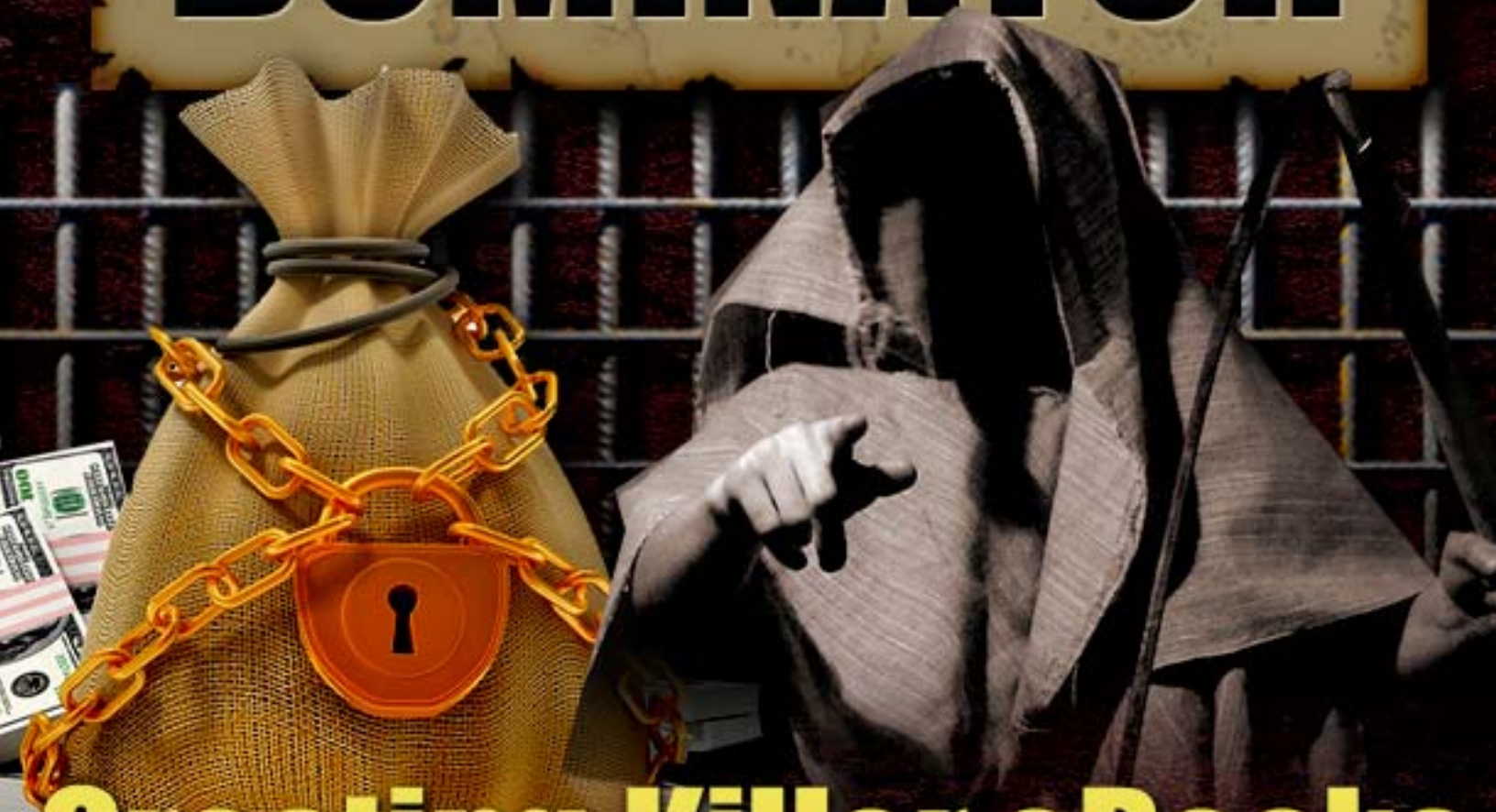


EBOOK DOMINATOR



**Creating Killer eBooks
That Dominate the
Marketplace!**



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Contents

1. Introduction
2. Getting started
3. Checking your market
4. The guru dilemma
5. Choosing a title and/or angle
6. Start from scratch or cheat?
7. How to research your book
8. How to outline your book
9. The hard part - writing!
10. Preparing for sale
11. Getting graphics
12. Setting up your salesletter & site
13. Which payment processor to use?
14. Affiliate program
15. Spit & polish
16. Final thoughts



