

**How To Setup  
Your Own  
Automated  
Traffic  
Generators  
That Multiply  
Your Marketing  
Like A Virus**



**A 7-Step, Paint-By-Numbers  
Formula For Developing eBooks  
That Get Results Every Time**

# How To Setup Your Own Free Automated **Traffic** **Generators** That Multiply Your Marketing **Like A Virus**

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## **How to Setup Your Own Free Automated Traffic Generators That Multiply Your Marketing Like a Virus**

Sure, everybody's doing it...

...but you're about to do it better!

One of the keys to success online (or anywhere) is to take an established idea and build upon it. Whether you make it more effective or reduce the price or market it to a different niche, using ideas that people are already familiar with - and making them better - is one of the easiest ways to produce results.

To say that ebooks are the current "craze" is an understatement. Ebooks that are used as \*freebies\* to attract business are exploding on the web like a fireworks display. Have you ever watched a fireworks display? Some of the explosions send brilliant flashes of light dancing across the sky with a thundering boom...

...while others make barely a flicker and fizzle out into the night.

I use that analogy to say this: There are \*explosive\* ebooks like Mark Joyner's "Search Engine Tactics" that has been downloaded over 1 million times...

...and there are \*duds\* (no names mentioned :-)) that aren't worth an empty bottle rocket package.

The problem online right now is that there are \*too\* many duds that are giving ebook marketing a bad name. Many ebooks are either completely void of useful information or they are nothing more than glorified sales letters.

What the web needs are \*quality\* ebooks. Ebooks that add value to the reader. Ebooks that are well worth the time to download. Ebooks that produce results for both the reader and the writer.

Now, having said that, you are about to learn \*how\* to REALLY use free ebooks to generate a tremendous amount of traffic to your website. Don't discard this report as "just another ebook idea." If you do, then you'll miss out on a unique approach to ebook marketing that is virtually guaranteed to create a traffic jam at your site.

Let's get started, shall we?

**A 7-Step, Paint-By-Numbers Formula for**

## Developing Ebooks That Get Results

I've already said that some ebooks \*explode\* while others \*flicker\*. So, what makes an explosive ebook? Here is a simple 7-step formula that we have used again and again to create quality ebooks that \*really do\* produce results.

1. Choose a title that grabs the reader's attention. The name of your ebook is one of the most important decisions that will make concerning your ebook. In fact, it is so important that it quite often determines whether or not a visitor downloads it at all!

Let me give you a \*real life\* example. We considered a couple of titles for an ebook that we had created about joint ventures. Listed below are the two titles that we tested. You tell me, which one would you download to read?

"How to Launch a Joint Venture With Ezine Publishers"

"How to Sell 300% More of YOUR Product in 72 Hours Than You Did All Month"

The second title was downloaded 300:1 over the first title. Why? Because the \*title\* was much more \*attention grabbing\*. Sure, there were some people that wanted to learn how to launch a joint venture with ezine publishers...

...but EVERYONE wants to sell 300% more of their product in 3 days!

Titles are very important. A good title that grabs the attention of the reader will \*always\* produce more results than a plain-jane title. Try to come up with a title (and don't worry about how long the title is) that...

- Makes the reader want to find out more.
- Meets a need of the reader.
- Promises immediate value upon downloading.

Of course, as we will look at next...

...your ebook \*better\* live up to what you say about it! Nothing is more disappointing or damaging than an ebook that sounds like it should \*explode\* and does nothing more than \*fizzle\* when it is downloaded. (more on that in a bit)

Choose a title that grabs the attention of the reader and you'll be on your way to creating a traffic jam at your website quicker than you can say "Roman Candles!"

2. Develop quality content. Like I said, it is both disappointing - to the reader - and damaging - to YOUR reputation - when you produce a poor ebook. Now, I realize that we are talking about *giving away* your ebook.

But, \*learn this\* just because it is free doesn't mean it should be cheap. Did you catch that? Just because it is free doesn't mean it should be cheap.

A cheap ebook leaves the impression that the product or service you are selling is cheap as well. On the other hand, an ebook that has quality information in it leaves the reader thinking, "If they are GIVING this valuable information away for free, just think what I will get in the paid version!"

