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E-Books

As I sat there listening attentively to the Laptop Millionaire, I was beginning to see the bigger picture. But I still had that burning question in my mind: How could I *actually* make money on the Internet, like he does? How can I make \$2,400 a month from an e-book, like he does?

Finally, I asked him: “What is the first thing I need to do so that I can begin selling on the Internet? What do you recommend I do?”

The Basics of Selling E-books

“The first thing you should do is create your very own e-book. There are many reasons why selling e-books online is a great idea,” he said.

He proceeded to enumerate a whole litany of reasons why selling these e-books was a good idea. (Frankly, I was sold on the idea from the start!) One of the key Millionaire Secrets he taught me that day, and often repeated over the years, was this: “Sell products rather than exchanging your time for money!”

His words of wisdom still resonate today. Think about it this way: Most people sell their time, a finite resource, and then wonder why they are not getting rich. Their time is limited, and, therefore, if all they sell is their time, then of course their earning potential is limited, as well!

But when you are selling products, your earning potential becomes virtually endless. Why? Because there is no limit to how many products you can sell and how many people you can sell them to! Every new product can be a new income stream for you.

14 REASONS WHY YOU SHOULD CREATE AND SELL E-BOOKS

1. Selling *products* means no more exchanging time for money. Your earning potential becomes unlimited.
2. You can create multiple streams of income; every new product is a new income stream.
3. E-books have 100 percent profit margins; because they are a digital product, whether you sell 1 or 10,000 your costs remain the same: zero.
4. They provide instant gratification.
5. You can access a huge global market.
6. You add more value to people's lives—give them great solutions and highly valuable information.
7. Massive leverage. You leverage the internet, affiliates, ads, and so forth. You can enlist an army of affiliates to sell an e-book for you. And you get to leverage your knowledge, and sell it to people all around the world.
8. It costs practically nothing to set up. My business cost me \$400 to set up. E-books have very low start-up costs, which means it's a very low-risk business.
9. You can work from home.
10. You can automate your business.
11. No need for expensive inventory and no packing, shipping, and postage fees.
12. An e-book can establish you as an expert in your niche.
13. It's fast! You can create and start selling an e-book in less than eight hours.
14. Minimum skill is required. And you can start part-time if you wish.

That was another huge aha moment for me. Why hadn't I been taught this at school?! The Laptop Millionaire kept talking passionately about this idea.

“Also, when you are selling products you can automate your business, and you can access a global market and scale your business up rapidly!”

“And, of course, selling products is what gives your business the opportunity for leverage. For example you can leverage affiliates, joint venture partners, websites, blogs, advertising, e-mail marketing, autoresponder messages, Google AdWords and so on—all selling your products for you . . . even while you sleep!”

This made sense to me. It made me wonder why millions of people went to work each day, selling their time. From a young age, I’d watched people get up early in the morning and go off to jobs they didn’t like. I always asked myself why on earth do they do that?!

The Laptop Millionaire proceeded to share with me one of his simplest Internet marketing strategies, which has just four simple steps. It was the \$2,400-a-month strategy he’d mentioned to me during the seminar: *selling e-books*.

I couldn’t have even dreamed that 28 days later I would be making \$10,000 a month in passive income! But there, sitting on that couch, listening to every word the Laptop Millionaire uttered, I took notes furiously.

The four-step strategy that the Laptop Millionaire taught me was very simple:

1. Find a niche market with a problem that needs solving, research some great solutions, and create a Word document with that information in it. This can be a simple 30-page Word document, with one really good idea in it!
2. Pay \$50 to join ClickBank.com as a vendor. You will then be able to sell your digital products (not *physical* products) through its marketplace.
3. Have someone create a website for you. You will need just two pages: a sales page where people can find out more about the product and buy it, and a thank-you page where your customers download the product.
4. And finally, you need to drive traffic to your sales page.

“Thank you so much! This is great! I can *do* this!”

The Laptop Millionaire smiled. I guess he found my enthusiasm refreshing. I did have one question though. “What should I write my e-book about? How do I find a good niche market?”

“That is a great question, Mark. Because that, of course, is the starting point. So let me ask you this question: What group of people do you want to

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serve? If you truly want to become wealthy, you must first decide who you want to serve.”

“If You Truly Want to Become Wealthy, You Must First Decide Who You Want to Serve”

The Laptop Millionaire explained to me that entrepreneurs’ business success is virtually assured if they discover a “pain point” in the market and simply cater to it. Find out what people want; find out what they are interested in buying now, and give it to them!

What most first-time entrepreneurs do, apparently, is come up with a business idea, launch it . . . and only *then* look to see if there’s a market for it.

“So who do you want to serve? Investors? Traders? Business owners? Reflexologists? Advertising executives? People who want to lose weight? People who suffer from a health problem? Men who need dating advice? People looking to buy cheaper jewelry? People looking to buy plasma screen TVs? There are literally thousands of possible target markets.”

He then told me that once I’d chosen a target market of customers, I needed to decide a specific way that I was going to add value for them—a specific type of *solution* that I would provide. I could:

- Help them make more money.
- Help them get more clients, improve sales, and grow their businesses.
- Help them learn how to use webinars.
- Help them get better return on investment.
- Help them with dating advice.
- Help them with relationship advice.
- Help them overcome illness and get healthy.
- Help them lose weight.
- Help them get fit.
- Help them look great.
- Help them have more fun.
- Help them relax and enjoy great holidays.
- Help them save time.
- Help them save money.
- Help them enjoy their hobbies more.
- Help them with their children.
- Help them with their careers.
- Help them quit an addiction.

