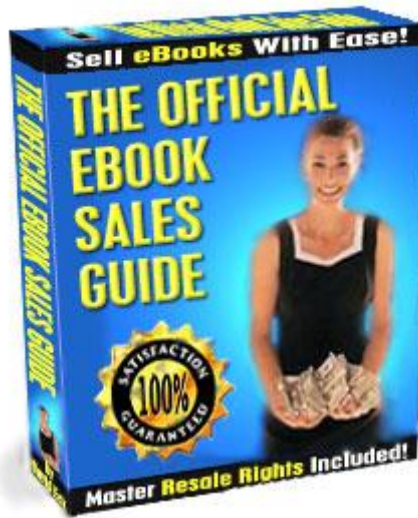


## The Official eBook Sales Guide Version 1.0



Thank You for ordering **The Official eBook Sales Guide**

Proudly brought to you by [Haydn Tomas](#)

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This eBook is broken down into two easy to read sections. The first one will explain the system and help you get set up. The second will show you exactly how to get traffic to your sales sites and turn that traffic into lifelong customers.

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**The Official eBook Sales Guide**

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**Top Secrets Most eBook Publishers Don't Want You to Know**

**4. How to Get Paid Forever with Backend Sales**



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This is not your standard run-of-the-mill Internet Marketing eBook. It's only purpose is to show you how to effectively sell eBooks to hundreds if not thousands of people this year.

You don't have to be a rocket scientist or a marketing guru to make money selling eBooks online. All it takes is a little cash, some time and a lot of determination.

If you are willing to learn, I will show you exactly how to sell eBooks.

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**Before we get started let me answer two basic questions.**

**What is an eBook?**

An eBook is information written in a program that you can download from the web and read on your computer.

I will be talking specifically about business ebooks, but many of these principals can be used to sell any type of eBook.

**What are Resale Rights?**

Simply put, the eBook publisher gives you the right to sell his eBook and keep all the money for yourself. There are basically two types of resale rights you can buy.

### **1. Basic Resale Rights**

This gives you the right to sell the eBook for a set price to other people.

### **2. Master Resale Rights**

This gives you the right to sell the eBook for a set price and to also sell the resale rights to other people. Most of the time the resale rights are included in the sales price but sometimes with special eBooks you can make hundreds and even thousands of dollars selling the resale rights alone.

Now that we are on the same page let's get to work.

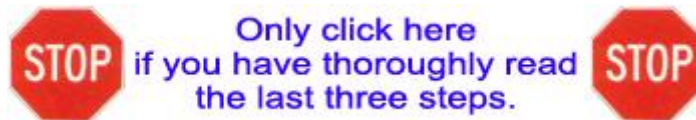
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[Chapter 1: The Integrated eBook Marketing System](#)

[Chapter 2: The Three Best Places To Buy eBooks w/ Resale Rights Cheap](#)

[Chapter 3: Four Things You Must Have Before You Start Selling eBooks](#)

Chapters 4- 6: To go on click on the link below.



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## Chapter 1: The Integrated eBook Marketing System

The Integrated eBook Marketing System requires the following elements:

1. Several related, high quality eBooks that you own the resale rights to
2. A pre-built sales site for each eBook that all you need to do is customize and upload to your web site host
3. An autoresponder system (i.e. ezine in a box)
4. A steady flow of potential customers visiting your sites

Don't feel overwhelmed! I am going to take you by the hand and show you where to get the eBooks, how to get set up, an easy way to publish your own 'ezine in a box' without having to write a single word and, most important, how to get targeted traffic to your sites.

I first want to give you the big picture and then we'll get into the details later.

### **This is how most people try to sell eBooks and why they fail miserably!**

They buy an eBook with resale rights that comes with a pre-built sales page.

They get set up to take credit cards, buy a domain name, change the links on the sales page and upload their new sales site.

Then they try to get traffic to their new page. The first week they stay up nights trying to use out-of-date free advertising methods like FFA sites, free classifieds ads and submitting the page to 3000 search engines. They get a few visitors but no sales. Next they find an ezine, place a \$10 classified ad and they get a few more visitors. After their second \$10 ad they finally make their first sale, get excited and place two more \$10 ads.