Now, there is a lot of discussion as to what is "quality content." I believe that quality content in a free ebook must include 4 things:

Valuable information. Let's face it, the reason why people download ebooks is because they want information. And they don't just want any information, they want \*valuable\* information. Now, there are two questions you can ask to ensure that the material you provide in your free ebook is \*valuable\*...

- **Would it be worth paying for?** I've always been a big believer in this: If my information isn't worth paying a fee to obtain, then it isn't worth giving away for free either. What has cheapened the free ebook market is an onslaught of information that has very little, if any, usefulness to the reader. How can anything be of value when you cannot use it. (Note: A lack of usefulness can result from outdated information, information that does not work or information that is readily available all over the web) When you complete your free ebook and can honestly say, "I'd purchase this ebook online if I saw it available" then you have a \*valuable\* ebook to give away. Remember, your freebie is an \*extension\* of YOU and your product or service. It represents you much like the appearance and personality of a sales representative represents the company he works for. Rule of thumb: If it isn't worth buying, it isn't worth giving away.
- **Is someone else charging for it?** Last year I published a directory of ezine publishers who offered free ads in their publication for all new subscribers. I GAVE this away as a freebie to increase my traffic and, of course, my sales. Shortly after I begin my free ebook promotion I discovered an online service that was SELLING a similar ebook (mine actually has \*more\* listings!) for \$19.95. What was my first reaction? I should sell mine directory too! Why do you think this came to mind? Because my directory \*had value\*. We kept it as a freebie and continued to draw in amazing traffic because of it. The point is this: If similar content to what you are \*giving away\* is being sold (I don't mean \*offered\*, I mean sold) by someone else online, then it is obviously of value to your clients. Now, I'm not saying find some valuable content online and steal it

to give away. I'm just saying if your content is similar what is selling online, then you can feel comfortable giving it away as a freebie to generate traffic.

The key to providing \*valuable\* content in your free ebook is to offer information that the reader can actually use. Don't give theories or opinions, but rather provide content that the reader can try and see results. If you produce results, I can guarantee...

...you'll also produce new customers!

Immediate application. Not only should your free ebook include valuable content, but it should also have immediate application. In other words, the reader should be able to apply it as soon as they finish reading it.

We live in a world that will not wait. We don't want to submit our website to the search engines and wait 8 weeks to get listed to see results. We don't want to lose weight 6 months from now. We don't want to learn how to design webpages in 30 days.

See what I mean?

Now, I'm not saying that quick fixes are always possible. They aren't. It took me 6 months to add on the extra 20 pounds and it will probably take me another 12 months to work it back off. :-) But, if you can show me how to lose 5 pounds in the next 7 days...

...then I'll be reaching for my credit card!

I have downloaded many ebooks during the past 3 years. The ones that I save in my personal resource folder are those that I have found to be immediately helpful. Whether it was a quick change in my webpage by adding a javascript snippet or a P.S. after my name, or a simple link to a website where I can post the articles I write, if it offered something that I could do NOW to improve my web business, then it was important enough for me to keep.

And, if you tell me something I can do to immediately improve my web business, then I'm probably going to be interested in seeing what else you can do to help me.

By offering information in your free ebook that produces \*instant\* results, you'll almost always build credibility and loyalty among the readers. And that, my friend, is a stepping stone that almost guarantees future business.

Digest Delivery. Imagine going to a nice restaurant and ordering a steak dinner. Now, imagine the waiter said, "Very good, sir" and returned a short while later with your steak. You glance down at it and notice that it is huge - as large a steak as you have ever seen! But, on closer

examination, you notice that it is about 70% fat. After spending the next 30 minutes trimming off the fat, you are finally able to pick around and find the steak to eat.

I ask you, would you ever go back there again?

The point is this. When you sit down and order a steak dinner, you expect to receive a steak dinner. You don't want to waste your time searching through the fat. You just want to get to the meat.

When someone reads an ebook, they don't want to waste their time sifting through a lot of offers, a lot of meaningless dialogue, a lot of useless details...

...they want someone to trim off the fat and give them the meat.

