How To Make Money Online

eBook Creation for Entrepreneurs

http://StimulusGuru.Com

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Prologue

Dear reader, I would not have believed it if I hadn't done it for myself. You can actually write an ebook without actually doing the writing. Because of an interesting legal twist, you can hire a writer, and then when the writer is finished, you own the complete copyright to the work. If it sounds too good to be true, it almost is!

But there's something else that's almost too good to be true: having an ebook written doesn't cost near what it costs to have a hard cover book written. It's actually pretty affordable for someone who plans to recoup their money with ebook sales.

One more almost-too-good-to-be-true fact: ebooks often sell for the same price that a traditional, hold-it-in-your-hand, book would sell for!

No writing, no problem!

Let me tell you a little about my story. As the Internet began taking over the world, dollar signs flashed almost constantly in the back of my mind. I did some research to see who was making money from this evolution. I ran across import companies, search engines, web-site-development/hosting companies, and auction sites. That was a year ago. Now, more than ever, the Internet is starting to define business. People are actually paying for and downloading songs for their listening pleasure. People are researching, planning, and booking entire vacations online. People who love information are inhaling the Internet. Information is everywhere.

Of course that presents a bit of a dilemma. Information overload. Part of the problem with researching the Internet is the information you glean during your surfing is highly if not completely unorganized. You do a Google search. You notice there are thousands of pages relevant to your search terms. So, you narrow your search by adding a word or two. Now you're down to several hundred pages. And you start clicking on them, one after the other.

On to the next problem of up-popping popups. Darn those things. By the time you close all the windows, you may have very well forgotten why you sat down at the computer in the first place.

Even on sites without pop ups, you really don't know what exactly you're going to get or whether or not the source is reliable. So, the Internet is like a feast with some of the options being spoiled. Yuck! But the buffet is intriguing, so most of us tend to return to try our luck again and again.

Anyway, all this got me to thinking, what about ebooks? Yeah, sure, you can read Charles Dickens on a computer, but I'm talking about ebooks that teach, in a nonfiction sort of way. If I could put a few good ebooks on the web, then maybe people who wanted to learn about a topic could read an entire book from a reputable source online.

So I tried it. And guess what? At first I didn't have much success. But I dusted myself off, studied, tried again, tried again, and tried again. Eventually, through trial and error mostly, I stumbled on a formula that worked!

This book was born well after all of that, but I think it's high time I share my experience. There's plenty of room on the Internet for everyone. Climb aboard!
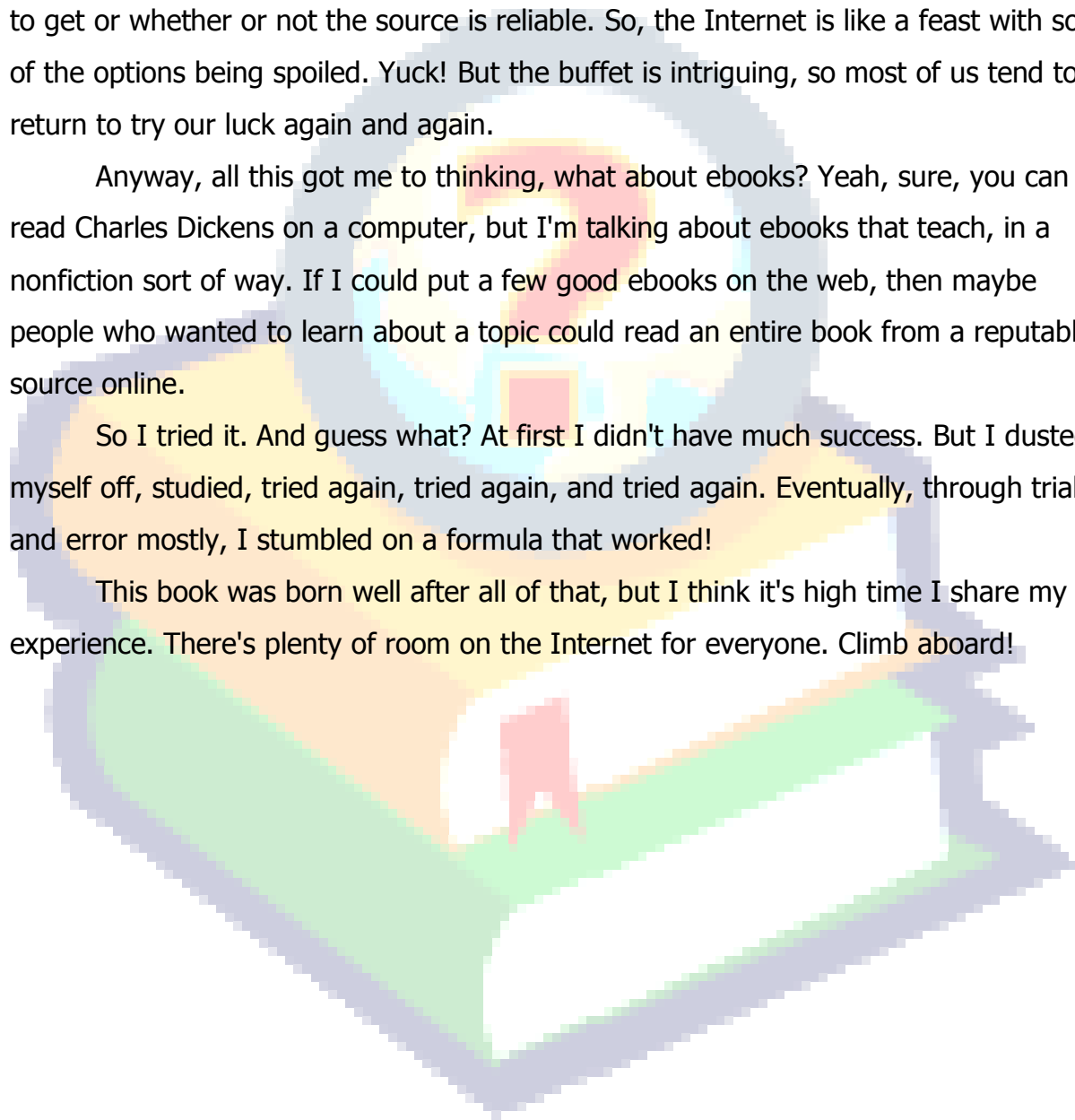
Chapter 1

--How to select a great topic--

It couldn't be easier to select a topic for an ebook. People are hungry for information, and people are looking to the Internet to feed their hunger. After you've read this chapter, you will feel confident enough to choose your own topic, or you can literally pull your ebook topic directly from this ebook and use it! How's that for a deal?

Observe what's going on around you

If you're smart enough to read this book, you're smart enough to look around you and determine what interests you and those around you. Think of what problems you've recently solved, and what kinds of problems others have had and solved. Any problem that has been solved in your world could easily be the subject of your next book. People love to read how other have solved a problem that they currently have.

So, **brainstorm** a list of problems in your life and in the lives of those around you. Your friend Bob lost his job? Your sister's child had chicken pox? How did they cope or find solutions? While you're at it, start another list of unsolved problems evident in your corner of the world. Write down problems you wish you had solved. Aha! These are subjects that people will really be interested in! How to lose the last ten pounds. The truth about UFOs. The straightest path to becoming a millionaire. From your personal corner, your step-granddaughter is pregnant at age 14? Your grocery bill is double what it used to be? Your roof leaks? These are problems waiting for ebook solutions!

These unsolved problems would also be great ebook topics. Remember, you don't have to know the solution, just the topic. You're going to get someone else to do the research and write the book for you. You will not actually be writing one word.

Spend a few minutes Googling

The Internet is a great way to find out what people are looking for at any given moment. You can search for almost anything. Google™ is a popular search engine you can use, or you can try any of the others like Yahoo!® or Mamma.com. Type in phrases like "top concerns of Americans," "best-selling nonfiction topics," or "popular how-to manuals." Common worries of 2005.

And while you're on the Internet...

Find out the most popular nonfiction books from the New York Times bestseller list, Amazon, and a Google search for ebooks. Your findings will tell you exactly what book subject's people are buying right now.

Try this. Go to www.amazon.com. From the tabbed menu running along the top of the Amazon home page, click "Top Sellers."

I did this one day in September 2008 and found a Harry Potter book, several other fiction books, and titles such as Natural cures "they" won't tell you about, How what you wear can change your life, How to profit from the demise of the dollar, and The official SAT study guide. I've paraphrased to some degree, but you get the idea.

Here's what I learned just from spending a few minutes on Amazon that day. People are reading good fiction from already-best selling authors (Da Vinci Code, the Harry Potter series, and others). Secondly, Amazon buyers, buying over the Internet, are interested in nonfiction topics such as improving their lives and making more money. For these books, just about any author will do even virtual unknowns or people who went to prison for lying to the American public.

And that quick visit only confirmed that **the straightest route to ebook profits is in the nonfiction ebook market.** This is for a number of reasons. Fiction readers tend to like to curl up in a chair with an actual book. Some of them attend book clubs where the physical books are brought around someone's kitchen table with wine and cheese. Fiction readers tend to purchase from authors they're already familiar with.

Fiction can be more difficult to write and deliver well. Also, many of the classics in fiction are available as free ebooks. A reader interested in fiction could just download those. So stick with nonfiction unless you're feeling particularly bold and experimental.

Here is some more good news, and if you didn't already know this then you are going to be smiling big. Drum roll please... **ideas are not copyrighted**, therefore any idea you see, hear, or read anywhere anytime, is yours to use for an ebook! You can create books around the same ideas that are covered in the Amazon best seller list, and turnaround and create an ebook on the exact same subject!

Now, copyright law does protect the **way** ideas are expressed, so you want to make sure your hired author does not plagiarize or copy book text outright. And you cannot use the title word for word either. But there's nothing stopping you from creating another book or ebook that covers the same subject with a different voice. It's all as completely legal and guilt-free as nonfat Haagen Dazs. This is why looking at bestseller a list is a great way to get topic ideas.

Digging a little deeper

There are groups of people who are willing to buy nonfiction ebooks: **hobbyists**. At any given time, these people are looking for ways to spend their money on their hobbies. Their passion is your financial gain.

What avid hobbyists want will always make great ebook material. Note that I did not say what hobbyists need. You may have certain opinions on what exactly certain people should need or should read. But those are not necessarily good topics for immediate ebook profit. Those topics may be areas for you to dabble in at your leisure. However, if you want to make money at this, find out what niche groups want, and hit those groups with your ebook.

Find hobbyists and niche groups by searching the web for "popular hobbies," "enthusiasts," or "what America is buying." Or, you can search specifically for forums and discussion groups for hobbyists. In the forums, people talk with each other to share

ideas with one another. Often, they will exchange testimonials for equipment, upcoming events, and books.

One popular site where hobbyists go to talk to one another online is Yahoo! Check it out. Go to www.yahoo.com. Click "groups." On the groups page you'll see a list of categories such as Business & finance, and Religion. For demonstration purposes, click on "Games."

