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Introduction

While this product is a quick and concise read, only about 30 pages, it contains good information you can actually put to use.

Please don't *skim it* and forget it. You do not want to overlook any important facts or strategic ideas.

It's Easier Than You Think...

Most people who are new to the Internet, or even some who have been around for a while, believe that they can't create their own ebooks (or CD's, videos, etc.) because they can't write.

Nothing could be further from the truth.

What I'd like to show you through this special report is that you **CAN** create your own ebook and other products. And you can do it **fast!** Even if you've never written a word in your life! (If you're new to the field, your main challenge may be getting recognized as an expert. But creating your own products will be easy once you learn the shortcuts and tips in this ebook!)

You see, it's all about 'perspective.' The first time you see someone riding a bicycle, you immediately say "That's not possible" or "I can't do that." And, maybe you're right to some extent. You can't ride a bicycle **yet**. But, that doesn't mean you can't ride a bicycle **ever**.

You just have to get on it, stumble a few times and before you know it, you're balancing a metal frame on two wheels! Something that seemed **impossible** just a few days ago.

It's the same with writing an ebook. In fact, it's much easier than learning how to ride a bicycle.

The trick really is to just get started. Just start writing and let your thoughts flow. Don't worry about spelling or grammar or sentence structure or formatting or any of that. Just get the information **out** of you. You can edit it later. If you edit while you write, you interrupt the flow of ideas.

You can also use a tape recorder and just talk freely into it. Imagine you're talking to a friend and you're giving her advice about X (where "X" is the subject you want to write about.) When you're done, you can type it all out into your computer, or get someone to transcribe it.

What people should realize is that you don't need to be an English major to write an ebook. Just write the way you talk to a friend. Then, have someone read it out loud and see if either of you can find any areas that sounds choppy or confusing. You can also get a college student to edit it for you, if you're not comfortable doing your own editing. (Although, personally, I prefer to read an ebook that seems like the author is "talking to me" (it seems more interactive) instead of an ebook that uses perfect grammar, and structure but ends up being *boring*.

If it still seems like a daunting task to write the book, just break the ebook up into sections or chapters, and knock them out one at a time... kinda like writing short reports. (Break the task up into smaller pieces and tackle it that way.)

Anyone can write an ebook.

An Easier Alternative Still...

Of course, if you still want an easier way to do it, just hire *someone* *e/se* to write it for you. You can go to a site like elance.com to find a ghostwriter.

Hundreds of marketers are releasing products every day using the above strategy. They don't have to write a word of it, and they don't even have to be an expert on the subject! It's the easiest way to come into this business and start making money quickly!

How To Create Products In A Matter Of Hours!

Creating products is so easy, all you have to do is break away from the limitations of the 'standard' way of creating products.

In other words, you don't have to do all the work yourself! In fact, if you get a little creative, you won't have to do *any* of the work!

You don't even have to know a thing about the subject that you'd like to create a product on.

The tips and strategies provided below will definitely get your brain firing on overtime. ;-)

Interview An Expert

The fastest and easiest way to come up with a high-value product is to interview an expert on the subject which you want to write about.

You would entice the expert by reminding him of the free publicity he/she would get from your promoting the interview.

The more well-known the expert is, the more marketable the finished product will be.

You can also interview several experts and compile all the interviews

into one product, in order to cover different angles and strategies on one subject.

Or, you could pick a general subject, break that up into sub-sections and then interview an expert for each sub-section. For example, if you're creating a product on 'Internet Business Success,' you could interview an expert on product creation, another on copywriting, and another on marketing strategies, and so on.

Your interview can include a set of specific questions, or just one question that requires a detailed answer.

You could also ask the expert to offer you a step-by-step plan that readers would be able to follow to get to their goal. (The easier you make it on the reader, the more likely will he be to buy your product.)

There are various formats you could choose to conduct and publish the interviews. You could simply send the questions to them via email and publish the answers into a report or ebook format. You could also choose to meet the expert one-on-one and record the interview, or you could conduct the interview over the phone and record it that way.

If you choose to record the interviews, your product package could then contain the audios as well as the typed up transcripts. Your pricing would also vary depending on which formats of your products you provide.

Heck, you could even video tape the interview and sell copies of the recorded video.

Record Your Own Tips and Advice

If you're an expert in a subject yourself, you could get a friend or partner to ask you preset questions and record/transcribe those.

You could also do a (free or paid) tele-seminar, record that and turn that into an instant product. Offer it as downloadable audios, an actual CD, or just the typed up transcripts.

A similar strategy can be used on live seminars. You can either video tape the seminar, make a audio recording of it, or both.

You could just as easily invite other experts to join you in the seminar and turn that into an instant product.

Of course, these days, you can also do a webcast i.e. a seminar via the Internet, record that and turn that into a product.

Turn Existing Content Into Products

You can just as easily contact a bunch of experts and ask them to submit their best articles or reports on a particular subject. Then, compile them into a larger report or even an ebook.

Each expert gets to include their web links at the end of their content so they get free publicity from the submission.

You could further get instant exposure for your newly created product by giving all the experts who participated the first chance at selling the product to their own customers. (You can also use this strategy with interviews.)

The same idea can be used to borrow/reprint sections of ebooks, audios, or even existing videos. Contact the author and ask for permission to reprint the content in exchange for free publicity.

If you want to create a product for the 'copywriting' crowd, you could contact several copywriting experts and ask them to submit a sales letters that they wrote for one of their products. You could compile all the submitted letters into one mega collection of "proven salesletters."

You got an instant product!

You could take this idea further and ask each expert to break the letter apart and explain the specific techniques they used to create the letter. That added information could easily double or triple the value of your 'proven salesletters' package.

Update/Republish Existing Information

Find an ebook/manual that's at least a year old and ask the author/publisher to update the information. For example, you could approach the author of a "free classifieds" directory and offer to help update the information to include all the new resources that came about since the directory was last published.

You could also approach the author of a printed product and ask to convert his product into an audio CD...or visa versa.

How about taking an ebook on 'general gardening tips' and modifying it for the '*vegetable* gardening' market.

Co-Create A Product

Another way to save time is to ask an expert to co-create a product with you. If it's an informational product, you could both write it together, and split the workload. The product would be finished in half the time.

The same can be done by involving several experts/authors. Each one would get assigned a portion of the work, say one chapter per author, if it's an informational product.

Help Finish Incomplete Projects

Most successful product creators, especially informational product creators, have at least one unfinished product. You can offer to help them finish it. The profits and exposure can be shared between the two of you.

This can be applied to ebooks, reports, manuals, manuscripts, even software/scripts or non-informational products.

Use 'Private Label' Content

Private label rights offers you the right to insert 'your name' as the author of the product. You don't have to write a single word except type in your name and website info.

You could either pay for these rights with cash, or barter/trade using your own products and/or reprint rights.

Remember, you can also use *private label articles* to create ebooks, audios, and even physical products like printed books and compact discs.

Hands-On Video Or Camtasia Presentations

Another super easy way to create a high-value product is to create a "how-to" video or computer presentation simply by recording yourself (or an expert) while working on the project.

For example, you could create a "how to" product that teaches others

to use/learn the features of Microsoft Word by recording yourself using MS Word and explaining the features.

Most people prefer listening over reading, and watching over listening. They want 'easy.'

Create A Package Using Existing Products

Approach several product owners and ask them to donate their product to your project, in exchange for publicity and a cut of the profits. Once you have a bunch of products from different owners, package them together and sell the bundle for an attractive price.

Also, allow each owner/participant to promote the site to their own customers for a cut of the profits.

It doesn't cost you a thing AND you get to build your own list fast!

Public Domain Information

This is another strategy/topic that's hot right now. Look for public domain information and republish, re-author, re-title and/or repackage it.

You could also go after out-of-print informational products and work out a deal with the original publishers/authors.

Case Studies

Ask several experts to offer a case study of their most recent project. For example, if you're writing about press releases, you would ask each contributor to give you a copy of their last 'successful' press release and explain the what/why/how of the reason for it's success.

Compile the case studies into a guide that you can sell.

Checklists and/or "Top 10" Lists

Create (or ask an expert to put together) a simple checklist that one could use as a guide. For example, you could put together a 'travel checklist' which travelers could use to ensure that they have everything they need before they leave.

You could also use the same idea to create a "Top 10..." list for any subject. Example: "Top 10 Ways To Increase Your Website's Profits," etc.

Sell Your Ideas

Instead of creating the products yourself, you could put together a report that lists all of your creative ideas, so that others could use them to create their own products (kinda like this list. ;-)

You could even create a membership site where you share one (or a few) new idea(s) each month.

Hold A Contest

Example: If you'd like to write a report/ebook on 'creative landscape designs,' you could hold a contest and ask everyone to submit their best ideas/designs and allow you reprint rights to the submissions.

Then, compile all the submissions into one report/ebook.

Templates, Forms, Etc.

Create templates for others to use, compile a bunch of them together to create an instant product. Example: If you're a graphic designer, you could create ebook templates, header templates, web site templates, etc. If you're a copywriter, you could offer several web copy templates that people could use to easily create their own sales letters, etc.

You could do the same thing with commonly used business letters, forms, etc.

Resources List

You could very easily compile list of useful resources on certain subjects and turn that into a product. Example: a list of free advertising sites, article submission sites, free hosting or free web space sites, free clipart, free autoresponders, etc.

Directories and Guides

You could also create a directory of sites, resources, software or even businesses. For example, you could create a list of the best restaurants in your area and offer some information on each, as well as dining tips, and so on.

Capitalize on Trends and Fads

Here's an easy way to create a hot-seller... When the 'Lord of the Rings' craze hit the big screen, people started selling anything and everything that even remotely tied to the movies in some way. And, the fans bought 'em all! The same happened with 'Sideways' and the wine craze, Atkin's diet craze, and every other fad or trend that hit mainstream media.

What current hot trend or fad could you attach to your product?

To be honest with you, your product doesn't even have to be an actual product!

You could just as easily compile a bunch of powerful testimonials about someone else's hot product, add your affiliate links to it and pass the document around.

Allow others to pass it around freely as well. Pretty soon your little report of testimonials can start earning you commissions.

Yes, it can be that easy, IF you decide to make it that easy. Remember, don't let how 'most people' create products limit your creativity and options.

Coming Up With Winning Ebook Ideas

The standard way to come up with a winning ebook idea is to study your market. Find out what the problems and frustrations of your market is and pick a subject that people are desperately needing answers to.

You can also simply "ask" people what they want. If you already have a customer base, just ask them what kind of product they're most interested in and are willing to pay for. Then, create that product for them.

The best way to ensure your ebook's success is to choose topics that provide solutions to existing problems.

But there's an easier way!

I'll be honest... I don't particularly like to work hard unless I absolutely have to. I don't see a point to it. So, if there's a shortcut to be found, I'll find it - or I'll create one!

Whenever I want to create a new product, I just look at what's already selling **well** out there and I give that product/idea a unique twist.

Just follow the experts and top sellers, watch what's hot on Clickbank.com's Marketplace (i.e. what sells the most,) check out Amazon.com and see what's moving there. Go to forums and look for common problems or complaints people are having.

Here are a few more resources you can use to do research for your product:

[Copernic Desktop Search](#) - This is a free software that searches multiple search engines simultaneously to find what you're looking for.

[NewsDirectory.com](#) - Look at hundreds of newspapers all over the world.

[Google Groups](#) - See what's hot and what people are talking about.

Establish Your Uniqueness!

Look, creating products is not that difficult, as I'm sure you're aware of by now. But if you really want to make good money in this business and establish yourself as a respected expert, you have to be unique! This is so important that it's worth repeating several times.

Come up with a **unique** product or service, or as mentioned earlier, **a**

unique twist/angle to an existing product. (Of course, the latter is much easier and quicker to do.)

If you're in a highly competitive niche, take existing ideas and products and find ways to improve on them *considerably*.

Look for an area within your field/niche that needs attention but isn't getting any. Look for 'holes' in your niche.

What are the main problems and frustrations of customers that other marketers and business owners aren't addressing?

Look for something that's highly needed but not being addressed by others. Do surveys, visit message boards and forums, etc.

Target a sub-niche (a smaller niche within a large niche) that isn't overflowing with competition, or one that isn't being addressed yet.