By the end of the month they have made a grand total of 7 sales and they take a look at the numbers.

Expenses:

The eBook itself	\$ 24.95
Domain name and host for web site	\$ 35.00
Clickbank account to accept credit cards	\$ 50.00
Four ezine classifieds at \$10 each	\$ 40.00
Credit card processing fees	\$ 20.09
Total Expenses	\$170.04
Total Sales: 7 sales at \$24.95 each	\$174.65

They are thoroughly disgusted and give up on the business. After all the time and money they put into their "online business" they only ended up making \$4.61.

**Did you catch that? Even with 7 sales they only made \$4.61. I would quit too!**

**Here is how you can sell eBooks and be very successful using this system.**

You join an eBook wholesale club and buy an eBook package with master resale rights. You now have 30 or so top quality eBooks to sell, each with a pre-built sales page.

You get set up to take credit cards. You buy a domain name, set up your autoresponder system, change the links on the sales pages and a few lines of code and upload your 30 new sales sites.

Then you follow our simple plan, setting up joint ventures and trading eBooks for sponsor and solo ads in ezines for your different sales sites. By the end of the month the trades and joint ventures bring in 2,300 first-time visitors to your sites.

You end up spending the same the same \$40 to advertise, but on pay-per-click search engines using a technique I'll show you later and you get an additional 1,000 visitors to your sites.

By the end of the month 3,300 potential customers have visited your site. Only 30 people buy, but 400 people join your autoresponder system.

Now let's look at the numbers again

Expenses:

To join the eBook wholesaler club	\$ 27.00
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The eBook package with master resale rights	\$ 95.00
Domain name and host for web site	\$ 35.00
Clickbank account to accept credit cards	\$ 50.00
Pay-per-click search engine fees	\$ 40.00
Credit card processing fees	\$ 86.10
Money paid out (automatically) in Joint Ventures	\$145.00
Total Expenses: (\$244.00 out of pocket expense)	\$475.10
Total Sales: 30 sales average sale \$24.95	\$748.50
First Month Net Profit	\$273.40

But the best is yet to come. Remember the 400 people that joined your autoresponder system? Automatically once a week they will get a short ezine that has a great article and recommends one of the ebooks you sell. They will also get a professionally written solo ad once a week promoting another one of your ebooks. Many of your subscribers will buy the eBooks, join affiliate programs you promote and become lifelong customers making you money for years to come.

**You made \$273.40 in your first month plus have 400 subscribers to your ezine.**

The above is a very conservative example. Back in August 2001 I took one eBook that I got in a trade, set up a couple of joint ventures and made \$1,734 in less than a week. It only took three and a half hours to set up.

Here Are The Basics:

You buy great eBooks at rock bottom prices.

You set up an autoresponder system. Don't worry I'll show you where to get great articles and ads that are ready to go, and all you have to do is copy and paste. By the way, you can forget about paying monthly fees for autoresponders.

You customize and upload all your sales and thank you pages.

You drive targeted traffic to the sites and because of the autoresponder system and a few other neat tricks I will share with you later the sites will cross promote each other.

**You can do this!** Just read this ebook chapter by chapter to find out how.

[Chapter 2: The Three Best Places To Buy eBooks w/ Resale Rights Cheap](#)



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**Top Secrets Most eBook Publishers Don't Want You to Know**

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**Go!**

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## **Chapter 2: Where To Get Great eBooks At Rock Bottom Prices**

I searched the web for the best deals on eBooks with resale rights and came up with the following three packages.

To jump-start your eBook business you should join eBookWholesalers and pick one of the two Master Resale Rights Packages listed below.

Both packages are great. If you are short of cash, go with John's package it is a great way to get started fast.

### **eBookWholesalers**

As of January 2002 the eBookWholesaler package includes the resale rights to 18 eBooks and they add at least one new eBook every month.

Each eBook comes with a proven sales site, classified ad and solo ad. You can also brand each eBook with your name, URL and several affiliate programs.

When you join eBookWholesalers you get instant access to all the eBooks, plus bonus eBooks and step by step instructions on how to make it all work together.