A gentleman emailed me recently and commented about that very thing. His words were, "I don't have a lot of time to read through 50 pages of commentary...just tell me what I need to know and help me get started."

Yes, times are a changin', but very few are curling up in bed reading Ernest Hemingway from their laptop. Your ebook isn't the next great American novel. It needs to be short, sweet and to the point.

Of course, you need to inject your personality into your ebook. But, let's face it, most people don't read ebooks for enjoyment or entertainment, they read them for information. They don't want a lot of hype or speculation, they want information that they can quickly absorb and put into action.

A part of "quality content" is providing enough information to explain completely, while being brief enough to allow the reader to stay focused on what they are hoping to accomplish.

- Use short, to-the-point, sentences.
- Write paragraphs that are 2-3 sentences in length.
- Use words that don't require a dictionary to understand their meaning.
- Develop your ideas in an easy-to-follow flow.
- Mix in a short illustration to apply your point.
- Make your paragraphs answer a specific question, provide a specific solution, offer a specific suggestion, point in a specific direction and / or give a specific directive.

We will look at some ways to apply these points in our guide to developing content section.

Trim off the fat. Make it easy to get to the meat.

And your restaurant will start to fill up with customers.

Resource awareness. What the heck does that mean? Sounds like some cause that my the Ladies Auxiliary group at my church ought to be supporting. :-) "Resource awareness" is my way of saying that your content should make the reader aware of the options concerning whatever topic is the focus of your ebook.

In other words, sell them on YOUR product or service! :-)

After all, that's the point of your ebook, right?

I told you earlier that many ebooks are nothing more than "glorified sales letters." You DO NOT want your ebook to be one of these. However, your ebook must make the reader aware of your product or service - and it must do so in such a way that they feel comfortable reading about it and are motivated to take a closer look at it.

There are *\*at least\** 9 ways of using your free ebook as your personal salesman...

(a) *"To be continued."* One of the more popular ways of using your free ebook to sell products and services is what I have dubbed the "To be continued" method. It is a very simple idea that is usually quite effective. Here's how it works...

About 98% of your ebook contains *\*quality\** information for the reader to digest and then at the end of the material you include a sales letter for your product or service. In other words, the information that the reader is accessing doesn't have to end with the final words of the ebook...it is "to be continued" at your website as you offer even more useful information, this time for a fee.

I've seen a lot of ebooks use this method, but one of the best is "Unlimited Traffic" by Terry Dean. Here's how Terry used this method. He developed the ebook in two parts. Part one had 55 different traffic-generating techniques available for web business owners, each under helpful categorical links. (all accessible from a table of contents on the opening page). Part two was a "continuation" of part one, in which Terry shared a bit about the information available in his "[Instant Internet Cashflow](#)" course. Now, if the reader found the information helpful in Part one...

...she is likely to check out Part two at Terry's website.

Another sale is forthcoming for the ebook salesman!

(b) *Recommended Resources.* With this method, there is a one or more pages at the end of the ebook with your recommendations of useful

resources that the reader might find of interest. Obviously, if you have a product or service that you offer, this is a great place to inform the reader of what options are available to them. Many ebook publishers use this space to promote affiliate programs. What I have found to work best is to categorize the resources into around 10 categories and highlight ONE resource per category. For example: Web Marketing might be one of your categories and you would have [ProfitsVault.com](http://ProfitsVault.com) listed as a recommended resource. By using this method of promotion with your free ebook, you actually have multiple options for making the sale.

**IMPORTANT NOTE:** Whatever you do, make certain that you do not include affiliate links just to try and earn a buck. If you cannot genuinely recommend the product or service, then don't list them. Another thing that you will find damaging to your reputation is to recommend a poor resource, so be sure that you do your homework and can stand behind the resources you recommend.

(c) *Demo version.* While this isn't the most popular form of using free ebooks, it has worked extremely well for many of the "gurus" online...Ken Evoy and Mark Joyner just to name a few.

Hmmm. These guys are the upper echelon of web marketing, and they do it...

...maybe we should give it a try as well!