Example: When I first got into online marketing, the 'spam' laws were just beginning to come about. Marketers were just starting to get away from sending unsolicited email because they didn't want to get in trouble. The online business was changing. New marketers were tip-toeing around the issue. They either got in trouble for sending unsolicited email, or were too afraid to even approach email marketing in fear of being labeled a 'spammer.'

I noticed the area that needed attention: permission email marketing. Email marketing was the easiest and cheapest way to build a business. But people were too afraid to use it. They needed a step-by-step guide to using email marketing the 'right way' - using opt-in methods so they wouldn't get in trouble.

So, that's what I wrote about. And, that's the book that put me on the map... **Email Marketing Strategies Revealed!** was born.

Find out what's missing from your market and fill that need! Study your market. Find the holes, and then find a way to fill them.

If you don't think you have the skills needed, find someone who does and market that person's assets!

Example: think of celebrity agents. They don't have the acting/dancing/singing skills themselves. But it doesn't matter because they go out and *find* the talent, then they sell that talent!

A really powerful way to come up with unique ideas is to study other businesses that are NOT related to your market. If you're in the online marketing field, look at the real estate business, the plumbing business or any other non-related business. If you look closely, with an open mind, you will find many creative and unique ideas that you can bring back to your own business and surprise your market! They will think you're a creative genius! ;-)

Don't hold back when you're trying to come up with new and creative ideas. Let your brain take off - freely and unhindered. Think back to when you were 8 years old. Get back in touch with that "nothing is impossible" energy that children possess. That can be your greatest ally in business.

Every now and then I'll come up with a completely original product idea, but *usually* it's just stuff I see happening around me. I look at what's already selling, what's already (or is starting to become) popular.

I use my creativity to put new twists to existing "winning" ideas. That's the shortest route to success!

By giving it a **twist**, it sort of becomes a unique product. Just learn to pay attention. Keep one ear on the ground. Notice what's getting the most shelf space in bookstores. Visit discussion groups in your niche. Get on mailing lists, etc.

In short, get out there and hang out among your customers and competitors (either online, offline, or both.) Do that and you'll never run out of ideas to write about.

However, I'd strongly recommend that you give your product idea a little "twist." **Make it unique in some way** so that it's not the same ol' product that everyone else is selling.

That little twist can make your product stand out and sell very well.

Here's an example from my past...

When I first started my 'Secret Collection' of ebooks several years ago, no one was selling it the way I was. People were selling individual reports, on various niche subjects, but you rarely saw anyone put it together the way I had.

And there was a reason no one was doing it. It was difficult to group those products together and still maintain a "theme." I'm talking about subjects like online investigation, self defense, credit tips, beating speeding tickets, UFO's, etc. None of these products had anything to do with each other.

Well, I decided to use the "secrets" **theme**. My main selling point (and headline) was.. **"Discover Secrets You're Not Supposed To Know About!"**

And, in the package, I revealed online investigative *secrets*, self defense *secrets*, credit *secrets*, UFO *secrets*... and so on. Suddenly, all these products - on different subjects that normally could not be grouped together - worked very well as a "package."

My uniqueness in this case was the way I "packaged" the products,

and of course the "secrets" hook that I used. The moment I gave it a "theme" it was a hit.

I got the "package/membership site" idea from Tom Hua's "Free To Sell" package back in 2001. So it wasn't an original idea. (Like I said, pay attention to the top marketers and you'll get lots of ideas.)

But, I gave it a twist that **was** original. At least for the online crowd.

So... you don't have to be an inventive genius to have a hot product. Just watch for what's selling. Then, focus on solving problems, on providing solutions, on creating value for others, on making your product **better** than what's already out there, and you'll do fine.

Power Tip: Here's another major reason for coming up with a unique product. Not only will the customers love your product (since they're always after what's "new" and "hot," a unique product will also get other businesses in your field/niche interested in working with you.

Nothing can build your business faster than joint venturing (partnering) with other successful businesses. And nothing will get other businesses to want to partner with you more than a unique product that really solves the problem of your target market.

The Process

As soon as I get an idea for an ebook that gets me excited, I write it down. (Keep a pen and pad, or tape recorder, with you at all times.)

Then, I transfer it into a 14" by 17" sketch pad. It's a drawing pad i.e. it contains blank sheets of paper, without ruled lines.

I designate at least one sheet to my new idea. And, then I just go

crazy on it. The secret I've discovered is to forget about logic, linear thinking or organization. Just let go and pour out whatever is inside you at that moment.

In other words, my mind is usually going in 10 different directions when I scribble on the pad. One minute I'm writing a brief table of contents on one section of the page. The next minute, I'm writing a killer headline that just came to me, for that product. Pretty soon this large 14" x 17" page is filled up with scribbles, notes, gems that I brainstormed.

Everything that I can think of (relating to this product) gets recorded on this pad (table of contents, ads and salesletter titbits, cover design, formatting, etc.)

I also let the idea simmer in the back of my head for a few days (and nights) and each time I get bits and pieces of insight, I make a note of them all.

(It's very important to let your mind relax and roam freely, in a limitless manner. That's when some awesome ideas can come to you. After you've given your brain a goal to focus on, sleep on the idea and let your brain really go to work on it, unhindered.)

Planning The Outline & Content

Since this report is about creating products **fast**, you'll notice me offering you some amazing shortcuts throughout this report that will help you get your ebook written super fast!

To get my outline and content setup, I just go back to the sketch pad (from above) and play with it. I'm one of those people who likes to see everything laid out in front of me if I am to arrange them in any kind

of order or sequence.

Of course, it doesn't have to be done on a large sketch pad, like I do. Find out what method works best for **you** and do that.

You can just as easily create a document on your computer and start jotting down ideas for the book there. Basically, you want to make a note of all the sub-sections you will want to talk about. Then, when you're done listing these sections/chapters down, just arrange them in a sequence/order that makes sense. You've now got a table of contents, or at least the first draft of one.

Here's an easy way to get some ideas on creating an outline for your book: just look at the existing books on the subject! Whenever possible, try to use what's already out there, there's no point in reinventing the wheel. Go to the library and pick out a book on the subject you're writing about and see how they have it all laid out.

I'm not saying "copy" it word for word. Just get "ideas" on what to do. If the book you're looking at has a good outline, you can model off of that. If the outline (table of contents, etc.) are hard to follow on that book, you can improve on it when creating *your* ebook! (So, you'll get ideas on what to do and also what **not** to do by looking at existing samples of work.)

That should be the core mindset for you while you're creating your own products:

Make your product better than what's already out there!

I can't tell you how much time to spend per day on each chapter because I don't know what your lifestyle or schedule is like. Just spend some time working on the chapters, one at a time, and pretty soon you'll have the ebook completed.

Here's what I would suggest you do each time you sit down to work on your ebook: Look at the Table of Contents you've created and **pick a subject/chapter that most interests you at that time**. Work on that chapter!

You'll enjoy the process a lot more if you're writing about something that excites you at that moment.

There are many other benefits to doing this as well, which I won't go into here. Let's just say that when you're excited about the subject you're writing about, your reader will feel that excitement when she *reads* your ebook. And that's always a good thing. There are too many boring writers (and books) out there. Yours won't be one of those if you use the above technique.

Avoiding Doubts, Fears, and Writers Block

I've been creating ebooks and reports for a while so I don't find myself doubting or fearing the future too much. But, that can happen from time to time, especially if you're a beginning writer.

Here's a simple remedy: do whatever it takes to **shift your focus**. That's all there is to it.

Put the project aside for an hour (or even a day) if you have to. Go watch something funny on tv. Listen to your favorite music. Read a motivational book or article, play with the kids, or just go for a walk.

It's really not as difficult as we often make it out to be. Just change the track your "train of thought" is currently riding on. ;-)

Doubts and negative thoughts may enter your mind occasionally. Don't fight it, just gently nudge your thoughts towards the positive and productive.

Then, go back to the project with a new, fresh attitude and perspective.

It also helps to envision the end result just the way you want it to be.

For example, if you'd like your book to earn you \$50,000 per year, **keep seeing/visualizing that result consistently, as if it has already happened!** This process will burn the "success" image into your brain and pretty soon, doubt will be a thing of the past.

Once you get excited about the end results you'll achieve, get back on the computer and start writing! ;-)

Proper Layout and Design

Again, don't make it hard on yourself, especially if this is your first ebook. Just go out there and look for the best sellers related to your subject. Study the best ones and find out **why** they are the best. What is it about them that's appealing to **you**. Then, use those formats as *models*.

Here's an easy way to make your ebook easy to read: **suck the reader in!** Most how-to books are dry and boring, with just a list of facts and figures. Make yours entertaining too, if possible. Here's something you should always keep in mind...

"It's not the story that makes a hit. It's how the story is told!"

See, anyone can write a book that delivers facts and figures. But few people can write a book that others would want to read. This is why it's so important to be passionate and excited about the subject you're writing about. And, it's also why you want to write in a conversational tone instead of the rigid formal tone that most text books use.

Inject your personality into the ebook. If you have a great sense of

humor, give your readers a taste of that. (Of course, you don't want to **force** or fabricate a personality. Just use what comes naturally. Don't try to be somebody you're not.)

Pricing Issues

How do you decide what the best selling price is for your ebook. Surprise, surprise. I just look at what's already out there. **Research is your biggest ally in this business.** I look at how much the other sellers are charging for their products. I also look at the sales page to find out what they're offering in exchange for that price. And whenever possible, I take a look at the actual products others are selling, to see how well they're done and if they are worth the asking price.

Then, there are several ways you can use that information. Here's an example...

If most people are charging \$47 for the standard info on the subject, you should aim on offering:

- 1) a better product/package, and
- 2) a better deal/offer.

So, you can either offer the same or similar info for say \$39.97... or you can keep the price at \$47 but add some valuable bonuses to the package to increase the perceived value of the overall package (or provide additional useful info in your main product that other people are not offering. Make yours better, remember?)

Promoting Your Book To The World

If you have an existing mailing list, tell them about your new ebook first! Offer them the best deal possible - a special offer that no one else will be getting. (You've gotta treat your own list the best.)

I would also offer an affiliate program to my customers so they can promote the product to others while they earn a commission.

If you don't have your own list, the first thing you may want to do is, start sending out 'joint venture' offers to other businesses in your field. Offer them a nice-sized commission (at least 50%) and explain to them how they (*as well as their customers*) will benefit from the deal.

I would send out at least one JV letter, per day!

If all you do is work on striking joint ventures with other marketers and business owners, you will not need any other marketing strategy to pull in amazing profits! Joint ventures are the best thing out there for us writers and marketers -- especially online!

You can also use highly-targeted ezine ads to get customers. (Here's a twist to this technique: **instead of targeting customers, target affiliates who will help you sell the product!** This strategy can grow your business very quickly!)

Another strategy that can work well for you (if you don't have an existing customer list) is to write short, focused articles and submit them to targeted ezines. Articles can be a great way to get viral advertising working for you.

There are hundreds of other strategies you can use. However, the ones listed above are some of the best and most effective ones around. You should always go for 'quality' traffic verses 'quantity.'

What To Do When You Get Stuck

If you get stuck or lost at any point during the product creation / marketing process, don't panic. There's an easy solution!

Just watch what the experts in your field are doing and how they're doing it. Then do the same thing.

Example: If you can't think of a great title for your ebook, look at what the experts are doing. Or, go to amazon.com and do a search for books on that subject. Read the titles/headlines and you'll get some great ideas from there.

Don't know how to create an outline for your product? Look at how the existing books are formatted.

Having a hard time creating a killer sales letter for your product? Just look at the top sellers and see how they're doing it. And model yours after the best sellers!

Most of the work has already been done for you. You don't have to *steal* other's work, but you can look at their stuff to get ideas... you can model after the successful ones.

And of course, **make yours better!**

Another good point to keep in mind is... **your book doesn't have to be hundreds of pages long.** I tend to create short powerful reports because they are quick and easy to produce.

That's a great way to go, especially if you're a new marketer and want to get your feet wet.

Best of all, short reports allow you to spread your risk. Listen, all of your projects will not become home runs. That's just the reality - of any business - that most of us have to accept.

So, if you invest a lot of time and energy into creating a monster ebook that turns out to be a dud, you would have lost all the time and energy you put into that project... with nothing to show for it.

On the other hand, if you had only spent *a few weeks* on creating a much shorter ebook which also turned out to be a dud, you could quickly pull that one out and replace it with another short one. Your risks are dramatically reduced and your chances of putting out a winner is increased!