The Laptop Millionaire then told me his five simple criteria for choosing a target market. He said these criteria ensured he made money on a new project 9 times out of 10. To find a *great* target market, ask yourself:

1. Is there a large enough market for your product?

Are there at least 30,000 to 100,000 searches on Google a month for your main keywords (for example, “arthritis natural remedy”)? You can find out by using the Google Keyword Tool at www.googlekeywordtool.com.

2. Is there a lot of pain in this market?

Are people irrationally passionate about this topic or about finding a solution? Are they actively looking for solutions?

3. Are they already spending money on the type of solutions you want to offer?

Do they have high disposable income?

4. Is there good back-end potential?

This means that once they make the initial purchase, are there more products and services you can sell them, at higher price points, for months and years to come? This leads to a high lifetime customer value, which dramatically reduces your advertising expenses and dramatically increases your profits. It is seven times easier to sell to an existing client who knows you, likes you, and trusts you, than to try and get a new, cold prospect to buy from you.

5. Are they easy to reach?

The group of people that you want to help are easy to reach if they type certain specific keywords in Google, visit a number of specific websites, read specific magazines and newsletters, are on specific mailing lists, or attend specific events or conferences. This means that you can advertise at specific locations to get your product in front of them.

“If your target market idea satisfies these five criteria, you’re probably onto a winner!” concluded the Laptop Millionaire. “And if you can help people make more money, lose weight, or look great, then you’ll always make money. You can never be too rich, too thin, or too beautiful.”

The Laptop Millionaire gave me another important tip. People are making a fortune now, by “micro-niching” themselves. Thanks to the Internet, you can now become an expert and publish information cheaply,

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for smaller and smaller segments of a target market. You can become *the* number one expert in a tiny niche, almost from day one!

People's attention spans are so short in our modern world that you must position yourself in a way that is very easy for them to remember. Make sure your brand fits into a tiny nook or cranny of their brain. Be so specific in what you offer—and who you offer it to—that they can't help but remember you! Make it super clear in their minds.

I didn't understand what he meant, so he gave me the following examples of some of his friends and clients:

- The marketing consultant for printing companies.
- The property coach for U.S. physicians.
- The relationship coach for single career women.
- The life coach for advertising executives.
- The business coach for massage therapists.
- The expert for landlords with HMOs (Houses in Multiple Occupation).
- The wealth coach for black women.
- The marketing expert for fitness instructors.
- The marketing coach for musicians.
- The copywriter for Neuro-Linguistic Programmers (NLP) and coaches.
- The search engine optimization expert for U.K. tradesmen (carpenters, plumbers, and so on).
- The director of a golf camp for women.
- The quit-smoking-in-one-session NLP therapist.
- The Twitter queen who helps people make money using Twitter.
- The webinar expert who shows people how to grow their businesses using webinars.
- The blogging expert who helps people make money by blogging.
- The mobile home guru.
- The chiropractor who changed his branding to become the back-pain expert for U.S. executives.
- The reflexologist who changed her branding to become an “arthritis natural remedy expert” in Montreal, Canada.
- The personal trainer who changed his branding message to “The 10-Week Total Body Transformation Expert for Executives Who Are Outstanding in the Boardroom and Only Average in the Bedroom!”

One of the products the Laptop Millionaire was selling online was an e-book about bronchitis. He had suffered from bronchitis for 20 years, and

he had tried many home remedies over the years. Eventually, he found that by combining some of the different methods, he was able to completely clear up his bronchitis.

He wrote a short e-book about it (a 50-page Word document) and started selling it for \$37. His target market was people who suffer from bronchitis. He suggested I follow in his footsteps and do some research into alternative treatments. He even recommended five or six different niche markets I could go for.

“Okay, I think I’ve decided on my target market. Now what do I do?”

“Now is when the real fun begins. You’ve got to create your product. Don’t worry. It’s one of the easiest things to do in the world. I will show you 12 simple ways for you to create as many e-books and information products as you want!”

The 12 Easiest and Fastest Ways to Create an E-book!

As the Laptop Millionaire explained the 12 steps he used to create information products, I kept writing down these ideas as fast as I could. The first tactic he mentioned was the “flycatcher page” strategy.

Set Up a Flycatcher Page

Step 1: Set up a flycatcher page.

A flycatcher page is a website page where you ask your prospects and clients what they want the e-book to be about, what topics should be covered, what questions should be answered. They fill in their answers in the box provided, and when they click submit, you receive their questions in your e-mail inbox.

Step 2: Research and write down the answers to those questions.

For example, if you get 12 major questions, you then create 12 chapters in your e-book, and you answer each question in a chapter. There you go, your e-book is ready!

Some entrepreneurs go to Elance.com, ContentDivas.com, vWorker.com, or Guru.com and hire someone to write the e-book *for* them.

Figures 1.1 and 1.2 show examples of flycatcher pages.

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Les Brown

“As a public speaker, what’s your most important question about delivering MORE memorable and MORE effective platform presentations?”