Introduction

eBooks are incredibly easy to make, and having unlimited stock that takes up virtually zero space gives you the equivalent of a magic lamp!

They used to be viewed with skepticism as people were so used to reading physical books that they shunned digital copies as being scams, but with the popularity of the Amazon Kindle and the Sony eBook Reader then eBooks are going mainstream and they are being taken out of obscurity and taking their rightful place on the bookshelf of life. More importantly this means your possible customer base is increasing rapidly too!

The main problem with selling an ebook is usually not the marketing, it is choosing what to sell, and then writing it, most people fall at those two hurdles and never make it to the marketing part as they lie in a heap on the floor with one of those hurdles wrapped round their legs stopping them from achieving the success they deserve.

That is not to say your ebook will be a huge success, I've had far more failures than successes, but the fact is:

"You miss 100% of the shots you don't take."

- Wayne Gretzky

Finishing your first ebook is a huge achievement and after that most people find the process easy to replicate so they can come out with a wide range of products and start to hit those inevitable homeruns.

In this guide I'm going to talk you through the entire process of taking your product from a twinkle in your eye to digits in your bank account! We'll leave no stone unturned as I reveal the good, the bad, and the ugly to get you to take the necessary steps to complete your project. Take each step one at a time and don't move onto the next until that one is finished.

In fact to make sure you take action then I'd advise you **don't** read through this whole book and then put it on a digital shelf to collect digital dust, but you read through one chapter, take action, complete it, then read the next chapter and complete the tasks for that... That way you won't ever feel overwhelmed and you'll have the motivation from seeing your progress to carry on and get it finished.

Once you make your first sale then you'll never look back!

To your continued success,



Getting Started

Ok there are some things you need to think about before you start on your book, namely:

- Which market will it be in?
- Who will do the salesletter?
- Who will do the graphics?
- Who will load everything up?

We'll cover the market in the next chapter, but the other three are things that catch most people out, as if you leave the decisions about them until you actually need them... then it can cause weeks of delay!

So think about it before you start, you need a salesletter first of all, you have two choices, do it yourself or hire it out. If you do it yourself you have two more choices, start from scratch or buy a PLR product on the topic and use that as a basis for your own salesletter (a very effective tactic for someone who hasn't written a salesletter before).

Now if you are going to hire someone to do it for you then you need to find someone you can trust, after having run ins with lots of copywriters then I can say that, like anybody you hire, some are totally unreliable, some are reliable but the copy is no good, etc etc.

Copywriting is a well-paid profession, so most copywriters charge a lot of money, the only place I've found some good quality copywriters that are more motivated to get your job done on well and on time, is on elance.com, and you can check their feedback there too from previous customers.

I don't know why, but there are some great copywriters on there that you can hire for a fraction of the price you pay to someone who has their own website and 'copywriting services'. Maybe it is because it is a hobby to them, or maybe they don't realize their own value... but either way that is where I go when I need copy now, I've paid way more money to well known copywriters and had awful results, reputation and price is not always reliable, feedback on elance is usually a much better indicator.

So the salesletter will probably take the longest time to complete, that needs to be dealt with first so that by the time everything else is finished then it will be ready to use. Once you have the outline for the book and all your research notes then that is the time to hire your copywriter as you can give them all of that and they can use it to help write the salesletter.

Then you need to think about graphics, not a huge concern as most companies will get you a concept in about 3 days like GraphicsQuick.com, but you need to think about what you need

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to the main site to
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and continue reading!