See, it's better to create 10 little ebooks per year and have 2 of them flop (which means 8 of them are bringing in the cash!) than to only create one or two **big** ebooks in that same year and risk having them both flop. There is also a much better chance that 1 of your products will be a hot seller if you have 10 of them out there, instead of just one or two.

That has been my strategy for the past 7+ years. And it has worked very well for me. It can work well for you too.

Make It Better!

Most importantly, **keep testing and tracking everything you do!**

After you have the basics down, start testing everything to make it **better**.

Test your headlines to see which one pulls better.

Test your offer, packaging, benefits, pricing... test everything! Don't let anyone tell you what they "think" will work. Let your customers decide that for you.

Measure the response of everything you test to find out which is working better and producing more profits.

Don't ever stop improving on what you have.

Each little improvement you make (after testing it out) can mean substantial *additional* profits for you. It's the easiest way I know of to give yourself a raise without really doing too much extra work.

Finally, make your package unique, either through the offer, the packaging, or the product itself. Make yours stand out from the rest of the pack..

If you don't do that, you'll be lost among the other mediocre offers, and your customers will probably never find you.

If you can't think of a way to make your product/offer unique, just look at how other *industries* are doing it. You'll get some great ideas just by watching other businesses that are completely unrelated to your field.

Do the above and you'll *continue* to get great results.

I will say this one more time.

If you're thinking of writing an ebook on marketing, **don't do it** unless you are truly a marketing expert who has the talent for producing authoritative text, as well as the skills and guts required to compete in an already cut throat market.

Otherwise, pick any other subject but marketing. You'll have a much easier time selling a product outside of the 'marketing' arena. You'll also often have **much less competition** in the non-marketing niches,

and a much greater profit potential.

Don't Want to Write? - Think Outsourcing

Outsourcing is a term which has received a great deal of attention lately. Despite the increasing trend in companies relying on outsourcing there are still some who do not clearly understand what is meant by the term outsourcing. This article will examine some of the key elements of outsourcing to help the reader develop a better understanding of the concept of outsourcing.

Outsourcing Defined

In the simplest language possible, outsourcing is when a company delegates the completion of certain tasks to an outside firm or an individual not directly employed by the company.

This individual may be an independent contractor or an employee of another company who is subcontracted to complete these tasks. In exchange for the individual's services, he or his company receives monetary compensation and/or other considerations as negotiated.

This description of outsourcing makes it far easier to understand the concept. Most people incorrectly assume outsourcing only applies to situations where large corporations have products manufactured overseas by a subsidiary and don't realize examples of outsourcing can be seen just about everywhere in corporate America.

Domestic Outsourcing

Domestic outsourcing refers to outsourcing where both the primary company and the independent contractor or subsidiary are located in the same country.

One of the main reasons for outsourcing is to reduce costs but it is not always necessary to outsource work overseas to reduce costs. Cost savings will be discussed in greater detail in the section on the benefits of outsourcing but essentially outsourcing results in a savings as a result of a reduction of labor costs.

Overseas Outsourcing

Overseas outsourcing is the type of outsourcing most people already understand. This is where large corporations such as Nike, and even some smaller companies, employ manufacturing plants overseas in third world countries to upsize their profits.

This is significant because their costs including wages, materials and building lease would be considerably higher in the United States than they are in these other countries.

Benefits of Outsourcing

Now that you have a clearer understanding of the concept of outsourcing, you might wonder why companies would go to the trouble of outsourcing certain tasks. Outsourcing is popular because there are a great deal of benefits to the companies who outsource the work. Some of the benefits include:

- Reduced labor costs
- Increased workforce
- Greater flexibility

One of the main reasons companies resort to outsourcing is it can significantly reduce costs. In the case of overseas outsourcing of manufacturing tasks, costs can be cut dramatically because there are lower wages and costs associated with managing and maintaining the manufacturing plants.

However, companies also enjoy a cost savings when they outsource tasks domestically. Reduction of labor costs is the primary source of savings in this case. Independent contractors hired on a contract basis for the purpose of completing specific tasks are often not given benefits such as social security, Medicare and workers' compensation.

Another benefit to outsourcing is enjoying a larger workforce without actually hiring additional employees. Companies who maintain networking relationships with qualified individuals have more opportunities open to them because they are able to rely on these individuals to assist them if they acquire large or complicated projects.

Finally, outsourcing gives a company a great deal of flexibility. Companies who have a significant workload and backlog of work where the majority of the employees are highly utilized might be hesitant to compete for new work because they do not have a great deal of employee availability.

However, with a network of individuals to rely on if the need to outsource arises, the company has more flexibility in pursuing new work.

When Outsourcing is the Best Solution

There are times when outsourcing is the only option available for reasons such as no in-house employees are qualified or available to complete the particular task.

However, there are also times when outsourcing is not the only option but it is also the best option. In these situations, outsourcing becomes a wise business decision as opposed to a requirement or a matter of personal preference.

Now let's discuss three situations where outsourcing is probably the

best option. These options include:

- When outsourcing saves money
- When outsourcing helps make deadlines
- When outsourcing increases productivity

When Outsourcing Saves Money

Outsourcing becomes the best solution when it saves the company money without compromising the quality of the work. Companies whose goals are predominately financial in nature often focus on the bottom line in determining whether or not to outsource projects or tasks. When the cost savings results in inferior work it is certainly not the best solution.

However, companies who are able to outsource projects to highly qualified and capable individuals while still saving money enjoy the benefit of knowing they selected the best solution for their software related problems.

Whether or not outsourcing saves money is a concept which many have difficulty understanding. When most people think of outsourcing, they picture citizens of third world countries working for substandard wages but this is not an accurate representation of outsourcing.

Nowadays outsourcing often involves hiring high priced, domestic consultants to tackle complex software problems under aggressive deadlines. This explanation makes the issue even more confusing for some who think it is impossible for it to be less expensive to hire a high priced consultant than to complete the task in-house.

Examining labor costs is often necessary to see how outsourcing can

often reduce costs. Outsourcing may carry a higher per hour rate but it is important to note that the company is often not required to pay benefits such as social security, Medicare and workers' compensation to the consultant.

Additionally, the consultant may work offsite meaning he is not putting a drain on company resources. Examining these factors is necessary to determine whether or not outsourcing is the best option.

When Outsourcing Helps Meet Deadlines

Aggressive deadlines often make outsourcing the best available option. Most companies do not want to have to turn down work because they do not have enough staff members available to complete a particular project. Having the ability to outsource software jobs makes it easier for a company to compete for more jobs than their staff could possibly handle.

This is because the managements know they have a network of consultants to rely on during times when schedules are tight. In these cases outsourcing becomes the best option.

Whether schedules are originally set to be rather aggressive or become accelerated do to problems earlier in the project they can become a hassle for many companies. Regardless of the cause of the scheduling concerns, clients may not understand if the consultant is unable to meet the required deadlines.

When Outsourcing Increases Productivity

Outsourcing also becomes the best solution to a problem when it results in increased productivity. Consider the tasks you intend to outsource and determine the amount of time it would take for these tasks to be completed in-house.

Now consider the amount of time it would take to have these tasks completed through outsourcing. If the answer is outsourcing would be quicker, it is logical to go ahead and outsource these tasks. The reason for this is the consultant can be more efficient with the tasks.

When considering productivity it is also important to note that employees who are handling multiple tasks often take longer to complete each individual task than they would to complete each of these same tasks if they were his only responsibility. This is because employees who are multi-tasking are not necessarily as efficient as they believe they are.

The main problem with multi-tasking is when switching from one activity there is a small delay each time the employee switches tasks because he often has to review his recent progress and remind himself what he intended to do next. Conversely outsourcing singular tasks allows the individual to focus 100% on each task.

When Outsourcing Is Not a Good Idea

Outsourcing can really be beneficial for a number of reasons. Some companies enjoy benefits such as reduced labor costs, larger workforces, access to industry experts and increased flexibility through outsourcing. However, despite the obvious advantages to outsourcing there are some situations when outsourcing is not a good idea.

Although there are a number of scenarios where outsourcing is a viable business option there are other scenarios where outsourcing is not the best idea. In these situations it is best to keep the work in-house rather than attempting to make an outsourcing situation work out.

When Outsourcing is Too Costly

One of the primary advantages of outsourcing is a cost reduction. In many cases outsourcing results in reduced labor costs because costs

such as social security, health care and workers' compensation are eliminated. Additionally, the increased efficiency resulting when tasks are outsourced to industry experts can also result in a cost reduction.

Despite these many opportunities for cost reductions, there are some situations where outsourcing might be the more expensive alternative and it may also lead to a financial loss instead of a gain. This may include a situation where the cost of outsourcing to a highly specialized expert exceeds the budget for the project.

Fees for individuals with highly specialized degrees or areas of expertise are often quite expensive. Another possible situation is one where finding an individual qualified to complete specialized tasks would be too expensive of a process.

When Outsourcing Causes Loss of Control

Even when tasks or projects are outsourced the company responsible for the work likes to continue to manage the project and keep close tabs on the progress of tasks. It is important for the company to continue to manage the project even after it has been outsourced because they are the ones who are ultimately responsible for the successful completion of the project.

Whenever an individual or company wants to deny the company access to project files or documents, outsourcing is a bad idea. The company who has the vested interest in the outcome of the project should never be excluded from participating in making decisions regarding the project.

Before outsourcing a task or project care should be taken to establish criteria for the management of the project. Depending on the length and complexity of the project it may also be wise to schedule regular meetings to provide updates on the progress of the project.

During this time the contractor should provide the employer with all documentation necessary to evaluate the progress of the project and verify it is still on track for completion by the established deadline.

When Outsourcing is Not Permitted

Sometimes outsourcing is not a good idea simply because it is not permitted by contract requirements. Some project contracts may have stipulations stating the work cannot be outsourced to an individual or to another company. Inserting such a clause into a contract document is well within the rights of the clients.

When they hire a particular company to complete a project or task, they expect all work related to the project or task to be completed by members of that company unless they specified otherwise when negotiating the contract.

Violating the contract documents in this situation is not a good idea. The company could be penalized by the client. Penalties may include withholding payment or refusing to award future projects or tasks to the company.

Outsourced But Not Outsmarted

There are many who tout the advantages of outsourcing as essentially a little known secret to success. There are certainly a number of distinct advantages to the process of outsourcing. Some of the most notable advantages include cost reductions, increased possibility for profit and the existence of a larger workforce without maintaining a staff of salaried employees.

All of these incredible advantages may make outsourcing seem as though it is an ideal resource in all situations but this is not true. There are certain precautions which should be taken when outsourcing a project. It is important to be mindful of these precautions when outsourcing a project to ensure the project runs smoothly.

Verify Candidate Qualifications

When outsourcing a task or project to an individual, care should be taken to screen all applicants carefully before deciding to outsource the work. This is important because you want to be sure to outsource the work to a qualified individual. Awarding a project to an unqualified individual can be a costly mistake if they turn in sub par work at the conclusion of the project.

It can also be costly if it results in unnecessary delays or setbacks as a result of the lack of qualifications.

One way to avoid being outsmarted by fancy resumes hyping the accomplishments of an individual is to verify all of the information on the resume before awarding the project. This may entail contacting previous employers as well as references to determine the capabilities and work ethic of the individual.

Taking the time to verify the information on the resume can help to ensure the individual you outsource the work to is truly qualified to complete the project.

Outline Project Requirements Carefully

When outsourcing a project it is important to be very clear in outlining the project requirements. This is important so both the client and the independent contractor understand all of the requirements of the outsourced project. Preparing contract documents stating the exact project details and compensation to be provided is a good idea as well.

Taking this extra precaution will ensure the client does not have to pay fees until the contract specifications are met. A contract can also be helpful if disputes arise and mediation is required to resolve the

conflicts.

Additionally, it is wise to include information regarding the required deliverables in the contract documents. This should include the exact end product which should be submitted.

In this portion of the document the client can specify information regarding whether they require the project submitted as a hard copy of the completed project, a soft copy of the completed project or both.

Schedule Periodic Milestone Meetings

Regularly scheduled progress status meetings are very important when a project is outsourced. These meetings should be scheduled often enough to ensure the project does not fall too far behind schedule during any one phase of the project. These meetings can be helpful to both the client and the independent contractor.