Directions: Type-in your question below, and then click “Submit My Question”

Submit My Question!

FIGURE 1.1 Flycatcher Sample: Les Brown



Listen To Brian Tracy

“If you had one chance to ask Brian Tracy ANY Question about his selling strategies what would that question be?”

(Please be specific as possible)

Directions: Just type-in your most important selling strategy question below, and then click “Here’s My Question Brian!”

Your First Name:

Your Primary E-Mail:

Here’s My Question, Brian!

FIGURE 1.2 Flycatcher Sample: Brian Tracy

Brett McFall, a former copywriter for an Australian advertising agency, used this strategy to great effect in 2004, when he was starting out with his own Internet-based business.

He was watching television one morning, when a news item came on about how scrapbooking had become the number one new hobby of people in Australia that year. This gave him a fantastic idea. He would create an e-book about scrapbooking!

He set up a flycatcher page with this text:

“This e-book, priced at \$27, can be yours for FREE for a limited time only IF you send me your number one question about making money with scrapbooking.”

He hadn't created the e-book yet, but he was promising to send it for free, once it was ready, to anyone who would leave a question on his page.

He started driving a bit of traffic to the page, thanks to Google AdWords. Within a few days, 33 people had submitted a question, and Brett created a list of the 12 most common questions about scrapbooking and how to profit thanks to scrapbooking.

He then posted on the outsourcing site Elance.com that he was looking for a writer to research and answer these 12 questions.

Fourteen days later he had his e-book ready. It had only cost him \$800 to get it written, and yet in his first year made over \$33,000 in profit by selling it on ClickBank.com!

Flycatcher pages are a fantastic way to ask your target market—your clients, your prospects, or your subscribers—*exactly* what they are looking for.

Interview Experts, Record the Interviews, and Transcribe them

My favorite product creation strategy involves interviewing experts. You don't need to be an expert yourself. You can create products by simply being a reporter.

Decide what product you want to create, and then research experts in your niche to interview. You can find experts to interview, by going to:

- Amazon.com (authors of books).
- ClickBank.com (authors of e-books).
- Ezinearticles.com (authors of articles).
- Technorati.com (bloggers).

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- RTIR.com (radio and television interview report; it is a database of authors and experts that want to be interviewed).
- Facebook fan pages.
- Google.

Over the years I have recorded more than 100 interviews by simply using Skype, the CallBurner Skype application, and a headset. And I did this all from my laptop, of course! You can also record interviews by organizing a teleconference through www.freeconferencecall.com and then download the call as an MP3 file.

A very important point: You don't need to do the work yourself! You can hire someone to transcribe the interviews (iDictate.com or Elance.com) and you can hire someone to write a 12-chapter e-book or course based on the information gleaned from the interviews. You can outsource this work to people on Elance.com, vWorker.com, [Content Divas.com](http://ContentDivas.com), Guru.com, and other similar sites.

I know of people who make a fortune from interviewing experts.

- Matt Bacak made his first million dollars by interviewing people and creating products this way. He built a mailing list, and then went and got the content from experts.
- David DeAngelo has a CD-of-the-month club, where he interviews one new dating-advice-for-men expert every month, and then ships the CD to his clients. His business is generating more than 10 million dollars a year!
- Randy Charach also interviewed experts and created CD home study courses that he sold via direct mail. At one point, he was making as much as \$1,000,000 a month.

"Experts are a dime a dozen," I often heard the Laptop Millionaire say. "What there is a lack of . . . is good marketers!"

"*Why would an expert agree to do an interview with me? I'm nobody!*" I often hear my students ask when they're starting out.

You will be amazed at how many experts say yes to you just because you've asked. For most of them, it will be the first time anybody has asked them for an interview. They'll be flattered; it will make them feel important, significant, and it will make them feel like their opinions matter. And most experts are grateful for any additional exposure they can get, because usually they are completely ignorant about how to market themselves.

Here's how I usually ask for an interview. *"Hi, my name is Mark Anastasi, and I would love to interview you for my upcoming e-book/book/blogpost/membership site. This interview will go out to my 10,000 subscribers, who would love to hear about you and your work."*

If appealing to their egos doesn't work, I try to entice them with the offer of one of my products, tickets to my seminars, tickets to my workshop, a speaking slot at a seminar, a promotional e-mail to my list, a DVD product license, a Twitter account and Facebook page set up for them, or whatever other incentive I can think of.

If all else fails, I offer to *pay* them for their time. You would be amazed at how cheaply you can buy one hour of an expert's time.

For example, if you wanted to interview eight chiropractors about how they get clients and how they grow their business, you could pay them \$100 each for their time, and you would wind up with an amazing product for just \$800! That could become an eight-CD home study course.

Set Up a Teleseminar, Record it, and Transcribe it

You can, of course, set up a flycatcher page, find out the top 10 questions that your prospects are interested in, and run a teleseminar through FreeConferenceCall.com, for example.

A teleseminar is like a conference call, where hundreds of people from around the world can dial in to listen to what you are saying. During the teleseminar, you answer participants' questions one by one. You record your teleseminar and then download it as an MP3 file. Then get your recording transcribed (iDictate.com, or Elance.com), and voilà! You have an e-book ready to sell. If you print the e-book and you burn the MP3 onto a CD, you have a CD home study course package ready.