In a demo version of your ebook, you include the actual information product that you are selling, but you password protect the paid portion of it. In other words, if your product has 30 chapters, you might allow the reader to browse chapters 1-4 and password protect the remaining 26 chapters. In order to access those chapters, the reader must purchase an unlock key from you before proceeding.

Most of the ebook software programs that are readily available online offer this function. I have been using [eBook Creator](#) and it includes the password protection option. (If you'd like more information on eBook Creator [Click Here.](#))

(d) *Affiliate Links.* We've already looked at how you can include affiliate program links in your "recommended resources" section, but there is an even better way of using affiliate links in your free ebook. In fact, it is so subtle that most people don't even realize you are trying to sell them something.

In this chapter alone, I have already mentioned affiliate programs that I promote FOUR times, and I haven't even been trying! :-)

In the introduction to this chapter I made you aware that this chapter is to show you how to use ebooks as traffic generators and not an explanation of

what ebooks are or how to create them. Then, what did I do? I \*recommended\* that you visit Chayden Bates' website for a comprehensive explanation of ebooks. Of course, if you click on that link, it will take you to MY affiliate link at Chayden's website. Then, I mentioned Terry Dean's Cashflow course in my example of how one person used a free ebook to upsell his product. Another affiliate link. In giving you an example of a recommended resource category, I promoted my own web marketing Private Site, [ProfitsVault.com](http://ProfitsVault.com) - there I did it again. :-) And, when explaining about the password protection option for your ebook, I pointed out that E-ditor Pro offered this function and gave you a link to click on for more information. You guessed it, an affiliate link.

See how easy it is to include affiliate links within the text of your ebooks?

With every link there is an additional opportunity for your free ebook to generate a sale for you.

Now, having said that...don't go overboard with affiliate links! There is such a thing as overkill. It must be a natural flow of your text. It must be subtle, not glaringly obvious. Use it sparingly and naturally, and you'll find yourself making some extra sales.

(e) *Banners*. I have noticed a growing number of ebooks that have banner advertising at the top of every page of their ebooks. Some sell this advertising to earn revenue, but I think there is more money to be earned in using banners of affiliate programs that you are associated with. In testing, I've found that this works. Especially when the banner is well-designed and attention grabbing.

One thing that seems to work particularly well is using "targeted" banners. In other words, include a banner that offers a product or service that is related to or complements the content of the specific page that it is on. If you have a free weight loss ebook and in one chapter you are sharing exercises that burn calories, you might have a banner to an affiliate program that sells exercise equipment or an exercise magazine. In a chapter on healthy diet, you might have a banner that promotes vitamins or healthy foods. By targeting the banner to a page that contains related content, it is a natural fit and the reader is more likely to "click."

(f) *Softsell*. What works exceptionally well in autoresponder courses and can also be done effectively in ebooks is softselling the reader. This takes some time and effort to accomplish, but is extremely effective when done correctly.

In softselling the reader, you make subtle remarks throughout your ebook text that send subliminal messages without ever really openly

telling them to "buy my product." One of the things that I continually stress to our Profits Vault Private Site members is the need to repeatedly contact their leads with information. The average person must be exposed to your offer 7 times before they make a purchase. Each time you make contact with them, sublimally they become more and more familiar with who you are, more and more comfortable with you, and the name of your product becomes embedded in their mind. And, so, one of the things that we have been giving our Private Site members are free reprint rights to several quality information products that they can pass on to their leads for free. Each time one of their leads receives a free \*quality\* bonus item, they become more open to doing business.

Now, how does that apply to softselling in ebooks. Here's how. You just got a \*case in point\* lesson on softselling. If you were really paying attention you caught it, but most likely you didn't. In the previous paragraph I mentioned our Private Site twice, and every time you hear the name "Profits Vault" you become more familiar with it. I revealed one of the benefits of gaining access to our private site...free reprint rights to items you can give away. You now know that I actively communicate with our members...they aren't just another dollar that I'm making.

See what I mean?

By the time you have completely finished reading "Ebook Traffic Tactics" you will want to at least \*take a peek\* at the Profits Vault Private Site to see what it's all about.

Softselling takes a bit of effort. It can't be glaringly obvious, it must be a subtle tone within the flow of your text. Do it well and you'll find that many people just won't be able to resist visiting your website for more information.