On the games screen, game subcategories are listed followed by numbers. The numbers indicate how many discussion forums are available for that subcategory. These numbers reveal a lot. Notice how "role playing games," and "video & computer games" have factors of ten or in some cases factors of 100 more forums than other subcategories. "War gaming" and "paintball" don't even come close, although those categories are much more discussion-laden than "horseshoe pitching."

For fun, one day I continued selecting subcategories until I arrived at a list of over a thousand (yes a thousand) discussion groups on Yahoo having to do with vampire role playing. Here's how I got there: Games>>Role Playing Games>>Live Action>> World of Darkness>>Vampire: The Masquerade.

Some of the forums are open to new members, and you can join to read what everyone's discussing. Once in the forum, you can review discussion threads from today, yesterday, or a year ago. Don't go back too far if you want to find out the hottest possible ebook topics. You can participate in discussions if you like. FYI, do not drop into a discussion group just to market an ebook; hobbyists consider this spam and will drop you from the group.

When you read and/or participate, you'll find out what this group is buying. All you have to do is skim to find out what questions they are asking each other about products or traveling or information. What they are interested in buying is a key piece of information because passionate consumers love to research before they buy. This is an immediate ebook market. Create a book on how to select the best this or that on the market, related to the current wants of the enthusiasts.

Enthusiasts come in all shapes and sizes. Think brides-to-be, golfers, whitewater rafters, people who collect vintage baseball cards, wine connoisseurs, gardeners, frequent vacationers, video gamers, and parents who put their children into private tutoring, ballet, and violin lessons before age 3.

There are some hobbies that seem to continually attract enthusiasts, like playing golf, watching football, restoring old cars, and listening to music. These are classics. Then there are some hobbies that seem to come and go in waves, such as Red Hat Societies participation, snow boarding, or line dancing. Pick either a classic hobby or a fluctuating hobby in its peak season for your best odds.

A big market on the Internet is the 20-30 set. Here's what they are doing right now, according to one survey. They're snowboarding, wakeboarding, traveling, camping, listening to music, taking photographs. They're drinking gourmet coffee, rock climbing, playing guitar, camping, dancing, looking for online love, shopping for computers and other electronics, attending sports events, studying the Bible, exercising, trying to find jobs, and watching movies. Any one of these subjects would make a great ebook with a buying market standing by.

How-to's and hot topics

There is almost no limit whatsoever on the marketability of how-to books. Everyone wants an instruction manual, advice, and encouragement that they can do anything they read a how-to book for. 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.

How-to books for hobbyists are a good way to go, and this overlaps with the discussion above. A hobby how-to ebook could be anything from how to build a home from hay bales to how to play Texas Hold 'Em to how to understand Shakespeare.

One book publisher knows how hungry we are for how-to information, and has created a whole series of "Dummies" books around the market. Further, there are other similar book series', and all of them are doing quite well! "The Everything" series, "Idiot's Guide" series and others are all cashing in on the how-to phenomenon.

You could cash in by creating ebooks on any or all subjects covered in any of those series'. Go to www.dummies.com, and check out their list of titles. Pick one you like, and move full speed ahead!

Remember that even though the books have "Dummies" in the title, that the books are as popular as they are because the readers are not treated like dummies at all. The authors cater to a person who wants to find out the easiest way to do something without too much tangential discussion. When you have your ebook written and when you choose a title, make sure you are appealing to a reader's smarts! If you use words like stupid, dumb, or hopeless in the title, make sure that it is clear that the meaning would not extend to insulting the individual reader.

Ebooks, because of their brevity and because they are marketed primarily on the Internet can target smaller audiences. You don't have to write a universal book like How to use a computer (which may not be interesting enough to sell anyway in this decade). Ebooks can cover more specific territory. Knowing this, you can 1) create your ebook in a specific way for a specific niche readership, and 2) create additional ebooks for different facets of the same subject, and sell each one separately!

Say you've decided to write an ebook on fishing. (FYI, this is one of those hobbies where enthusiasts are willing to spend money!). You could create "How to Catch Freshwater Trout," "How to Tie Your Own Flies," or "How to Plan a Successful Deep Sea Fishing Trip." Almost anything related to the hobby can become a separate ebook depending on how much detail you include. Clearly, "How to put on waders," probably wouldn't be a great choice (though some would say it's impossible to underestimate today's consumer), because you would have to strain to fill up 60 to 100 pages on such a simple topic. You get the idea. The topic would need to be, in most cases, book worthy. Use good judgment.

Then, life itself requires instructions, as we know from "Life's Little Instruction Book." So, life also qualifies as a good how-to book topic. There are numerous subtopics, and you'll never run out of ideas. Here are a few examples:

- "How to ensure your child gets an A+ in math"
- "How to have a successful garage sale"
- "How to organize your home office"

And while we're on the subject of how-to books, I'd like to make one quick point. The titles of these ebooks do not need to be incredibly clever. Be sure the words "How to" are the first part of the title, and the rest should tell exactly what the ebook is about.

For example, which of these three titles would be best?

1. "How to have a successful garage sale."
2. "One weekend away from a cleaner house"
3. "How to sell your old shoes for a profit"

Although numbers 2 and 3 are clever, a little punchy, and correspond with the ebook content, I would still recommend using title number 1. "How to have a successful garage sale" sums it up pretty well and will catch the eye of an Internet surfer who is interested in putting together a garage sale and needs a how-to manual.

Anyway, back to the point. Any phase of life, way of coping with life, or large or small thing about life can be the subject of a how-to book.

Looking young

Perhaps sixteen year old girls don't want to look younger, but from that point on, and for most of the population in Western society, looking young is a common desire. Everybody wants to find the fountain of youth, whether it be in a pill bottle, a special diet, surgery, or an ebook.

An ebook about staying or appearing young in the face of growing old will have a solid future. Here are some title ideas, and I'm sure you can come up with a truckload more.

- "Drop ten years and ten pounds in ten days"
- "How to look 28 forever"
- "100 ways to look younger"
- "Grocery store products that will help you look younger"
- "Look 30 again without surgery"
- "How to live to be 100"

This topic is red hot. Botox, surgery, chemical peels, lasers, diets, acupuncture, electronic pulses, mega vitamins, prescription teas, thigh cream, and teeth whiteners are being purchased by baby boomers, the elderly, and even women as young as 20 ! No one wants to look a day older than they have to.

Health

Health is a concern to anyone who is growing old or ill or faced illness with a loved one or wants more energy or, basically, everybody. Health ebooks are a good investment for you to make. And doctors don't have to be the authors. Anyone with any credentials or no credentials at all, can write books on health. Just be sure you don't claim to be a doctor if you're not one.

Here are some health topics you can hit at this moment in time and be almost guaranteed immediate interest, readership, and sales!

Disease prevention and cure. As our baby boomer population ages, most will be afflicted with heart disease, cancer, diabetes, dementia, or some other malady. Give these people some hope. Create an ebook on how to cope, how to find the best practitioners, how to avoid disease triggers, or cures American doctors are unaware of.

Natural remedies. People are curious about alternatives to standard medicine, and are anxious to try herbal, natural, or holistic treatments. Create a book on any disease that covers alternative cures. For example, "How to Treat Lymphoma,

Naturally." Or, you could just address natural supplements in general, "The best natural remedies for common ailments," or "Holistic health."

Diet. What we eat is always a hot topic. There are literally dozens if not hundreds of diet fads currently out there. Pick any one of them for an ebook. Then there's obesity, general health, and also diet supplements like vitamins. Think "How to equip your kitchen for macrobiotic dieting." Or, "Eat to cure cancer."

Travel

Never has so much travel been available to so many. People today want to get in touch with the people they love. They want to experience different parts of the world. See exotic things. Be entertained. Also, because, especially in America, adults sometimes work well more than 40 hours a week, people need really good vacations. They're doing their research to make sure that they will really enjoy their precious few weeks off each year.

Here are some topics for you: how to trade frequent flyer miles, how to keep airport security off your back, how to travel on a dime and get change, and how to keep your children happy on long car trips.

Beyond the how-to's, there is plenty of room for books like, the best amusement parks for your money, top 100 campgrounds, things you must see and do in Utah before you die, and free things to do when visiting Washington, D.C.

Get the idea? The good thing about creating travel ebooks is that you may already know a lot about a place that other people may be interested in visiting. Makes it easy!

Money

Money makes the world go around (well that and the earth's axis and planetary forces), and so it would make sense that ebooks would abound on the topic of money. They do, but the market is nowhere near saturated. There's always room for more.

From getting rich to just saving money day-to-day, people are always interested in how-to books related to money. Ideas below:

- "How to feed your family on less than $40 a week"
- "How to get free stuff"
- "How to pay almost no taxes"
- "How to buy a retirement home for no money down"
- "How to be richer than your parents"
- "How to buy cars at auction"
- "How to start a financial management business"

Life enrichment

In these days, although fewer and fewer are attending churches, more and more are flocking to purchase self-help books. Self-help books are leaping off shelves at brick and mortar bookstores. People want to feel that if they read a self-help book, they have all the power to change their lives. Whether or not this is true is moot. Changing your life, soul searching, and helping thyself, are all great ebook topics.

As much as ever before, people want to know how to find peace with their pasts, how to be creative or spiritual in a consuming society, and how to find true love. There is no end to how-to books you could create in the category of self-help, or life enrichment. Here are a few more ideas here:

- How to marry for life
- How to unbreak your heart
- How to stay sane in a crazy world
- How to meditate

A few more topics bound to explode

These are fiery hot topics that are sure to be on the rise. You can pull any one of these to use for your first ebook. Then come back and pull another topic for your next ebook.

Using the latest electronics. We are a society obsessed with having the latest and greatest technology. Do an ebook on iPods, email/camera cell phones, wireless Internet, digital TV, or any combination of these items.

Home improvement. There's so much of a craze in this area that do-it-yourself (DIY) stores are on every corner of major cities. If you haven't been to a Home Depot or Lowe's lately, then you are one of the few. Sure, apartment dwellers and young students aren't in this market, but people with homes and money to afford them are in this market. In fact, some cable TV services offer entire channels dedicated to home improvement.

Especially of current interest are in-home automation systems. DIY home improvers are eager to learn about and buy things that will make their home lives more relaxing, high-tech, or fun. Create a book to teach them how to make their lights come on for them before they get home from their jobs, or how to press a button to adjust window blinds, music, or temperature. Or how Bill Gates' house works. Or how to add automation to an existing home, or how to build-in automation when a house is constructed.

Identity theft prevention. Especially because ebooks are marketed on the Internet, this is a great topic. This is because people who purchase over the Internet are concerned that their credit card numbers will not be seen by others or misused in any way. Even away from the computer though, consumers are on-edge about identity theft. Today, people are shredding their receipts, removing their personal information from the face of their checks, and cautiously covering themselves when they type in passwords at public terminals or ATMs. Microchips are being installed on ID cards. People are worried. Tap into this with an ebook!

