

Secret Report

Working From
HOMETM

**"3 Quick And Easy
Ways To Make
Money From Home...
On The Internet!"**



“3 Quick And Easy Ways To Make Money From Home...On The Internet!”

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“3 Quick And Easy Ways To Make Money From Home...On The Internet!”

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Ewen Chia has been marketing online since 1997 and is considered one of the biggest internet marketing experts today.

He is the founder of **eEntrepreneur.com**, a social community for internet entrepreneurs, marketers and online business owners.

Ewen's forte is in **helping ordinary people make real money online**, with his many simple proprietary step-by-step systems.

He has taught thousands of students worldwide how to live the internet lifestyle; quit their jobs and achieve financial freedom through the internet.

If there is ONE person who can help you do the same - it's Ewen Chia.

As a world-renowned and highly-respected marketer, he is often called upon for his ingenious marketing advice, especially in the areas of affiliate marketing, list building, email marketing, product creation and online branding.

Ewen is widely known as “**The World's #1 Super Affiliate**” and his name is synonymous with the business model of affiliate marketing.

He is also the hidden ‘secret weapon’ of many marketers for his uncanny ability to trounce the competition and take on the coveted #1 reseller spot in almost every major marketing rollout!

To find out more, please visit his websites below:

<http://www.EwenChia.com>

<http://www.AutopilotInternetIncome.com>

<http://www.SuperAffiliates.com>

<http://www.AutopilotProfits.com>

<http://www.NewbieCashMachine.com>

<http://www.SecretAffiliateWeapon.com>

<http://www.MyFreeWebsiteBuilder.com>

<http://www.InternetMillionaires.com>

<http://www.eEntrepreneur.com>

<http://www.Featuring.com>

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Introduction

Unless you've been on a deserted island for at least the five years, I'm sure you've heard the stories about people making massive money on the Internet.

Even television news shows pick up on these success stories, where some guy down on his luck sets up a website...and starts pulling in six figures a year.

So it's natural to think you can do the same thing. You can, but you need to remember something:

You can make big money fast on the Internet, but you have to know what you're doing!

“Get rich quick” is a scam on the Internet just like it is when you get junk mail in your physical mailbox promising you overnight wealth.

But don't let that discourage you. It's actually an advantage.

You see, making money on the Internet takes just enough effort (shockingly little, actually) and just enough money (barely any, compared to an offline business) to discourage the get rich quick crowd.

That leaves more room for people like you who want to build wealth slowly and consistently.

But “slow” on the Internet is really blazingly fast compared to what you're making in your day job. Let me show you what I'm talking about...

Back in late 2007, I started a brand new website. This site took quite a bit of effort to set up, and I pulled out all the stops to make it great.

Since I've been running my own Internet business for a long time, that wasn't extremely difficult for me. What you really care about, though, is the results.

Here's what happened in the first month:

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Account Home:


Welcome to ClickBank!

The sales subtotals below provide a snapshot of your recent sales activity. Pay periods end at 12:00:01 am Pacific Time on the 1st and 16th of each month. For more information on our Accounting Policy, click [here](#). For more detailed transaction reporting, click on the "Reporting" tab above. New to ClickBank? Click [here](#) to get started.

Payperiod Sales Subtotals

Period Ending	Sales
2007-10-16	\$77,000.70
2007-10-01	\$20.87
2007-11-16	\$0.00

Announcing...



ClickBank Email Communications
Click here to sign up for our newsletter & more!

Daily Sales Subtotals

Mon Dec 10	\$905.20	■
Sun Dec 09	\$3,221.06	■
Sat Dec 08	\$8,853.27	■
Fri Dec 07	\$11,505.18	■
Thu Dec 06	\$8,758.22	■
Wed Dec 05	\$5,211.36	■
Tue Dec 04	\$7,224.86	■

News

[2007-11-19](#)
New! ClickBank Order Form

[2007-10-16](#)
ClickBank Email Communications Program

I sold the product at a site called ClickBank (more on this later), and I sold over \$77,000 of that product within 30 days.

I don't know what you're used to earning in 30 days, but \$77,000 is a pretty good paycheck for a month, no matter who you are. **Doing some simple math, that's \$924,000 per year.**

And here's the thing...that's one of my ClickBank accounts. I have more than 10.

Sure, I get some refund requests on those products, so I don't get to keep all of that \$77,000. But the refund request volume isn't all that high, so I get to keep a lot of that money. And I do it over and over again.

I suspect you could squeak by on multiple millions of dollars a year in income, right?

That shows you what kind of income potential I'm talking about. But remember two very important things:

1. **You won't start there.** It's silly to expect to be pulling in that kind of revenue from the beginning...but keep reading.
2. **I've been doing this for a while.** I told you it wasn't all that difficult to get my new site up and running. That's because I've done it before, I have great partners to help me, and I have an existing business to leverage. If you're just starting, you won't have those advantages...but keep reading.

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Those two facts should set your expectations that making money on the Internet isn't some kind of “strike it rich tomorrow” deal. That's a completely unrealistic idea, and nearly everybody who buys into it ends up frustrated.

Instead, the right way to think about this is in stages, like this:

- **Stage 1: Start!** Starting is more than half the battle. Lots of people either don't start at all, or try to get started and quit in frustration because they aren't millionaires in a week. That's crazy!
- **Stage 2: Get regular cash coming in.** This is the platform for your future growth. This is about crawling before you walk. Get some regular cash coming in, meaning some consistent cash, then move on.
- **Stage 3: Grow the monthly income number.** Once you're seeing consistent cash, make it bigger! You have to start somewhere, but you don't have to stay there.
- **Stage 4: Automate, and repeat.** After you have some serious money coming in, focus on reducing the work you do to keep that money flowing. Then repeat the process to create additional Internet income streams.

If you do those four things, pretty soon you'll find yourself not needing your “day job” income anymore. Then you'll be financially free, and you'll also be free of having to work at a job you probably don't like.

In this short book, I'm going to focus on three quick and easy ways you can combine the first two stages so you can start making money on the Internet.

These are quick and easy Internet business models that regular people can use. You don't have to be super-technical geek, or some kind of business genius to make these work.

They're proven to work, even for people who know barely anything about the Internet.

My goal is to give you practical steps that literally anybody can follow to start seeing Internet income within 30-60 days.

Some real go-getters will see it sooner than others, but anybody should be able to see real, non-trivial money within 1-2 months.

Read on, take action and be successful!

Ewen Chia

1.0 Model 1: eBay

One of the quickest, easiest ways to make money online is eBay. You’ve probably heard about it as an auction site, but it’s also a fantastic Internet business platform...and it’s easy to set up.

You can become an eBay seller in minutes, and start selling products online. All it takes is a little knowledge about what to sell and how to draw attention to your auctions. Even better, you can get some help from eBay to make even more money.

eBay is one of the highest ranking websites on the Internet, which means it gets massive amounts of traffic. There’s a site online called Alexa.com which ranks website according to the traffic they get. Here’s the information for eBay.com:

Search Traffic Rankings Directory Alexa Tools

Alexa
The Web Information Company

ebay.com Get Traffic Data

Explore this site

- Overview
- Traffic Details
- Related Links

Edit Site Info

More to Explore

- Sites Linking in
- Wayback Machine: see how ebay.com looked in the past
- Search for ebay.com:
 - on the Web
 - in the Directory

Share your thoughts

Category: Top > Shopping > Auctions

Ebay.com - EBay
ebay.com

International person to person auction site, with products sorted into categories.

Ebay.com has a traffic rank of: **23**

That means eBay is in the top 23 most heavily visited website on the entire Internet! That huge traffic can help you build a wildly successful business fast.

This can start out as a simple part-time business, selling one product at a time. Once you’re comfortable doing that, you can grow your eBay business into a full-time income. You’re basically riding the coattails of eBay, which gives you a great

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advantage over sites having to start from scratch and build a buzz about their business. That’s what makes this quick and easy.

Here are the steps you need to follow...

1.1 Step 1: Register As An eBay Seller

The first step in starting your eBay business is to register as a seller. It’s free and the only costs you need to pay are directly related to each listing that you make.

If, like thousands of other people online, you already have an eBay account to buy items, then all you need to do is log in and click the **Sell** button instead of searching for something to buy:



If it’s your first time selling, you’ll need to enter your credit card details and checking account info, and you’ll need to confirm your email address. Although it isn’t necessary if you’re entering credit card details, it’s still advisable to apply to be ID verified, since this will provide you with more benefits by giving your prospective buyers peace of mind.

Once you’ve registered as a seller and confirmed your email address, you just need to list your item. But before you do that, you have to know what to sell. It’s here where you can make or break your selling potential on eBay, but most people have no clue what to sell. Let me fix that for you.

1.2 Step 2: Decide What To Sell

This is the biggest eBay decision any new seller has to make.