You could also combine strategies and invite a few experts onto your teleseminar and have *them* answer the questions for your prospects.

You could pay them a fee for their time—say, \$100 for 60 minutes—or offer to give them the product to sell, as well!

Set Up a Webinar, Invite Two to Three Experts, Record it, and Transcribe it

Same as the strategy above, but you answer the questions on a webinar. A webinar is an online seminar, usually 60 or 90 minutes long, where attendees

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from all around the world get to see your computer screen and hear your voice at the same time. You will need an account with GoToWebinar.com (\$99 a month) to do this (for more information, check out Chapter 11).

Just as in the previous strategy, you can record your webinar and then download it as an MP4 video file. You can get your recording transcribed (iDictate.com or Elance.com), and you've got yourself an e-book! If you print the e-book and you burn the MP4 onto a DVD, you have a DVD home study course package ready. (Check out www.kunaki.com for CD and DVD duplication and fulfillment.)

Of course, you could just record the webinar and sell the MP4 file as a product.

A really cool feature on GoToWebinar is that when you set up a webinar registration page, you can ask registrants a question. For example, "What is your number one question about making money with Twitter?"

We got over 300 questions submitted in 24 hours, including:

- How can I increase my number of Twitter followers?
- How can I convert my Twitter followers into buyers?
- How many hours a week does it take to make \$700/week?
- How soon can you expect to have a return on the investment?
- How do I do it without looking like a spammer?
- How can I use Twitter without getting my accounts suspended?
- How many tweets need to be sent per hour?
- What should I say in my tweets?
- How do you find a targeted audience in Twitter?
- How can you find out what they really need?
- Is it smart to hire an outsourcer to do direct messaging?
- Do I really need software to grow my list of Twitter followers?
- Is it free?
- Is it easy?

This market research is invaluable in helping us create an e-book or an information product. Based on what our target market is asking us, some of the products, courses, or features we could include in this product might be:

- "How to Get 100,000 Twitter Followers in 30 Days!"
- "How to Convert Your Twitter Followers into Buyers!"
- "How to Make a Full-Time Living on Twitter in Just Two Hours a Day!"

- “How To Profit from Twitter *without* Looking Like a Spammer!”
- “How Many Tweets to Send per Day, and How to Write Your Tweets!”
- “How to Use Outsourcers to Automate Your Twitter Business!”
- “How to Start Your Twitter Business in the Next 90 Minutes!”
- “Eight Mistakes that Newbies Make that Get Their Twitter Accounts Banned, and How to Avoid Them!”

Create an MP3 or Audio Course

Once you have a list of 8 to 12 questions or topics that your prospects are interested in, you could, of course, just record the answers and create MP3 files or an audio course or audio book this way.

I use the free software Audacity to do this. You can download it at no charge at <http://audacity.sourceforge.net>. You plug in your headset, open up Audacity on your laptop, and then press “record.” Then you simply say or read out loud the answers to each question. When you’re done, you click on “stop,” and then click on “file,” and “export as MP3.” There you go. You’ve just saved that MP3 onto your desktop.

You can sell that MP3 file as a product, you can have it transcribed and turned into an e-book, or you can burn it onto a CD and ship it to your buyers. (I recommend www.kunaki.com for CD and DVD fulfillment.)

The average typist will type about 50 words per minute. The average person speaks at about 160 words per minute. So the fastest way to write is: dictate!

Make a list of 10 chapter titles (your prospects’ top 10 questions.) Then make a short, bulleted list (maybe just a word or two) under each title. Now, record yourself simply expanding on the ideas in your simple outline. Just explain it as if you were talking to a friend or colleague. If you dictate for six hours on one day, you will dictate over 57,000 words in a single day.

This reminds me of one of my coaching clients, Suzy Dior. Suzy was a stock market trader and an international property investor. For a couple of years she had been trying to write her first e-book about how to invest in property in Morocco, but she was never able to get going with it. Finally, she asked me to coach her one-on-one.

When I asked her why she hadn’t completed her e-book in the past two years, she told me, “I don’t know how to write an e-book!”

“Okay,” I said, “but tell me, what are the top 10 questions that your customers and prospects ask you regarding investing in Moroccan real estate?”

“Well, that’s easy!” she said. “They ask me where they should invest, why they should invest there, how can they get financing, what are the risks, what return on investment they can expect, and how they can convert currency.”

I interrupted her, “Wait! Grab a pen, grab a piece of paper, and write down these 10 questions. Those 10 questions are the 10 chapters of your book. Simply write down the questions and fill in the blanks!”

Within four days her e-book was ready, and I received the following note:

Incredible! My *Morocco Property* e-book is generating 500 leads a month for my business! This will save me over \$47,200 a year in marketing costs! Thank you, Mark, for showing me how to get it written and launched FAST!

Buy PLR Products and Revamp them

Another product-creation idea involves buying private label rights (PLR) e-books and using them to create new information products.

PLR e-books or courses are products that give you the right to:

- Change the title.
- Change the contents.
- Put your name on them as the author.
- Sell them and keep 100 percent of the money.