Safety. Along the same lines as worrying about identity theft, people are worried about their safety from other things like crime, chemical warfare attack, and natural disasters. Watch the evening news tonight, and you will be able to list at least twenty things that people are afraid of. When you talk about safety, you are speaking their language. Titles along the lines of be prepared for any natural disaster would go

over well, as would those like never be a crime victim again, how to defend yourself in a parking lot, or prevent sudden infant death syndrome (SIDS).

How-to manuals for any new product recently on the market. This harks back to the Dummies series but takes it one step further. Target your ebook to people who want to buy the most current commercially available item. How to use the new model John Deere tractor. You will be sure that no one else has a book like yours, and you can say so in your sales pitch.

How to survive any phase of life. People face numerous demons and battles as they live their lives. For many, when they're in need, they'll be reaching out for help. Support groups, private therapy, being with friends, starting over - these are all solid topics for an ebook. You could also reach out specifically to certain people needing emotional assistance. How to get through the terrible two's. How to cope with a cancer diagnosis. Living with your own shortcomings. How to live with someone who is dying. Surviving high school. Any of these will do.

Anything to do with pets. People are pampering their pets more than ever before. Some pets are treated better than people. It's the people who spend small fortunes on their pets that will also be willing to pay good money for an ebook that gives them ideas on how to treat their animals even more royally than they already do.

Write books on how to pamper your parakeet, homemade meals for picky dogs, where the pet spas are, how to train your kids to be cat-friendly, million dollar homes for mutts, which animals make the best pets, or pet psychology.

Traveling mixed with the subjects above. Not only are people traveling like crazy, but they want to customize their itineraries and their methods of travel with their hobbies and lifestyles. Try a few of these on for size: where to dine around the globe and still stay on a low-carb diet plan. Hotels with the best exercise facilities. How to travel exquisitely with large dogs. Crime-proof your campsite. Be creative. There's a market here.

Using the Internet to meet people. As I said, the craze is upon us. Everyone's online, and sometimes folks spend more time chatting with Internet buddies than they do talking face to face with actual friends. I know I've been guilty of this one

myself. Anyway, along with the advent of the World Wide Web, came people who need a little help figuring out how to get where they want to get. They want to find like-minded people, find a date, find love, and find support.

There's a huge ebook market for hooking people up with people online. Here are just a few things that could be covered: speed dating online, virtual music jams, taking online classes, hooking up with people who share your hobby, and finding online support groups. Any of these and more are of interest to people who wish to get maximum benefit from their ability, thanks to the Internet, to network with people in the farthest reaches of the world. In fact one of the appeals with online communing is that distance does not matter. Help these people in foreign lands find each other with an ebook.

Topics of special interest to women. The facts don't lie. Women dominate the Internet, and they spend or influence spending of 80 cents for every dollar changing hands. What women want has never been so important to business owners and authors.

Certain topics appeal particularly to the female set. These include beauty, health, decorating, emotional support, and life enrichment. Women do a few things, generally, that men don't. They play bunko, wear make-up, and talk for hours to their girlfriends on the phone. They send more greeting cards, prepare more casseroles, and vacuum more often than men. They eat more salads and go shopping more often for clothes. They get more pedicures and love to dance more than the average man.

There are two things to keep in mind with regards to women and ebooks. If you want to attract a female market, you need to write about a topic that women like to read about, and you want to make the title friendly towards women.

Here's a female-oriented subject and title: Where to find great shopping bargains in Taos. And here's a male subject: Where to catch the most fish in Taos.

Here's a female-friendly title (same as above): Where to find great shopping bargains in Taos. And here's a male-friendly title on the same subject: Keep your money in your pocket in Taos. See the difference? Know your market, and if you need to choose between one or the other, you're safe going with the women's title.

Sex. People don't need to sneak out of bookstores with erotic books in their hands anymore, and they know it. They are looking on the Internet for sex materials, toys, and books. The Internet is private, individuals can take their sweet time, and indeed they can surf with or without a lover sharing their chair. There's been a recent ebook success entitled Orgasms for two. There is room for more similar ebooks. On the subject of sex, this is one case where a fiction book may also do the trick. You could create erotic short stories or a how-to-have-great-sex ebook. Either ebook would entice adults interested in this category (and incidentally, most adults are indeed interested in this category).
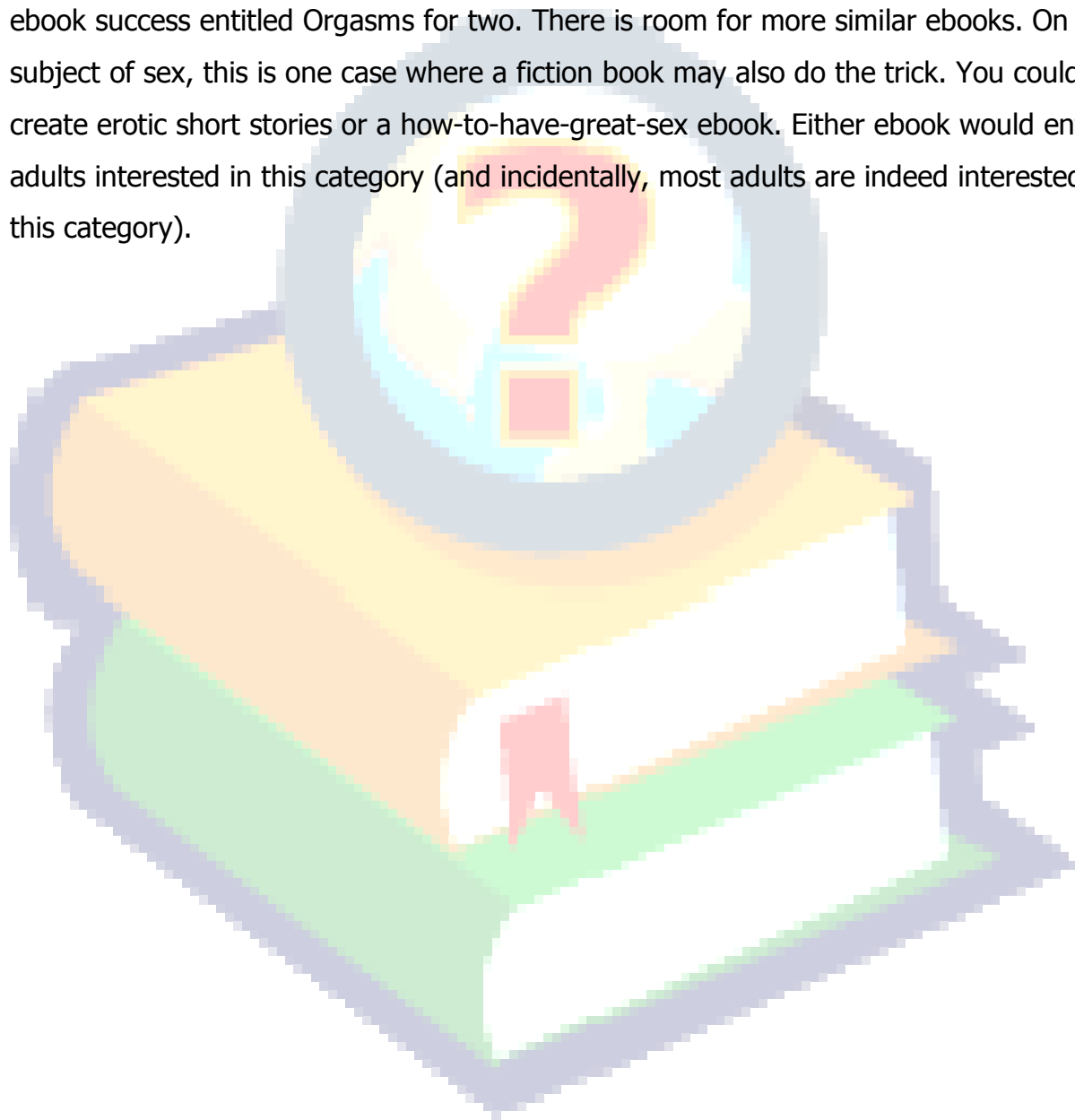
Chapter 2

--Where to find great writers--

When you hire for a writer for your ebook, what you are doing is enlisting the services of a **ghostwriter**. A ghostwriter is a writer who publishes under someone else's name, with the consent of both parties.

Traditionally, ghostwriters have been and are still today hired by celebrities to write autobiographies when the celebrities are not talented writers. Ghostwriters also sometimes create works for well-known authors, such as Tom Clancy. This practice is done for business reasons, because the author's name alone will sell the books, no matter who actually wrote them.

Ghostwriters may also write for book series' that don't actually have a real-person author. An example of a series written this way is the Hardy Boys series you may remember from your youth. The Hardy Boys cover author, Franklin W. Dixon, does not actually exist. Many romance novel series' have also been created in this way, where the author name on the cover represents any number or variety of commissioned writers.

With the advent of the Internet and ebooks, today, ghostwriters also write ebooks. When you outsource your ebook to a ghostwriter, you are giving them the job of creating the words in your ebook in exchange for a fee. You still get to put your own author name on the finished product. Ultimately you will own the copyright, and you can sell the ebook as many times as you like. If it sounds like a pretty nice arrangement, it is. It's all completely legal and commonly done. And you do not have to be a celebrity or Tom Clancy to hire one.

Great things about ghostwriters

Just because a ghostwriter does the writing does not mean that you do not deserve to be the credited author. You will be the originator of the idea, and provide direction to the ghostwriter, so that the written material reflects what you want it to say. You may also create a pen name for yourself if you wish your real name to remain anonymous to casual readers.

Once you hand off the reins to a ghostwriter to prepare an ebook for you, you may never go back and try to write one yourself ever again. A ghostwriter can do so many things for you, from researching to editing. And any writer knows that the process of writing and polishing a book or an ebook takes a significant amount of time. Much more than most readers will ever know. Start-to-finish writing is a large task best left to those who love their jobs, who are willing to spend the time writing and re-writing incessantly until things are just right, and who has talent and experience in the craft.

What they can do

You can outsource more than just rote writing to a ghostwriter. In fact, ghostwriters can be hired to research your topic fully on the Internet or elsewhere. They can then translate your or their research into organized sections and create palatable, conversational paragraphs for your readers. They can interview people that you designate or that they seek out for the ebook.

They can separate the ebook-worthy material from non-ebook-worthy material for inclusion with an eye on what readers are interested in and what you have hired them to write about. In other words, good ghostwriters will stay on the topic as they write and not veer off into irrelevant tangents. It's actually an art form in itself to be able to insert quips and images that are designed to hold a reader's interest while quickly and smoothly getting back on track to deliver the information promised by the title and table of contents.

