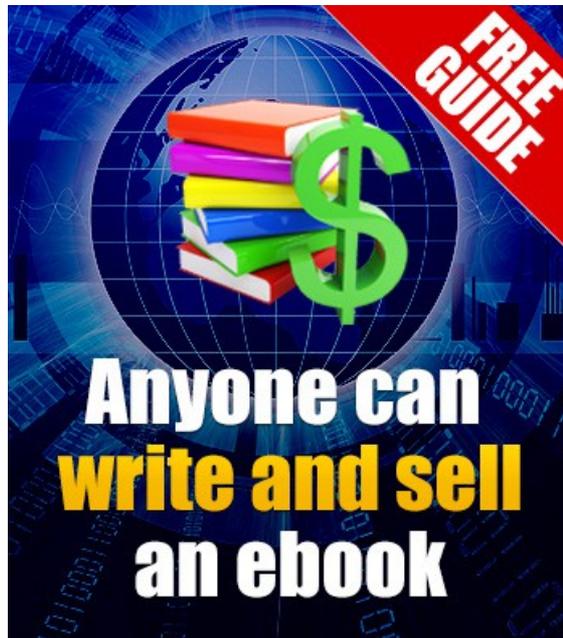


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# Introduction

Dear reader,

I'm going to assume you are a newcomer to the world of Internet marketing - i.e. selling things online

However I'm sure that you've often come across websites where ebooks are sold.

Books with "how to" information or books that solve a problem or teach a skill.

You've probably purchased such a "how to" product at some point in your life, right?

Why did you buy it?

Most likely it's because the information was going to save you time, money, or hassle. And that's exactly why people will pay good money for what you know.

**And I believe everyone (that means YOU) has the knowledge to produce such a book .**

**You'll soon see how.**

There is almost no limit whatsoever on the marketability of how-to books. Everyone wants an instruction manual or advice or a solution. Anything you know how to do, anything you've ever wanted to learn, or anything that's teachable at all, can become a how-to ebook.

What you may not know is that once a book is written and a website set up then the author can often start getting sales with hardly any additional effort and receive a considerable income. In other words you have an income-producing business running

on automation.

Great you might say but

\* I don't have a book

\* I haven't a clue about setting up a website

\* And then how would I get customers to come to my site

Well don't worry you'll see how to tackle each of these steps in the next 3 chapters

# Chapter 1: Writing a book

As I said above I believe everyone has knowledge which others will pay to know.

Consider for example your hobbies.

What is it that you love to do? Do you collect something? Play a sport? Play an instrument? Maybe you love cooking. Or crafting. Or scrapbooking. Or gardening. Maybe you raise exotic pets or fly model airplanes or like to trace your genealogy. Or you enjoy cake decorating.

Take that last example. If someone wanted to get into a hobby like cake decorating wouldn't they want to learn from someone who's been there and done that ? Someone who's been decorating cakes for years and can show them all of the little tips and tricks ?

Well that's a REAL example. There's a cake-decorating author who has achieved more than a million dollars in sales since they first started selling their information products

Now, to keep this book short, I've given you just a few ideas to start with on what to write about but if you check the Appendix you'll see a bumper book with hundreds of ideas. It's called Create Your Ebook and I'm giving it to you for free.

Even better - let's cross another hurdle. Suppose you know what you want to write but are not confident or experienced in producing a written ebook. Well you can 'outsource' it - in other words get another to write it !

Or as a complete alternative you could simply choose a topic and outsource all the research work.

Outsourcing is also explained in Create Your Ebook along with the ideas for choosing a topic.

## Chapter 2: Setting up a website

Now one way to set up a website is to have someone do the work for you. This could involve considerable effort in finding the right person, huge variations in fees, the to and fro of communication as you agree on the content and design of the site. It also involves you in choosing a 'hosting' service to support your website.

But here's the big problem. After it's all set up and running suppose you want the tiniest of changes. Well it's a bit like calling out the plumber for any trivial work - there's a minimum callout fee and possible delay every time.

We'll see how to solve this in a second.

But first it's time to tell you about a company called ClickBank.

ClickBank is the world's largest provider of 'digital' products - which means principally ebooks. There are over 30,000 books in the ClickBank Marketplace. Take a look and you'll see the huge and diverse range - click [here](#)

What ClickBank do is handle the order part of selling a book. In other words you tell ClickBank

- here is my sales page

- here is the book

- here is the price

Then when a customer clicks on your order link in to make the purchase ClickBank takes over, collects the payment from the customer and delivers the book - with no need for you to get involved.

Now one of the great options that ClickBank offers authors is their ClickBank Powered plan. This provides you with a website builder tool which means YOU can start designing your pages in just minutes without any training at all.

No need to hire and pay someone else to design your site

And ClickBank will take care of the hosting too.

Once your website has been built you submit your book to the ClickBank Marketplace – and sales can begin with the assistance of an army of helpers as you will see next . . .

## Chapter 3: Attracting Customers

Once your site is up - how will you get people to see it ? How will you get what is called 'traffic' to your site.

Well traffic generation is a major topic in the world of Internet marketing covering the use of search engines and a myriad ways of advertising.

But here's the good news. You don't have to learn any of this !

You'll get others to do it.

How ?

Well the fundamental purpose of ClickBank is that it handles 'affiliates'. Affiliates will sell your book for you and collect a commission (which you can specify).

By merely having your ebook listed in the ClickBank Marketplace it can be seen by affiliates. And ClickBank has over 100,000 of them !

Just think what it would be like having hundreds of affiliates beavering away selling **your** book.

So why not take that first step now

To read more about this great opportunity, to get even more suggestions on finding topics to write about, and how ClickBank will advise and work with you to build a successful marketing business please visit the [The ClickBank Opportunity](#).

# Appendix

Can't think of what to write about ?

Don't know how to put down your words into an ebook ?

You've chosen a great topic but would like someone else to do all the research and write it for you ?

Problems solved - with a free book: [Create Your Ebook](#)