**The best part is, it only costs \$27 to join. [Click Here](#)**

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### **John M. Lasater's Premier eBook Package**

Before I tell you what is in this great eBook package let me tell you a little about the man behind the package.

I know John personally. Back in April he injured his shoulder and he hasn't been able to go back to work at the factory since.

I helped him put this package together so he could take care of his family and pay the bills.

Here is just a hint of what's included in the package:

**Proven Pricing Secrets - Master Resale Rights (\$250 Retail)**



**Killer Mini Sites - Master Resale Rights (\$250 Retail)**

**Instant Internet Empires - Master Resale Rights (\$50 - \$125 Retail)**

**Mega Wealth Auto Library - Master Resale Rights (\$67 Retail)**

At last count it includes 35 eBooks with Master Resale Rights and 30+ eBooks that you can give away as bonuses all for under \$100.

Go directly to John's site and take a look for yourself.

<http://www.emarketersdream.com>

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### **The Steady Cash Stream's Master Rights Package**

- Master Rights To Highly Sought After Products With A Proven Track Record & Ready-to-Use Killer Sales Letters!
- Start Your Own Instant, Online, Infopublishing Business That Guarantees Almost Anyone Immediate Success - WITHOUT Having To Write One Word!
- Resell The Individual Products and The Reprint Rights PLUS The Master Reprint Rights to Your Customers and You Keep 100% Of The Profits...
- Ready to use websites...just plug-in and cash in !!
- Killer Ebook cover graphics for all products - increase sales by 300% (Proven!)
- Easily start your own Internet Marketing business. Package comes with products from Marketing 'Gurus' to guide you step-by-step towards success.
- Packaged for all marketing levels- even if you've just started online. ("Newbies !! Here's your chance !")
- The HOTTEST deal on the Internet...! (Go and try find other websites that sell these products at a lower price than this)
- Affiliate program pays up to \$100 cash !- Get paid directly into your bank account instantly! (In fact, you'll actually get paid first before the webmaster)
- Maximize your affiliate cash with the new hot released Associate Program guide by marketing guru, Marlon Sanders (Yours free when you buy this package)
- Offer only available for a limited time...

[\*\*Click Here And See This Amazing Package For Yourself\*\*](#)



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### Chapter 3: Four Things You Must Have Before You Start Selling eBooks

1. eBooks that you own the resale or master resale rights to
2. A domain name and a reliable company to host your site
3. A credit card processor so you can accept credit cards online
4. Your own ezine or autoresponder system so you can keep in touch with your prospects and customers

#### eBooks:

You should have this one covered by now if you read the last chapter. If you have not read it [click here](#) to do so.

#### Hosting:

[ThirdSphere](#) believes that if you are going to start a new online business you should get all the tools you need in a single package without having to waste your time or money buying and installing expensive cgi scripts.

I use [ThirdSphere](#) to host ebooksalesguide.com and I think they are the best hosting company online today.

They only charge \$24.95 per month and here is a small sample of what you get:

- 500Mb worth of disk space
- A Visual webmastering interface
- Visual website builder:
- Unlimited subdomains
- Unlimited e-mail accounts & aliases
- Unlimited autoresponders
- Mailing list manager
- Password protected pages
- Automatic CGI installation
- Web statistics
- Shopping cart
- Secure server space
- access to a MySQL database system
- 30 Gigabytes of Data transfer
- PHP 4 and Perl 5 support
- Cutting-edge partner program
- Immediate account activation
- Total control over your site
- Snap-in eBooks

[Click here to host your site with ThirdSphere right now... for only \\$24.95 per month!](#)

### **Credit Card Processor:**

I use and highly recommend [Clickbank](#) to handle all of your credit card orders. They only charge 7.5% for their services and your account comes with a built in affiliate program.

I suggest you download [Working With Clickbank](#). This eBook shows you step by step how to set up a clickbank account start to finish. You can [download it](#) for free.

### **Ezine or Autoresponder Systems:**

I use [Opt-In Lightning](#) to send out my ezines and [AutoResponse Plus](#) to handle my autoresponders. You can use any number of online services to send out your ezine and autoresponders but they will end up costing you far more in the long run.



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