(g) *Special Offers.* Ebooks are a great place to make special offers to the reader. A bit later in this chapter I'm going to explain to you how you can update this offers at anytime, regardless of how many people have downloaded your ebook AND how you can include a tiny snippet of javascript in your offer to encourage the reader to order today before the offer expires. We'll get to that shortly.

Special offers are a great way to boost sales with ebooks. Whether you offer a "buy one get one free" ezine ad for readers of your ebook or 25% off your regular price, a special offer within your free ebook is always a winner.

One of the things that you want to avoid is a "Special Offer" link in your ebook table of contents. In many people's minds, this is an obvious attempt to sell them something and a lot of them simply won't click on it to find out what your special offer is. Instead, use some creativity in

making your offer come to life...

Which would you click on:

"Special Offer", or

"Exclusively for Readers of 'Yahoo Secrets Revealed'"

"Click Here for a Special Offer", or

"Click Here for the Most Important Part of this Ebook"

"Special Offer to you", or

"How to Make the Most of This Ebook."

I don't know about you, but I would be much more likely to click on the second listing in each of the comparisons. And I'm thinking most people would, as well. Make a special offer, but make sure the reader gives it a look.

(h) *Biography page*. This isn't the most effective of the methods of generating sales from your free ebook, but it does work. Have you ever downloaded an ebook and saw an "About the Author" or "Meet the Author" link? This is a biography page. In your biography page you would include information much like that of a mini resume'. Explain your qualifications as an expert in whatever field you are in. Inform the reader about what it is that you do online and how long you have been doing it. Provide some testimonials from satisfied customers. Certainly, you would want to share a bit about the product or service that you offer. An *\*important\** way of building instant credibility is to include an address and telephone number where you can be reached. This lets the reader know that you are not just another scam artist online trying to make a buck. You aren't trying to hid anything, you are accessible to verify that your offer is legitimate.

Personally, I like biography pages. It lets me know that there is a *\*real\** person out there that I can do business with on a one-on-one basis. In fact, they are probably a lot like me. It lets me identify with someone who I can contact...not just some nameless "Customer Service" rep or "Support Team" member. I'll be dealing with the person who is getting my money. And that is important to me.

And it probably is to your reader, as well.

(i) *Resource box*. This typically would only apply if your ebook is a collection of articles. However, it can be used anytime. A resource box is a 4-6 line text at the conclusion of an article or, sometimes, at the conclusion of a chapter. In the resource box you would include your name and whatever offer you would like to highlight. Some use resource

boxes to promote free subscriptions to their ezine. Some offer an article or course via autoresponder. Others offer a free ebook. Still others direct the reader to their website and let their sales letter do its work.

Here are a couple of sample resource boxes...

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Jimmy D. Brown is the publisher of Advantage Marketing Strategies, a free weekly web marketing ezine that offers ONLY original content. For you free subscription, send a blank email to [subscribeAMS@profitsvault.com](mailto:subscribeAMS@profitsvault.com)

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Jimmy D. Brown is the owner of ProfitsVault.com. For a free 7 day web marketing course delivered daily to your email, send any email to [profitsvault@autoresponder.nu](mailto:profitsvault@autoresponder.nu)

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Resource boxes are an effective means of generating interest to your various offers. By the way, did you notice the softselling there?

3. Make it Viral. We are covering a "7-Step, Paint-By-Numbers Formula for

Developing Ebooks That Get Results." To summarize, we've examined two of the steps..."choosing a title that grabs the reader's attention," and "developing quality content." Now, the third step is to "make it viral."

Ebooks are perhaps the most important and effective method of viral advertising or viral marketing. Without trying to dazzle you with some official sound definition of viral marketing (which I don't have, by the way :-), viral marketing in reference to ebooks is a method of quickly distributing your ebook through a network of people. It is much like the spreading of a virus, thus the term "viral" marketing.

For example: In real life, relating to sickness, if someone has a virus and come into contact with someone else, what happens? They pass it on. Then, if that person comes into contact with 5 more people, they probably will pass it on to those 5. And then, when those 5 people contact their friends and relatives, it is passed on to an even larger group. Soon, from the ONE person that had the virus, hundreds, maybe thousands are effected as well.

