriber to click on the link to go to your sales letter.

Call it pre-selling if you want to, but you need to spark up your prospect's interest first to venture on into your sales page.

Here is an example of an endorsement letter:

Subject: {firstname}, Awesome Private Label Rights Offer

Hi {firstname},

You and I know that one of the sure fire ways to succeed online is to own your own product. No, I'm not talking about Resell Rights, but about having at least one product with YOUR NAME on it.

Having your own products gives you full control, flexibility and ownership over your product and business. And to top that up, selling Information Products is the *best* way to make your money online.

But then, it is often "easier said than done".

The good news, though, is that John Doe has put together a collection of quality, products with editable Private Label Rights, with each of them catering to hot, in-demand markets.

That means you can edit the contents, change the title, put your own affiliate links in, and even put your name on it as the author on these products! Imagine the amount of time, effort and money you can save from having to create your own Info Products, doing market research, hiring professional services, and much, much more!

I got my hands onto Edmund's package and I found out that calling it a fascinating deal is truly an understatement, because it was not a couple of "Fear Factor" dishes he offered, but just a darn, good bargain!

I could go on to tell you what a good offer it is, but you will do well to check out the full details below with your own bare eyes:

<http://www.privatelabelrightsgold.com/> (Note to JV partner: Replace the link above with your JV link and remove this paragraph)

Warm Regards,
{Insert Your Name Here}

P.S. You can check out the full details in the link above, to learn why this is a stunning Private Label Rights offer.

Solo Ad

Solo ads are usually short ads that resemble those you often find in the newspaper's classified ads section.

If you and/or your affiliate run your own online newsletters with ad spaces, you and/or your affiliate can insert solo ads for your subscribers to view.

Your solo ad can be like the following:

=====

Finally! Discover How You Can Easily Skip the Product
Creation Process and Acquire a Collection of Products You
Which Can Put Your Name as the Author, Change Their Titles,
Edit Their Contents, Put In Your Affiliate Links, and More!
<http://www.privatelabelrightsgold.com/>

If your affiliate often invests in E-zine advertising, he will most likely use your solo ad to submit to E-zines he or she paid advertising for.

Banners

Banners can come in the form of text or image.

A banner text can be as simple as a one-liner, such as one used by my affiliate below:

SureFireWealth.com

<http://www.surefirewealth.com/>



Banners can also come in image form. Here's an example of an image banner:



http://www.privatelabelrightsgold.com/jv/images/banner_468x60.gif

468x60 pixels

Signature File

This is one often used when you send/reply emails or post at forums. My own signature (sig) file is written:

John Doe

Own 7 *Hot* Products with Private Label Rights!

<http://www.privatelabelrightsgold.com/>

Endorsing to Your Mailing List

This is definitely the **fastest** way to get the word out – endorsing your product to your mailing list.

Once you get your endorsement letter written out, you just need to paste it into your auto responder broadcast feature and send it out to your subscribers.

That can be true... only if you have one!

If you haven't got a mailing list, don't sweat just yet. As taught in Component #2 of this series, you will increase both your opt-in subscribers AND sales as long as you drive in targeted prospects (or traffic if you would prefer to call it) with effort, regardless of whichever one of the 3 business models you choose to design after.

The result would be that **you will build your own mailing list alongside with making sales of your product.**

And when you come up with a second Info Product, you can approach the list of subscribers you have built from your first product!

Now, you know why it's worth mentioning this to you.

Just a reminder, though, that in your Lead Capture Page or "Thank you for subscribing" email, do let your subscriber know that you will give him or her

special offers once in a while, so they won't get alarmed the next time you endorse a new Info Product you've created

Leverage on Affiliate Marketing

Leveraging one's marketing efforts on affiliates has been the way to go for many Info Product business owners, and will be in the years to come.

As explained earlier in Component #2 of the Info Product Empire series, an affiliate acts very similar to a referrer, and gets paid for every successful referral sale.

You don't mind giving up anywhere from 40% to 75% of your product sale to your affiliate because:

- Your profit margin is about 100%,
- There is no cost incurred in delivering the digital Info Product, and
- Your affiliate has freed you a lot from your marketing efforts!

After all, an army of affiliates working at the same time to promote your business will definitely make **more money** than if you would've worked on your own, even though you get to keep the entire profits.

Recommended Resources for Starting Your Own Affiliate Program

- <http://paydotcom.com/>
Opening an account with PayDotCom.com is free. You need to have [PayPal](#) and/or [StormPay](#) to receive payments from customers and send commissions to your affiliates. The premier account enables you to add unlimited product lines for sale for a one-off \$29.00. If you are selling only one product, the free account is sufficient.

- <http://www.clickbank.com/>
While this requires a first-time payment of \$50.00, ClickBank is one of the earliest and most established credit card payment processor and affiliate program in the Internet marketplace, displaying a wide variety of products in its marketplace catalog.