Some websites that sell PLR products include:

- www.master-resale-rights.com
- www.plrebooks.co.uk
- www.sallys-ebooks.co.uk
- www.floodle.net
- www.plrwholesaler.com

For example, Internet marketer Roy Carter found a PLR e-book about boat safety. He changed the title, put his name and picture on it, changed the sales letter slightly and started selling this e-book as *The Boat Owner’s Safety Bible* at www.boatownerssafetybible.com.

Not only was he able to make a few thousand dollars a month from selling the e-book, but he also was able to profit from selling the *leads* his website was generating to boat maintenance, yachting, and marina-related businesses for top dollar!

Other ideas include creating a new product by putting together four to five different PLR e-books on a topic or recording a PLR e-book and turning it into an MP3 audio course or creating an audio book!

License Products

One of my favorite product-creation strategies actually *doesn't* involve creating a product. Instead, I simply *license* one!

If I come across an interesting course or e-book, I'll often contact the creator of that product and offer \$500 or \$1,000 to license it. This means that I'll have the right to sell it and keep 100 percent of the money.

Depending on the terms of the licensing agreement (usually a single sheet of paper—see the licensing agreement sidebar), I might be able to change the title and contents of the product or even put my own name to it.

I then put the product on my website, I e-mail my list, and usually make a few thousand dollars in sales straightaway! Even better, I now have a brand-new income stream from the ongoing sales of this new product!

I have licensed courses on copywriting, article marketing, YouTube marketing, Twitter marketing, Facebook marketing, solo ads marketing, and many, many more. Over the years I've also licensed products such as the 28 Day Rockstar course for guitarists, some YouTube marketing software, and the Speed Money Seminar concept. A friend of mine licensed the Lamborghini Energy Drink for the Cypriot and Scandinavian markets. Licensing has often been the fastest way for me to make some extra money.

Buying licenses can be great. But selling them is fantastic, too. I've licensed my Clickbank Millionaire Summit and Ultimate Facebook Marketing Seminar concepts to other seminar promoters in the United States and Australia.

Recently, a publishing entrepreneur wanted to sell my DVDs to his mailing list of clients. I sold him a single sheet of paper (a resell license for nine of my DVD home study courses) for \$90,000. It took me just 10 minutes to put together the offer and agree to the deal. I could have sold the master resale rights for much, much more!

If you want to license products, check out trade magazines or trade shows. If you want to license e-books and courses, check out ClickBank.com, or the Warrior Forum, and get on different people's mailing lists. If you see a product that is interesting, contact the author and make an offer!

How to Make \$90,000 in 10 Minutes Thanks to a Single Sheet of Paper! (Licensing Agreement Example)

Certificate of Reprint and Duplication Rights Full, Lifetime, Reproduction, and Reseller's Authorization

Is Hereby Granted to:

Mr. John Smith

This authorization grants the named holder of this certificate full authority to duplicate and distribute at retail level, the following Product:

"XXXXXXXX" course and assorted bonus materials

1. These rights include the right to change the price or title of those products, in whole or in part, and the right to sell those products individually, or combined with other products.
2. They do not include the right to resell or grant rights to others.
3. The copyright notices on the products may not be changed.
4. These products may not be given away free.
5. This course may not be sold for less than \$47.00.
6. The products may never be sold in any format on any online auction site (e.g., eBay.com) nor as part of any multilevel marketing program.
7. The product may not be altered in any way—the name of the author and links contained within the course must not be removed.
8. These products may not be marketed using spam (unsolicited e-mail).
9. This license may not be transferred or resold.

Signed _____ the Licensee

Signed _____ for XYZ Ltd.

Date _____

Create or License Software Applications

What if I told you that you can create as many software tools as you want, for very little money. Would you be interested?

I got a suite of software applications created by going to www.vWorker.com and hiring programmers to design software for us. I was astonished! They could create software products for as little as \$500 to \$1,500 per product.

A friend of mine had created some powerful YouTube-related marketing software. This software allowed users to find popular YouTube videos that weren't promoting any affiliate links or website links and contact the owners to offer to buy their YouTube accounts from them.

I licensed it for \$2,000, and we charged a \$37-a-month fee to use the software. At one point we had as many as 1,187 clients on this membership program!

In another example of licensing software, let me tell you about "TX," a young entrepreneur from Australia in his mid-20s. He attended my Speed Cash Seminar and started making money online pretty quickly. A few months later I introduced him to a friend of mine who is a software developer.

TX ended up licensing the software from this programmer, packaging it, and selling it for \$2,000.

Once a day, he would run a webinar with a different joint venture partner (someone who would promote the webinar to their mailing list). By marketing this powerful social media automation software tool, TX did \$2.5 million dollars in sales in just four months, thanks to joint venture webinars.

Adapt Successful E-books into Other Languages

Gunnar Kessler is an Internet marketer from Germany, and he flies over to the United Kingdom regularly to attend my seminars. Gunnar now makes over \$14,000 a month thanks to his e-books!

His e-books are about mundane topics such as "How to Overcome Your Cat Allergy," "How to Fix Your Car Yourself," and so forth. But the twist here is that his e-books are in German.

That's right. He simply saw what type of e-books sell well in the United States and created similar products for the German-speaking market. He now sells 18 different e-books, and he is releasing one new e-book per month.

Watch this space! More and more people are telling me that they are going to start selling e-books to the Chinese market soon.

Collate Free Articles from EzineArticles.com and Videos from YouTube.com

This is probably the easiest way to create a quick e-book. Simply collate free articles from EzineArticles.com and videos from YouTube.com!