Speaking of the table of contents, an experienced ghostwriter can review rough notes from you and propose a title and table of contents. Ghostwriters can start from notes, organize the material into an outline, generate a table of contents, research and add filling text, make boring information flow like an entertaining conversation, and more. They can basically start with whatever you've got to start with and get you from there to a completed ebook.

If you have already tried your hand at preparing an ebook, a ghostwriter can whip your existing draft ebook into sell-able shape. She can review the content, make suggestions, do necessary research, add new sections, repair grammar, or revise any not-quite-perfect portions of the ebook. In fact, it has been known to happen sometimes that one ghostwriter will be hired to edit another ghostwriter's work. This may be done in a case where you are not satisfied with the result from the first ghostwriter, or can also be done if you just want to polish your product - going on the two heads are better than one philosophy.

She can use a writing style and language that is appropriate for the book. Should it be in first person like this ebook is? Or perhaps it would work better in third person like many reference books are written. Should it be written from a female or male perspective? Ghostwriters will accommodate your preferences, and if you don't know your preferences, ghostwriters can help you make those decisions.

She can put the ebook into the format that you choose. If you want your pages to appear the size of regular notebook paper (about 8 ½ inches by 11 inches), then the writer can prepare the manuscript to fit. If you like large margins, where the text appears in-between in a narrower column, the ghostwriter can do that. Narrow column ebooks are popular, and easy on the eyes. If you like a blank page preceding chapters, ask for that. For items such as page dimensions, font, and layout, she can make recommendations. She can also, in most cases, provide you the electronic file type that you prefer (MS Word, WordPerfect, Adobe Acrobat, Internet html, or other), or make suggestions to you on format.

Finally, good ghostwriters can write quickly. Ghostwriters cannot perform miracles, but it's not unheard of to get an ebook done in 30 days when you need it fast. Depending on your need and schedule, you can usually find some who will work even more quickly. It's nice to allow six weeks, but not necessary.

You can sit back while your ebook is being written

All you need to do is give the ghostwriter the information and he can get straight to work. You may provide any level of detail on your title or topic, your notions (if any) on how the topic should be covered, and any other relevant information. Most of the communication can take place by email, and that keeps things pretty simple and also well-documented. You may, if you prefer, talk by phone or use regular mail. It's not common or necessary to meet face to face with your writer to get her rolling on your project. This is because ebooks tend to be on tighter schedules and lower budgets than ghostwritten bookstore books. It will save time, money, and any confusion, if you try to use email and the Internet as your primary tools to communicate with your writer.

Ghostwriters are invaluable resources. Time is money, and you want to spend your time elsewhere (marketing, thinking of new ideas, relaxing at the beach), ghostwriting is definitely the way to go. The general advantages are that outsourcing the actual writing of the book is not too expensive, commonly done (it's legal and writers are available to provide the service), and you can direct your energy somewhere else while the book is being written. In the end you'll still own the written words, and can do whatever you want with them. Indeed you can even edit and revise them yourself! Next, I'll talk about finding those available ebook ghostwriters and touch also on pricing.

Where ghostwriters lurk

You can find ghostwriters the hard way or the easy way. The hard way is to locate writing or authoring organizations in cities around the globe, and interview writers until you find one that you believe is qualified to write your book.

The easy way to find a ghostwriter is to go to an Internet site where ghostwriters are hanging out, ready to respond to classified ads. You place an ad for your project, and you wait for bids to come in. Two large sites with gobs of ghostwriter of traffic are Elance and Guru.

A third way is to contact ghostwriting companies directly.

Of the avenues available, I recommend going through one of the large sites that have high ghostwriter traffic. Sometimes these types of sites are called freelancer databases, ghostwriter banks, freelancer job banks, or similar.

Get ghostwriters competing for your ebook

The two large online freelancer databases where ghostwriters lurk that I mentioned above, Elance and Guru, operate in essentially the same way. Basically, you post an ad and wait for responses. You choose a writer from the list of responders, agree on a schedule and fee, and then move on and do something else until your ebook arrives to you in your email inbox.

Both sites maintain catalogs of people who provide freelance services. The Elance catalog has over 50,000 people listed. Some of the people in the catalog, or bank, provide software programming or other service. Not everyone in the bank is a ghostwriter. So when you get to the site, you'll need to navigate to the area that applies to ebooks and ghostwriting. Although this may take you a few minutes at first, the site is easily navigable once you get your bearings. Let's walk through Elance.

Go to www.elance.com. From the home page, scroll down to the menu along the bottom of the page, and click on "Marketplace." From the marketplace page, look to the left hand side of the screen, and from that menu, click on "Writing & Translation." If the site organization has changed slightly since this writing, just use common sense and

navigate around until you find the ebook projects database. Basically, you are looking for the area where you can advertise that you want to outsource an ebook to a ghostwriter. Click around until you get there. To make things easier on future visits, when you find ebook outsourcing services, add that URL to your Internet browser's favorites list.

> **Tip:** *Writers are referred to as "service providers" on Elance. This phrase is not to be confused with an Internet service provider (ISP) or the service of the Elance web site itself. On Guru, writers are referred to as "registered professionals."*

In Elance's writing marketplace, browse through others' ads to see how they are finding ghostwriters, and roughly what the projects are paying. With a quick browse you can see how ads are written and which ghostwriters have responded, and additional details about the advertisers and the ghostwriter responder.

Placing ads is free as of this writing. The ghostwriters are the ones who pay to review the ads. Isn't that nice? You will need to "subscribe" however, and get some of your information into the database in order to advertise. This is only fair so that responders know what they are responding to and so that there is trust that payment will be made when the job is completed.

I recommend that you subscribe right away, so that the processing can take place while you're getting your other pre-work done (selecting a topic for your ebook and creating your ad for posting).

Once you place an ad, writers will begin to post online bids for your project. They may offer to write your ebook for less money than the maximum pay you stated in your ad, or they may offer to write the ebook more quickly than you've stated you require. Basically, they start a friendly competition (usually friendly) to get your business. Lots of them will be appealing. That's because it's a buyers market - good news for you.

Each responder will provide some background information along with their offer. There will be navigable links you can click on to review their history with Elance, their portfolio, and ratings given by some of their clients. Unsubscribed web surfers will not have access to all the detail that you do on the ghostwriters. Likewise, casual surfers will not have access to all of your ad's details either. From the bids you get, you read up on the materials available and make a selection.

Once you've awarded the project to a writer, you'll work up an agreement between you and the writer, and arrange payment through Elance. There are agreement templates you can use on the site, and there are recommended methods of paying also. You may want to browse through some of this information early on regarding scheduling and payment, even before you place your ad, to make sure you understand the "fine print." There's nothing terrible there that I know of, but read it all anyway because it's the smart thing to do.

Payment can be made before the writing starts, after the writing is completed, or half before and half after the writing is completed. When you do pay, a percentage will be taken by Elance. This fee is currently less than 10 percent and is considered a finder's fee. Basically, you won't pay anything to your ghostwriter or to the databank service until you have actually selected a writer.

Guru operates similarly. You can visit www.guru.com to find the company's agreements, paying procedures, and finder's fee amounts. The home page of Guru lists categories of freelancers available. You will want to head directly to the "Writing/Editing/Translation" category list on Guru. Currently, there's a fee structure at Guru that varies depending on what type of subscription freelancers or service companies have purchased. Some freelancers can list basic skills and respond to some ads for free. Paid members and companies will have higher profiles and be able to bid more frequently. To post a "ghostwriter wanted" ad is free. You will still have the power to peruse the entire catalog and invite certain service providers to bid on your project. The finder's fees range from 5 to 10 percent, and the finder's fees are pulled from the buyer and/or the seller at Guru.

Guru is a larger site that has won some awards and has a catalog of hundreds of thousands of service providers in their database. Like with Elance, only a fraction of the service providers are ghostwriters looking for ebook work though. But a fraction of almost 500,000 is a good number.

Because of the buyers market, your odds are pretty good for finding someone quickly on the Internet. Postings for "ghostwriter wanted" are a factor of ten fewer than the number of authors that may bid on the job. This is regardless of monthly fees and percentages charged to the writers on the sites. Sometimes there's also a fee-per-bid charge for service providers. Since many ghostwriters who will be responding to your ad are already out of pocket monetarily, they're eager for your project. And, they are serious about their business.

The information available about each service provider, i.e. ghostwriter, can be compared to information available on vendors on the popular eBay auction site. Histories and rankings on the large sites are readily available for each writer or company you are thinking of hiring. You can see if other clients have been satisfied with a writer's work, and see how many ebooks a ghostwriter has written through the use of the freelancer bank. These indicators can be very helpful when it comes time to make a selection, and I'll talk more about how to choose a writer in the next chapter.

There is another freelance database on the web where ghostwriters lurk sometimes called All Freelance. There, ebook creators have been known to find ghostwriters using a procedure similar to the ones at Elance or Guru. Ads are placed, and freelance writers respond with bids. I don't like the site myself because of the irritating popups. But, it's got some traffic. If you'd like to check it out, swing by www.allfreelance.com. But don't say I didn't warn you about the popups. I'm a busy man, focused on what I want to get done, and therefore I personally don't generally return to popup sites (as you may be able to tell by now!).

If you don't want the project details public

You may not wish to reveal your one-of-a-kind ebook subject or title to just anybody in what amounts to a classified ad. But you still want to attract competing ghostwriters to your interesting project. Here's what you can do. Both of the freelance database sites provide a mechanism for you to post some information in your ad that only the paid subscribers can see. This is a good way to go, and you'll see during your initial browse of others' ads that many advertisers do this. You'll see a symbol next to the project listing that indicates some of the detail is locked from public view. Already, portions of the ads are hidden from public view, and extra "locking" reduces the visible portions even further.

Also, you can be vague in your ad. There's no need to list your title, ideas of chapters, or even the precise nature of the subject matter. In your ad, you can call your project a "business ebook," if you like.

When you hire a ghostwriter, you will of course need to deliver the particulars so that they can do a great job for you. Even then, it's common to have the writer sign a confidentiality agreement. So, basically, don't worry too much about someone else seeing your idea before your ebook is done. The threat of an ebook idea or title being stolen is not really that high, although as mentioned earlier, ideas are not copyrighted, so someone could rightfully go running off with your idea. The truth is any reader of your book or related sales web site could swipe your ideas just as easily. Regardless of the risks, try not to deliberate or worry excessively. I'm sure you are busy too, and you have better things to do.

You may wonder why the ads are made visible to the public at all. The sites make all ads available in partial form so that unsubscribed visitors may, by viewing samples, be enticed to become members. Everyone starts as a browser and needs something to browse before making larger decisions.

As you browse, you will surely see that invariably, advertisers get some responses that are outrageous. Offers to write a 100 page book in a day for a few hundred bucks. At this stage, just ignore those, and know that regardless of a few sour grapes, overall the system tends to work.