The client will benefit because they will remain in control of the project and can intervene if the independent contractor is heading in the wrong direction with the project.

These meetings are also beneficial to the independent contractor because they can prevent him from being caught by surprise at the conclusion of the project if he misinterpreted the project requirements.

Information Product Ideas

All of these information product ideas will not be for you. Some take a little money to start, some take none. Some take a fair amount of time to start, and with some you can be making money almost instantly.

I highly suggest you find one idea you really like, focus on it until it's profitable then go onto the next one.

Don't try and do multiple projects at once, it really doesn't work though the temptation will be there.

Focusing is the key to success and it's no different on the Internet.

NOTICE

This guide talks about FAQ lists and where to find content for topic research.

Understand that I do not suggest or condone plagiarism, piracy, copyright infringement, or theft of other people's work.

You cannot legally copy or steal another person's work or their intellectual property. However, **you can** use those resources as a basis for your own factual research.

Secret Chess Moves

I love ebooks for making money online. Ebooks are great, but sometimes it's a good idea to buck the trends.

Everyone is using public domain content and turning it into digital content, but what I've been doing is using various public domain texts and turning them into physical products.

The next project I was about to create in this format was a Chess product from text I found at Gutenberg.org. There are 3 or 4 texts in the public domain that are massive in size and as an avid Chess player, I found fascinating, so I was going to create a massive bounded physical product out of these texts.

This isn't hard to do and there are many ways to go about it.

You could on the basic scale just print off the public domain texts and put them into a 3 ring binder, you could create an AUDIO CD set with the text or you could create a tutorial DVD using the example chess

moves they give you in the text.

A DVD would go down real well and you could sell it for big bucks.

****DISCLAIMER****

Copyright laws are changing all over the world. Be sure to check the copyright laws for your country before downloading or redistributing ANY public domain content!.

Reprint Rights Broker

One of the hottest niche markets off the Internet marketing field is reprint rights. Everyone wants to have their own products without having to create them, themselves.

Basically, reprint rights are products people have created like ebooks or anything digital usually and they allow people to buy rights to sell the product as their own without having to give any money from the sales to the original owner.

Reprint rights sell from as low as \$17 to as high as \$15,000 and more.

The idea for this business is to be the middle man when people are looking for reprint rights. You could create a site that allows people to advertise the type of reprint rights they are offering to their product and you could charge them a set fee or take a percentage of the sale.

This is sort of like the first business idea, the difference really is the market.

You could even set it up as a membership site. I know I would pay to join a site that had honest reviews on reprint rights for sale. Become the central hub for people looking for reprint rights and for people looking to advertise their reprint rights.

Goal Lists

This is a good'n of a business idea and I got the idea from a similar service called Mygoals.com.

Everybody has goals they want to acheive but sometimes they don't know exactly how to get there or they lose their motivation quickly. I know I do sometimes, everyone does.

The business idea here is to sell people access to a membership that shows them exactly how to acheive their goals and then gives them the movtivation to do it.

Let's say someone wanted to write a novel, but didn't really know how to get started and they also know they would lose motivation along the way, this is what I would do.

I would give them a complete day by day checklist of things they had to do that day and have completed by that night and so on, until you had a whole week of checklists for them to use for everyday of the week.

People want things done for them and while you can't write their novel for them, you can practically hold them by the hand and tell them what needed to be done to get to their goals.

There are a million and one ideas you could do with this one, I just mentioned one idea.

Take A Short Break

Everybody wants to get away for a weekend or long weekend every once and a while but no one really knows where to go or what to do and by the time they figure out what their plan is, they have usually run out of time and decide to do it at a later date.

This is where you come in. This business idea is all about selling easy to create ebooks about travel destinations that are close to home.

This is very easy to setup. The first thing you would need to do is find out where Americans like to spend their free time. These would be the places you write about.

For instance, here are a few book titles you could use.

Romantic weekends for 2

The best skiing holidays for the whole family on a budget

48 hours in Houston

The complete guide to 3 day cruises, etc....

Basically all you have to do is find out the hottest destinations people who are travelling to for short breaks, write guides for them all, setup a simple website and affiliate program, something like www.fabjob.com and you're set.

Niche Online Radio

This idea is probably going to set you back a few quid I admit it, but I think the long term forecast for this business will make up for that initial spending of money.

Internet radio has really never taken off big time and that's a shame because it has real potential.

The business idea here is, is to target small niche markets, profitable niche markets that could use an Internet radio station broadcast.

But here's the kicker and where the idea really takes off and will make you the most money.

Instead of just going after one niche market, you go after hundreds! For every niche market you create a couple of hours a week content for your radio station.

There are two ways this could work.

1) You could run a live Internet radio station and tell people to tune in

at certain times, or

2) You could create the online content and run it continually until you create more content.

This way the content would have a chance to be heard at anytime and your advertisers would get more bang for their buck.

If you don't have advertisers, register an easy to remember domain name and plug a few affiliate programs in there as well.

High Paying Jobs For High School Drop Outs

You really need an open mind for this business, but if you can think outside the box, I really believe this idea is a winner.

This is an idea I had for a membership a few months back after seeing a news report on high school drop outs looking for new career paths and training.

In this membership site you would tell people about what kind of jobs they can go for without needing a degree or even a high school certificate.

You'd be surprised at what jobs are out there and are willing to train employees and pay rather large amounts of money to do so.

Basically you would be providing people with information on high paying jobs they can go for without needing any formal education at all. You could also have a job notice board in your site as well where employers post job ads.

Five Minute How-To Guides

This site will be the mother of all AdSense sites.

AdSense is all the rage now, and there are so many different ways to make money from AdSense, but here is a method you've probably not

tried and most people probably won't as it does take effort and time.

Most people seem to want to keep switching from automatic software generators to bombs to portal sites to directory listing sites, which is fine, but I have and always will stick to creating unique content that's informative and of high quality.

My method is not the only way to make money with AdSense, but I feel this is the best method for long term success, simply because it's been working well for me in different ways since I began Internet marketing back in 1998.

This is a business idea that I'm doing right now and I believe it will make me a fortune in the long run.

What I've been doing is creating a site like Ehow.com. It's a free site that shows people how to do a lot of different things. The best way to explain the site is just for you to go have a quick look now.

They have thousands and thousands of pages of content on all sorts of subjects and the way they get traffic to their site is through the search engines, which is all well and good if you want to wait awhile, but this guide is all about making money quickly.

Every page on their site has an AdSense box on it and that's how they make their money. They also have a Alexa traffic ranking of around 2000 which is great.

Trying to write that much content before making any money would be difficult, you'd lose interest quickly and trying to write that much content or even buy that much content in one hit would be lunacy.

I've always preferred to make money constantly even if the project is only half done or in progress. I find it gives me incentive to keep going.

So this is what I'm doing, and no I'm not going to show you my site because I don't want everyone copying it.

I registered a catchy domain name, something like fiveminuteguides.com or learnitnow.com and I started writing little 500 to 750 word action plans on all sorts of topics and one happens to be

on a favorite subject of mine, fly fishing.

So my fly fishing page looks something like <http://www.fiveminuteguides.com/fly-fishing.html> and it's a small 750 check list on all things to do with fly fishing with 2 AdSense boxes, one in the middle and one of the right hand side.

When it comes to AdSense, you have to think like your website visitor. What is it they are looking to buy? There is no use putting something on my website about how to make money with your fly fishing passion because the advertisers with AdSense are selling fly fishing equipment not how to make money with fly fishing.

You need to make your content fit into the AdSense ad's and I think that's where a lot of people go wrong with AdSense.

Back to the business plan. Ok, so you've got your site up, you have a page up on a certain topic that had a fairly high search rate and AdSense payout rate, now what? How do you make money with this page.

Write articles! For every one fly fishing type checklist write 10 to 20 articles on all sorts of subjects to do with your topic. I wrote close to 40 for mine and I haven't become rich from it but if I can put up 500 similar checklists in the next year I will be earning a very nice income.

But how do you get people from reading your article to going to your website?

Well, not only would you mention your site within your article, (slip it in subtly) you also have your article byline you can use for that purpose.

For example

"For a complete checklist for your first fly fishing trip visit [blah.com](#)"

or

"For a complete step by step checklist for catching large Trout visit [blah.com](#)"

So not only will you make money instantly from your website, you will also build tons of quality content over time and you will have hundreds maybe even thousands of articles all over the Internet working for you around the clock and your site will do a heck of a lot better in the search engines due to all the incoming links!

This is a very rough outline, but you smart people out there will be able to run with it and add new ideas I haven't even thought of. This is one of those money machines that will make you money on demand pretty much for the life of the Internet.

Become A Fighter Pilot

The phrase "Fighter Pilot" gets searched for nearly 9000 times a month. Whether that relates to people wanting information on being a fighter pilot, I don't know, but I sure as hell know I want this information.

A good way to get content for this information product would be to interview either ex fighter pilots or pilots still currently employed within the armed services.

I honestly had no thoughts of even marketing this product, I was solely going to create it to sell to another company like Fabjob.com, who buy ebooks from people.

Clickbank Best Sellers List

This is something I was going to create and market myself today while writing this report, but I thought no, I want to give my customers a chance to start their own profitable business right now.

At the end of this book you will find a chapter called Bonus Chapter 2. Here I give you a list of all the ebook topics I saw selling well in the

clickbank.com marketplace.

Here is what I would do with that list. Register the domain name above, go to CBmall.com (where I made this list) and go find all the sites I mentioned in that list and write down the URLs, what type of product is being sold, how it is being sold and how your customers can improve on it.

Tell them how to make money in that market with their own products.

The sales letter would be easy to write for this product. The product really sells itself. You could charge anywhere from \$97 to \$197 for this type of product. It's like a blueprint to success.

Extreme Sports Lovers

Extreme Sports are becoming huge business, especially in the US and Europe. What this site is about is creating small guides that you sell on all sorts of Extreme Sports.

In other words, for every possible Extreme Sport out there, create a small guide on how to get started in that sport.

You could sell these for anywhere from \$9.95 to \$29.95

Want a list of just about every Extreme Sport out there?

<http://www.extremedreams.co.uk/partners.htm>

A great way to get free traffic to your website would be to start a free forum on all things Extreme Sports.

Another idea if you wanted to target people already started in these Extreme Sports would be to interview top athletes in these Extreme Sports and get them to give your readers a more detailed look at each sport.

You could either do this via text or audio or even video. You could sell

a DVD on any Extreme Sport on that list above with an expert showing you how its done.

I can tell you now this has not been done anywhere. The possibilities are endless.

Retire In

People want to retire, but they are not sure where. People want to retire but they need help deciding where to retire to, to enjoy the rest of their days in comfort.

There are so many different types of people, which means there are so many different types of retirement choices.

In this site I would create a bunch of short reports that you can sell on all the different retirement choices people have.

You could write a report on retiring in Mexico.

You could write a report on retiring in Costa Rica.

You could write a report on retiring and traveling the US in an RV.

You could write a report on retiring in Florida

The list goes on and on.

Want to know where to find a great source of content for this type of site?

AARP.org/boards/

This is the largest 50+ forum on the Internet. All day 50+ couples, Men and Women are asking questions about retirement. All you have to do is tap in on this market.

Outdoor Patio Furniture Guide

I've already started creating this site but I got distracted by other business ideas. I never realised just how deep you could go with keywords for this market.

There are thousands and thousands of keywords you could target in this niche.

Put "patio furniture" into Nichebot.com and see what you can find. I really recommend you get a subscription to Wordtracker.com for all of the content site ideas I give you in this book.

You will find keywords you didnt even know existed but are really profitable.

Who knew Patio Heaters are big business.

Turn Hobbies Into Cash

This is my favorite business idea of them all. Just about everyone has a favorite hobby yah? And we all wish we could turn this hobby into a full time income right?

Well this is what you would teach people in this membership site.

How to make money with their love of....

How to make money with your love of golf

How to make money with your love of scrapbooking.

How to make money with your love of baseball.

How to make money with your love knitting.

Etc....

What you could do is setup a membership site called Hobbyin2Cash.com that teaches people how to make money with their chosen hobby.

The best way to go about this would be to have different categories in your membership for different hobbies.

You could then update your membership site every month with articles specifically for that hobby.

So for instance you could have 2 articles written about making money with scrapbooking, and to keep your members coming back paying month after month, you would add new articles every month on how to make even more money with their love of scrapbooking.