Your e-book can be a simple collection of other people's articles and videos on a specific topic.

Here is the eight-step process:

1. Pick your subject (for example, knitting).
2. Go to www.ezinearticles.com and find articles on your subject (note: you can use these articles for free as long as you keep the author's "resource box" at the bottom of the article).
3. Collect 50 to 70 articles.
4. Highlight, copy, and paste.
5. You could also add some links to interesting and relevant blog posts.
6. Go to YouTube and find links to videos about your subject. Select a dozen interesting videos. Highlight, copy, and paste.
7. Turn the Word document into a PDF document (I use the free PDFCreator software from <http://sourceforge.net/projects/pdfcreator.com>).
8. Done.

Create Screen Capture Videos

One of my favorite product-creation strategies involves using Camtasia software (\$400, www.techsmith.com) to create screen capture videos. You just need your laptop, a headset, and your screen capture software.

Screen capture software such as Camtasia, or the free software tools such as Jing (www.techsmith.com/jing), or Camstudio (www.camstudio.org), allow you to record your computer screen while also recording your voice. You then produce that recording as an AVI or MP4 video file, for example.

This allows you to create a product in as little as a day, simply by filming your screen while describing what you are doing on your computer.

For example, Internet marketer Jani G. recently put a new e-course on ClickBank.com about how to use Facebook ads. He did \$300,000 in sales in just seven days. His e-course consisted of eight Camtasia videos of him logging into his Facebook advertising account and showing how he creates a new Facebook ad!

Film a Seminar

Now, this is my personal all-time favorite strategy for creating an information product, but it takes *a lot* of time and money.

I organize a seminar, I invite experts to speak, I get the seminar filmed, and then we produce the DVDs of the event. The whole process can cost over \$40,000, but typically, the sales made at the event cover these costs.

The best part? I do it once, and then I can sell the DVDs and the licenses forever!

Recently I organized a seminar about Facebook marketing, and I had 16 experts on the topic come and speak, including many of my students who were now making a full-time living thanks to Facebook.

We filmed the event, created the DVDs, and I also created a 110-page e-book containing the strategies these experts shared from the stage. I launched the e-book on ClickBank.com, and we did \$380,000 in sales.

How I Generated \$380,000 in Sales in 30 Days Thanks to an E-book

This e-book product launch sold over 5,000 copies of my e-book in 30 days and brought in \$380,000 in sales. This process had three steps:

1. I collected the information from the experts and created the e-book.
2. I set up the website to sell the e-book.
3. And finally I had to get my joint venture partners to promote the e-book to their subscribers on the same day.

I was amazed to see over 2,447 affiliates from ClickBank.com sign up for their affiliate link to promote the e-book on launch day! (Affiliates on Clickbank.com typically earn 50 to 75 percent commission for each product they sell for you. All they need to do is drive traffic to your website, where the product is being sold.) That's one of the benefits of selling your e-books through ClickBank.com. There are over 120,000 affiliates there just *waiting* for new products to promote!

How to Take your \$27 E-book and Turn it into a Sizzling \$4,000 Product! Brett McFall, author of *How to Make Money While You Sleep* and co-founder of the World Internet Summit, shared this fascinating idea on

how you can take a \$27 e-book and turn it into a higher value offer. Here is the nine-step process he suggests:

1. Create an MP3 (audio) version of your e-book by recording it with the free Audacity software. You can double the price, while your costs remain the same because it's just a digital file.
2. Add Camtasia video tutorials. You can add \$500 to the price.
3. Add interviews with experts in your industry, recorded through Skype. You can add another \$500 to the price.
4. Offer personal coaching. You can add another \$1,000 to the price.
5. Record the coaching sessions and add those into the product, too.
6. Turn your product into a live seminar with a ticket price of \$2,000.
7. Record the seminar and add all the DVDs/CDs into the product.
8. Sell the whole package for \$4,000.
9. Sell the product license for the whole thing for \$10,000.

Selling My First Product Online

After the Laptop Millionaire had shared his 12 ways for creating an e-book, he told me to go ahead and create my first info-product and to let him know how I got on with this project. And with that the meeting was over and I left his home.

I used an old computer at a local Internet café to do some research and create my e-book, and I found a web designer who lived locally and who was just starting out. He agreed to help me set up my website with the promise that I would pay him once I started earning money.

My e-book was a simple 70-page Word document with interesting how-to information about alternative health solutions I'd found out about regarding Diabetes. I was simply a reporter, reporting on these natural health discoveries. I didn't need to be an expert. The e-book took just two-and-a-half weeks to put together.

I then needed to write the sales page—this is the text that goes on your website that explains the benefits of buying your product. The Laptop Millionaire told me to copy another website's sales page and simply change the words. (Today, I would go to www.Elance.com and hire a copywriter for \$1,000 to \$3,000 to write the sales copy for me.)

Twenty-eight days later my first-ever website was live!

By driving a bit of traffic to it, thanks to Google AdWords (a couple hundred visitors a day), I started selling five e-books a day, on average. At \$67 per e-book, I was making more than \$300 a day in passive income.

I went from being broke to making \$10,000 a month in less than a month. And even better . . . most of these sales were happening while I was sleeping!