You can move things along a little in terms of trying to get the type of responders you want. Obviously, offering a legitimate amount of time and pay is one way to attract a good ghostwriter. On Elance, you can peruse the database and select certain writers to invite them to bid on your project. On Guru, you can screen out certain types of people from the list to bid on your project.

Once you get to the list on Elance, follow the site's instructions to invite certain people to bid on your project. You can either browse through the list line by line, and select candidates you like to invite, or you can do a site search for certain types of qualifications. There's usually a limit on how many freelancers you can "invite" to bid. Ten or fifteen writers should be plenty though. The sites limit invitees to keep advertisers from mass-inviting the whole list. That would serve no purpose since ads are viewable by all members, but some advertisers would surely mass-invite to be more visible than competing projects. Limiting invitees takes care of that potential problem.

On Guru, you can limit your ad allowing only writers with certain qualifications to bid. Because Guru's database is so large, most advertisers screen out writers who do not have paid memberships. This, in theory, eliminates fly-by-night writers who are not willing to pay or to maintain a monthly subscription to the service.

On Elance and Guru, most ebooks are outsourced for a flat fee. When I say flat fee, I'm talking about the money you offer to pay the ghostwriter (as opposed to the various percentages and fees taken by the database site). If you choose to, you may, in addition to the flat fee, offer a ghostwriter a per-sale percentage. This is a good-hearted thing to do, since the writer created the work. Even ghostwriters have to live. You are never under any obligation, and most ebook owners don't offer percentages to their ghostwriters.

You will be required to use the payment processors on the sites, so that they can take the appropriate percentages, and also so that the writer is somewhat guaranteed to receive proper payment. For example, on Guru, some writers may opt only to receive payments through an escrow plan. By doing so, they require that their clients have the payment available in full in an escrow account. Although actually payment is not transferred until agreed terms are met, the money is sitting in the account, to be paid upon completion. Having the money sitting in escrow builds a writer's trust in your ability to pay.

You also may if you wish offer credit to your ghostwriter in your ebook. It's occasionally a common practice with paper books, and you may do the same in your ebook.

I recommend it, because it's a nice thing to do and will please a good writer who you want to remain on good terms with. Here's how you do it without flat-out telling readers your book was ghostwritten. 1) Thank them by name in an acknowledgements paragraph. Don't mention what exactly you're thanking them for. Your acknowledgements paragraph can be in a foreword, and introduction, or near the end of the ebook. 2) Include the ghostwriter name in the byline in an inconspicuous location in the beginning of your ebook. Don't do this on the cover or in your web sales ad, and don't make it prominent. In small print underneath "by" Your Name, include the phrase "with Gary Ghostwriter." 3) Instead of using "with," use "as told by."

I wouldn't go as far as to say that giving partial credit is a universal practice, especially with ebooks, but it is done, so you might want to think about it. I do it sometimes, but not all the time with ebook ghostwriters. I decide based on the quality of their work, the possibility of follow-on ebooks, and whether or not the readership would be compromised in any way.

Here's why I'm telling you the partial credit stuff: even though it's something you can offer that is often considered as good as compensation, I do not recommend that you offer it outright on the database sites. Regardless of what other advertisers are offering, only offer partial credit if the final product warrants it. I implement partial credit on a case by case basis, and never offer it to an unknown writer up front.

Alternative to writer banks

Frankly, placing your project ad into a large database like one on Elance or Guru and getting competing bids is the most efficient way to find a ghostwriter. However, I would be remiss if I didn't at least let you know that there are some ghostwriters that you can hire directly. I mentioned you could look around in writing organizations, but also, you can go directly to any of the web sites listed in the last section of this book. You will need to do your homework, check references, etc. on any of these ghostwriters, just as you would with ghostwriters on the database sites.

To find more individual ghostwriting web sites, search the Internet for "ghostwriting service," or "ebook ghostwriters."

If you hire directly, you will save yourself the finder's fee charged by the database web sites. However, you will not have access to the competitive marketplace and the ranking information from the large sites. On Elance and Guru, after projects are completed, many clients provide some very valuable and useful feedback on their experiences with the ghostwriters they hired. This feedback is available to future clients and people who are placing ads.

Individuals and companies who provide ghostwriting services but are not bidding for your job through Elance or Guru may charge flat fees, percentages, or per-page rates. Some require partial credit in the ebook. Some of them advertise rates that are rather high compared to the ghostwriter banks, but you may also find some that are comparable, such as www.truetalentmedia.com.

Talk to individual-site potential ghostwriters online to find out their fees, experience, and such. If one can't help you, he or she may be able to direct you to someone else in their line of work that can.

However you go about finding one of the many ghostwriters that are lurking day and night, for efficiency's sake, do use the Internet. Post your project on Guru or Elance or both, or initiate contact with an online ghostwriting service. Once you start getting bids from the banks and/or pricing and service information from the individual

ghostwriting services, you'll have decisions to make, and I'll tell you how to choose a writer in the next chapter.

Some tips on posting your ghostwriter wanted ad

Back to the database sites, posting an ad is simple once you have your topic or title selected. You want to include some particulars, but not all of them at this stage. (Once you negotiate terms with a writer, then you will of course put every item that you require into a contract.)

Your ad should include the following items:

1. Short description of the project. A few lines at most.
2. Maximum amount you are willing to pay. Writers can bid lower than this, but they cannot bid above your maximum offering for your project.
3. Date you will close bidding on your project. Close bidding in a few days or a few weeks. Don't leave your ad lingering on the site too much longer than that, because it loses momentum. Besides, if you are not getting responses you like, you can always place another.
4. Deadline the ghostwriter will have to meet. Give the writer a month or six weeks if you can. But, if you really need an ebook in seven days or less, then specify that.

If, for example, you'd like to have an ebook written on the subject of how to home school your gifted child, here is some text you might include in your ad.

1. An 80-page or longer ebook covering successful homeschooling techniques to use specifically with gifted children. Research to be done by the writer. Two revisions if necessary.
2. Maximum acceptable bid: $1200.
3. Close bidding date: 12/05/05.
4. Will need completed book within 21 days of job start.

Tip: A good length for a for-sale ebook is 80 pages. Other common lengths are 40, 60, or 100 pages. To specify that you'd like an 80-page ebook, require at least 80 pages, or 80 pages + in your post. A free-give-away ebook used to market other products or services may be any length.

You can specify any other parts of the book you like, but keep your list of requirements relatively short. For example, you may specify that you need a glossary chapter or that you will need drawings and/or photographs included. For an ebook on how to tie your own flies, you may ask that the ghostwriter provide drawings, or you may provide the drawings yourself. The former is easier for you, but will probably drive the cost and delivery time up somewhat.

When you come to an agreement with a writer, you will naturally provide all the other details he or she will need to complete the book. He may need to know what font you would like or what personal details you want included.

It is a good bargain to pay around $1,000 to get an 80-page ebook ghostwritten without drawings, photographs, or cover art included. It is possible to get good ghostwriters sometimes for a tad less. If you offer to pay a maximum of $150 for an 80-page book, you will not likely get a ghostwriter who knows what he is doing. You can advertise a maximum of $1,000 for a 60-page ebook, and you will get some legitimate offers in the range of $500 to $1,000. Although you don't want to pay a huge amount more than necessary, I do recommend that you offer and pay an adequate amount to get a good ghostwriter. It's worth it.

My rule is for a simple ebook, I will pay up to $1500. I add more if drawings or photographs are required or if length is greater than 80 pages. My math indicates that I will need to sell roughly 100 ebooks to recoup that money. No problem, since I'm working the marketing and sales end instead of writing the book. And my sales are much higher, generally.

Tell viewers what kind of qualifications you are looking for. Either make the selection on the screen by clicking on the categories provided by the service, or indicate clearly in the text of the ad what type of person you're looking for.

You will also want to indicate that you may require that the ghostwriter make revisions after you review the ebook. Note this in your ad as well. It is okay to indicate that you would like two sets of possible revisions to be included in the bid. When you negotiate the final terms with the writer, you can specify what types of revisions are included and the timeframes for them to be done.

One thing you do not want to do is to change your mind on what you want after you have already posted your ad. Although posting is free on the ad sites, if you make changes or otherwise renegotiate on terms already established, word will get out. Besides it's just not a good idea. It wastes your time.

A great way to make sure you've included all necessary details, but have not gone overboard with too much detail in the initial stages, is by browsing other ghostwriter-wanted ads Elance or Guru. In ten minutes, you'll be able to jot down your ad by using one of them as a template.

Posting projects (or, running your ad to find a ghostwriter) requires a little bit of reading time on your end. But once you learn how to post ads the first time, you can repeat the process over and over again with little effort whatsoever.

Do it your way with ghostwriters

Don't be fooled into thinking that you can have it your way with any other route. To get exactly what you want without writing it yourself, hire a competent ghostwriter. There is another way to sell or give away an ebook without having to write it. I'll tell you about it and then tell you why I don't much care for it.

Ebooks that have already been written are available for purchase. The process is often called "ebook reselling." You can actually buy, and pretty cheaply I might add - sometimes for less than a hundred bucks, a pre-written ebook. With the price, you

obtain the license to resell. Then you can sell that ebook as many times as you like for any price you like.

A couple of Internet sites that do this are listed in the last chapter of this book in case you want to see how this is done for your own edification - but I actually do not recommend going this route.

I don't recommend ebook resale's for several reasons. First, you don't get to create your own personal and unique book. Others will also have resale rights. The very customers you are trying to sell to may be also receiving marketing materials from someone else for the exact same book!

Second, many of these resale ebooks contain marketing information or links to other services which serve the purposes of the original writer and not you or your targeted readership. This is one of the ways that an originator gets by with selling the ebooks so cheaply for resale. He heads straight to the bank whenever a reader that you sold the book to buys one of his offered services or other ebooks.

Third, ebook resale services are heavy-handed with advertising. You can't even pay a visit to one of their web sites without getting bombarded with popups. Nobody likes over-the-top selling or advertising. In fact, no one likes sneaky, subtle advertising either. If your readers go back to the originating web site, which will most definitely be listed in the ebook, then they'll be bombarded too. With your own ghostwritten ebook, if you utilize advertising of your own services boldly or subtly, at least the advertising you're exposing to the readers is for products or services that you will receive compensation for. And then maybe you could resell **your** book...just something to think about.

Ghostwriting gives you a one-of-a-kind product. In the end, although someone else wrote it, you dreamed it up, and you own it outright. Ghostwritten ebooks compared to resales, offer maximum flexibility for you to market, revise, advertise, and more. You can actually legally pursue anyone that tries to copy the written work or resell your ebook without your permission.