On the **Seller Central** page of eBay’s website you’ll find a link to **What’s Hot**:

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ebay® Welcome! Sign in or register. Site Map

Buy Sell My eBay Community Help

All Categories Search Advanced Search

Categories Motors Express Stores eBay Security & Resolution Center

Home > Sell > Seller Central > Getting Started

Seller Central: Getting Started

Choose A Topic

- [Welcome](#)
- Getting Started**
 - [What Could You Sell?](#)
 - [Selling Overview](#)
 - [Selling Checklist](#)
 - [Top 10 Selling Tips](#)
 - [The Perfect Listing](#)
 - [Accepting Payments](#)
- [Best Practices](#)
- [Advanced Selling](#)
- [Category Tips](#)
- [What's Hot](#)
- [News & Updates](#)

Sell It

Whatever it is, you can sell it on eBay! To get started, follow these simple steps.

- **Decide what to sell:** You have thousands of dollars in your house right now!
- **Prepare to sell:** Take a photo of your item and use our simple [Sell Your Item Checklist](#) to get organized.
- **List your item:** Follow our [Top 10 Selling Tips](#), create "[The Perfect Listing](#)," and get paid immediately with [PayPal](#).
- **Find top tips:** See [what's hot](#) and in demand, learn how to attract more buyers, and discover the top tips for earning extra cash.
- **Complete the sale:** Track your listing in [My eBay](#), then visit the eBay shipping center to [print labels and postage](#) right from your desktop.

Helpful Links

- [Sell Your Item form](#)
- [Seller Education](#)
- [How to Sell Tour](#)
- [Seller Central Board](#)
- [Solutions Directory](#)
- [eBay Fees](#)
- [Find a Trading Assistant](#)

This link is divided into a number of other links:

- Hot Items By Category
- eBay Pulse
- eBay Marketplace Research

Try to use as many of these tools as you can to get a real feel for what people are flocking to the auction site to buy at any given moment. If you find a hot, very hot or super hot item (classifications according to the Hot Items by category report) that you're able to sell, then start with these items.

Here are a few ways to find items to sell on eBay:

- **Wholesale companies.** A wholesaler will allow you to buy in bulk and resell at a higher price. You'll need to have a place to stock and store the items once you buy them. I recommend checking out <http://www.Featuring.com/brand> to find wholesalers in your niche.

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- **Dropshippers.** This option allows you to have the inventory shipped directly from the dropshipper to the buyer, so that you don't have to stock anything. I recommend checking out <http://www.Featuring.com/brand> to find dropshippers.
- **Government auctions.** Check out your local newspaper for upcoming auctions, or Google “government auction [your city, your state]” to find auctions in your area.
- **Garage sales.** It's amazing what people will sell for pennies just to get rid of stuff they don't want. You can spend a few bucks at a garage sale, then turn around and sell something for tens or hundreds of dollars at eBay. People do it every day.
- **Your own garage, attic or other storage.** Are you keeping things you've never even seen in years? Those might be great things to sell at eBay. One person's old stuff is another person's new stuff...and it might be just what they've been unable to find through traditional retail outlets.
- **Flea markets and craft sales.** These are great places to find knickknacks that might be perfect for your market niche. You're essentially doing the work of shopping for your buyer, then you're giving him a convenient way to purchase the item that might have been available only to you at a local sale.
- **Trade shows.** You can often get discounts on products at trade shows, because sellers are looking to move the merchandise. With a little research online, you can find what those items are selling for at retail, then charge just a little less. That will let you turn a profit.

eBay actually doesn't allow you to sell just anything. There are a few prohibited items:

- Illegal materials or items that encourage illegal activity
- Items that are racially or ethnically inappropriate
- Listings that don't offer an item or service for sale
- Services that are illegal or sexual in nature
- Listings that promote giveaways, random drawings, raffles or prizes

eBay also has certain requirements when listing perishable items or reproductions, so it's best to avoid these or be extremely careful when listing them.

1.3 Step 3: Decide How To Sell

Once you've chosen what you're going to sell, the next step is to choose how you're going to sell it. There are basically two main ways to sell:

- Buy It Now
- Auction

Buy It Now isn't really an auction at all. It allows people to purchase your product on eBay at a fixed price.

Generally speaking, an **Auction** allows people to bid. The highest bidder gets to buy your product at his bid price after the bidding period ends.

You may choose to list your product in such a way that it takes advantage of both of these options. If people want to pay the “Buy It Now” price, they can just pay that and get the product, or they can bid and see if they wind up the highest bidder.

You'll have to meet certain criteria before you can sell a product with the Buy It Now option:

- Have a feedback score of 10,
- Be ID verified, or
- Accept PayPal as a payment processor and have a feedback score of 5

This is one of the many advantages of being ID verified. If you aren't ID verified, you won't be able to use the “Buy It Now” or “fixed price” option for your first sale.

Buy It Now and Standard Auction refer to selling individual items in a listing, but there are other options:

- **Sell multiple items in a single listing with a fixed price per item.** The **Fixed Price** option is similar to the Buy it Now option but for multiple identical items. The fixed price option means that you specify a fixed price that you want to sell your items at and the bidder simply pays that price multiplied by the number of that item that they want to get.
- **Sell a number of identical or similar items to one buyer.** This is the **Lot Listing** option.
- **Sell multiple items, based on a set starting price and number of items available.** This is the **Dutch Auction** option. In a Dutch Auction option, you specify a starting price per unit as well as how many units of

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your item you have. Bidders then bid saying how much they're willing to pay per unit. At the end of the auction, the items will be distributed between the winning bidders according to how many they wanted at their winning prices. If there aren't enough units to go around, and someone is only awarded part of their requested number of units, then they can choose not to take any.

Which option is best? There's no way to say. It all depends on what you're selling and how you want to sell it.

When you're just starting, it's probably smartest to stick to Standard Auction or Buy It Now, because those are easy to set up and simple to understand for you and for potential buyers. When you get more experience, you can branch out into other options.

1.4 Step 4: Create Your Product Listing

Creating your product listing is actually a series of tasks, so let me walk through them for you.

1.4.1 Task 1: Choose Your Product Category

The eBay website is divided into a number of different categories, and when completing your listing, you'll need to choose which category yours will be displayed in.

The category you place your listing in is important to the success of your listing, but how do you choose how to categorize your product? The place to start is with the categories other people are placing your type of item in.

When evaluating these listings, consider two things:

- The number of bids the listing has
- The number of times the page has been viewed

If there's a high bid number and a high page view then this is a good category to place your product in, because it's obviously getting more traffic from interested buyers.

Once you've chosen your first category and entered it into your listing, you'll also be given an option to choose a second category to place your listing in and eBay will suggest a couple of recommended categories. Of course, this costs more,

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but it might be a good idea to test the waters if you're torn between two similar categories.

1.4.2 Task 2: Write Your Ad Copy

Once you've filled in some general details on your listing form, such as the type of auction you want to run and the category of your product, it's time to write the ad copy for your item.

Most eBay users simply type in some bland and boring facts about the product, like whether or not it's used, has any scratches, comes with a warranty, etc. But to make your listing profitable, you have to master the art of writing compelling copy.

Your ad copy needs to start with a catchy title that's going to encourage people to click through from the search pages on eBay through to your listing. A mistake a number of newbie sellers make is to just say what the product is without giving much information, such as, “car,” “jersey,” or “kid's clothes”.

When creating your listing, think about what other people will search for when trying to find your product. Those ideas will tell which keywords, or search phrases, they'll be looking for in your ad. Give details such as, “Blue rugby jersey size XL New”. The more detail you can include in your title, the better.

There are also a number of ideas you can use to grab people's attention with your title. Try using asterisks in your title or use the option to put the title in bold (this costs \$2, so only use it for items over \$10). Items where the titles are in bold often sell 50% better than those not in bold.

Once you have your title, the next thing is to create the ad itself. You can either create the ad using the WYSIWYG (What You See Is What You Get) editor or enter your own HTML.

In order to get the best results, it's best to learn some basic HTML and use your own HTML to enter your ad. I highly recommend three resources for getting all the basics you need to make your eBay ads stand out:

- <http://www.PageTutor.com> — An excellent tutorial designed for everybody from an absolute beginning to an expert wanting to learn advanced HTML techniques. It's step by step, and gives you all you'll need to know to get started.
- <http://www.davesite.com/webstation/html> — A great “interactive” HTML tutorial, which walks you through how to create your own HTML pages. You can do everything online and see the results immediately.

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- <http://www.w3schools.com> — Gives you an exhaustive HTML reference, and even lets you try out bits of code for yourself to make sure it's what you want.

Here are some tips for making your ad copy sizzle:

- **Use your own customizable background.** You can do that by using the `<body background="">` tag in your HTML.
- **Include pictures of your product.** You can add these separately on the listings form. Even if you don't have a picture of what you're selling, including relevant clip art could help improve your listing and get higher bids or more bidders.
- **Uses short sentence.** Although the sentences you use should be short, you should make your listings as complete as possible.
- **Use compelling language to encourage people to buy your product.** But at the same time be very honest and also list your sales terms and conditions in order to protect yourself and to encourage your buyer's confidence in your sales.
- **Keep all paragraphs short.** People don't want to read a novel. Give them the details they need, and then stop.
- **Make use of bold text, underlining, and italics.** These visual highlights draw the eye to important items, and actually make your ad seem more active and exciting.
- **Be clear in what you're promising and ask for the bid at the end of the text.** Even an eBay auction needs a clear call to action where you walk the reader through to the very last step.