You could do this with just about every hobby known to man, and in 1 or 2 years have one of the largest paid content sites on the Internet.

You could easily charge anywhere from \$29.95 a month for this information. You would only need 1000 subscribers and you would be earning nearly \$30,000 a month!

Bee Keeping For Profit

This is something I was going to do for fun but ran out of time. I'm not sure if this idea would be profitable or not, but it would cost next to nothing to start.

Again, people will pay for information in an organized fashion. Bee Keeping is a pretty serious business and people looking to get started with it need good solid information.

You could probably write an ebook on Bee Keeping and sell quite a few copies, but I'd prefer to start a small membership site and sell access to it for \$9.95 a month.

You can find lots of content to use, research and re-write by typing "Bee Keeping FAQ" into Google.com

Faq Guides

I'm really in love with this idea. I think this would have to be one of the greatest ways to make an affiliate income ever. People have sniffed around the idea before and have come close to this, but this, I believe is the best system to an automated affiliate income there is to date.

Here's the idea.

We've all been taught to create free viral ebooks to either promote our products or affiliate products and submit them to free ebook directories. This was sound advice, but I've found an even better way to make this work.

Create your own free ebook directory full of your own free viral ebooks!

Think Clickbank.com but with free ebooks on all subjects that you own, promoting affiliate programs 24/7.

People go to this site, download the free book they want, they pass it around, and there ya go, automated affiliate income.

But how do you go about creating these free ebooks so they produce the best sales possible? I've found by creating an FAQ list (frequently asked question) on a certain subject and then converting it into PDF, my affiliate sales have soared.

I'm not trying to heavily sell them in the book, they are getting very useful free information and I then point them to a paid resource to get more information if they want to.

I also ask them to pass the book around as much as they like.

Want an example of an FAQ list? Go here

<http://www.faqs.org/faqs/body-building/hardgainer-faq/>

This FAQ list is quite big and detailed. Your free books only need to be

5 or so pages long.

Here is an article I wrote on creating a viral ebook. It really doesn't have much to do with the business idea in general, but will give you an idea of what I'm talking about at least.

This is just a very quick overview, but if you want more information on creating Ebooks, I suggest you visit this site that focuses on creating your own Ebook in less then 7 days: [7dayebook](#)

Now, back to my explanation.

Whether you like it or not, having your own product gives you more flexibility in your online advertising AND believe it or not, compiling an Ebook is no more then a weeks work part time if done correctly and IF you do it this way the profits will come in for life.

I have checks coming in still from work I did 2 years ago, thanks to the power of residual income affiliate programs and viral marketing Ebooks.

Ok, lets get down to the nitty gritty. What is a viral marketing Ebook and why should you create one?

A viral marketing Ebook is a book which sole purpose is to be spread around the Internet quickly, by any means possible. It's not meant to make you money on the front end. You want other people selling it and giving it away to as many people as possible.

Why?

Because the inside of that book is full of affiliate links to other peoples products and every time someone gives away your book or sells it, (depending on how you want to do it) more people will be seeing your affiliate links, and this is costing you what? NOTHING? Exactly!

The best examples I could give you of this process would be by Yanik Silver. He created 2 marketing books that spread over the Internet like

wildfire. He gave everyone who purchased the book for \$19 or \$17 (depending on the book) the rights to sell it or give it away to their customers.

Needless to say, thousands of people started selling it and promoting it all over the Internet. To this day, he is still earning good money from that book, plus he became one of the most well known Internet Marketers to date.

So how do you go about creating your own viral marketing Ebook?

Here are the steps.

1) Come up with a product idea based on your affiliate program you've already chosen and are already promoting.

Coming up with ideas isn't hard. For example, and I know I use this example a lot, BUT, If you are going to be promoting a sports betting affiliate program, why not create a book on becoming a successful punter. Then throughout the book, you can recommend your favorite sports betting affiliate program.

101 insider secrets to sports betting
How to bet with other people's money

A good way to come up with ideas is to look at what others are already selling and mimic that. You don't need to recreate the wheel here, so PLEASE don't make things harder than they have to be.

2) Get the tools you need to succeed

You are going to need a few tools here.

A) A domain name

I register all my domain names with [Godaddy](#) for about \$9 a domain name, which to me is pretty darn cheap. You want a fairly short domain name that describes the content of your book fairly well.

Here are domain name examples for people promoting sport betting affiliate programs.

(Note that these specific domains are probably already taken.)

sportsbettingaffiliates.com

sportsoddbetting.com

101waystobeattheodds.com

betforfree.com

B) Webhosting

Let me say first, you get what you pay for. This has never been more true than with webhosting. YOU NEED a good reliable webhosting company with 24/7 technical support. If your site goes down and you can't contact anyone to help you get it back up, you will lose sales and a lot of them.

I recommed you use [Hostgator](#) for the simple fact they offer all you need, plus a lot more for a reasonable price.

C) Autoresponder

You will need this so you can contact your prospects that don't purchase straight away. This is where you will give away your free course or someway to entice them to give you their email address so you can contact them periodically.

D) Credit card processor

This step is easy. Just use [clickbank.com](#). They will let you accept all major credit cards and start an affiliate program for a one time setup fee of under \$50. They do take a percentage of every sale, but this is so much cheaper than getting your own merchant account.

Just about everyone selling Ebooks online is using Clickbank.

E) Ebook Software

You will more then likely want to create your book in PDF format so

everyone can read it. Some Ebooks come in EXE format, but mac users can't read that format, so I find it best to use PDF. You can create your .pdf ebook for free at pdfBuilder.com

F) Graphic Design Software

Adobe Photoshop is at the top of the list these days – both lists I mean the price list and professional graphics artists.

If you are like me, your limited artistic abilities can't justify buying a \$700 professional graphics software.

So I suggest these two instead:

ecovergenerator.com

headergenerator.com

You may also want to hire a designer to produce your graphics. Just google for “ebook covers” and you will have a ready list to search.

3) Outline your book chapters into articles

Writing a whole book in one sitting is hard, and trying to write a book without outlining the chapters is nearly impossible. My first book I ever wrote took me over 6 months but now most of my books take me less than a week to finish and that is with a sales letter and website up.

All you have to do is think up 12 to 15 article topics in sequence and write about them. Each page should be around 700 to 1000 words, full of useful information, not information people could get for free.

4) Write your content

Like I said just before, you need original content. There are too many books out there now where people are just regurgitating information others can get for free and this lowers the value of your book, which means less people will pass it around and even less will read it.

The best way to get a good amount of original information without writing it yourself is to interview experts in the field. For instance, if you were writing a book about improving your golf handicap, I'm sure it wouldn't be too hard to find some local experts who you could grill in person, over the phone or even via the Internet and you can then put all that information in the book. It's also a good selling point.

Also remember when your writing what the point of this book is. The point of the book is to earn you an on going commission with affiliate programs, so don't feel like you can't throw some affiliate links in, because you can, but make sure it's tactful and in place.

Another good idea would be to put a "Subscribe to my newsletter" section in your book as well, so not only will you make commissions on sales, but also generate leads without doing any extra work.

Make sure you clearly state in the front of the book, that the buyer can sell this book as his own. State that he has Resell Rights to the product and can sell it or give it away if he chooses.

5) Create your sales letter

This is where you will be selling your book from and is critically crucial to your success.

Creating a sales letter takes a lot of work, especially if your new to the whole thing. The best way and the way I use, is to mimic successful sales letters. If for some reason you think you can't do this by yourself, you have 2 options.

1) Use [a software](#) that helps put together your sales letter

and

2) Hire a copywriter

However, if you want to hire a professional copywriter, be aware that you may be looking at thousands of dollars, plus royalties from your book sales.

Remember that your selling this book with reprint rights, which means

when they buy the book they can sell it as well. This is a huge selling point for you. You will also be giving them your Ebook cover, website graphics and sales letter to use to sell your product.

6) Plug in your free 5 day autoresponder series

The best way to write your free 5 day course that your prospect get via your pop up window is to take chapters out of your book and put them in as a free teaser.

Remember to emphasize an urgency. You want to make these prospects who don't buy straight away, feel like they are missing out on an opportunity of a life time and considering the low price of the book, if they don't buy, more then likely they weren't really interested or were freebie seekers from the start.

7) Advertise!

Depending on your topic, you will want to target different people. However, no matter what topic your selling on, there is one market who will want your book for the sole purpose of selling it, and that's the Internet Marketing group.

Your book could be on Hippo's but all they care about is the fact they can sell it as their own. This is why this type of book always does well.

Must Do Travel

I've always wanted to create a huge travel portal with loads of content but never had the time really.

This will probably set you back a bit of money and a fair bit of time before you really see any profits in return, so you may want to skip this idea if thats a problem.

Think of this like a Fiveminuteguide.com site but purely about travel. Travel keywords always pay well with adsense and while the competition can be fierce for hotly contested phrases and keywords,

there are thousands of little keywords you can target as well.

My dream was to have a mini guide for every destination in the world, and while this would probably take me years to compile, I would then have one of the largest content sites on travel on the Internet, so the rewards are there.

There are many ways you can do this business idea, it just depends on how much time you have to spend on one project.

Quality Reprint Rights

Here's a simple business idea you can start right now. A friend of mine who owns Private-Label-Resell-Rights.com did the exact same thing I had in mind.

He basically purchased the private label rights to 8 ebooks for under \$1500, packaged them all as a business opportunity and has made an absolute killing by doing very little work.

All he did was change the books around a bit, get really well written sales letters and graphics made and that's it, a brand new product he can sell for \$297 a pop.

Give it a try.

Just be careful who you buy private label rights off. Make sure everything is legal and they have the right to offer you the private label rights to these products.

Make sure you can change the content in the books in anyway you want. This way you can turn other peoples hard work into your own work with very little effort.

Instant Allergy Relief

This is a great keyword to build a content site around. There are so many different types of allergies and so many different types of products for sale via adsense.

Of course there is nothing stopping you from creating a content site around an affiliate program you might have found at Clickbank.com either.

Think all things allergy and you will come up with thousands of keywords to use.

Aspiring Writer

It's the great American dream to write a novel or a biography or a history book or a childrens book or a.... well you get the idea.

People will pay just about any price if you can make their dreams come true, but without them having to do any of the hard work.

Everyone wants to write that great novel, but people lose interest quickly. If you can come up with a product idea that either motivates them daily to get their book written or can somehow write the book for them with some sort of software or I don't know how, you will make a fortune.

In the mean time however, you can capitalize on this craze by writing a few short guides on all different aspects of writing.

Here are a few book titles for you to use and tinker with.

"How To Write The Great American Novel In 30 Days Or Less"

"How To Write And Get Paid For Your Children Book Ideas"

"How To Become A Highly Paid Travel Writer"

"How To Write A Best Selling Biography Painlessly"

Well you get the idea.

Violin FAQ Guide

This is one of those nice, non cut throat adsense keywords that won't make you rich, but will turn over a nice little profit day in day out.

Basically this site is about everything to do with Violins.

Go to Nichebot.com and enter the term "Violin" and you will get a nice keyword list you can start using straight away to create your content site.

How To Find Products You Can Sell Online

If you've ever dreamt about being a super affiliate and wondered how people make any money promoting products that pay them measly commissions, this is the chapter for you

The real secret to affiliate commissions is promoting high end products. In this chapter I'm going to show you where to find these products and how to promote them.

Google runs a service called [Froogle](#) which lets you search all sorts of products people are selling. I guess you would call it the worlds largest online shopping directory.

This is how the Google people describe their service

"Froogle is a new service from Google that makes it easy to find information about products for sale online.

By focusing entirely on product search, Froogle applies the power of Google's search technology to a very specific task: locating stores that

sell the item you want to find and pointing you directly to the place where you can make a purchase."

Basically it allows you to find any product for sale on the Internet.

So what's so good about this?

If you know anything about affiliate programs you know it's HARD to find good products to sell that nobody else is selling and Froogle.com will allow you to do that. The best part is it allows you to search for products by price range.

So if you wanted to find and promote products that sell for over \$100,000 you can do that!

Ok, let's move onto the next step. Selling \$100,000 + products on the Internet. How do you do it? Do people actually buy products that sell for this price online?

Yes they do, big time.

The type of products in this price range could be jewelry, car's, holidays, real estate and even boats.