You're protected by the copyright law. Pay the money to get a unique book created that you have control over. Pay extra to get an excellent ghostwriter if you need to (what I mean is don't always take the lowest bid necessarily). Then you will be proud to sell your well-written, distinctively-your-own, ebook.
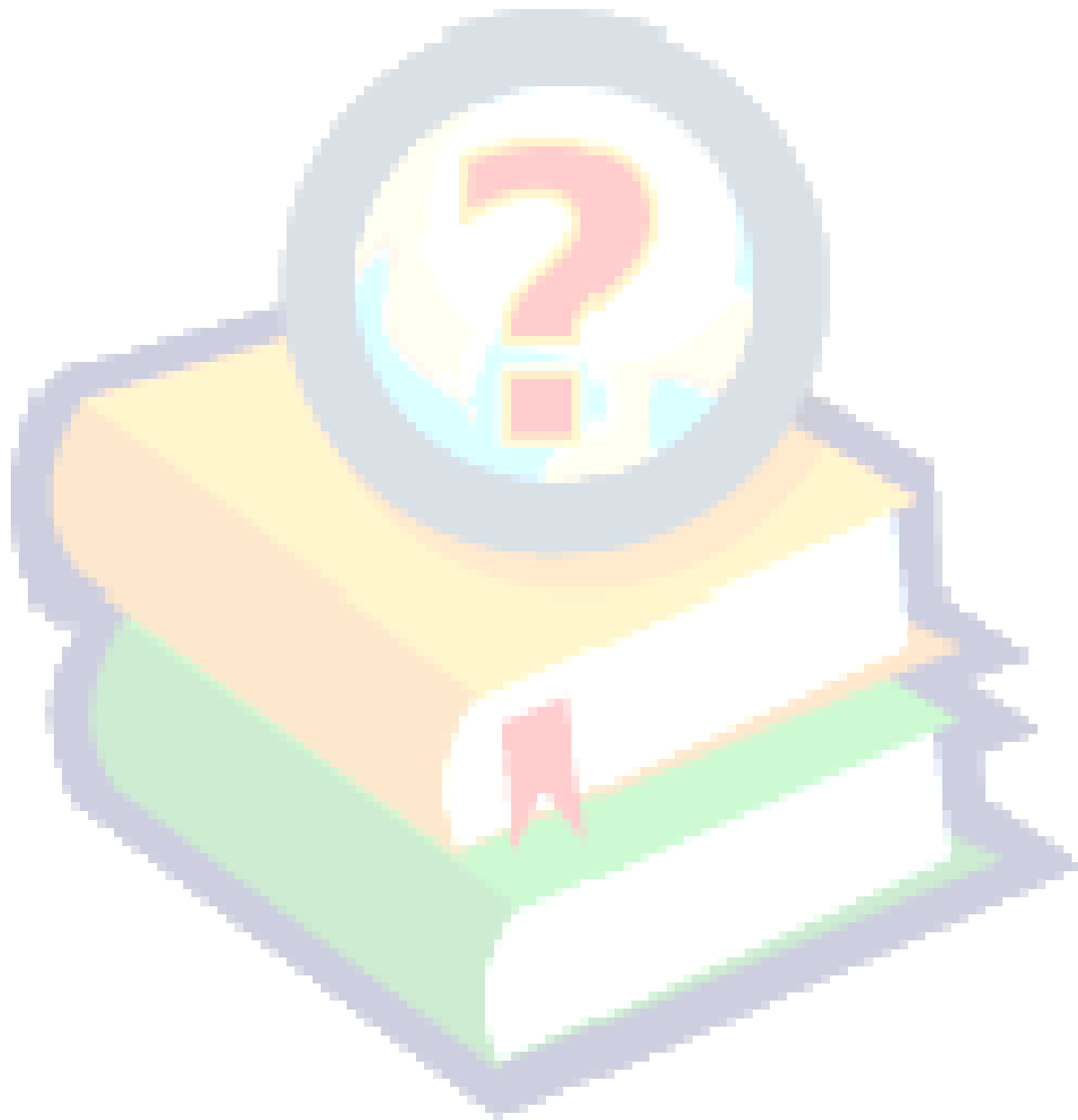
Chapter 3

--How to choose the best writer for your project--

Good news! After you place your first ad, within days if not minutes, you will likely have multiple freelancers who have responded wanting to ghostwrite your ebook. If you contacted any ghostwriting services outside the freelance banks, then you'll probably also get immediate responses and interest in your project. At that point, you will have the wonderful problem of having to choose which writer you'll use.

Why not just take the lowest bid?

You might be tempted to take the lowest bid, but if you are willing to invest only a few extra minutes, you could save yourself from heartache that might follow if all you are looking at is price. You need to find someone who will do a good job, deliver a timely result, and who is at least somewhat pleasant to work with.

First, read all details that each bidder has posted in response to your ad. Look for writers who have verified **credentials** and who have had positive client reviews at Elance or Guru. Verified credentials are those for which the site received confirmation in official form, such as a transcript or diploma.

Review **customer ratings** that have been posted on Elance or Guru. This type of feedback will not be available from individual ghostwriting sites, but is readily available on the database sites. Not all clients post feedback after a project because they get in a hurry or forget. But many do. And you can usually put some stake in the ratings because the clients were once in your shoes placing an ad for a similar service in the databank. Therefore the databank clients' feedback ratings and comments are not irrelevant. Clients' comments help you see if they were satisfied with the working relationship and also with the quality of the finished product.

For ghostwriting services obtained through Elance, Guru, or an individual ghostwriter site, check out the writer's **references**. Don't just look at a list of names

and assume that the longer the list, the better the references. Get contact information, and follow up. Contact the references; that's what they're there for. Reference lists and testimonials are only as good as the phone numbers that come with them so that you can confirm that someone was satisfied with the work.

It is the nature of ghostwriting that the ghostwriter is not at liberty to divulge or show you his work for others. But if you could speak to only one of his or her clients or collaborators, then at least that is something. Be hesitant to award your first project to a writer who will not provide at least one reference of some kind!

Where ratings and references will tell you how easy or difficult a writer may be to work with, **writing samples** will give you a more explicit idea of how well a writer actually writes. Although ghostwriters are not at liberty to post or publish work they did for others for a flat fee, they may be able to show you something they wrote for their own benefit or something that they published under their own name. In occasional cases, ghostwriters are given credit in the books (or ebooks) that they wrote. Those books would be good writing samples to look at. Require at least one or two writing samples at a minimum. An experienced ghostwriter should have a lengthy portfolio, but even a lesser experienced ghostwriter should be able to show you something they've written. Even a letter to the editor of a newspaper or an essay on their personal web site is better than nothing. You can tell a lot about writers from their samples. You can usually tell if they speak conversationally, if they have a comfortable command of the language you're looking for, and if they pay attention to detail (with no errors spelling or punctuation).

In addition to ratings, references and writing samples, you may want to also ask that your ghostwriter be fluent or proficient in a particular **language**. You may even request a native speaker if you like. Do ask, because when you are evaluating bulleted online information like job bids, you cannot always tell who speaks what language fluently. Short bids with line items that are purely factual are easily done by native or non-native speakers. The nature of the online bidding is that short and sweet is better than long and beautifully written. So don't base much on the bid. Read the ratings, contact a reference, review a writing sample, and request a native speaker. He who

speaks a language well and fluently is more likely to write it well and fluently. That's what you want for your ebook.

Although terse ad responses are common, if you do see any glaring errors in the response to your ad, like a misspelled word or confusing explanations, proceed with caution in the direction of that writer. Give a responder some leeway in abbreviating or being direct. Beyond that, glaring errors in can be an indicator that the responder may not be the best one for your project. Remember, if you wanted to slap a book together throwing grammatical caution to the wind, you could write that yourself. You are looking for a skilled writer who pays attention to details.

Again, beware of responders offering to write you a 100-page ebook in a matter of days. If you want any kind of in-depth coverage or research, this isn't possible, even for a talented and experienced ghostwriter. These people are trying to steal your business away from bona fide writing professionals. Skim past outrageous ads; don't waste your time there.

It's not to say that an amateur wouldn't do a good job, it's just that with experience comes better writing that is faster and more accurate. Even the best ghostwriter cannot perform miracles. He or she will need time to read, study, interview, organize, draft, and revise before getting it to you.

Regarding amateurs, if you think that someone with little or no ebook writing experience would be a good fit for your ebook anyway, then you may be right. Everyone, even a ghostwriter, has to start somewhere. Although he may not have many client ratings on the site, he should be able to get you a resume, some writing samples, and some general business references. If a new ghostwriter is serious, he will have prepared these items. You don't go to a job interview without a resume in hand, do you? Well ghostwriters that are ambitious and have talent, likewise will be able to show it. Review the resume and writing samples, and contact the references, then, who knows, you may find that you and he are a great fit. You may strike gold where other potential clients have walked on by.

As I mentioned, be extremely wary of **outrageous claims**. If a writer can't provide you with any verification that he has indeed written over 200 ebooks and made

his clients over ten million dollars, then there is no reason to believe it. Nor is it generally possible to get any kind of quality book written in a matter of days. If you get tempted to use one of these mavericks, check their feedback from other clients. You may get the real picture there. If it seems too good to be possibly true, it is. Use common sense.

More on client rankings

On Elance and Guru, when you open your ad, you will see a list of the bidders who responded how much they propose to charge, and some links to check out their qualifications. One of the links will take you to a **responder's profile page**. Go there and read all the entries carefully. You can glean what others in the system think about the writer's work - both the work product and how easy he or she was to work with.

As you're reviewing, keep in mind that just as some responders can be outrageous, so can some advertisers. It is possible that Client A advertised that he wanted a particular ebook written. Writer B responded; they worked out mutually acceptable terms. Writer B, an experienced ghostwriter, went straight to work, and produced a product that was exactly as required by the ad, the agreement, and his general good judgment and experience. Yet, Client A was not satisfied. Client A decided mid- project that he wished he would have remembered his niece was a writer, and he thinks he should have hired someone in the family. Writer B knows nothing of this and continues to write per the agreement. Client A becomes grudging and difficult during the writing process. He is never quite satisfied with the ebook, although Writer B doesn't ever understand completely why. Eventually the ebook project is completed and payment is delivered, but Client A, still unhappy in his world, gives Writer B a low ranking and zero kudos even though Writer B did a fine job.

This kind of stuff happens; so what you want to do is look at multiple rankings. One or two outliers can pretty well be ignored. In any case, a single low mark or a single high mark probably doesn't mean as much as overall in terms of how clients are appraising this person's work. Look for how **most** clients ranked this person. Also

compare that against how many jobs the responder has actually done. Fifty fairly positive ratings would be a safer bet than a single stellar rating.

Before you seal the deal

Once you go through the items above, you will have a good feel about who to select from the list for your project. You may have six really good contenders. In that case, take the one with the best writing samples.

The benefits of searching the databanks are many. However, one drawback is that you cannot always make direct contact with prospective ghostwriters. Sometimes you can. But on individual ghostwriter sites, you will usually be able to get in touch with and talk to the actual ghostwriter. This is one more way to make sure that you feel 100 percent comfortable with your decision.