In order to have a real bid-pulling listing, take risks. If you know you're selling a good product, then offer a money back guarantee or some kind of guarantee to your prospective buyers. The buyers seldom use money back guarantees, but it does give them the initial confidence to buy your product.

1.4.3 Task 3: Price Your Product

Pricing is always an important element when trying to sell anything, whether on eBay or somewhere else. If you have a popular product, try setting a low starting price in order to encourage bidding.

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Compare competitors' listing to see how they priced the same product. View closed auctions for the same item and see how well they did and what the starting price point was.

Be very careful about your shipping charges. People are very wary if they feel you've charged too much for shipping and handling, so try to keep these costs as low as possible and only charge what you have to. Don't use the shipping fees as a tool to boost your profits.

If possible, don't use reserve auctions, which allow you to set a minimum price that you're willing to accept for your item.

In some cases, this may be necessary. For example if you aren't willing to accept below a certain price, then this allows you the chance to get out of the sale if the bids are too low. But generally reserve auctions are not as well received as standard auctions, so you're likely to receive fewer bids by setting a reserve. Consider carefully before deciding to use a reserve auction.

1.4.4 Task 4: Choose Your Auction Timing

Another aspect affecting the success of your eBay business is when you start and end your listings. When you start and end will depend on what you're selling and what target audience you're trying to reach. But if you're unsure, then there are some basic guidelines you can follow with regards to time.

The best times to list are generally between 6 A.M. and 9 A.M. PST on a weekend morning (Saturday or Sunday). This is because most people get at least some time off from work over the weekend, so they'll be more likely to use this time to bid.

Holidays are another good time to start your bidding, since more people will be online and likely to bid on public or bank holidays. If your product targets housewives or teenagers, this may change. Housewives will probably be online sometime on a weekday morning, while teenagers may be online late at night or after school lets out.

The start and end times are important because this is when you want to get the most traffic to your listings. People will generally look at items that are closing that day or within a couple of hours.

The best idea is to get a counter which can count the number of views your page receives at what time of day and use this data to determine your next listing. If you find that your item gets more hits at 6 o'clock on a Sunday night, then schedule your listing to close a little after that time slot to give people a chance to feed the bidding frenzy.

1.4.5 Task 5: Set Up Payment

To be truly successful at your eBay business, it's important to provide as many payment options for your customers as possible. The most important payment method to offer is PayPal.

Up to 75% of all eBay customers have a PayPal account and it's one of the most trusted names in credit card processing on the Internet. It's important not to limit your listings to PayPal, though.

eBay allows you to offer a number of other payment options including checks, money and postal orders, other merchant accounts, and so on.

Although most customers will probably choose to pay by PayPal, it's best to give an option for those who may not have a credit card or for those who don't have or want a PayPal account or where PayPal does not accept certain countries.

One of the benefits of eBay is the ability to sell your products internationally, even as a small seller. This can dramatically increase your income potential. But there are a few important pointers to bear in mind for best results when you sell internationally. One of those has to do with accepting payment...

If you're selling to an international buyer, try to insist on them using a credit card or paying by international money order. It's a safer option, because it gives you a more consistent, reputable payment source to deal with.

Here are some other things to keep in mind about international selling:

- **Will it impact your customer service?** When you sell to international customers, you may also need to do some customer service in a different language, or with someone who has difficulty using English. You might try using translation software to make communication with these customers easier. In a pinch, you can use the free AltaVista Babel Fish Translation service at <http://babelfish.altavista.com>:

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- **Will your shipping costs be higher?** International shipping usually costs more. The actual price depends on a number of factors, such as weight and size, method of shipment, location you're mailing from and the location it's being mailed to. Flat rate shipping isn't always ideal for selling internationally, unless you specify different postal rates for different customers. Whatever you decide to do about shipping costs, make sure you mention this clearly in your listing.
- **Will you encounter customs regulations?** Become familiar with the laws regulating international shipping and what's expected of you if shipping to foreign countries.

While the work is more tedious to ship internationally, it's also a chance to net higher profits. Many of the items you can sell may not be available anywhere in another country, so the bidding wars rise to greater levels and you reap the financial rewards of supply and demand. That can work in your favor.

1.5 Step 5: Get Internet Traffic

Most people use search engines like Google to find what they're looking for on the Internet. If you really want to explode your eBay income, then you should learn how to grab some of this *organic traffic* for yourself.

The first way you can take advantage of search engine traffic is to optimize your individual listings for keywords related to your item. Each listing is effectively a

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web page, and if you follow search engine optimization (SEO) rules in your listings then you can get better results for your listings. Here are some quick tips:

- **Put your keyword in your headline.** Google likes that. Even better, eBay will use that keyword in the title for the page, which Google likes even more. But which keyword should you use? If you know a specific product name (such as, *Dell 2001FP monitor*), that's the best choice. The next best choice is a brand name (such as, *Dell flat panel monitor*). If you don't have those, use a keyword that describes the product as descriptively as possible (such as, *20.1"flat panel monitor*).
- **Use your keyword several times in your listing.** Don't "stuff" it full of random uses of your keyword. Just include it several times where it fits naturally. That will help search engines know that your listing is highly relevant for your keyword.
- **Don't include a <header> section in your HTML.** This can lead to bugs with eBay's system, so it's best to avoid this...or your listing might not even show up!

Aside from SEO, which gets you free traffic, there's another way to get some free traffic for your listing—write an article about the product you're selling.

All you have to do is write a relatively short article about the product in your eBay listing, perhaps a brief review of that product. I'm talking about 500 or words or so. Here are some tips for writing a good article:

- **Include your keyword in important spots.** That would be your article title, several times within the body of your article, and definitely in your author "bio box" or "resource box" at the end. That last tip is important, because most article sites let you include links in your resource box. If you have your keyword in the link text (the text somebody clicks on to follow your link), search engines will give you credit for what's called a *backlink* to your eBay product listing. That can help you rank higher in the search engines.
- **Don't sell in your article.** Article sites won't let you do that, in most cases, and it's really not what somebody's reading the article for anyway. They want information, so give it to them. Then point them to your product listing (or your eBay store, if you've already taken that step) in the resource box at the end.
- **Publish your articles at "heavy hitter" article sites.** I highly recommend <http://www.EzineArticles.com> and <http://www.GoArticles.com>. The first site is really the premier article site on the Internet today.

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How to write a great article could be a course in itself, and I go into tremendous detail about it in my [Working From Home™ Complete Internet Success Home Study Program](#). But here's a quick and easy way to figure out how to do it...

Go to EzineArticles.com and search for articles in your niche:

EzineArticles 

82,917 Expert Authors Sharing Their Best Ezine Articles

EzineArticles For Authors

- Submit Articles
- Members Login
- Benefits
- Recent Articles
- Expert Authors
- Experts By Location
- Read Endorsements
- Editorial Guidelines
- Author TOS

For Publishers

- Terms of Service
- Ezines / Email Alerts
- Manage Subscriptions
- EzineArticles RSS

For Everyone

- Blog
- Forums
- About Us
- Contact Us
- Article Writing Shop
- Advertising
- Affiliates
- Privacy Policy
- Site Map

Search EzineArticles

Search Articles

[Advanced Search](#)

Article Categories expand all / shrink all

- Business
- Internet and Businesses Online
- Finance
- Insurance
- Legal
- Real Estate
- Home Based Business
- Writing and Speaking
- Computers and Technology
- Communications
- News and Society
- Relationships
- Reference and Education
- Health and Fitness
- Self Improvement
- Recreation and Sports
- Travel and Leisure
- Home Improvement
- Home and Family
- Pets
- Automotive
- Cancer
- Food and Drink
- Kids and Teens
- Women's Interests
- Arts and Entertainment
- Shopping and Product Reviews

Recently Approved Articles

From: Today, Friday February 1, 2008

[How A Herbal Pill Can Enhance The Breasts Without Surgery](#) By: Karina Sinclair - Herbal breast enlargement pills and herbal medicines have safely been increasing the size of women's breasts all over the world. Keep reading to learn how a herbal pill can actually enhance your breasts without surgery and without side effects.

[Unsecured Car Loan - Get The Car You Want](#) By: Pamela Scott - The unsecured car loan is collateral free finance for your car. The finance can be access regardless of credit history and at suitable rate of interest. Repayment schedule is short and can be easily repaid.

[Small Personal Loans - Cater Your Small Demands](#) By: Roberta Langdon - Small personal loans prop the borrowers to cater their ends in an easy and simple way. The amount is offered in options so that applicants can borrow and repay them according to their suitability. Interest rates are suitable and are tabled to meet everyone's budget.

[Conduct An ERP Vendor Comparison To Insure A Good Implementation](#) By: Russel Clark - The implementation of the right ERP needs proper ERP comparison. It is important to know the reason of implementing the ERP software along with the proper selection of the software. You must be aware of the objectives of the ERP software selection and the suitability of the chosen

Auth

Alice

Misty

Nancy

John

Mary

After you read a few, you'll see what the EzineArticles.com editors like.