I was over the moon! The business had cost less than \$400 to set up, and I was now selling to people all around the world.

By modeling the Laptop Millionaire's simple strategy, I made \$10,000 in sales *in my first month online!*

I launched another five e-books later that year, and after a short while ClickBank affiliates started promoting them for me, in exchange for a 50 percent commission. They have earned me hundreds of dollars a day in passive income for the best part of eight years (Figure 1.3).

Weekly Sales Snapshot

Week Ending	Gross Sales
2011-05-25 (current week)	\$1,814.46
2011-05-18	\$5,661.97
2011-05-11	\$3,123.00
2011-05-04	\$2,690.85
2011-04-27	\$2,813.70

Daily Sales Snapshot
















Fri	May	20	\$49.52	
Thu	May	19	\$805.13	
Wed	May	18	\$959.81	
Tue	May	17	\$324.94	
Mon	May	16	\$665.25	
Sun	May	15	\$657.08	
Sat	May	14	\$1,229.19	
Fri	May	13	\$1,001.27	
Thu	May	12	\$618.29	
Wed	May	11	\$1,165.95	
Tue	May	10	\$1,276.87	
Mon	May	09	\$1,087.57	
Sun	May	08	\$58.56	
Sat	May	07	\$222.52	
Fri	May	06	\$158.26	

FIGURE 1.3 Imagine waking up every morning and you've already made money . . . while you were sleeping!

Over the years I've made close to \$2 million in sales thanks to e-books, and I now have more than 64,000 clients in 116 countries worldwide. I owe this to this simple business model that the Laptop Millionaire shared with me on a crisp winter morning all those years ago.

Millionaire Secrets

A few weeks after our meeting, I went back to see the Laptop Millionaire. I was excited and I couldn't wait to tell him how well his strategy had worked and how my life had changed in the space of a few short weeks!

The Laptop Millionaire was very happy for me. To the news that I was able to pay off my debts, regain my confidence, and improve my life, he responded, "That's great! You're welcome! And of course it worked! I knew it would work because you were applying five millionaire secrets all rolled into one simple strategy!"

I wasn't sure what the five millionaire secrets were but was anxious to find out. I felt like I was about to experience a new aha moment . . . only this time, I was excited! I had realized in a very real way that this information was *priceless!*

"The millionaire secrets are simple and you can seamlessly apply them to any and all business endeavors. They are the secrets that wealthy people have used for years. If you understand them, you can model them and benefit in your own life."

Millionaire Secret: Money is nothing but the measure of the *value* you create for other people.

"By creating and distributing your e-book, you are delivering more value every day than you did when you worked as a security guard or in telesales.

Millionaire Secret: Money = Value × Leverage.

If your e-book had just stayed on a floppy disk, you wouldn't have been delivering value, and you wouldn't be making money. But, what you actually did was use a lot more leverage than before.

You leveraged the Internet, technology, sales pages, web designers, advertising, affiliates, social media, autoresponders, and systems to reach more people and deliver more value.

Millionaire Secret: Work for passive income, not earned income.

You stopped exchanging your time for money. You stopped working for earned income in a job. Instead, you worked for passive income, which helped free up your time so that you could grow your business.

Millionaire Secret: Sell products; don't sell your time.

If you want to become financially free, you must start selling products.

Instead of selling your time, you started selling products. The link between how much time you spend and how much money you earn was broken.

Selling products = no more exchanging time for money. Your earning potential becomes uncapped.

Millionaire Secret: Get a mentor and copy a proven success formula.

Instead of going for the trial-and-error approach, you modeled a successful business formula. It is crazy in today's world to be going for the trial-and-error approach to business. Just get a mentor and follow a proven success formula.

You see, it was only natural for you to suddenly make a lot more money! By selling e-books online, you were actually applying five millionaire secrets.

I had to admit, what he was saying was making perfect sense. I was hoping he would teach me something else that day, and he did not disappoint. As we were wrapping up lunch, he looked up from his seafood linguini and asked, with a cheeky grin: "Would you like me to share with you a sixth millionaire secret?"

Case Study–Alex Brennan

"I make thousands of dollars a month in passive income thanks to ClickBank!"

Alex Brennan is a former management consultant from the United Kingdom. He attended some of my seminars and decided to join my mentoring program.

As one of my clients, I helped him find a niche and create his first few information products.

Check out how selling products—rather than exchanging his time for money—has changed his life.

In 2008, Mark offered a six-month mentoring program to a handful of his clients, and I didn't hesitate. I signed up straightaway.

It turns out that this was one of the best decisions I've ever made.

Within four months and having no clue of a niche or a product, I had written and published *The pH Diet*, an alkaline diet e-book based on my personal story of having lost 50 pounds or 22 kilograms in six months.

When I sold the first few copies of *The pH Diet* at \$47 while I was on the ski slopes in Val d'Isere—my first passive income ever—I couldn't believe it! I was making money *while I slept!* I was hooked!

Mark then promoted and organized a weight loss seminar in London for me, where I got to present my program for the first time, and I got the DVDs of the event as well—this product is still selling today from my website.

I then also launched a weight loss e-book for new mothers, based on the experiences of my partner who lost 30 pounds using my weight-loss principles, and then I launched a weight loss e-book for mid-life men.