The best way to sell these types of products would be to become the leader in the field on the Internet. So when someone thinks about buying a luxury car or holiday, your name will come up.

But how do you do that?

By becoming the expert in the field! You want to be first in the search engines, you want to be in their face when they read articles about the subject at hand, you want to be first when they go to message boards and ask questions. You want your name and website to be there.

(I talk more about all the different types of free advertising in another chapter in this book.)

Selling large products like this isn't going to be like selling \$25 ebooks online, you're going to have to put in the hard work.

You should be aiming at a site like: tractorbynet.com

That site is totally dedicated to Tractors and it pulls in a fortune. Why? Because when someone says I want to buy a tractor online or want more information about a certain type of tractor, that's the place that comes up every time they ask those questions.

Cheap Sales Letters

Another common complaint amongst marketers is they don't want to write sales letters themselves but don't want to pay thousands of dollars to get someone to do it for them.

What I've come to realize is people don't want master pieces from you when writing a sales letter, they just want something they can work with. A complete sales letter for under \$100 they can then tinker with themselves if need be.

Let's say you take on 2 sales letter clients a day at \$97 a pop. That's nearly \$1500 a week, which isn't bad money in anyones language.

Of course you would have to have some knowledge in copywriting. If you are serious about this, I suggest finding all the copywriting books you can and read everything you can on copywriting, and practice!

Making Beer and Wine at Home

I didn't create this guide yet because I can't really determine if there is a market for it or not. I know it would be a fun book to write or even create a hard copy course out of.

My thoughts were as follows.

I was going to create an ebook on how to brew beer, then create a home study guide that arrives in the mail. I would then create a sales letter, a few followup autoresponder emails and whatever else is needed and sell the lot as a complete turnkey business.

You could even sell this business on Ebay.

There is plenty of free information floating around the Internet on how to brew beer from home, but no real course that I can see, so I think a lot of people would be interested in this.

Writing Ecourses for Cash

This is another service marketers are dying to get a hold of. With the big buzz about Name Squeeze, marketers are looking for cheap ways to create mini courses or ecourses that are sent out via autoresponder when someone requests more free information.

People are now realizing the value of a good autoresponder sales message, and this is where you come in.

Create a service where you create autoresponder messages for peoples products for a certain flat fee.

I personally would charge \$67 for a 5 part email followup and \$97 for a 10 part email followup.

Digital Product Creation

One of the hottest topics on the Internet right now is that of people learning how to create digital products, like ebooks and software that they can sell online and make either a full time or part time income with.

People are looking for ways to make money online, either because they have or fear they might lost their jobs, or they are sick of working 9-5 and constantly hear about people who are able to work from home.

This business idea is all about teaching people how to create digital

products, easily and quickly. Like most people who get into this sort of business, I would be staying away from the "Internet marketing" crowd big time and I would try and target people who are new to the Internet and the business in general.

Not only does this make you stand out in the crowd, it will also make things easier when it comes to creating the business itself.

You're probably thinking how can I create a business about creating digital products if I've never done anything like that before, and that is a good question, but I have a very good answer.

Some of the best products I've ever brought on the Internet were not created by the owner of the business, they either got someone to create the product for them or they brought in experts and interviewed them and turned their knowledge into a product.

The best way to get started in this business is to hire an expert in the field of product development and use their knowledge to create your own products.

For instance, for \$19.95, you could sell an ebook on getting started in product development, for \$47 you could see a download video showing steps on how to create your own digital products, for \$97 you could sell a cd set with a comprehensive guide to creating and selling your own digital products, for \$297 you could sell a complete set of dvd's with 1 or 2 hours of consultation on product development and for over \$500 you could even do a seminar.

Golfing Income

This is a simple business idea. Create an ebook around the topic of making money with your love of golf.

Show people how to make money with their passion for Golf and they will pay you whatever you want.

You could show them how to become a Caddy,

You could show them how to become a Golf sports writer

You could show them how to get a job at a Golf course

You could show them how to become a professional Golfer.

The list goes on and on.

Profitable Business Ideas

This is something I've been meaning to do for quite a while as well but instead I put it into a book, this book!

I was going to create a membership site where every month you get a list of profitable business ideas you can steal as your own.

But that wasn't all. I had a great backend marketing strategy in plan.

Humans are lazy, we want everything done for us, and even tho I give you this business ideas that you can just steal, you would still rather if I just gave you the business to take over, and that was my idea.

I was (and probably still will) going to create this membership site and charge a small monthly fee \$9.95 to attract a lot of members, and every month they would get a list of business ideas just like what you are reading now.

But on the backend I was going to offer them the chance to buy the business already made from me.

For instance, let's say I wrote about QualityReprintRights.com in my membership site.

What I would do is create 7 or 8 ebooks myself, put the site up and sell it to one of my members exclusively for say \$1495.

I don't know about you, but I would pay \$1495 for 8 ebooks that I own the full rights to, no one else and a complete turnkey business ready to run.

Family Budgeting Website

Everyone loves a bargain and mothers are no different. I've always wanted to create a membership site that showed people not only how to save money on everything from groceries and fuel, but to be able to offer discounts to products from the membership site.

Sort of like an online coupon, but instead you pay a flat monthly fee and become a member of a membership site, with articles, forums, etc.... and you get discounts on selected products.

I think this is a real winner of an idea.

Selling Turnkey Businesses On Ebay

I've been selling businesses on Ebay for just under 2 years now and it never ceases to amaze me what some people will buy.

I've sold businesses that have gone for over \$8000 and I've sold businesses that have sold for less then \$200 and each business required the same amount of work.

In this section I'm going to show you how you can sell easy to make businesses that fetch upwards of \$5000 in under 7 days. You don't need to know how to design websites or have any fancy skills.

(Believe it or not, my 12 year old cousin designs some of my sites)

So let's get started!

Here are the steps you need to follow

- 1) Find what is selling on Ebay right now
- 2) Create the business in less than 24 hours
- 3) Determine whether or not to make it profitable
- 4) Sell it on Ebay

Step 1)

First off, we need to go to Ebay and see what is selling in the businesses for sale section.

You can see there is a lot of junk for sale, but there are also a lot of businesses that have bids.

If you can't see a trend, here are the type of things that are selling.

- A) Businesses that are profitable
- B) Unique websites like dating sites and pay per click search engines
- C) Master copyrights like Ebooks, CD's and membership sites

Step 2)

You need to be able to create your business in a day or two at most otherwise it won't be worth your time.

Let's say for instance that you are going to create an ebook to sell on Ebay which you will be selling master copyrights.

Here is what I would do.

I'd choose a topic on anything that interest's me, whether it be a hobby or something to do with how I earn my living online.

If I couldn't think of something, I would choose a topic that's hot right now, like real estate investing or making money online.

I would then go to Elance.com and get 10 to 20 articles written on that topic for under \$200 and compile them into an Ebook or CD.

I would then create a simple website with sales letter, something like miniebook.com and go to step 3.

Step 3)

Making a business profitable isn't as hard as it seems. Ebay buyers are looking for a few things when they buy a business on profitability.

For example, they want to know,

- A) How much it makes per month
- B) How much are you spending on advertising
- C) How difficult is the advertising
- D) How much work is involved on their part if they buy it

But don't worry, I have the solution to all their questions.

If you spend nothing or next to nothing on advertising, the prospective buyers will be lining up until next Tuesday to buy your business. I would concentrate on the following advertising to promote the business.

- A) Article writing like this article you are reading now
- B) Search engine ranking
- C) Reciprocal linking
- D) Joint venture marketing

Step 4)

Selling your business on Ebay is probably the most nerve racking moment, but here are a few tips to help you sell your now ready (profitable?) business on Ebay.

- A) Always use the featured listing option for under \$20
- B) Pay extra for a gallery photo and bold letters
- C) Write a very compelling heading that stands out (do research)
- D) Make sure you can accept Pay Pal payments

It doesn't get much easier then that, but here are a few extra pointers that might come in handy.

* Ebay has a new feature that allows extra text to be written in your headline of your display ad, use it!

* This can be a full time business if you chop and change the type of businesses you are selling. Never saturate the market with one type of business, EG, Ebook master copyrights. Mix and match.

* Public domain sources are a great way to create products without the need for writing a single word.

Home Schooling

This has become a really hot topic lately, with more parents worried about the schooling system than ever before.

Many parents want to home school their children, but are not sure how, and many know how, but lack the resources to do so.

This is where you come in.

You will have to do a lot of research to make this site happen as a membership site, but I believe it will be worth it.

Depending on how much content you offer, you could charge \$100's a month to your membership site. You could be the one stop shop for information and products on homeschooling.

Parents will want everything they need to start homeschooling their children, and if you can offer that in one place, they will be willing to pay pretty much anything you want within reason.

Study Secrets Revealed

When I was studying for college, I was constantly on the search for a guide on how to study more effectively, and I found it for free at Gutenberg.

Type in "study" in their online search and find all the products you can on effective study habits.

Normally I would tell you to create a hard copy product out of this content, but what I was going to do is create a membership site out of

all the content.

Students don't have hundreds of dollars to spend on information guides, but they do have \$9.95 or \$19.95 to learn how to get their studying done quicker, so they can have more fun.

And this is how you should market the membership site. Don't make it sound boring, make it sound like it will help them have more fun in college, spend less time studying while still getting better grades.

The membership site doesn't have to be anything fancy, you can buy membership scripts for under \$100.

The Double Your Money Game

It's a very simple game I've used and am still using and it's really changed the way I look at life and money.

The rules to the game are simple. The first person to become a millionaire is the winner and you have to start with \$100, no more, no less.

The aim of the game is to double your money. For instance, if you start with \$100 you must make \$200 with it without using any extra money.

When you make \$200, you have to double it to \$400, etc.

There are a few rules how ever.

For example, if you start with \$100 and you manage to make \$350 with that \$100, you can only use \$200 of that money to get to the next step.

What you do with the rest of the money is up to you.

Here are the money steps to follow.

1. \$100
2. \$200
3. \$400
4. \$800
5. \$1600
6. \$3200
7. \$6400
8. \$12,800
9. \$25,600
10. \$51,200
11. \$102,400
12. \$204,800
13. \$409,600
14. \$819,200
15. \$1,638,400

So, let's say your at step 9 and you have \$25,600 to make \$51,200.

What would you do?

Remember, you don't have to spend the whole \$25,600 on one business idea, you can break it up, just as long as you don't go over the limit. Never ever use money from your own bank account otherwise you will be more fearful of losing the money.

I think the best way to double your money would be to buy larger items like cars and sell them more than what you brought them for.

I know a guy who buys 80's model Mercedes Benz for a cheap price and makes up to 3 or 4 thousand on each sale. All he does is clean them up, (he pays a professional to do it) and sells them privately.

Of course there are risks to this, but it's a risk I'm willing to take.

What product ideas can you think of with this game in mind?

Write Articles For Cash

This is something that everyone is dying for but can't seem to find a reputable service.

People want hundreds, even thousands of articles written for them for AdSense websites, but they don't want to pay an arm and leg for them and they want them to be quality.

I know, I know, tough crowd, but the money is there if you are willing to put in the hard work.

Personally I would charge around \$4.50 per article with a minimum of 10 articles required for a purchase.

The articles would usually be around 350 to 500 words in length each and would be based around the keywords they supply you.

You could easily pull in \$500 to \$700 a day working 14 hours a day with no outlay on your end apart from domain name registration and hosting.

Marketing would be free, just let people know in marketing forums you have this service and people will swarm all over you.

Make sure not to promise too much or get greedy and take on too many clients!

Dream Interpretation Guide

I found another public domain text at Gutenberg with over 10,000 dreams interpreted that you can use as your own product.

Imagine the product you could create with that? That would make a

massive 3 ring binder product that you could sell for a pretty penny. I love public domain works!

Selling Information Guides On Ebay

There are literally tens of millions of people with an Ebay account that shop periodically for everything from clothing to information.

So why not create a business around Ebay!

You already have millions of customers at your disposal, so why not make Ebay work even harder for you?

I've used this method with some success. It's not my favorite method, but it's so easy and it's quick cash in your pockets.

The problem with selling physical products on Ebay is that it's a hard business to sell onto someone else. Inventory, shipping is a pain in the butt, so I decided to create a business that was virtual and a product that could be downloaded instantly.

Of course I'm talking about an ebook here, but you can create just about anything.