Now, if you want to get some serious laser-targeted traffic fast, you can supplement your free traffic efforts with a *pay per click* (PPC) campaign. That means paying a PPC provider a fee each time somebody clicks on your ad...which would point to your eBay listing.

Since listings change often, it's often a better idea to link your PPC ad to your eBay store or to your "My eBay" page (which you'll find at

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<http://myworld.ebay.com/username>). This way they won't land on a closed auction.

I don't recommend PPC for beginners, because it's not something you should use unless you really know what you're doing. There's a real potential to lose a lot of money if you're not careful.

My [Working From Home™ Complete Internet Success Home Study Program](#) can help you avoid that, but there's no reason you can't start with the free approach and graduate to PPC when you're ready.

1.5 Step 5: Sell To Your Buyers

Your first sale to any customer is really only the beginning of your relationship with that customer. If you realize this and keep in contact with them, then you have the option of not only making one sale to that customer but the possibility of making many future sales to that person.

If you specialize in the items you're selling on eBay, then you can be reasonably assured that if someone has bought something from you before, they'll be interested in other similar products that you have to sell.

In order to realize the full potential of each client you should keep in contact with them regularly and let them know about other products that you're offering which they may be interested in.

This is a huge topic, and it's beyond the scope of this short book. But I can give you some quick ideas about what to investigate on your own.

One great way to sell to your buyers is to create a newsletter, or *ezone*. Then you can promote additional products to them over time in future issues of your newsletter.

That's only one option, though. The more places you advertise your listings, the better. Consider advertising your eBay listings using some of the following methods:

- Start your own blog and advertise your listings on your blog
- Join forums related to the products you're selling and include your product links in your signature
- Use online classifieds.

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If you have your own eBay store and a good advertising budget, then you may also want to look at the option of having a banner made for your store and buying advertising space to link to your eBay store.

1.6 Step 5: Take It To The Next Level

In order to really make money from eBay, you're going to need to go beyond simply making one sale. As you move your eBay business to the next level, you'll probably want to look at having an eBay store.

There are a number of different options for your eBay store:

- Basic
- Featured
- Anchor

If you're new to selling on eBay, then the **Basic** option will probably be good enough for you. It gives you your own store home page and unlimited product pages, 5 custom pages, your own customized web address, promotion boxes, 300 store categories, custom store header and much more.

The price for a basic store is \$15.95/month. If you do decide to go for one of the other options, the **Featured** option is \$49.95/month and the **Anchor** option is \$499.95/month. You can customize your storefront to set it apart from other stores and help brand your business on the Internet.

Apart from getting your own eBay store, there are a number of other ways that you can also take your eBay business to the next level. For the most part, this is a matter of refining what you offer, when, and to whom.

When you first start selling, you may sell a large range of items as you try to get used to what people want to buy and what sells well.

When you start to expand your eBay business, you should very seriously consider specializing in a particular type of product. By specializing in a particular type of product, you're able to become an expert in that product and really position yourself as the go-to person for that niche.

And if you really want to boost your income, you should consider graduating to an eBay store as soon as possible. That's because a store gives you the ability to build your *brand identity*.

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Brand identity is something that's important to any business. A brand identity allows people to recognize you in the marketplace and builds their trust in you and your products.

You can't neglect this component of your business strategy on eBay, especially once you have your own store.

If you've upgraded to one of the eBay store options, then you'll have the ability to add a customized header to your eBay store as well as a number of customized pages within the store.

I highly recommend that, and you should consider having a pro create your graphics. Here are some of the fine people whose services I use myself:

- <http://www.MiniSiteGraphics.com>
- <http://www.PixelOfGenius.com>

If you use specific colors, styles and logos on all of your store pages, and in individual listings if you have any outside your store, people will start to get familiar with you as an established eBay seller. That will keep them coming back in the future.

And last, but not least, you absolutely must provide excellent customer service if you want to have a successful eBay career.

On eBay, your business can greatly suffer if you have poor customer service skills because you'll get feedback and ratings from them, which will show up next to all of your future listings:



The screenshot shows an eBay listing for 'AGNOSIS, 1864' with item number 270215727930. A 'Place Bid >' button is visible. The seller information section, titled 'Meet the seller', identifies the seller as 'frank-and-betty (694)' with a 'Power Seller' badge. The seller's feedback is '99.0% Positive' and they have been a member since May-23-01 in the United States. Action links include 'See detailed feedback', 'Ask seller a question', 'Add to Favorite Sellers', and 'View seller's other items'.

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Too many negative reviews will cause people to stop buying from you completely. So it's smart to treat customers very well.

Excellent customer service begins with the basics:

- **Be honest in your listings.** If you over-promise and under-deliver, you'll get bad feedback and that will kill your eBay future.
- **Ship your products as quickly as possible.** It's extremely common to see negative feedback for slow shippers. Make sure you can ship when you say you can.
- **Do your best to ensure the items reach your customer safely.** Pack your materials well. If you can't do this yourself, visit a shipping location that can help you. You might have to pay for that help, but your customers will give you great feedback for it.
- **Reply to your potential customer's emails and queries.** The quicker you are at responding to their queries, the more likely they are to trust you and bid on your listing. Be honest in your communications with them and give them the answers they're looking for.
- **Invoice and receipt promptly.** As soon as the bidding ends, send them an invoice telling the closing price, shipping, and total cost. Once you receive their payment, send them another email confirming receipt of it, and then say when you're going to be mailing the item.
- **If there's any delay in shipping, let the buyer know.** Be honest with them and tell them about the delay and when they can expect to receive the item. Always get delivery confirmation when you send a higher priced product and send your customer a tracking number so that they can also follow up if they don't receive the parcel.

eBay is the most popular auction website on the 'net today and receives thousands of visitors daily. As an eBay seller, you're able to capitalize on this and can create your own eBay Empire selling items people can't find close to them.

If you'll focus on getting started, finding your niche and then growing your business, you could see serious cash in 30-60 days and perhaps kiss your day job goodbye within a year.

2.0 Model 2: Affiliate Marketing

Affiliate marketing might sound fancy, but it's a simple idea:

An affiliate promotes somebody else's product in exchange for a commission, which is usually a cut of the seller's profit.

Using this model helped me make my fortune, so I highly recommend it to you.

This is a truly vast topic, so I can't cover everything here. What I'll do instead is give you a quick and easy approach for getting started with affiliate marketing. Fortunately, it really is easy to do.

2.1 Step 1: Choose A Niche

You have to find a market niche full of hungry buyers. That can be any niche. You're definitely not restricted to the “make money online” niche. In fact, I highly recommend that you don't start there if you're going it alone. It's hypercompetitive, and you need some competitive advantage to survive.

Instead, I recommend you start with one of two things:

- Something you're interested in
- Something that's obviously “hot”

In either case, you need to make sure there's a real market for products you might promote. The second case—an obviously “hot” market—is very likely to be a real market you can profit from. But in the case of something you're interested in, you need to make sure buyers are there.

One of the easiest ways to do that is to use a site called **ClickBank**. It's a site that lets information product sellers host their products and take credit card payments. They also let you search what they call the **ClickBank Marketplace**, which is a listing of all 10,000+ products they host.

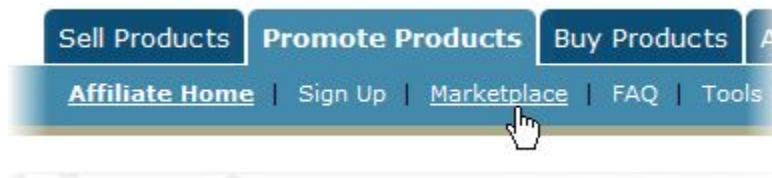
That's a gold mine of information. You can see what's selling in almost any niche you care to search for, although sometimes the niches at ClickBank aren't as specific as the micro-niches you might want to target.

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To search the site, you first need to go to [ClickBank](#) and click the **Promote Products** tab:



Then you'll need to click the **Marketplace** link:



That takes you to the ClickBank search form:

Search the ClickBank Marketplace

Category: Subcat:

Keywords: Sort by:

Product Type:

Show: results per page

Use the ClickBank Marketplace drop-down categories and sub-categories, the keyword search engine, and the sort by function to find digital products. Click "[view pitch page](#)" under the product to view how the product will be presented to customers. Check the stats under each product to determine how much you can earn for converted customer referrals. Once you have a product you want to promote, click "[create hoplink](#)" under the product and begin referring sales today.

[Search Help](#) | [Rankings Help](#) | [Marketplace FAQ](#)

This is where you can choose your product category and subcategory (which essentially defines the niche you want to search in), and even specify certain keywords if you want.

For example, suppose you wanted to target the learn golf niche. You could search for products in the *Sports & Recreation* category and the *Golf*

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subcategory. And I suggest you **Sort** by *High Gravity*. The description of ClickBank gravity is a little technical, but it's really just a way to describe the popularity of a given product among affiliate marketers.