Recruiting Affiliates

1. Submitting your affiliate program to affiliate program directories. Some heavily-trafficked affiliate program directories include:

<http://www.associateprograms.com/>

<http://www.refer-it.com/>

<http://www.linkshare.com/>

<http://www.lifetimecommissions.com/>

<http://www.affiliatesdirectory.com/>

Tip: If you want to save your time submitting to major affiliate directories, you can do it once by submitting your affiliate programs here for a one-time fee of \$59.00.

<http://www.affiliatefirst.com/submit>

2. Convert some of your prospects into affiliates via a small link at the bottom of your sales letter. Including a small link that reads “Become an Affiliate” at the bottom of your sales letter can convert some of your non-buyers into affiliates. That’s better than letting them go loose, right?
3. You can convert some of your prospects into affiliates via your mailing list’s auto responder.

After a certain number of days and a series of follow up mails, you can give a one-last-time offer by having your prospect join your affiliate army and help sell your product for a decent commission. Remember to include your affiliate program sign up link!

4. You can have your customers become your affiliates, too, by offering a sign up link to your affiliate program in your Thank You page, the page where your customer will go to download the product. You can pitch in that they can cover back their investment by telling others about your product! Oh, and without spamming, of course!

Giving Your Affiliates What They Need

Regardless of how and which way you run your affiliate program, be sure to give your affiliates all the marketing materials they will need to spread the word out.

Remember me asking you to write out your endorsement letters, banners and solo ads earlier?

They will come in just as handy for this purpose.

The logic behind this is that you want to make sure your affiliates have less chores (and excuses) possible as their efforts should **focus solely on marketing and nothing else.**

One thing you must note though, that not every affiliate is equal or just as motivated as the other.

As a matter of fact, only a small percentage, as in 1% to 5%, of the affiliates will be the ones producing results for your affiliate sales.

Thus it is up to you to comb the Internet marketplace in search for super affiliates who have huge mailing lists and incredible marketing power.

One last thing to note is that every savvy affiliate often looks into the aspects of your affiliate program:

- Your product and quality,
- Your product's demand,
- The commission incentives, and
- How well your sales letter is written.

Having said that, you will need to be top-notch in all of the above-mentioned areas in order to recruit savvy affiliates with great marketing power because even a super affiliate can match the marketing power of 100, maybe 1,000 average affiliates.

Ad Swap

This is often a very under-used technique, but it is very effective for a **no-brainer** marketing method. It's free anyway, thus your ROI can be infinite! :-)

I personally call it “using subscribers to make subscribers”, but an ad swap works this way: you trade showing advertisements with other mailing list owners.

Assuming you and another mailing list owner each has 1,000 subscribers; you barter with him by endorsing his ad to your mailing list. In exchange, he also endorses YOUR ad to his mailing list.

And if the mailing list owner or newsletter publisher has 2,000 subscribers, for example, he just need to endorse your ad once while you endorse his twice to make up for the numbers.

It makes sense anyway. After all, you are likely to swap ads with a direct competitor so both you and him can compliment each other as the natures of your subscribers are similar.

This method works **best** if:

- You already have a list of subscribers (at least 800 to 1,000), and
- You are using Model B, as highlighted in Module #2 of this unique series.

Now, you want your ad to focus on **collecting subscriber leads first**. You want to collect and cultivate your relationship with your prospects that just came from another mailing list.

It would be unwise to directly promote your sales letter page in your ad as you've got only ONE shot at your prospects to make a sale. Some may buy, the rest won't.

And when the rest of your prospects leave your page, they probably won't come back again as the rest of the web pages are screaming for their attention.

As all 3 models have a way to collect subscriber leads, Model B works best for this ad swap method as the first thing required of the prospect is to opt into your mailing list.

You can automatically follow up with him or her later even after he leaves your page. Secondly, you may offer him something else if your primary product doesn't appeal to him.

In a real sense, **don't just let anyone get away from your site!**

Where to Look for E-zine Publishers to Swap Ads With

<http://www.directoryofE-zines.com/>

<http://www.warriorforum.com/forum> (see JV section)

<http://www.jvnotifypro.com/>

Low Cost Advertising that Works

Paid E-zine Advertising

E-zine advertising is very affordable advertising method that can enable you to reach **hundreds of thousands** of prospects with as low as **under \$50.00**. And in some E-zine advertising offers, your investment can be as low as under \$10.00.

Your investment returns can be virtually high – with a few ifs and buts, of course.

In a nutshell, you are buying advertising space in other people's E-zines. In offline terms, it is as if you are buying classified ad space in the local papers.

When the E-zine publisher sends out his or her next issue out to his or her subscribers, your ad will be published together and get read by thousands of subscribers.