The problem I had was finding a category on Ebay that wanted information.

Most people don't associate Ebay with digital products, but people are willing to buy them if you know where to look.

What I did was I searched thru all the different Ebay categories there were until I found a category with a lot of bids on just about every auction.

That category happened to be Travel/Vacation Rentals.

Ebay also has a feature that shows you what the most popular searches are in each category and Florida Vacation Rentals was the

most popular search term in the travel category, so I created a small 50 page ebook on every aspect of vacation rentals in Florida and sold each copy for \$12.95.

So for the day it took me to create everything, I made over \$770.00.

Ice Fishing Manual

This will be a very big seller. I know this is a tight niche market, but there really is no valuable guide online to Ice Fishing.

I think the best way to profit from this niche would be as follows.

Create a lead generating ebook and sell it for under \$50.

Create a membership site and charge \$19.95.

Create a DVD series and sell it for anywhere from \$197 to \$397

You could even branch out into subjects like "How to make money with your love of Ice Fishing"

You can find a whole bunch of really great free content that you can write into your own words on Ice Fishing by typing "Ice Fishing FAQ" into Google.com.

Increase Your Vertical Leap

I was looking at the Clickbank.com marketplace the other day and I came across a few sites selling information products on increasing your vertical leap.

I had no idea why anyone would pay \$97 and higher to learn how to jump higher.... then I realized something.

Basketball players want to jump higher so they can dunk!

Other sports are also interested in vertical jumps as well, so there is a huge market for this type of product.

How you would create it, I'm not sure yet. I think the best bet would be to buy a course someone is selling already and investigate what they have to offer.

Paintball Secrets Revealed

Paintball is becoming a very popular sport all over the world and there are very few guides on how to improve your Paintball game.

A membership site is just what this market needs. You can get a lot of really good free information on Paintball on the Internet, but you really have to dig.

People will pay \$9.95 or \$19.95 a month for this information in an organized fashion.

You could easily create things like strategies, reviews even interview expert Paintballers on all things Paintball and add it to your membership site.

Marketing this site would be easy. There are thousands of Paintball sites out there who would love to link to your site for a slice of your pie. IE, setup an affiliate program.

There are also thousands of paintball forums online that you could go to and talk about your membership site.

Cure Your Phobias

This is another idea for a content site based around curing peoples phobias. If you've never had a phobia you wont quite understand how debilitating they can become.

You become obsessed with them and even sometimes can't function in the outside world.

Of course there are many, MANY types and levels of phobias and thats why this content site is such a great idea.

Plenty of room for lots of content to be created.

Check this out for a list of known phobias: phobialist.com

How To Interpret Hand Writing

This is one of those easy to create products that you create once and just let it make money for you day in day out.

Nothing fancy, just create a simple ebook on how to interpret handwriting, put up a simple sales letter and sign up for a Paydotcom.com or Clickbank.com account.

You can find plenty of content here: myhandwriting.com

Roof Repair Faq

This is one of those nuts and bolts type of content sites. It's not really fun to write about roof repair, but it will be a good money earner and an easier topic to get higher search engine rankings in.

Type "roof repair" into Nichebot.com and you will get a lot of keywords that arn't searched for a heck of a lot. It's still enough to be profitable, but it's definately not an over crowded niche when you get right down into the sub keywords.

Adventure Travel Faq

Yes I know I've already talked alot about the Adventure Travel market, but it's a market with a lot of potential and is not really being tapped by savvy marketers.

Adventure travel companies are paying big dollars to advertise on Google.com and other PPC search engines and you can cash in on this by creating a great adventure travel site full of useful content.

You can see a whole list of Adventure Travel keywords that you can pick off with great content at: adventuretraveltips.com

There is a 1000 page site in this market easy. You are looking at a real money spinner.

TV Buyers Guide

This is yet another great topic for a content site based around adsense. As usual, go into Nichebot.com and have a look at how many searches are done for this keyword.

The secret to getting a lot of searches and a lot of high rankings will be creating hundreds and hundreds of pages of content for keywords that are not so competitive.

You can write reviews for every type of TV there is out there.

LCD
Plasma
Widescreen
Rear Projection

And each of these keywords would have hundreds of sub keywords attached to it.

Go to Nichebot.com and type in LCD.

You get about 15 main keywords for LCD, and then each main keyword has all these sub keywords which you will create pages for.

Top U.S. Bed And Breakfasts

This is another idea like the third one. Bed and breakfasts right now are huge, especially for people looking for information online.

Hundreds of thousands of people every month are looking for reviews and tips on setting up the perfect weekend getaway at a B. The idea I had for this business was to create it as an information hub for everything to do with bed and breakfasts, but with a twist.

There are sites already that do this and do it well, but that don't do it from the males point of view.

Males know very little about this sort of thing (I'm one) and when I was first looking to take the lovely lady in my life away for a romantic BBgetaway, I had no idea where to start.

If you could solve this problem, you would have a winner on your hands.

This is a great idea to start a site on. Just like skiresortinformation.com you would get a lot of your money from advertising on your site and you could even sell digital products, ebooks etc.

If you don't feel like you have the knowledge to write about bed and breakfasts, hire someone from Elance.com to write it for you.

Make Money With

This business idea is all about teaching people how to make money

with their love of...anything.

Let me explain.

People want to know how to make money with their hobbies or interests, and this business will tap into that market and the easiest way to do that would be to create a series of ebooks that take a few hours to create each and setup a simple website that sells them.

Here are a few book ideas.

How to make money with your love of scrapbooking

How to make money with your golfing knowledge

How to make money with your knowledge of Ebay

How to make money with your skills in wood working

Each ebook would have its own sales letter and individual sales page.

Marketing Free Reprint Rights

This business idea is also an extension of another business idea I've talked about already, but in this idea, you're creating the products with resale rights, not just selling them.

Selling reprint rights to digital products is a hot business right now, but there is one field that is really full of rubbish and really doesn't need another reprint right, that field would be Internet marketing.

Internet marketers are still looking for reprint rights, but they don't want to sell more products on marketing and this is where you come in.

The best example I could give you of the idea in use would be Bill Myers <http://www.sitebank.com>. While this sells mainly Internet marketing products, this would be the type of layout I would use, just with different book titles.

So instead of writing about marketing, you could write ebooks on all sorts of topics. A few book ideas I had were;

How to become a highly respected fighter pilot

How to take care of a pet ferret

The complete beginners guide to salt water fishing

How to start your own lobby group

Yes the titles of the book are a little obscure, but the big buzz word on the Internet right now is niche marketing, and this book ideas certainly fall under that category.

If you had around 5 to 10 quality ebooks ready to sell with reprint rights, sales letters, marketing material and you advertised it on the Clickbank.com/login.html (where merchants advertise their products to affiliates) page, I would say you'd make a good amount of money. Of course, nothing is guaranteed.

Best Selling Ebooks at Clickbank

[Search Clickbank Marketplace](#)

HOME & FAMILY

Dog Training

Bring Back Lost Love

Foreclosures

Seized Real Estate - Property Auctions

Starting A Day Care Center

Saving A Marriage

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How To Break Free From An Affair
How To Build A Free House
Mortgage Recycling
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Potty Train A Puppy
Starting A Catering Business
How To Throw Parties For Profit
How To Start Your Own Bar
How To Start Your Own Restaurant
Wedding Speeches And Toasts
How To Build An Auto Lawn Sprinkler
Zero Down Realestate Investing
Fixer Up Fortunes - Fixing Up Houses For Profit
Guide To Popping The Question
Tropical Fish Secrets
Baby Sleep Secrets
How To Get The Best Mortgage
How Christian Married Couples Can Have Great Sex
Indian Recipes
Online Dating Guide
Treat Your Pet At Home Instead Of Going To The Vets
Baby Shower Kit
How To Sew Roman Shades
Chihuahua Care Secrets
Learn To Speed Read
Guide To Baby Gender Selection
How To Get Into Harvard Business School
Become A Home Inspector
How To Open Up Your Psychic Abilities
Bonsai Gardening Guide
Pitbull Owners Guide
Orchid Growing Secrets
Cat Care Secrets
How To Take Your Small Dog Everywhere
BBQ Sauce Recipes
For Sale By Owner Help - Sell Your Own House & Save
Dating Manual For Men
Easy Craft Project Ideas
Love Letters And Poem Templates
Create Your Own Projection TV
Potty Train Your Child
Create The Ultimate Backyard Fish Pond
Wedding Planning Secrets

Create A Water Garden - Keep Your Pond Clean Easily
How To Make A Quilt
Train And Care For A Pet Rabbit
Train And Care For A Pet Ferret
How To Study More Effectively
Baby Safety Tips
Simple Italian Cookery
Instant Thankyou Letters
Native American Baby Names
Car Games You Can Play
Curb Appeal Secrets
Home Theatre Design Secrets
Turn Your Love Of Scrapbooking Into A Full Time Income
Soap Making Secrets
Flower Pressing Secrets

SOCIETY AND CULTURE

How To Pick Up Girls
How To Catch A Cheating Lover
How To Be Irresistible
How To Be Charming/Charismatic
Clear Your DUI Record
Find Seized Electronics
Become A Great Lover
Love and Compatibility Test
Move To NewZealand
How To Become A Great Conversationalist
How To Stop Your Breakup
Get Paid To Shop
First Date Ideas
Creative Date Ideas
Learn Piano
Dating Guide For Women
How To Drive Your Man Wild
Repo Jewelry
Help On Whether You Should Stay Or Go In A Relationship
How To Spot Fake Handbags
Become A Travel Writer
Learn To Kiss Well
Get Your Ex Back
Save Money On Your Groceries
Love Letter Templates
Sexy Letter Templates
Eulogy Speeches

Travel Secrets/Save Money On Travel
How To Learn Languages Quickly
How To Speed Read
How To Immigrate To Australia./Move To Australia
Boost Your Vocabulary
Guide To FengShui/Life/Living Areas
Fly Free
Where To Retire
Settle Your Own Injury Claim
American Idol Secrets
How To Use Your Digital Camera Like A Pro
Figure Drawing Secrets
Singles Travel

MARKETING AND ADVERTISING

Article Writing
Ebay Drop Shipping
Google Search Engine Ranking
Google Ad Words
Making Money With Adsense
Blogging
Podcasting
Public Domain
Ebook Creation
Product Creation
Copywriting
Reprint Rights
Ezine Advertising
Business Ideas
Niche Market Ideas
Viral Marketing
Free Advertising
Joint Ventures
Opt In Marketing
Selling Info Products On Ebay
Selling Turnkey Businesses On Ebay
Affiliate Marketing
Reciprocal Linking
Automated Income Streams
Multiple Income Streams
Membership Sites
Where To Find Content
RSS Help
Using Spelling Mistakes For Profit On Pay Per Click Search Engines
Finding Super Affiliates

Ad Tracking Help
Mini Ebook Secrets

HEALTH AND FITNESS

Burn Fat Grow Muscles
Fasting
Get Rid Of Acne
How To Put On Weight & Muscle
Quit Smoking
Help On Anxiety And Panic Disorders
Cure Bad Breathe
Cure Athsma
Remove Wars Moles And Skin Tags
Stop Snoring
Curing Arthritis
Cure Heartburn
Bodybuilding And Anabolic Steroids
Natural Cancer Treatments
Learn How Not To Gain Weight While Pregnant
Cure Hairloss
Bodybuilding Secrets
Anti Aging Help
Get Great Abs
How To Cure Cold Sores
How To Get Pregnant If You Think You're Infertile
Get Rid Of Cellulite
Help Cure Bronchitis
Cure Your Yeast Infection
Cure Sciatica
Cure Athletes Foot
Increase Your Bench Press
Cure Nail Fungus
Improve Your Memory
Become A Reiki Master
Cure Allergies
Beat OCD
Cure Vertigo/Motion Sickness
Help A Child With ADHD
Cure Your High Cholesterol
Beat Stress
Lower Blood Pressure
How To Overcome Shyness - For Men/For Women
Cure Insomnia
Prevent/Cure Heart Disease
Beat Gum Disease And Tooth Decay