Here are the results you might get:

Marketplace > Sports & Recreation > Golf [Search](#)

Search the ClickBank Marketplace

Category: Subcat:

Keywords: Sort by:

Product Type:

Show: results per page

- 1) The Simple Golf Swing.** Ebook For A Repeatable And Simple Golf Swing That Provides Power, Accuracy And Consistency. High Conversions - 2 Free Templates.
\$/sale: \$31.79 | Future \$: - | Total \$/sale: \$31.79 | %/sale: 75.0% | %refd: 40.0% | grav: 42.06
[view pitch page](#) | [create hoplink](#)
- 2) Golf Fitness Guide.** Easy Tips And Techniques To Quickly Transform Your Game And Add 20 Yards To Your Drives!
\$/sale: \$25.42 | Future \$: - | Total \$/sale: \$25.42 | %/sale: 60.0% | %refd: 74.0% | grav: 18.02
[view pitch page](#) | [create hoplink](#)
- 3) The New Four Magic Moves To Winning Golf.** Discover How Golfers Use This Simple Golf Book And Audio Course As Their Secret Training Tool In Their Quest For Lower Scores. High Conversions With Free 60 Page Report, 14 Mins Video And 19 Mins Audio.
\$/sale: \$19.69 | Future \$: - | Total \$/sale: \$19.69 | %/sale: 75.0% | %refd: 21.0% | grav: 16.21
[view pitch page](#) | [create hoplink](#)
- 4) Official How To Break 80(tm) Golf Instruction Program.** Best-selling Ebook And Mp3

Each product that satisfies your criteria will have a listing like this:

- 1) The Simple Golf Swing.** Ebook For A Repeatable And Simple Golf Swing That Provides Power, Accuracy And Consistency. High Conversions - 2 Free Templates.
\$/sale: \$29.25 | Future \$: - | Total \$/sale: \$29.25 | %/sale: 75.0% | %refd: 47.0% | grav: 42.11
[view pitch page](#) | [create hoplink](#)

Here's what you need to pay attention to:

- The **product name**
- The **description**
- The **view pitch page** link
- The **\$/sale** statistic (in green, below the product description)
- The **%refd** statistic (also in green, below the description)

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The product name helps you know what kind of marketing angle appeals to buyers in this niche. An ebook called *The Simple Golf Swing*, for example, is likely to appeal to people just learning the game. You want to find a niche with several products that have compelling titles.

The product description helps you know the product's unique selling proposition (USP). That's what sets this product apart, and will form the core of how you promote it. You want to find a niche with several products that have compelling USPs that will help you make money.

When it comes time to choose products to promote, the **view pitch page** link will be important. For now, just file away in your brain that the link is there.

The \$/sale statistic tells you whether or not you can make enough money in commission on each sale to make this product worth promoting. You want to find a niche with several products that will pay you more than \$20-25 per sale. I'll explain why in a minute.

The %refd statistic tells you (roughly) what percentage of a product's sales are coming from affiliates. You want a niche with some high numbers here, but not necessarily 100%.

If you find a niche that meets those criteria, you probably have a winner.

2.2 Step 2: Set Up A Simple Website

I mean simple. You don't have to have a site full of technical wizardry. It just has to have the basics.

The first step is to choose what's called a *domain*. That's the name of your site, or what somebody types into his browser *address* bar to get there, maybe something like this:

<http://www.YourSite.com>

The “YourSite.com” piece is known as the domain, or domain name.

You need to lease that name (you don't actually buy it) for a time period, usually a period of years, from a *domain registrar* company. A good example is <http://www.Featuring.com/domains>. It'll cost you \$6.99/year to reserve a domain.

There's no magic about which name to reserve for your site. You have two primary options:

- **You can reserve a domain with a product name in it.** Suppose you're promoting a product called Easy Golf. You might reserve the domain

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EasyGolfReview.com. This can help you rank well in search engines for the product name, which might get you more traffic.

- **You can reserve a “generic” domain.** Instead of reserving a name for a specific product, you could reserve something like LearnGolfOnline.com. That would give you the flexibility to promote any product you want at that site.

Once you’ve reserved your domain, you need to set up a website at that domain name, which means you’ll have to get yourself a *hosting* account.

All that means is that some company will “host” your website, or give you a place to put your files, and will *serve* up your home page (or another page) when somebody types in your domain, or a page that hangs off that domain.

I highly recommend <http://www.WebsiteATM.com> for your hosting.

They’re my personal web hosting company, and I can say without any doubt that it’s a great option. It’ll run you something like \$14.95 per month, and you’ll get great customer service.

After you have your site set up, you need to put something there!

I’m going to assume you know a little bit about how to create web pages and use FTP to put them on your server.

I cover that in much more detail in my [**Working From Home Confidential Blueprint™**](#), but I’m going to save a little space here and get to the nitty-gritty of your site.

All you really need is a page to *pre-sell* the affiliate product you’re promoting. Pre-selling is simply talking about the product you’re promoting and why it’s a good buy.

You’ll have to decide how you want to do that. The easiest option is to ask for an email sign-up before you send a prospect to the sales page.

This lets you build your own mailing list, which will help you grow your business by selling to buyers later on.

Here’s an example of how I do this:

“3 Quick And Easy Ways To Make Money From Home...On The Internet!”

Attention: Do You Want To Learn Golf Fast And Impress Your Friends?

"Discover The Secret Golf System That Turns YOU From Complete Beginner To Pro Golfer In Just Days From Now!"



Simply Fill In Your Name And Email Address Below Now For Full Details:

Your First Name:

Email Address:

Show Me How Now!

Please use an email address you check regularly so you can receive all information. Your details will be strictly protected and safe. It will never be sold.



Important: The information will also be sent to your email immediately after you click 'Show Me How Now!' button above (check your junk folder to ensure you receive the email) and you'll be redirected to the secret golf website after opt-in. Please enter your *correct* email address to get all information.



I'll see you on the inside...

Ewen Chia

Your Golf Buddy!

As you can see, this is a very simple page, but here are some highlights:

- I use a headline that attracts attention and compels a reader to keep reading
- I include a picture to be visually attractive, which usually helps get more sign-ups
- I ask for an email sign-up, and I give the reader an easy form to fill out

In this particular example, I don't even have lots of copy of the page to promote the product. I simply have a compelling headline and the form—with a nice picture.

You can do that, or you can add some copy that talks about why the product is good, perhaps in bullet-point form.

The point is, this is a simple page which doesn't require lots of HTML know-how or copywriting skill. The only “technical” aspect of the page is the sign-up form.

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To make the form work, you'll need to register with an [autoresponder](#) service.

These services let you write emails in advance that new subscribers will receive automatically when they join your list. Each service is a little different, so the HTML they'll give you to put on your page for the form will be different too. Without going into the specifics, that code will let you:

- **Capture a subscriber's first name and email address**, or anything else you want to capture, although I suggest only asking for those two things, since that keeps the form simple.
- **Redirect the new subscriber to the affiliate product sales page.** There will be some specific instructions about how to send a new subscriber straight from your page to the sales page for the affiliate product through your affiliate link...which is what will get you paid.

That's just about the simplest website you'll ever see, and it's all you need to begin promoting an affiliate product.

2.3 Step 3: Get Some Traffic

Back when I talked about the eBay business model, I gave you three ways to get traffic:

- SEO techniques (free)
- Article marketing (free)
- PPC advertising (not free)

Those still apply here, but I'd like to add one more free option that can be particularly powerful—blogging.

Blogs (short for *web logs*) have taken the Internet by storm. Fortunately, that means lots of free services have sprung up around them. Just in past two years.

Google has gotten into the game, and they offer a service that makes it super easy to set up your own blog. You'll find it at <http://www.Blogger.com>:

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The image shows the Blogger homepage. At the top right, there is a language dropdown menu set to 'English'. Below it is a sign-in section with the text 'Sign in to use Blogger with your Google Account'. It includes input fields for 'Username (Email):' and 'Password: (?)', a 'SIGN IN' button, and a 'Remember me (?)' checkbox. Below the sign-in section, there are two sections: 'BLOGS UPDATED AT 2:17 PM' and 'BLOGS OF NOTE' with a link to 'Imbibe Unfiltered more »'. The main content area features a 'What's a blog?' section with a 'TAKE A QUICK TOUR' button. Below this are four icons: 'Publish thoughts' (a notepad and pencil), 'Get feedback' (two speech bubbles), 'Post photos' (a photo of a laptop and a camera), and 'Go mobile' (a mobile phone). To the right of these icons is a section titled 'Create a blog in 3 easy steps:' with a numbered list: 1. Create an account, 2. Name your blog, 3. Choose a template. Below the list is a large orange arrow pointing right with the text 'CREATE YOUR BLOG NOW' inside it. At the bottom of the page, there is a footer with links for 'Home', 'About', 'Buzz', 'Help', 'Discuss', 'Language', 'Developers', 'Gear', 'Terms of Service', 'Privacy', and 'Content Policy', along with a copyright notice for 1999-2008 Google.

You start by clicking the orange **CREATE YOUR BLOG NOW** arrow. That will walk you through a step-by-step setup process to configure your blog, which includes:

- Creating an account,
- Naming your blog, and
- Choosing a template

When you set up your blog, include your keyword in the name of your blog if you can. That's very likely to get you some search engine benefit, because people will link to your blog and that means your keyword will show up in the link text. Search engines love that.