The critical success factors in paid E-zine advertising are:

- ✓ **How targeted the subscribers are.**
- ✓ **How responsive the subscribers are.**
- ✓ **How many subscribers are there?** The more subscribers you can reach to, the better.

- ✓ **How compellingly written your ad copy is.** If you are not good at writing, investing a few extra dollars on decent ad writing and your investment will pay off.

Here are also some important questions you should ask potential E-zine publishers whom you consider buying advertising space from:

- What is the nature of the E-zine?
- What kind of prospects subscribe to your E-zine?
- How responsive are the prospects?
- How many subscribers are there in your E-zine?

Recommended E-zine Advertising Resources

Here is some of the paid E-zine advertising I have used and trusted. Therefore, I can proudly recommend them to you.

<http://www.mywizardads.com/>

<http://www.E-zines-r-us.com/>

<http://www.admistress.com/>

Affiliate Program Submission

If you want to save your time submitting to major affiliate directories, you can do it once by submitting your affiliate programs here for a one-time fee of \$59.00.

<http://www.affiliatefirst.com/submit>

Pay-Per-Click (PPC)

PPC advertising refers to any type of advertising where you pay for every click-through.

PPC advertisers pay webmasters to put their advertisements on their website.

The advertisers are then charged on a “per click” basis when a visitor clicks on their ads on those sites.

The webmaster gets paid when some one clicks on the ads on their website.

Important! Make sure your sales page **converts well** because once your prospects have clicked through to see your web page, it is either a make or break in the sale.

If not, at least strive to collect their email addresses for follow ups (which will not be a problem as long as you follow any one of the 3 business models described in the last component of the series).

Since the higher you pay per bid, the higher your ad ranking will be, here is a school of thought you should subscribe to: **Never bid on a general keyword!**

For instance, you may be selling a product that caters to the dating market.

Obviously, keywords such as “dating” and “relationship” are too general.

Dating isn't ALL about women, since there are also men to make the love circle complete and not to mention the bi-sexual (oops! :-X).

It is crucial, really. Instead, you should be more specific on your keywords related to your product or service.

Bid your keywords wisely and you will get the kind of prospects you are looking for.

Again, using the same example above, if you are bidding on keywords such as “dating service”, “dating advice”, “dating tips”, etc. you can almost bet that the only kind of person looking and using phrases and keywords like these is a serious lover in the making. :-)

Recommended PPC Search Engines

<http://www.overture.com/>

<http://www.search123.com/>

<http://www.kanoodle.com/>

<http://www.goclick.com/>

Buy Subscribers

You can buy subscribers from list brokers for as low as 10 cents a name.

This way, you can quickly build your mailing list and convert a percentage of them into your customers.

Recommended Subscriber List Brokers

<http://ww.hiplists.com/>

<http://www.listpartners.com/>

<http://www.listbuilderpro.com/>

<http://www.rankyou.com/>

In Closing

Hi, it's me again and we're drawing close to an end of the paperless E-Book publishing series.

Remember, the ultimate purposes of your web site are none other than to:

- ✓ Sell your product, and
- ✓ Build your mailing list!

It is that simple.

It is true that in business, a proven system that works is the most important, with which if you know how to build one, you can then spawn countless products, ideas and concepts.

Now, armed with all the knowledge and information you need to know to build your first Info Product out of thin air (with what you already have to cash from your most important asset, your mind!), your next Internet Marketing success awaits your first step to taking action! :-)

To Your Paperless E-Book Publishing Success!

Recommended Resources

Recommended Reading

[Edmund Loh's 8 Profit-Pulling PLR Strategies That Really Work!](#) – unlock the secrets to making money with Private Label Rights using 8 totally unique, killer strategies!

[19 Internet Business Models](#) – eliminate guesswork and discover what makes the world go round for Internet Entrepreneurs and copy their success business systems for your own in a flash – low cost, high profit!

All-in-One E-Commerce Solutions

[SOLOBIS](#) – all-in-one solution comes with unlimited web hosting, domain name, unlimited auto responders, broadcast feature, custom web builder, file manager, link cloakers, JV manager, 500+ beautiful web templates, online support team, and many more. No HTML and programming knowledge required.

Recommended Payment Processors

[2Checkout.com](#) – start accepting credit card payments from customers from several parts of the world!

BONUS! Grab Your Lifetime GOLD Membership Access To:
RESELLRIGHTSMASTERY.COM
(\$197.00 Value)



Gain INSTANT access to Resell Rights Mastery as a Gold member and get your hands on:

- ✓ **A constantly adding collection of brand new Resell Rights products** that you can resell and keep all the sales,
- ✓ **Rich Private Label Article archive** that you can use to build your own Information Products and expand your Online Empire,
- ✓ **Beautiful templates** that you can for your own graphic design purposes – E-Covers, web pages, etc.
- ✓ **Advanced Reseller Strategies** NOT covered in most paid products on the same subject,
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