Can you imagine the kind of potential with a viral marketing campaign? Let's look at some meager results.

If you gave your ebook away to only 10 people, gave them permission to give it away as well and they offered to to 10 additional people, your ebook would already be in the hands of 110 people. Suppose it

continued with each person giving it away as a freebie from their website and only 10 people downloaded it and did the same...

10 (these are the people you gave the ebook to)

$$10 \times 10 = 100$$

$$100 \times 10 = 1000$$

$$1000 \times 10 = 10000$$

$$10000 \times 10 = 100000$$

$$100000 \times 10 = 1000000$$

See how quickly free ebooks can be distributed if you make it viral? Remember, you personally only gave the ebook to TEN people. But, it quickly spreads like a virus and soon thousands have their hands on your ebook.

And, when you consider than many people have mailing lists of thousands of subscribers, the results can be even more staggering. Some people will not give away the ebook to only 10 people, but to hundreds and even thousands of people who will pass it on as well.

So, how do you make your ebook "viral." It's actually VERY simple. All you need to do is include a statement on the opening page of your ebook that states anyone who downloads the ebook may give it away as a freebie at their website. For example...

You may freely distribute this ebook as long as the contacts remain intact in their entirety.

What that tagline does is authorize anyone who receives your free ebook to pass it on to other people. They can offer it as a freebie to get people to subscribe to their ezine, as a bonus for a product or service they sell, an incentive to join their affiliate program and / or a host of other ideas. (We cover ideas that YOU can use to get your ebook into the hands of a massive amount of people, who will give it away for you, later in this chapter)

For free ebooks to really explode online they must be viral...they must be passed around and multiplied over and over again.

I don't want to be repetitive, but again \*quality content\* becomes a factor. If the content of your ebook is poor, then people simply won't continue to give it away. Basicly, someone will cure your virus. Quality content will help to make sure that you virus becomes an epidemic.

4. Include a Bonus. So, your ebook multiplied like a virus. It has been through a network of people, exchanged and given out all over the web. Congratulations! It's been downloaded a record 50 gazillion times. So, how do you get these droves of people to your website for an opportunity to sell them on your product or service? One way is through the

"Resource Awareness" techniques that we have already talked about, but another *\*very effective\** method is...

...offering a bonus that to the readers of your free ebook. Whether it is a free ad in your ezine, a software demo or a free consultation, by offering the reader a *\*bonus\** you'll be able to do two things as I will explain below...

- Get your offer immediately in front of the lead.
- Obtain the email address of the lead for future follow-ups.

It is my recommendation that *\*every\** ebook include at least one bonus. There are four methods of offering bonuses that I have found to produce results:

(a) Register the ebook. Offer the reader a free bonus (again, think *\*quality content\**) for registering the ebook with you. Give them a simple email address with instructions to "send your name and email address to...". Many people will register the ebook if there is a *\*valuable\** reason to do so. Have your free item ready to email back to the lead. Preferably have this done via autoresponder. Now you have obtained the email address of those who read your ebook and your follow-up system does the selling for you.

(b) Subscribe to our ezine. Although few ebook publishers take advantage of this idea, somewhere in *\*every\** ebook should be an offer for a free subscription to an ezine. New subscribers = new customers = future sales. Obviously, if the content in your ebook has proved to be of value, then the reader will want more of the same. And, of course, your ezine will provide them with more quality articles. To input the "bonus" idea you could offer them an additional freebie for joining your ezine mailing list.

(c) Visit our website. Again, it doesn't matter what the bonus is. This time you instruct the reader to visit your website to obtain the freebie. And, at your website, make sure you request their email address BEFORE they receive the free item. This also accomplishes both objectives...they are at your website, so you can present your offer, AND, you obtain their email address for future follow-ups. I highly recommend using an autoresponder to deliver your bonus and launch the automated follow-up system.