I then relaunched these products as 12-week *audio* home study courses, I created a membership site, and also offered a 6-week webinar series where I coached participants live to alkaline diet success.

These eight information products, built on the knowledge and skills I learned directly from Mark, earn me thousands of dollars a month in passive income via ClickBank!

One-on-one coaching, group coaching, teleseminars, and webinars provide additional income, too.

I get traffic to my sites thanks to YouTube videos and online articles.

I have been working full-time on my Internet business since October 2008 and I love what I do.

I now get to live part-time in sunny Cyprus, and I have the freedom to do what I want *when* I want!

Helping others by sharing information feels truly profound and very purposeful.

Persistence and great mentoring have been the critical keys for success—thank you so much Mark for helping me create a successful online business and a life of joy and passion!

Case Study—Kalpesh K.

“Over \$1 million a year thanks to ClickBank!”

Kalpesh worked at a bank, and although he earned good money, he didn't feel this job satisfied him—and he wanted to have more *freedom*.

He launched his first Internet business, selling e-books and courses on “How to Ace Your Investment Banking Job Interviews.”

He kept launching one product after another, understanding that each new product he launched was like having a *brand new income stream* direct to his pocket!

By selling the leads his e-book sales were generating to “coaching floors”—teams of salespeople that call your prospects to upsell them other offers—he started generating additional revenues.

Apparently he now generates over \$1,000,000 a year thanks to ClickBank and his Internet businesses!

Case Study—Rory K.

“I make \$15,000 a month thanks to my e-book on ClickBank.com!”

The week before running my first-ever seminar, I delivered a one-day trial seminar at my friend Rory's house.

In front of Rory and two of his friends, I shared the story of how I had gone from zero to making \$10,000 a month. I explained how to create and promote e-books and how to increase your profits from upselling other relevant products and offers to your customers.

At the time, Rory had been unemployed for a couple of years, and he really wanted to turn his financial situation around as he had a baby daughter to provide for.

One of the last things I had these three “attendees” do before we wrapped things up that day was to brainstorm 100 business ideas and niche markets (the “100 Ways to Make Money” exercise).

That night, at 2 A.M., Rory burst into my room, all excited, and shouted: “Mark! I’ve got it! I know what I will write my e-book about!”

Six months later he’d put his *Urinary Tract Infection* e-book on ClickBank.com and quickly started making over \$15,000 a month!

Summary

- Selling products is what gives your business the opportunity for leverage. For example, you can leverage affiliates, joint venture partners, websites, blogs, advertising, e-mail marketing, autoresponder messages, and pay-per-click advertising to sell your products for you even while you sleep!
- Information products allow you to add more value to more people’s lives by giving them great solutions and highly valuable information. Selling products means you are no longer tied to exchanging your time for money, your earning potential becomes uncapped, and you can access a global market.
- You can create multiple streams of income. Every new product is a new income stream, and selling e-books and digital information products is

a very lucrative business to be in because the production and delivery costs are practically zero and yet you can sell them at \$47 to \$997.

- An information marketing business costs practically nothing to set up, it's very fast to set up, and you can work from home or from anywhere you want in the world.
- The four-step strategy for selling e-books online:
 1. Find a niche market with a problem that needs to be solved, and create a Word document with that information in it.
 2. Pay \$50 to join ClickBank.com as a vendor. You will then be able to sell your digital products (not physical products) through its marketplace.
 3. Get a website created for you. You will need a sales page and a thank-you page.
 4. Drive traffic to your sales page.
- The five key criteria in choosing a good target market:
 1. Is there a large enough market for your product?
 2. Is there a lot of pain in this market?
 3. Are people already spending money on solutions?
 4. Is there good back-end potential?
 5. Are they easy to reach?
- Twelve ways to create a lucrative e-book or digital product for you to sell:
 1. Set up a flycatcher page and find out your prospects' top 10 questions.
 2. Interview experts, record the interviews, and transcribe them.
 3. Set up a teleseminar, record it, and transcribe it.
 4. Set up a webinar, invite two to three experts, record it, and transcribe it.
 5. Create an MP3 or audio course.
 6. Buy PLR products and revamp them.
 7. License products, e-books, and online courses.
 8. Create or license software applications.
 9. Adapt successful e-books into other languages.
 10. Collate free articles from EzineArticles.com and videos from YouTube.com.
 11. Create screen capture (Camtasia) videos.
 12. Film a seminar.
- You can take a \$27 e-book and turn it into a \$4,000 product by adding Camtasia video tutorials, adding interviews with experts, offering

personal coaching, turning it into a live seminar, filming it and creating DVDs, and adding the product license to your offer.

- The five millionaire secrets that make selling e-books so lucrative:
 1. Money is nothing but the measure of the value you create for other people (e-books allow you to deliver a lot of value to a lot of people easily).
 2. Money = Value × Leverage (e-books allow you to use a lot more leverage).
 3. Work for passive income, not earned income (e-books sell while you sleep).
 4. Sell products; don't sell your time.
 5. Get a mentor and copy a proven success formula (this formula works).
 6. To find out more about how you can profit from selling e-books and affiliate marketing, check out The ClickBank Millionaire Masterclass on DVD at www.laptopmillionaire.tv/dvd. (Twelve successful marketers show you how they earn over a million dollars a year each thanks to ClickBank, selling their own or other people's e-books).