So, where possible, contact the ghostwriter directly. Get to know him a little. Lots of things cannot be translated over the Internet, but you can figure out a lot in a quick phone call. You may **ask questions** such as, "Will you be writing yourself, or will you be giving this job to one of your employees?" You have the right to find out such things.

One key that a ghostwriter is good is **repeat business**. Repeat business indicates that a client liked the ghostwriter's work because the client came back for more. On the database sites, you can see from the profile page if a client has posted more than one rating for more than one project on that particular ghostwriter. If there are multiple project entries from the same client, smile, and move that ghostwriter to the top of your list.

I don't think this is as big of a deal, but it is something to look for: **areas of expertise**. If your book is on running a house on a tighter budget, and a ghostwriter with good credentials, references, samples, ratings, and some repeat business also has experience writing books about money - bingo. It just doesn't get any better than that.

I've warned against believing outrageous claims to write your book for next to nothing in less time than it takes to get a suit dry cleaned. Now I'd like to mention the

writers on the other end of the spectrum. There are some writers who just plain **charge beyond the top end** for their services. Some are out to take your money, hoping you'll stumble on their web site, and be dumb enough not to check out the going rate to get an ebook published on a databank site, and you'll pay their fee schedule, no matter that it's above industry standard.

Now, some men and women who charge an arm and a leg are actually extremely gifted and highly-sought-after artists. You may be tempted to get one of them because they've done writing for a famous client list or they've been published in the New York Times.

But don't. Don't hire the over-charger, and don't hire the Rolls Royce of ghostwriters. Neither one will get you what you need. With the over-charger, you'll be paying too much for a product. With the Rolls Royce writer, you will get better writing than you need for an ebook. Your target readers, in most cases, are hungry for information. They want a book that cuts through the bull, lays the dots out, and then connects them. They don't want a lot of three or four syllable words. They don't require or appreciate poetry or line after line of clever humor. There's just no need to have J. K. Rowling's write your book (and anonymously, imagine!).

If for some reason after reading this book, you decide not to use a ghostwriter bank system to get competing bids, then I urge you to **comparison shop**. Get at least three bids if you're looking only at individual ghostwriting sites.

Generally, if a ghostwriter wants $10,000 for a 60-page ebook, he's charging more than normal. I can't think of anything that would make this worth the money. If she claims to be able to complete your project in 48 hours or less, in my experience, the product will be sloppy at best.

If a ghostwriter wants $5,000 for an 80-page ebook, she's charging on the high side, but you may want to see if the services are worth it. She may score an A-plus on every criterion mentioned in this chapter, and she may indeed be your niece! In that case, I wouldn't think of stopping you. Some writers offer a range of additional services, guarantees, rewrites, or even prepare cover art or sales web pages for you. Ghostwriters are an eclectic bunch. Some may even provide you with marketing leads.

Still, I think $5,000 is on the high side, and I'd try to look for someone a couple thousand dollars cheaper, just because I can in the buyers market. (But don't tell my brother's daughter.)

When you select a writer, you will need to strike up a **written agreement**. The large freelancing sites have contracts that you can use. The contracts will include payment for particular milestones, whether or not revisions will be included, deadlines, and confidentiality issues. Use the standard contracts as starting points. You may want to have an attorney check out the legalese, but from my experience the templates are good. Use them. From individual ghostwriting sites, you certainly want to carefully read, negotiate, and possibly have an attorney review your contracts and work agreements.

Prepare for future projects

What makes a great ghostwriter? Here's what: a reasonable price, timely delivery, a good product, and something else. Yes, something else! The icing on the cake is a good, trust-based, long-term working relationship. If you **develop a relationship** with a good ghostwriter, you can bring him or her project after project, and accomplish all kinds of goals with his or her help. A good ghostwriter at your disposal is as good as gold.

So lay the groundwork for finding and keeping a good ghostwriter associate. Pay reasonable rates. Don't belittle your writer, and don't expect them to stay awake at night without food or sleep to complete your projects. The ghostwriter is a freelancer, not your employee. As such, he is at liberty to work in the best way possible at his own discretion. If your ghostwriter is particularly good, tell others who might hire him. Bringing in business will always earn you high marks. Pay promptly when jobs are finished. Never withhold payment if the terms of the agreement have been met. Give your favorite ghostwriter interesting new subjects to write about. Tell him he did a good job! Give him partial credit if it will not adversely affect your ebook. Go back to the

previous chapter of this ebook to review ways you can slip his or her name in without giving up the secret that your ebook was ghostwritten.

Obviously I have a lot of respect for ghostwriters. Even though I'm not willing to pay what Britney Spears would for an autobiography, I am willing to pay on high end of the ebook pay scale. I like to write, don't get me wrong, it's just that ghostwriters can really write. They know things that I don't even want to know and see details that I don't want to be bothered with. In my experience, it's easy to find a ghostwriter and not quite as easy to find a really good one.

Once I've found a good one or two, I do my best to keep them happy and keep them around. This saves me time, money, and frustration. Once you develop a small group of good ghostwriters for yourself, there's almost no end to the number of ebooks you can write in a year.

Think long-term when you work with a ghostwriter. You can interview new ghostwriters for every project, which isn't difficult, just time-consuming. Or, you can develop a relationship with one or more excellent ghostwriters and save yourself from all that trouble. Treat your good ghostwriter with respect and courtesy, and your investment will come back to you many-fold!

Chapter 4

--Where to find artists to develop great cover art

"Wait! Why would an ebook need cover art?"

Do not for a moment think that an ebook does not require a cover. If you're going to sell your ebook to the public, go the extra half mile and get some great cover art for it. Of course your ebook is full of all your best, Grade A meat. It discusses a sought-after topic, was prepared by a solid ghostwriter, and was edited and approved by you yourself. Customers should be able to read about you on the Internet, click on a text link, and buy your book. Write it and they will come. Right?

Wrong. Even online, people continue to judge books by their covers. Look at it like this. Would you buy a book from Barnes and Noble if it were just a stack of papers stapled together? Heck no you wouldn't. For $15.95, you want something with an official binding and cover.

What would bookstores be like if every shelf held only stacks of paper held together with binder clips, large staples, rubber bands or manila folders? Even if Edgar Allen Poe wrote the pages (assuming you hadn't heard of him), and his handwritten pages were sitting there, hardly a soul would be enticed to buy.

No matter how good a book is, it must be nicely packaged. The value of a paper book is exponentially increased by the addition of nothing more than a glue binding and nice cover. Likewise, and eBooks' sale-ability and appeal is exponentially increased when it is packaged with an appropriate cover.

In order to sell well, a book sitting on a retail shelf will actually have to have more than just any old cover. It will need to have a spine as well. And the pages cannot be attached with notebook rings (usually). The cover should appear to be professionally designed. In other words, a red cover from Kinko's will not make buyer's pull out their credit cards and rack up purchases. Brick and mortar booksellers know how to sell books. They do it with eye-catching displays and covers with color, catchy text, and shiny spines.

And if they really want to grab your attention with a book, they may make a special display, offer a bonus, and have the author available to sign copies, or set a particular book on a particular shelf where it will be more visible to passers by.

As we all know, it's tough to sell a book! Sometimes even good covers get passed by, because other covers are more enticing! So, hear me when I tell you, don't even think of trying to market an ebook without cover art!

Consumers want to see a picture of what they're getting. And that picture has to look good. It has to make them say, "Wow, that **looks** like an incredible book!" You have only a second or two to grab their attention. You must do it with a picture. And the picture must be as good as it can possibly be!

If you are thinking of offering your ebook as a free gift for visiting your web site, subscribing to your newsletter, or as a bonus for purchase of something else, then the artwork is less important. But still, there is no excuse. If a book is worth the effort of writing and marketing to consumers, then it is worth getting great cover art to package it with.

The artwork serves two purposes:

1. It gives Internet surfers an immediate image of your book when they're glancing at a **web page**. People only spend a few seconds scanning on the web, so your picture can make or break a sale when there's hardly time to read the rest of your sales pitch.

2. It puts a nice graphic at the **beginning of your book**. Although ebooks don't need complete covers like traditional books do, people like the idea that ebooks are just like paper books. The cover art makes your ebook appear more official and published like a traditional book, and that makes the ebook more appealing to readers. It will grab their attention when they first open the file to read.

Here's an example of basic cover art you could use with your ebook.

This simple example graphic is about the right size to place onto a web page where you will be selling or giving away the ebook. You may place a larger version of on the first page of the file that readers will open when they purchase your ebook. Your ebook cover will look more like a paper book, and therefore more appealing if your cover art also contains the title along the spine, and aesthetically pleasing designs, drawings, or photographs on the cover.

I've just put this simple picture here to give you a quick example of how it looks compared to text. You've been reading a bunch of words up until this point. Do you see how your vision is pulled toward the picture of the book? Even this bare bones cover grabs your attention doesn't it?

How to get a cover

There are a couple ways to get great cover art for your ebook. The first is to create it yourself. This is the most time-consuming of the options.

Hardest - do it yourself

To make your own cover, use your favorite drawing, painting or graphics software. Draw a rectangle. Add a book spine and pages to give your rectangle three dimensions to look like a closed or partially open book. Fill your drawing with interesting colors or patterns. Add your title and author byline to the front and spine. Embellish and revise ad nauseum.

If you're wondering which graphics program to use, there are many to choose from. Some standard office programs provide the ability to create graphics, including MS Word. More flexible, but more complicated graphics software you could use just as well includes Macromedia Fireworks, CorelDraw, or Adobe Photoshop. Professional cover art designers and graphics artists tend to use the pure, flexible, more complex, programs for their work.

Developing your cover from scratch is do-able, and even you could do it if you were so inclined. But I don't recommend the do-it-yourself approach. This is because, if you're short on software skills, artistic talent, or time or if you would rather focus your energies elsewhere, then there are more efficient ways to get cover art.

A couple shortcuts

Shortcuts to the build-it-from-scratch approach include using templates or using ebook cover art software. http://www.ez-checkout.com/hg/?a=ACswNN

Templates are available for purchase on the Internet, and some sites even offer free basic templates if you will link back to their site. Buying or borrowing templates will still require you to add your own text and additional graphic elements, so you'll still be investing some time, just a little less time than drawing each line of the picture from absolute zero.

Here's a web sites where you can get free templates and / or upload your own. The is a online resource for only $9.95 mo. http://www.ecover-go.com/generator/

Although I don't have any reason to advocate purchasing cover art templates, I've also included a couple websites that sell ebook cover templates, just FYI. Purchased templates should not require a link back, and if they do, then definitely don't buy those.

You can also buy specialty **ebook cover software** from a number of web sites. I don't recommend this either. The software generally is a glorified set of templates, but gives you more choices and more freedom to change this and that. You will still do the work of designing your own cover.

If you do design your ebook cover art using free or purchased templates, or free or purchased software, you own the copyrights to the finished artwork and to anything else you design with the templates or programs.