(d) Click on this link. Perhaps the easiest way to give away your free bonus (and collect the information you need) is to offer the bonus via autoresponder directly from the ebook. Somewhere in your free ebook, inform the reader of your free bonus item. Have it available by clicking on an autoresponder email link. Some people will be more likely to click on a link for information than they would to register the ebook, subscribe to your ezine or visit your website. To really capitalize on this method,

offering 5-7 \*different\* freebies, all via autoresponder.

5. Make it time sensitive. Whatever offer you make in your ebook (you do have an offer, don't you?) it needs to instill a sense of urgency in the mind of the reader.

Let's face it, we don't want to miss out. We don't want to be the one who didn't get the pair of jeans at 50% off and didn't take advantage of the "buy one, get one free" sale at the mall.

That's why advertisers put deadlines in their copy.

Instilling a sense of urgency in the reader's mind prompts them to act now. Don't delay or you might miss out. That's the message. And there are a variety of ways to convey this idea in your ebook...

- **Limited Time Price Offers**: For example: "Order Now! While the price is still low. After June 3, 2000 this price will go up to..."
- **Limited Time Discount Offers**: For example: "Last chance! Order before Midnight, June 16, 2000 and you will save 50% off of the regular price!"
- **Limited Time Free Bonus Offers**: For example: "Free Bonus with every order before June 24, 2000!"
- **Limited Time In Stock Offers**: For example: Supplies are limited. After June 30, 2000 we can't guarantee we will have any left in stock.

Have you noticed how many website sales letters say you only have 72 hours (or ten days, or whatever the case may be) to respond? Doesn't that seem a bit silly? The visitor knows that website has probably been there for months and the time limit of 72 hours is nothing more than a fake (and poor) attempt to get them to order now.

And then there are the website sales letters that say you have until Midnight on a certain date to take advantage of the special offer. Have you seen a website like that? If you haven't, then visit <http://www.ProfitsVault.com> and notice that during the sales letter, you will find the following statement:

"In addition to the 11 informative manuals locked inside the Profits Vault, if you order **before midnight** you will also receive 7 incredible bonuses..."

Take a look at your calendar. What is today's date? And what is the date in the above line of text taken from my website? Now, that's time sensitive!

Notice also that this self-updating date works not only on websites, but

works in this ebook as well. Now you can instill a sense of urgency in the reader of your ebook to get them scrambling to place an order TODAY before the deadline.

We use the following Java script code on ALL of our sales pages AND ebooks to put a deadline that always has the current date inserted automatically. All you have to do is copy the below code and insert it where you want it to appear in your ebook. So, instead of saying "respond within 72 hours," it can say "respond **before midnight** " The date will always update itself to the current date.

```
<SCRIPT>
var mydate=new Date()
var year=mydate.getYear()
if (year < 1000)
year+=1900
var day=mydate.getDay()
var month=mydate.getMonth()
var daym=mydate.getDate()
if (daym<10)
daym="0"+daym
var dayarray=new Array("Sunday","Monday","Tuesday","Wednesday","Thursday","Friday","Saturday")
var montharray=new Array
("Janu-ary",
February","March","April","May","June","July","August","September","October","November","December")
document.write(""+dayarray[day]+", "+montharray[month]+" "+daym+"")
</SCRIPT>
```

All you need to do is copy and paste it into your html wherever you want it to appear in your ebook.

(NOTE: The script will work on most of the major ebook compilers. It has worked on all of the compilers that we have tested, but we have certainly not tested all of them that are available. It does work on [eBook Creator](#).)

By making your offer time sensitive, it will create a sense of urgency in the mind of the reader, hopefully prompting them to place an order NOW!

6. Create an EXCLUSIVE Webpage for Your Ebook. One of the least used techniques in ebook marketing is, in my opinion, one of the most important.

How many ebooks have you seen online in the past few months? Too many to count, right? Now, how many of them give you any details about the ebook, other than a title and maybe a short description? Not many. And, how many have an exclusive webpage describing in detail what is found in the free ebook? Very, very few.

And yet, this is an \*incredibly\* effective tool.

Let me give you an example. Let's suppose you are trying to attract new subscribers to your weekly ezine. As an incentive to encourage them to join, you offer a free ebook entitled, "How to Get Free Advertising."