Cure Chronic Fatigue Syndrome
Morning Sickness Cure
Hiatal Hernia Help
Cure Back Pain
Stop Headaches/Migraines
Cure Tongue Diseases
Cure Sinus
Get Rid Of Dandruff
Get Rid Of Headlice
How To Be More Confident
How To Be A Better Public Speaker
How To Be A Better Conversationalist
Get Higher Self Esteem
Save Thousands On Your Divorce
Alzheimer Tips
How To Interpret Handwriting
How To Read Palms
Guide To Goal Setting
Cure Depression
Dog Breeding Secrets
Improve Concentration
Cure Herpes
Golf Fitness Guide
Get Fit While You Sit
Start A Hair Salon
Cure Your Phobia's
Relief From Period Pain

MONEY & EMPLOYMENT

Get Paid To Take Surveys
Get Paid To Shop
Buy Real estate With No Money Down
Find Grants
Selling Information Products On Ebay
Forex Day Trading
Day Trading For Beginners
Start An Office Cleaning Business
Make Money With Your Scrapbooking
Make Money With Your Hobbies
Where To Find Adventure Jobs
Get Paid To Do Things For Free
How To Get A Loan Even If You're Bankrupt
Cover Letter Templates
Get Paid To Use Your Camera
Get Paid To Drive Your Car

Start A Jewelry Business
Start A Cleaning Business
How To Get Free Cars
Work At Home Job Directory
Resume Secrets
Job Interview Success
Become A Medical Transcriptionist
Learn To Get Bigger Tips
Fund Your Flying
How To Become An Actor
Become An Advertising Copywriter
Get Your Dance Music Known By The World
Study For Exam Secrets
Start Your Own Consulting Business
Repair Bad Credit
Tax Lien Investing
Learn To Type Faster
Learn To Read Faster
How To Become An Expert In Any Niche
Start Your Own Rod And Reel Repair Business
Make Your Own Fishing Lures/For Profit
Start Your Own Food Company With Your Own Recipes
Start Your Own Talent Agency
Repair Sewing Machines For Profit
Start A Secretarial Business
Start A Cell Phone Recycling Business
Start An Import Export Business
Start Your Own Machine Quilting Business
Buy And Sell Cars For Profit
Become A Home Based Travel Agent
Start An Ebay Consignment Business
Buying And Selling Business/On Ebay
Become A Voice Over Artist
Become A Treasure Hunter
Become A Translator
Become A Tutor
Become A Talent Agent
Become A Police Officer
Become A Pilot
Become A Fighter Pilot
Become A Photographer
Become A Movie Extra
Become A Hypnotist
Become A Golf Caddy
Become A FBI Special Agent
Become A Bartender

Become An Artist Or Craftsperson
Become A Oil Rig Worket
Become A Cruise Ship Worker
Become A Fashion Designer
Become A Yoga Teacher
Become A Professional Organizer
Become An Archaeologist
Become A Bed And Breakfast Owner
Become A Book Editor
Become A Bookstore Owner
Become A Butler
Become A Cartoonist
Become A Personal Chef
Become A Celebrity Personal Assistant
Become A Childrens Book Author
Become A Coffee House Owner
Become A Doula
Become An Event Planner
Become A Fire Fighter
Become A Flight Attendant
Become A Florist
Become A Food Writer
Become An Image Consultant
Become An Interior Decorator
Become A Life Coach
Become A Makeup Artist
Become A Model
Become A Motivational Speaker
Become A Movie Reviewer
Become An Olympic Athlete
Become A Personal Shopper
Become A Wedding Planner
Become A Video Game Designer
Become A Stand Up Comic
Become A Screenwriter
Become A Personal Trainer
Become A Pop Star
Become A DJ
Become A Songwriter
Become A Television Reporter

SPORTS & RECREATION

Improve Your Golf Swing
Get Paid To Play Golf
Beat Speeding Ticket Fines

Trout Fishing Secrets
Get A Federal Fire Arms License
Largemouth Bass Secrets
Fly Fishing Guide
Golf Ball Secrets
Triathlon Guide
Increase Your Vertical Leap
How To Hit A Golf Ball Further
Tennis Secrets
How To Buy An RV/Get The Most Out Of Your RV
RV'ers Guide To Dump Stations
Best RV Parks
Car Buying Scams
Pro Surfer Secrets
Surfing Guide For Coaches
Get Paid To Install Car Stereo's
How To Build A Dory
Self Defence For Women
How To Become A Nascar Driver
How To Become A F1 Driver
Speed Fighting Guide
How To Become A Ninja
Snowboarding Secrets
Skateboarding Secrets
Wakeboarding Secrets
How To Coach Basketball
How To Coach Tee Ball
Secret Fish Bait Formula's
Strength Training For Females
How To Choose The Right Flight School
Carp Fishing Secrets
Baseball Pitching Secrets
Cricket Secrets
Planning A Golfing Holiday
All About Fantasy Camps
Slot Machine Secrets
Play Poker Like A Pro
Blackjack Secrets
Texas Hold Em Secrets
Lotto Secrets
Winning Online Poker
Roulette Secrets
Winning Craps
Horse Racing And Sports Betting Techniques
Win At Baccarat
Offroad Gokart Plans

Horse Riding Made Easy
Blast Your Bench Chest Workout
Gain Speed And Flexibility
Authentic Tai Chi Secrets
Yoga Health Secrets
How To Hit Home Runs
Volleyball Secrets

BUSINESS TO BUSINESS

How To Repair Your Own Computer
Start Your Own Computer Repair Business
CLEP Prep Help
Securing Your PC
Resignation Letter Templates
Wholesale Directory
Stop Your Fear Of Selling
How To Give Effective Presentations
Get An Online MBA
Master The MBA Admission Process
How To Use Mp3's To Drive Hoards Of Traffic To Your Site
Basics Of Osha
How To Start An Online Radio Station
Tax Secrets Of The Wealthy
Successful Workship Tips
Create Your Own DVD's
Stay At Home Mom Business Ideas And Help
Selling On The Telephone
How To Write Reports
Guide To Cloaking
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Learn HTML Quickly
Learn Javascript Quickly
Learn C++ Quickly
How To Add Audio And Video To Your Website

COMPUTING & INTERNET

Photoshop Tutorial
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Increase The Speed Of Your PC
Ebook Cover Creation
How To Sell Webhosting For Profits

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Witchcraft Spells
Magic Secrets Revealed
Learn To Play Guitar
PS2 And Xbox Secrets
Secrets To The Power Of Persuasion
Pocket Bike Secrets
Scrapbooking Tips
Hummingbird Secrets
Make Money Teaching Guitar
Learn To Play Piano
Guide Paid To Teach Piano
How To Be Funny
Paintball Secrets
Ultimate Guide To Model Trains
Orchid Secrets
Why Men Cheat
Gel Candle Secrets
Boxer Dog Tips
Koi Fish/Koi Pond Secrets
Genealogy
Learn To Make Money At Art Craft Shows
Coin Collecting Secrets
Stamp Collecting Secrets
Wine Cellar Secrets/Build A Great Wine Cellar/Collection
Cartoon Drawing Secrets
English Bulldog Buying Guide
Indoor Plant Care Info
Woodworking Plans
Make Your Own Cooling Vests
Magic/Card Tricks You Can Learn Today

Ebook Titles You Can Swipe

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1. 54 ways to make \$100,000 a year with the power of the Internet

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2. How to create short reports and sell them on ebay
3. 54 ways to make more money with affiliate programs
4. Casino affiliate programs exposed
5. Beginners Guide To Internet Marketing
6. How To Find Untapped Markets With Pay Per Click Search Engines
7. How to become a super affiliate on a budget
8. Ezine advertising made easy. The essential guide to Ezine advertising on a budget
9. How to buy profitable businesses on ebay without getting ripped off!
10. Amazing case stories of how people make their fortunes online
11. Down and dirty guide to search engine ranking
12. How to get a top 5 listing in Yahoo.com
13. How to get a top 5 listing in Google.com
14. How to setup your own affiliate program on a budget
15. The complete guide to free advertising
16. How to use free download distribution to get thousands to your site for free
17. 1001 Internet Marketing Resources For Internet Marketers
18. How To Get Paid Month After Month With Your Own Members Site
19. Create Your Own Viral Marketing Campaign That Will Take The Internet By Storm
20. The Insider Secrets To Becoming A Successful Domain Name Registrar
21. The Complete Guide To Pop Ups, Pop Unders, Pop Outs And Email Marketing
22. How To Buy And Sell Domain Names For Profit
23. The Insider Secrets To Affiliate Marketing Success
24. 101 Articles you can steal as your own
25. 25 free ecourses you can steal as your own

Hobbies

26. How to make your fortune online with your favorite hobbies
27. How to start your own profitable and legal Internet casino
28. How To Make Your Own Lava Lamps Quickly And Easily And Sell Them For Huge Profits
29. How To Setup Your Own Online Fitness Store
30. How To Start And Run Your Own HIGHLY Profitable Nightclub/Bar
31. How To Become A Fighter Pilot
32. How To Make Home Made Soaps For Profit
33. How To Get Free Travel, Money, Boose And Girls By Becoming A Pro DJ
34. How To Create Chart Topping Dance Hits From Your Bedroom
35. How To Create And Sell Anything With Easy To Make Moulds
36. How to make your fortune online with easy to make recipe E-books
37. How to host your own talk show
38. How to start your own profitable Internet radio station
39. How To Make Bird Baths For Profit
40. How To Start Your Own Profitable Online Paintball Shop

41. How To Make Money With Your Love Of Paintball
42. How To Start Your Own Online Music Shop
43. How To Make Money With Your Love Of Music
44. How To Start Your Own Online Travel Agency
45. How To Make Money With Your Love Of Golf
46. How To Make Money With Your Love Of Travelling
47. How To Start Your Own Profitable Speciality Pay Per Click Search Engines
48. How to buy real estate with no credit
49. How to become a profitable freelance writer
50. How To Become A Highly Paid Computer Game Programmer

Travel

51. 52 Top US bed and breakfasts in the US
52. Luxury Travel For The Rich And Famous ON A BUDGET!
53. The Complete Guide To Christian Travel
54. The Complete Guide To Adventure Travel
55. The Complete Guide To Financing Your Clubbing Migration Around The World, The Traditional Way
56. The Complete Guide To Financing Your Clubbing Migration Around The World, The Internet Way
57. The Secret Players Guide To Ibiza
58. The #1 Dating Guide For Single Clubbers
59. The Complete Guide To The Top Party Destinations In The World On The Cheap
60. Single Traveller? Not For Long!
61. How to get the best ski resorts for the lowest price
62. The Complete Guide On Travelling The World Safely
63. The Scariest Holidays Around The World
64. The Best Of Extreme Sporting Around The World
65. The Complete Guide To Student And Budget World Travel
66. Where To Find Great Hotels Literally Fighting For Your Business
67. The Complete Guide To The Ultimate Steamy Weekend Away
68. Take The Best Golfing Holiday In The World For A Bargain Price!
69. Single travel for the 30's and under crowd
70. Complete guide to oktoberfest for the single traveller
71. The best nightclubs in the world
72. High paying jobs for the single traveller
73. How to finance your travel with the power of the Internet
74. Single travel for the over 40's
75. Adventure travel for singles

Misc

76. 101 Of The Best Science Fair Project Ideas
77. How To Sell Your Used Car For Big Profits

78. How To Buy A Used Car Without Getting Ripped Off
79. Complete Guide To Baby Boy Names
80. Complete Guide To Baby Girl Names
81. Complete Guide To Indian Baby Names
82. 1001 Unique Baby Names
83. Complete Guide To Irish Baby Names
84. 1001 Unusual Baby Names
85. 1001 Popular Baby Names
86. Complete Guide To Italian Babynames
87. How To Gain Weight The Quick And Healthy Way
88. 1001 Ways To Be Romantic
89. 101 Money Saving Techniques
90. You dont need expensive gym equipment or a lot of time to get fit!
91. How To Get Paid To Play Video Games All Day
92. The Best Guide For Women In Small Business All Rolled Into 1 Guide!
93. How to host your own talk show
94. Quick and Easy Microwavable Recipes For 2006
95. How To Throw The Ultimate Bachelor Party
96. How To Throw The Ultimate Bachelorette Party
97. How To Create And Sell Jewelery In Your Spare Time
98. How To Make A Living At Flea Markets, Swap Meets And Festivals
99. How To Putt Like The Pro's
100. Making Your Specials, Specialised. A Quick And Easy Guide To Targeting A New Audience With Your Eatery.
101. How to become a highly paid golf caddy