When your blog is set up, you simply need to post to it regularly. Here are some posting guidelines:

- **Post 3-5 times per week.** This will keep your content active enough to excite regular readers, and to please search engines.

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- **Include your keyword in your post title.** That's yet another way to get a free SEO boost.
- **Include your keyword in your post.** Still more SEO benefit here, because Google and other search engines will rank the post better for the keyword you're targeting.
- **Link to your main site.** That's the whole point! Link to your pre-sell page so you can translate that traffic into a growing subscriber list.

Blogs are easy to create and easy to use. If you do it right, you can get a steady stream of targeted traffic for your affiliate offers. There's absolutely no reason you can't start seeing regular income within 30-60 days with this method.

3.0 **Model 3: Sell Your Own Product**

Of all the ways to make money on the Internet, selling your own product offers the best income potential...and I'm talking about huge potential here.

I've made literally millions of dollars with affiliate marketing (Model 2 in this book), and there's nothing wrong with that!

But I've made far more money from selling my own products. It's not even a close contest.

In this chapter, I'm going to give a quick over view of how you can create and sell your own product.

There are lots of ways to do it, but I'm going to give you the high points of one very quick and easy way...which is all you need to start seeing some cash.

3.1 **Step 1: Find A Market**

Go back and read what I described in Model 2 about finding an affiliate product niche.

You can do the very same thing here; namely, search the ClickBank Marketplace for a niche with several products that meet the criteria I gave you (a compelling title and USP, a commission amount greater than \$20, etc.).

But there's another way to find out what people are looking to buy. It's as easy as finding forums in your niche and spying on people.

Start by identifying the “big” keyword for your niche. For example, you might choose *learn golf*. Then Google “[your keyword]”+forum. You'll get some results like this:

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Web Images Maps News Shopping Gmail more ▼ Sign in



"learn golf"+forum

Search

[Advanced Search](#)
[Preferences](#)

Web

Results 1 - 10 of about 9,310 for "[learn golf](#)"**+forum**. (0.29 seconds)

[Golf Info, News, Pictures, Forum, Shop and Community @ ABC-of-Golf](#)

Golf Info, News, Pictures, **Forum**, Shop and Community. Members ... More in our Golf **Forum**

... LEARN GOLF ONLINE. IN THE SPOTLIGHT ...

[www.abc-of-golf.com/](#) - 46k - [Cached](#) - [Similar pages](#)

[Amazon.com: learn golf Discussion Forum](#)

What is the best resource for "**learn golf**" ... Other tags related to "**learn golf**". best golfers bump and run bunker bunker play bunker shot chip shot ...

[www.amazon.com/tag/learn%20golf/forum](#) - 132k - [Cached](#) - [Similar pages](#)

[Amazon.com: Learn Golf in a Weekend \(Learn in a Weekend Series ...](#)

Amazon.com: **Learn Golf** in a Weekend (Learn in a Weekend Series): Peter Ballingall: Books. ... This product's **forum** (0 discussions) ...

[www.amazon.com/Learn-Golf-Weekend/dp/0394587472](#) - 166k - [Cached](#) - [Similar pages](#)

[More results from www.amazon.com »](#)

[Beginner at golf - advice? - Shot Talk - Golf Forum](#)

And don't forget to **learn "golf etiquette"**. Who putts first, not walking in ...

[http://www.shottalk.com/forum/now-tee/11465-beginner-golf-advice.html](#) ...

[www.shottalk.com/forum/now-tee/11465-beginner-golf-advice.html](#) - 83k -

[Cached](#) - [Similar pages](#)

Then you can take a look at those forums to see if you find any common themes about what people are looking for. Do you see similar questions over and over? That's probably a great candidate for a product in that market.

Once you have some ideas, head over to <http://www.Featuring.com/wtt> to do some free keyword research:

FREE keyword suggestion tool

Enter a starting keyword to generate up to 100 related keywords and an [estimate of their daily search volume](#).

Keyword:

Adult Filter:

“3 Quick And Easy Ways To Make Money From Home...On The Internet!”

You can type in any keyword you want and get suggestions for related keywords. What you're looking for are keyword phrases with three or more words that will let you target your niche very well. Your goal is to get somewhat less traffic, but dominate the keyword. This is based on some simple buyer psychology.

Buyers tend to search for keyword phrases with three or more words. People searching for single-word search terms or maybe two-word terms tend to be looking for information. **You want buyers.**

When you have your set of buyer terms, that's the concentrated niche market you're targeting. Now you can create your product.

3.2 Step 2: Create Your Product

There are lots of options for products, but this book is about giving you actionable, simple steps, so I'm going to focus on one easy way to create a product.

The most common information product sold online is an *ebook* (short for *electronic book*).

In fact, you're reading one! If you can create an ebook which has information people in your niche are looking for, you can sell it. Remember, you're going to be giving people exactly what they're looking for—good information.

So how do you write this ebook, especially if you don't consider yourself a writer? There are three ways to do it:

- **Write a very brief “report” yourself.** Don't worry, it's easy, as I'll tell you in a minute.
- **Assemble an ebook from articles.** You can find just about everything you need at <http://www.EzineArticles.com>.
- **Outsource the work.** I suggest using <http://www.Elance.com> to hire a freelancer.

If you have the money, the third option is by far the best. If you hire a freelancer at Elance.com, you probably can get a 100% original ebook of 10-15 pages for less than \$200.

That might be a significant amount of money for you, though, so let me give you some free options.

The first one is to assemble your book from articles, then write just a little bit of material yourself to glue them together.

“3 Quick And Easy Ways To Make Money From Home...On The Internet!”

Your Introduction

Chapter 1 (first article)

Chapter 2 (second article)

Etc.

Your Summary and Conclusion

That’s not rocket science. You might have to write maybe 2-3 pages of material, or somewhere around 1,000 words. And for that small effort, you get yourself an ebook to sell.

You do have to remember to add enough value with the stuff you write to make it worth the price you put on it, though.

If people see that you’re just giving them what they could get for free, and not adding any value at all, they’ll be upset with you. So add some value with what you write.

To bump up the value even more, you might consider adding your own take on the material for each chapter as well. That’s a bit more writing, but not much.

Another option is to make your ebook almost entirely original. This isn’t as hard as it sounds. Literally anybody can write 10-15 pages of material. All you have to do is follow some simple rules:

- **Make the margins big.** Don’t go too crazy, but 2” margins on all sides is fine.
- **Use a larger font.** Again, don’t make the font so big that only one word fits on a page, or something silly like that. But you can use 14 point or 16 point Arial or Georgia and be fine.
- **Be generous with the white space.** Put some space between your paragraphs, and put page breaks before chapters or sections.

Those things can increase the length of your ebook without making a buyer feel like he got cheated.

Beyond that, you can follow a simple procedure for writing your report:

- **Look at forums for “departments” or “sections”.** These can give you chapter ideas.

“3 Quick And Easy Ways To Make Money From Home...On The Internet!”

- **Look for related products on eBay.** Sometimes people list chapter titles, which can give you ideas for your own titles.
- **Find articles, then rework/summarize them.** You can't just copy the articles, but you don't have to start from scratch. Find at least two articles for each of your topic areas (chapters or sections) and put the main ideas from the articles into your own words.

That's all there is to it. Before you know it, you'll have 10-15 pages of material. Once you do, it's time to “publish” your ebook. This is as easy as turning it into a PDF document. There are free tools to do that. I personally recommend these:

- <http://www.OpenOffice.org> — An “office suite” of applications very similar to Microsoft Office...but free! It lets you convert word processing documents to PDF format with a single click.
- <http://www.doc2pdf.net/converter> — A free PDF converter. You upload your document to convert it, press a button, and out comes your PDF.

3.3 Step 3: Price Your Product

This is easy...make it \$7.

Think about that price for a minute. It's low, right? You might spend more than that for a single cup of gourmet coffee at Starbuck's. That means people can buy your product without even thinking about it. That's the point!

Now, the price could be \$5, or \$7, or \$9.99. The exact number isn't important, but keeping the price very low is.

3.4 Step 4: Set Up Your Website

If you're selling your own product, you need a slightly more sophisticated website than you do when you're promoting somebody else's product, but not much.

The extra bit you'll need is a *sales page*. That's the page where you describe your product and entice people to buy it.

The words on the page do that job, and they're called *sales copy*. Think of it like a television commercial, but on the web...and in words instead of video.

There are lots of ways to format a site, or to organize a site, but I'm going to show you the very simple version. This is easier to create, and will let you see cash faster.

“3 Quick And Easy Ways To Make Money From Home...On The Internet!”

The site is going to have three pages, which will be simple HTML files in the root directory of your web server:

- A **sales page**, where you sell the product (name this file *index.html*)
- A **buyer registration page**, where buyers sign up for your customer list
- A **product download page**, where you deliver the product

That's literally all you need.