OK, so people are intrigued by free advertising, but good grief, not another ezine that I need to subscribe to!

Now, picture this. Instead of having that cool little subscriber form on your webpage with your neat little offer posted underneath it, "Free Ebook to all new subscribers," - instead of doing this, what if you had a link that read, "How to Get Free Advertising - Click Here." OK, now I'm not threatened. I can take a peek and no one is going to start contacting me.

So, I click on the link and I arrive at a well designed, beautifully laid out, very descriptive webpage. I read detail after detail about what is in this free ebook. You cover free press releases, free traffic generation software, free ezine advertising and much more. You promise me methods of attracting new subscribers, little known ways of starting joint ventures and you absolutely captivate me with all of the stuff inside this free ebook.

And, at the end of the page, you say, "This ebook is yours completely free when you become a subscriber of My Ezine."

By now, I'm hooked. Your sales letter has me ready to BUY your free ebook! Certainly, I'll subscribe to an ezine I can unsubscribe to at any time in order to receive this ebook for FREE. (For a real example of this in action, visit <http://www.profitvault.com/traffic2.html> )

See what I mean? And that's just one application of how using an exclusive webpage can improve your responses. Remember what I mentioned earlier, "if it's not worth selling, then it's not worth giving away." We devote so much time and energy into developing nice looking, descriptive webpages for our OFFER, but spend so little time developing the same kind of webpages for the FREEBIE that is \*supposed\* to encourage the lead to make a purchase. Hmm. Seems like something that needs our attention, doesn't it?

EVERY ebook that is \*valuable\* enough to give away, that is \*valuable\* enough to motivate a lead to respond, is \*valuable\* enough to have it's on exclusive webpage!

Spend a little time on this one and then you will see much more results from the traffic generating techniques we are going to discuss later in this course.

Every ebook needs a home. Especially if it plans to have visitors over!

You do want visitors, don't you?

7. Create a Killer Cover for your ebook. Chayden Bates, the web's leading authority on ebook marketing, said, "Presentation is JUST as

Important as Information." What Chayden knows and I would agree is selling on the web is a partnership. While there are many ingredients in this partnership, let's focus on just two for a minute...

...presentation and information.

You can offer the absolute BEST informative resource known to man in your area of expertise and have a horrible looking website and you'll sell very few units. On the other hand, you can have a super looking website and useless information and folks will be scrambling for a refund.

A partnership must exist. You must have them both in order to succeed. We've already talked a bit about quality content - the "information" of this partnership. And, I've even shared a bit about developing an exclusive webpage - the "presentation" of this partnership. However, let's take things one step further on the presentation...

...your ebook needs a cover.

Why? Because ebook cover art \*adds value\* to your product. It improves presentation. It generates interest.

Think about it. If you walked into a bookstore and there were two books side-by-side on a shelf, both with the same title and one of them had a blank cover, the other a shiny, gold embossed, cool looking cover depicting a scene from the book...

...which would you reach for?

A friend of mine who is in the publishing business told me this recently, "the cover of a book is about 80% of the determining factor in making the purchase." I couldn't believe that was true. And, yet it is true nonetheless.

People reach for books because the cover grabs their attention.

Now, ebooks (nothing more than "electronic" books) should be delivered in the same way. They need a cover - a cover that is attractive and contemporary and grabs the attention. A cover that tells just a bit of the story inside the ebook.

We have created a cool "Killer E-Book Covers Tutorial" that has 20+ templates and complete, step-by-step instructions for creating your own ebook cover art. For more information on this product, take a look by [Clicking Here](#).

There you have it, a A 7-Step, Paint-By-Numbers Formula for Developing Ebooks That Get Results.

Apply these simple strategies and you'll find that within a short time your

ebook is being passed around all over the web.

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Recommended Resources:

The [Infopublishing Toolbox](#): For one low price you receive, (1) Infopublishing Explained, a 420 page comprehensive guide to publishing your own eBooks, (2) eBook Creator compiler software - the most powerful and easiest to use eBook compiler available, and (3) Killer eBook Covers Tutorial - a video tutorial that actually shows you how to create your own eBook cover art in less than 10 minutes. [Click Here](#) for more details.