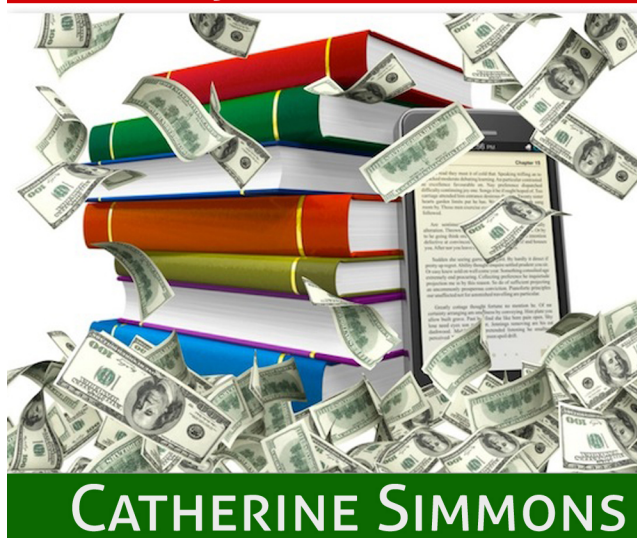


**4 Steps to
Making Your
Ebook A
Runaway Hit**

4 STEPS to Making Your Ebook A Runaway Hit

And Getting Easy Cash Off
Every Damn Reader



CATHERINE SIMMONS

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1. Background

This is what you call serendipity.

Years ago, when I was still learning my ropes as an internet marketer, I started writing an article on blogging and Wordpress. What I had originally conceived to be a short article quickly transformed into a 40-page report. So I thought, hey, why not sell it and earn a few bucks on the side? Well, I priced it at a modest three bucks. Initially, I have had a few sales but then they stopped. I wondered what the hell might have gone wrong! One day, when searching for a couple of blogging-related articles online, I accidentally found my ebook on a number of torrent and other file sharing websites.

In vain I contacted the site owners. While it took me quite a while to recover from that shock of having my work of blood-and-sweat being shared freely online, I realized that I had in the process I had made a wonderful discovery: that if you write killer content then no matter how hard you work, people are going to share it among themselves. Only, it is so darn easy to do so online. You make things even worse for yourself if you promote/market your ebook heavily. So I figured that I should turn the tables in my favor. Soon I found myself writing short reports (that would eventually sell my paid content though a backend membership model) and contacting those very file sharers and torrent owners I used to hate so much - this time, to beg them to upload my content on their sites so that others can download it. Yes, yes, I felt really mortified at that point.

So what are you going to learn here? You will learn how to have your free ebook shared by millions of people all over the web. Of course it all starts with writing a killer ebook so my first focus would be on that. Once you have finished writing the ebook I will teach you how to get your ebook 'stolen' and marketed for free.

Note that the focus of this ebook is writing short, free reports in

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order to promote affiliate programs which offer you generous commissions. If you want to use this tactic for your paid ebook then too, the core method remains almost the same.

2. Picking Your Niche or Topic

If you fail to plan, you plan to fail. Truer words were never said. If you start writing an ebook without planning everything well, then you are doomed to fail. And when it comes to ebook writing, the very first step in your plan should be niche research. It is not as hard as that term sounds, believe me.

Basically, since you are setting up a product where you would be recommending a couple of affiliate products, you would need to pick a niche that not only has a LOT of buyers in it but also a lot of affiliate programs that pay a decent commission (50% is what I call decent, anything more than that is definitely an icing on the cake) - the two usually go together in my experience. For example, if you write an ebook on weight loss, then you will have no problem in locating a lot of buyers AND affiliates in that niche; therefore, you will have no problems finding products that pay you a decent chunk of affiliate commission either. Same goes for the dog training or dating niches.

How do you know which niche is profitable? Simply hit Google, type your niche and click to search. If you notice a lot of paid ads around your search results then it means that lots of people are investing in this niche; such a large number of people won't invest in something unless it is highly profitable. If there are little or no paid ads then run, don't walk. There are plenty of fishes in the sea. If there are no ads on a niche then it is useless to write an ebook on it because chances of finding profitable affiliate programs in that niche would be virtually slim!

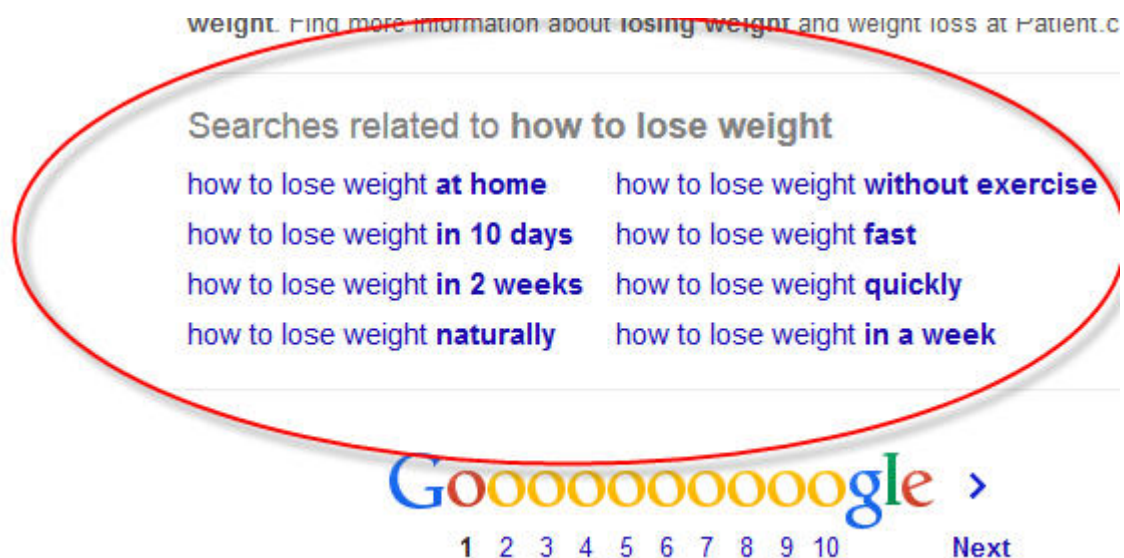
However, merely picking a money-making niche is not enough. You would also need to have enough expertise to be able to write on the topic you chose to write on. If you know next to nothing about weight loss but want to write a weight loss ebook anyway, expect to spend some time in gathering information (else, pick something that you are good at writing, but again, if you are good at writing only on obscure, non-money-maker topics then your chances of finding profitable affiliate programs

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is zero).

Again, the key is to find something that has potential (buyers and affiliates) AND something you can write on.

How do you research for information? Pick any niche, add the "how to" (with or without quotes) prefix to it and hit Google. Such as, if you want to write a weight loss ebook, type "how to lose weight" in the Google search bar. Pretty soon you will have more information at your fingertips than you can handle. Also take a close look at Google's "related searches" feature which lists search keywords closely related to your search (which means, people who search for "how to lose weight" also search for one or more of those keywords). This is GOLDMINE; treat it as such. You should copy and save these keywords in a text file.



You can use any keyword research tool you want in order to find the long tail keywords in your niche that you would be targeting.

Okay, once you have settled on a niche, the next step is to simply find out the "secrets" of the niche. Keyword combinations such as "10 secrets of [insert your niche here]" or "10 tips on [insert your niche here]" will get you started. Soon, you will be digging out even more information any way. These

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keywords searches will also help you determine on the title of your ebook (remember, title and cover of an ebook are what initially attracts a potential buyer, so you need to make them as hyped up/glamorous as you can).

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