The sales page actually doesn't have to be that long, because you're selling your product for a very low price. All you have to do is include a few key elements:

- An eye-catching headline
- A statement about why your product is so great (in other words, a summary of your unique selling proposition, or USP)
- Some compelling bullet points that “sell” the reader on the value of your product
- A statement about how low your price is
- A guarantee
- An order link

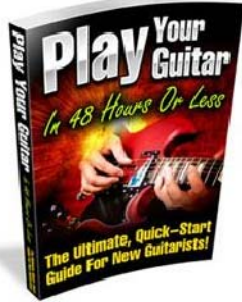
Here's a quick example of how I included all of those elements on a single page that barely even requires any scrolling:

“3 Quick And Easy Ways To Make Money From Home...On The Internet!”

PLAY GUITAR IN 48 HOURS!

“Play Your Guitar In 48 Hours Or Less!” is a compact **55-page STEP-BY-STEP** instantly downloadable online guitar lessons guide that reveals to you **how to play your guitar in 48 hours or less from now** and **impress your friends** while having lots of fun - **even if you're a complete beginner!**

What you'll discover inside this 55-page guitar guide (PDF format):



- How to tune a guitar to 'standard' tuning
- How to locate all the notes across the fret board fast
- How to "warm up" with your guitar
- Basic music theory which is EASY to understand
- What the "fan", "palm" and "forearm" stretches are
- History of the guitar explained
- What the different kinds of guitars are
- Guitar lingo - riff, reverb or tablature - what do they mean?
- Know how to play it - different parts of the guitar
- How to care for your guitar
- How to hold, tune and strum your guitar correctly
- Learning rhythm strumming, what CAPO is...
- And much much more online guitar lessons!

The full retail price for this amazing guitar guide is **\$67.00**...however...

For A **Very Limited Time** Only, You Can Now Own This 55-Page Guitar Lesson Guide For Just A Measly **~~\$67.00~~ \$4.97!**

(Note: This **ONE-TIME** Special Offer Will Be Removed At Anytime - **Without Warning**)



Full 56-Day 100% Money-Back Guarantee!

Order this amazing guitar lesson guide right now, and if you don't start playing your guitar fast, just let us know within 56 days and you'll get every penny you invested back - no questions asked!

➔ CLICK HERE TO INVEST IN YOUR GUITAR GUIDE NOW FOR JUST ~~\$67.00~~ \$4.97 - WHILE IT'S STILL AVAILABLE!

Guitar

Click Here To Order Now!



(Clickbank Secure SSL Server. We reserve the right to end this offer without warning.)

IMPORTANT: This is a PDF ebook, after your order, you can instantly download this guide from our secure encrypted webpage. Please do not close your browser after payment.

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[Click Here To Learn Guitar](#) | [Online Guitar Lessons](#) | [Guitar Lessons Online](#)

It's easy to create a page like that. The only piece of it I haven't talked about so far is the attractive ecover graphic. You can buy that for less than \$100 from several different freelancers...

“3 Quick And Easy Ways To Make Money From Home...On The Internet!”

However I recommend you learn how to create them yourself so you can save money in the long run. It's really easy to do so with a resource like <http://www.Featuring.com/graphics>:



Your buyer registration page can be pretty simple too.

All you do is ask the customer to sign up for your customer list so he can get access to the download page. Here's an example of how I did this for [Autopilot Profits™](#):

Ewen Chia's
Autopilot Profits™
"Printing 24/7 Profits For You...Automatically!"
www.AutopilotProfits.com

Congratulations And Thank You For Investing In Autopilot Profits™!

Dear Valued Member,

Thank you for choosing Autopilot Profits™, you will find this to be a great product and investment!

Important: Please use the below form to register yourself:

Doing so will give you access to the product, updates, step-by-step video tutorials and much more in time to come. *Simply fill in your email address and first name below now:*

Register Here For Instant Access:

Email Address:

First Name:

[Click Here For Instant Access!](#)

Note: Use a clean email address and one you regularly check to ensure you receive all information. All details will be kept strictly confidential and your privacy is 100% protected.

To Your Success!
Ewen Chia

Ewen Chia's
Autopilot Profits™
www.AutopilotProfits.com

GRAPHICS BY MINISITEGRAPHICS.COM

“3 Quick And Easy Ways To Make Money From Home...On The Internet!”

Notice that I told the customer that I would give him access to the product plus free updates in the future. That’s usually enough of an enticement to keep people from being upset that you’re asking for an email address before you let them download the product.

And finally, you need to deliver the product. That page can be pretty simple. It should just include a few key elements:

- **A thank you message.** Always thank your customer. This helps him feel better about his purchase, and gets your relationship off on the right foot.
- **A customer support email address.** This needs to be one that you actually check and respond to.
- **A link to download the product from your server.** This is where the customer will click to download the PDF of your ebook.
- **Any necessary download instructions.** You should tell your reader that he’ll need a PDF reader to read your book, and you should give him a link to the Adobe Acrobat Reader (you can download the most recent version free at <http://www.adobe.com/products/acrobat/readstep2.html>).

That’s all there is to it.

3.5 Step 5: Set Up Your Payment Processor

The quickest, easiest, cheapest way to sell things online is to set up a PayPal account. Go to <http://www.PayPal.com> and click the **Sign Up** link:

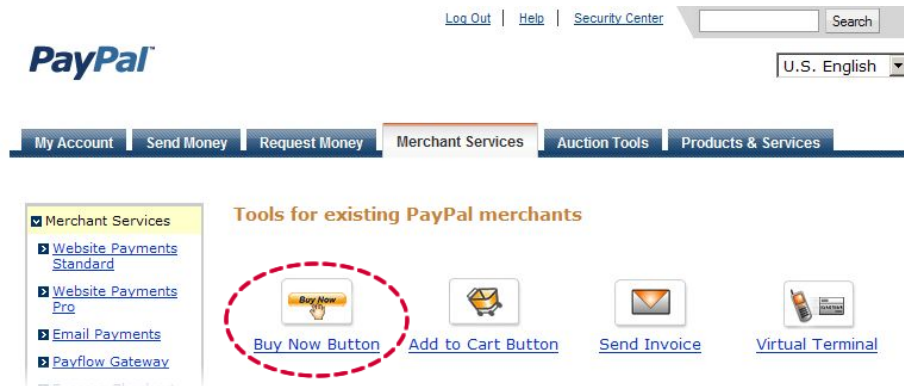


Then you can set up your account. You’ll get to choose your account type, and I recommend getting a **Premier Account** to start with. It will let you accept credit cards and PayPal payments, which is exactly what you’re looking for.

Once you have your account set up, you’ll need to create a *payment button* for your product. It’s easy:

“3 Quick And Easy Ways To Make Money From Home...On The Internet!”

- Log into your account
- Click the **Merchant Services** tab
- Click the **Buy Now** button option

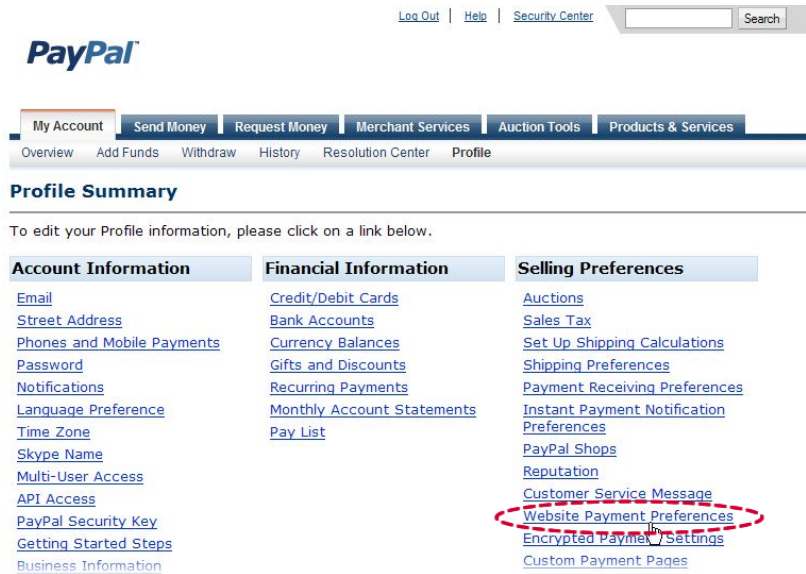


- Follow the instructions to create your button, making sure to specify your chosen price and button style
- Copy the code PayPal gives you and paste it on your sales page where you ask the customer for the order
- Configure your account to redirect people to your buyer registration page after they complete the purchase process at PayPal. You can do that at the **Profile** link on the **My Account** tap in your account:



Once you're there, click the **Website Payment Preferences** link:

“3 Quick And Easy Ways To Make Money From Home...On The Internet!”



Log Out | Help | Security Center

PayPal

My Account | Send Money | Request Money | Merchant Services | Auction Tools | Products & Services

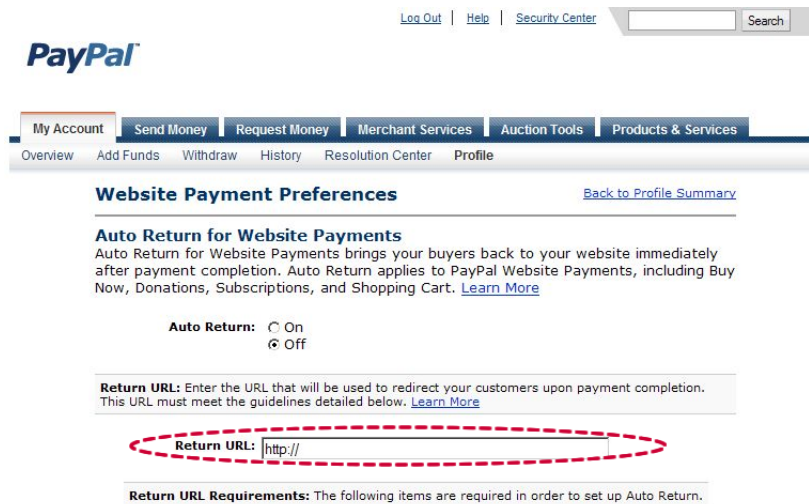
Overview | Add Funds | Withdraw | History | Resolution Center | Profile

Profile Summary

To edit your Profile information, please click on a link below.

Account Information	Financial Information	Selling Preferences
Email	Credit/Debit Cards	Auctions
Street Address	Bank Accounts	Sales Tax
Phones and Mobile Payments	Currency Balances	Set Up Shipping Calculations
Password	Gifts and Discounts	Shipping Preferences
Notifications	Recurring Payments	Payment Receiving Preferences
Language Preference	Monthly Account Statements	Instant Payment Notification Preferences
Time Zone	Pay List	PayPal Shops
Skype Name		Reputation
Multi-User Access		Customer Service Message
API Access		Website Payment Preferences
PayPal Security Key		Encrypted Payments Settings
Getting Started Steps		Custom Payment Pages
Business Information		

Then enter the URL for your buyer registration page in the Return URL field:



Log Out | Help | Security Center

PayPal

My Account | Send Money | Request Money | Merchant Services | Auction Tools | Products & Services

Overview | Add Funds | Withdraw | History | Resolution Center | Profile

Website Payment Preferences

[Back to Profile Summary](#)

Auto Return for Website Payments

Auto Return for Website Payments brings your buyers back to your website immediately after payment completion. Auto Return applies to PayPal Website Payments, including Buy Now, Donations, Subscriptions, and Shopping Cart. [Learn More](#)

Auto Return: On Off

Return URL: Enter the URL that will be used to redirect your customers upon payment completion. This URL must meet the guidelines detailed below. [Learn More](#)

Return URL:

Return URL Requirements: The following items are required in order to set up Auto Return.

(Be sure to note the requirements for what you have to display on the page your redirect to.)

Once you've set up that URL, you should upload your sales page to your web server and click the payment button to make sure you get to the PayPal site. You can even use their testing environment to test your entire sales process to make sure buyers get to your registration page correctly.

3.6 Step 6: Get Traffic

As with the other business models in this book, there are four main ways you can get traffic to your product sales page:

“3 Quick And Easy Ways To Make Money From Home...On The Internet!”

- SEO techniques (free)
- Article marketing (free)
- Blogging (free)
- PPC advertising (not free)

You can read about all four techniques in Model 2.

Creating your product and setting up your site typically won't take more than a week. And you could easily be seeing cash from your free traffic activities within 30-60 days.

4.0 Summary

In this short book, you've gotten enough information to turn your life upside down, in a good way.

All three of the business models I've given you have the realistic, even conservative potential to have you in profit within 30-60 days. Maybe even less if you're aggressive with them.

There's no one “right” answer.

Whether you choose selling products on eBay, promoting affiliate products or selling your own information product, you can set up your online income stream in a week or less.

You don't have to be a technical genius, and you don't have to know everything there is to know. You'll learn as you go. You have enough information to start right now.

All that's left is for you to pick a model and go for it! Believe it or not, starting really is a huge hurdle for most people, maybe for you.

If you can get past that, and not be afraid of making a mistake, you'll set yourself up for tremendous success that most people can only dream of.

Having said all that, I highly recommend you give Model 3 (selling your own product) a serious look. Like I said, that's where I've made most of my money. But I also know that it's probably the one model that seems the most intimidating, especially if you're not a “writer”.

Hey, English isn't even my first language, so I can understand being intimidated.

Because I understand that, I want to offer you some help, so keep reading...

“3 Quick And Easy Ways To Make Money From Home...On The Internet!”



Important Time-Sensitive Letter: Read This Immediately To Discover...

"Exactly How To Get Rich From Home FAST With Just A Computer And An Internet Connection, Even If You're A Complete Beginner..And Finally Win Back YOUR Financial Freedom!"

For The First Time Ever, This **COMPLETE** Program Shows You How To Make **Massive Income Fast From Your Home...Using A Simple STEP-BY-STEP, Easy-To-Follow System** For Starting Your Own

If you want to start selling your own product online, I know the strategy for doing it. I've done it myself to the tune of literally **millions of dollars** in revenue. And I want to show you how to do the same thing.

That's why I created my [Working From Home™ Complete Internet Success Home Study Program!](#)

It's five meaty modules full of how to start your own Internet business that's based on selling your own product. And it isn't the typical old junk that doesn't connect the dots for you.

I connect all the dots, give you all the pieces to the puzzle, and almost hold your hand while you put it all together for yourself! Here's just a taste:



Do you know why 95% of Internet businesses fail? It's all about having the right mindset and using the right tools. I give you both in Module 1.



There are 8 keys to Internet business success...and I'll reveal all of them in Module 2. Chapter 3 of this module alone can help you avoid the potholes lots of people fall into.

“3 Quick And Easy Ways To Make Money From Home...On The Internet!”



Of the 4 primary Internet business models, one kicks butt. Now you know it's creating your own products. I reveal the simple, powerful approach to doing it that I've tested (and proven) myself.



I'll walk you through setting up your entire business in Module 4. Yep, step by step, complete with screen shots to illustrate what you need to do.



Module 5 is all about the most common problems people have when they try to create an Internet business...and I tell you how to fix them!

The [**Working From Home™ Complete Internet Success Home Study Program**](#) is complete. It's all you need.

If you're sick of “courses” that leave out big chunks and keep you frustrated...if you're tired of “teachers” who don't really teach you anything...

This course is **for you**.

And it includes something I never planned to include—the super **secret Module 6**. I've been perfecting this for over a year...and it's finally ready to reveal to you. I call it **Niche Network**, and as I said, it's going to make millionaires. That's no exaggeration.

This is the course you've needed, but that nobody has been able (or willing) to give you. Maybe I'm a maverick, and I'm willing to ruffle some feathers. Frankly, I don't care what my peers in the online business community think...

I'm interested in helping people like you succeed. The [**Working From Home™ Complete Internet Success Home Study Program**](#) can help you get there.



[**Click Here To Get Started Now \(Before It's Too Late\)!**](#)

“3 Quick And Easy Ways To Make Money From Home...On The Internet!”

Recommended Resources

This book is full of great resources, so I wanted to collect them all in one place for easy reference.

<http://www.Featuring.com/brand> — An excellent resource for finding wholesalers and dropshippers if you want to sell physical products online (via eBay, for example)...without having to create the products yourself.

<http://babelfish.altavista.com> — A free tool that can help you do some quick translation from (and to) other languages. This is a nice tool to have in your customer support toolbox.

<http://www.ClickBank.com> — The web’s premier marketplace for information products with affiliate programs. Most pay at least 50% commission, and some pay as much as 75%.

<http://www.Featuring.com/domains> – Inexpensive domain registration you can count on.

<http://www.WebsiteATM.com> – My personal web hosting company, which I highly recommend.

<http://www.Blogger.com> — A free blogging platform hosted by Google. You can set up your blog in a few minutes with their simple wizard.

<http://www.Featuring.com/wtt> — A free keyword research tool which can help you find “long tail” keywords to target in your niche.

<http://www.EzineArticles.com> — One of the best article sites on the web today. The quality of the articles is excellent, and they will treat you well if you follow their simple editorial guidelines. This is one of the top two places to publish your articles for some free advertising. Don’t forget to put your keywords in your “bio box” links!

<http://www.GoArticles.com> — Great article site, the second of the top two.

<http://www.OpenOffice.org> — An “office suite” of applications very similar to Microsoft Office...but free!

<http://www.doc2pdf.net/converter> — A free PDF converter. You upload your document to convert it, press a button, and out comes your PDF.

<http://www.Elance.com> — A website where you can find reasonably priced freelancers to complete almost any product related to your Internet business.

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You'll have to sign up to post your project, but you control which bid you accept, and they offer escrow protection so your chances of getting cheated are very low.

<http://www.Featuring.com/graphics> — One of the best resources to help you create your own web graphics, even if you do not have Photoshop.

<http://www.PayPal.com> — The most commonly recognized (and popular) way to accept credit card payments online.

[Working From Home™ Complete Internet Success Home Study Program](#) — This is where you can get the complete internet success program which takes you by the hand and walks you through everything about setting up your own home-based Internet income stream from A-Z.

If you want simple step-by-step instructions and a lot more to become truly successful with your internet business, this is for you. (But hurry as it's available for a very limited time only.)