My recommendation - hire an ebook cover designer

I suggest that you hire a designer to prepare your cover art. There are numerous reasons. When you **hire a designer** to create your ebook cover art, you will get the following benefits:

1. You get full copyright and exclusive ownership of the finished artwork.
2. Professionals with professional skills can turn around your project quickly. Sometimes in a matter of days.
3. You avoid struggling with software to create your own artwork.
4. Designers are familiar with what types of colors, fonts, and overall designs are better for marketability.
5. An artist can likely also help you create matching graphics for your web page menus, headers, etc.

Artists who design ebook covers generally charge from $50 to $500. If your investment of, say, $100 results in an additional 100 ebook sales, wouldn't that be a good investment? YES! This is why I recommend professionally designed ebook cover art. The cost is completely offset with improved marketability and increased sales.

How to find an ebook cover art designer

Just like searching for a ghostwriter, you could ask and call around in your community's art organizations to find artists that you could pay to design an ebook cover for you.

Another way to do it is to conduct an Internet search. If you type in key words "ebook cover art" you'll get pages and pages of results. Ebook cover artists are literally

standing by to get your project on the World Wide Web. Some individuals specialize in ebook cover art, and some companies provide a gamut of graphics or e-selling services.

The reality is, going to individual web sites and researching each one can take some time. So, I would invite you to try one of my low-B.S. approaches to finding an ebook cover art designer.

Here's what you do: Look at web sites where ebooks are being sold. Most well-marketed ebooks have cover art shown on a web page where the ebook(s) can be purchased. Decide for yourself which of the ebook covers most capture your attention and would therefore be good for your project.

Once you've found one or two really great ebook covers, contact the webmasters and ask who did the designs. You'd be surprised how many people will share their information with you. Introduce yourself pleasantly. You won't find out much by being gruff or unfriendly. Be honest and open, and if you want to start off on the right foot, it may help you get in the door if you initiate the conversation by complimenting the webmaster's work. When you're using your best manners, if one webmaster won't divulge his cover art designer, then another webmaster definitely will.

How to choose a designer

A good designer works with you and for you.

Whether by Google or by referral, once you navigate to an ebook cover designer's web page, read through her terms to see what her fee is, how well she works with people, and any examples of her work. Contact her to get additional information. And regardless of any testimonials on her web page, ask for references of real people whom you can contact yourself.

Look for things like:
- Does the artist get a lot of repeat business?
- Has the artist been responsive to your questions?
- Have you seen some excellent examples that you really like?
- Does the artist guarantee your satisfaction before he gets full payment?

- Will turnaround be a few days? (It really shouldn't take more than a week at any rate.)
- Will he or she revise the artwork after you've seen the first draft? Is this revision included in the quoted cost?
- Do you feel yourself wanting to buy the ebooks shown on the designer's web page that this designer "covered"? In other words, do his or her pictures entice you to make an immediate purchase?
- Will the artist also be able to create additional items like web page headers, banners, or related items?

The work to weed out designers and to find a few that you like will pay for itself in the long run when you want to create ebook after ebook. It's good to have someone who designs great covers, whom you can trust and rely on, who works quickly and effectively, and who charges reasonable rates.

Tip: *Find out the web services fees when you're asking about ebook cover art fees. It's an added perk if your ebook cover artist also provides web page design services. You may wish to have your marketing web page and ebook cover design match. A good artist can generate titles, banners, buttons, and other related web page items.*

What makes a great ebook cover?

When you hire a designer, you're giving up the reins on your cover art to some extent. You can definitely use your gut instinct (which is usually right anyway) to determine when a cover is just right for your ebook. If your gut doesn't speak to you, you can also make sure your cover art is good by asking yourself and answering some questions.

Does the artwork stand out proudly on your web page? You don't want it to blend in with the background or be barely noticeable. Whether it's by color, texture,

shape, exclamation points, or professional looking artwork, your designer needs to know how to add enough pizzazz to your cover art to get you noticed. This doesn't mean that you need microscopic detail or complicated figures or drawings. Sometimes simplicity does the job quite well. Artists know that. Look for the "stand out" factor on his designs.

Is the title prominent on the cover? You don't want too many words on the cover. Stick with the title, a byline, and short words. You may be able to effectively include a short bulleted list, but not much more. When you quickly scroll through web pages, you should be able to remember from a quick glance what the title was on your ebook cover. If the title isn't lodged in your memory after a passing glance at the picture, then the artwork needs a face lift.

Does the cover use four colors or less? Although rainbows are pretty, they don't stand out as much as solid colors. You can actually get by with three colors. In most cases, you'll need at least one more color besides just black and white. Just like web pages can look unprofessional with too many animated graphics and background textures (moon craters, wood grain, tiles with photographs on them, whatever), likewise, your cover does not require all these frills. Don't be sold on an artist or his work because he can make your ebook cover look like a tie-dyed T-shirt. Unless of course your book is about tie-dying! Occasionally lots of colors or textures are called for, but usually not.

Can you read each letter of text on the cover? You do not want a font that is difficult to discern. Interestingly, the simple fonts that we use every day when we communicate by email are some of the best for ebook cover art. There's a reason fonts like Arial and Times are so popular. People find them easy to read. Don't make your potential buyers work to hard to figure out which letter is which on your cover. In general, stay away from curly cues, unusual handwriting fonts, and heavily detailed lettering.

Does your cover have a large amount of red, blue, or yellow? These have been determined by psychologists to be appealing colors for consumers. In fact any two of these colors in combination with black and white would probably work. Steer away from

brown, green, gray, and muted or faded colors unless there is some really good reason to use those colors. For example if your book is called "How to build a log cabin," your project may be well-served by browns and greens. But maybe not! Try red, blue, yellow, black and white first to see! By the same token, money ebooks do not have to be green, and ebooks for brides do not have to be white.

Does your cover look like a three-dimensional object? You are trying to convey an actual book, so you definitely want the art in 3-D. Make sure your ebook art has a spine and the appearance of some internal pages. Don't settle for a rectangular representation of only the front cover of a book. A flat rectangle could work for the first page inside your book, but not for a picture on a web site that is supposed to attract a buyer. Even though your readers will obviously have enough computer wherewithal to have found your ebook in the first place, in their hearts, they will still be attracted to online artwork that reminds them of actual paper books. It's just a fact of life, so accept it, and make sure your ebook cover art looks like a book.
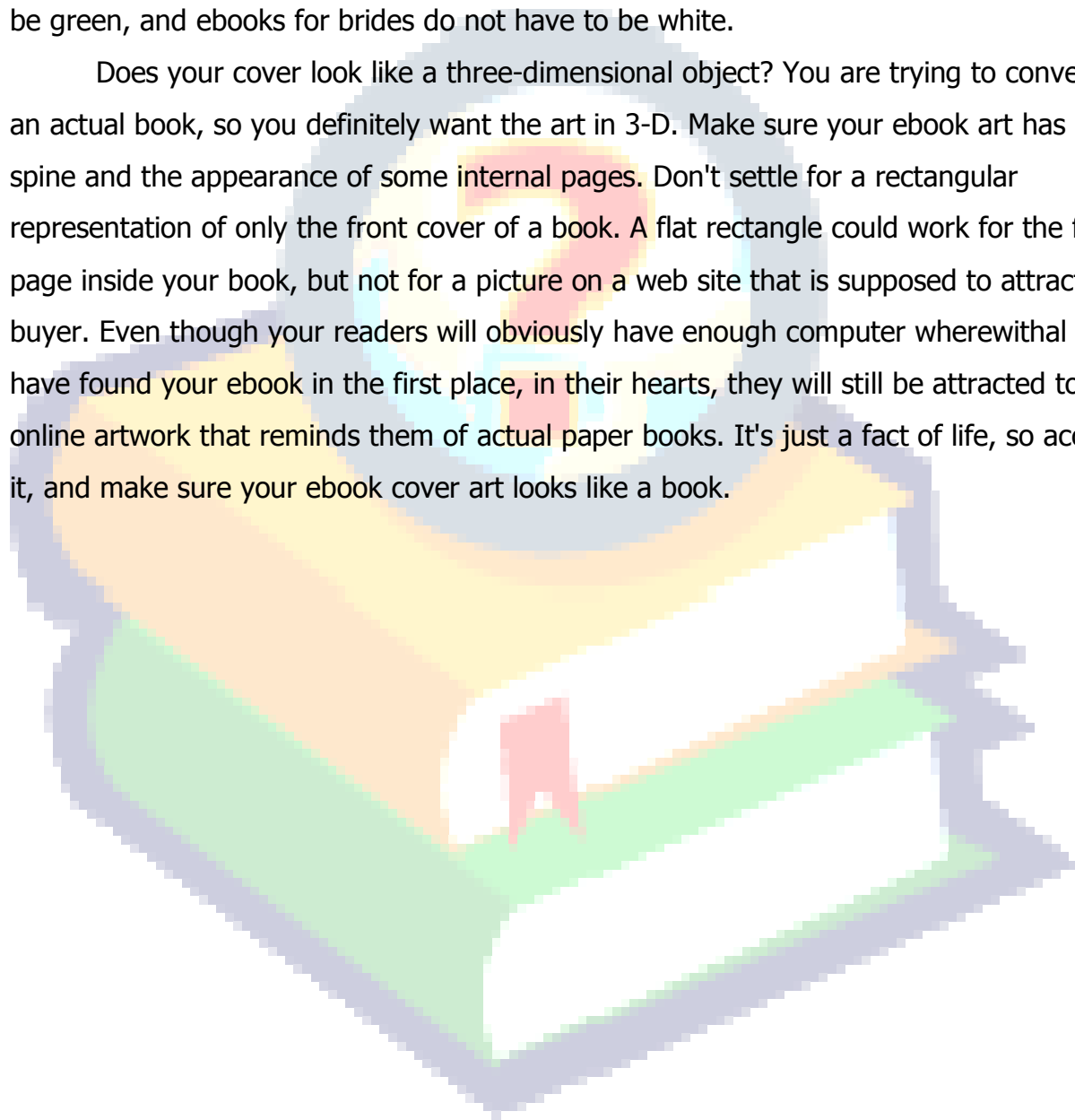
Chapter 5

--How to sell your book on the web--

Luckily you don't have to convince Barnes and Noble to put your book on a prominent shelf. You have the Internet at your disposal, and the Internet is the place where ebooks are purchased 99 percent of the time. The remainder of ebooks are sold at conferences and the like by CD-ROM (which incidentally should be packaged with great cover art and delivered in a shiny crystal case).

Get a presence on the web

First things first. You'll need some web space for your book. You can either pay a host or you can get free hosting service. I recommend you pay (for an inexpensive web host at least), and I'll tell you why.

There are many providers of free web pages, and a quick Google on "free web hosting" will illustrate that to the tune of page after page of providers. However, some of the services are unreliable, have annoying popups or other advertising, or have strict requirements on what you can and can't sell.

If you want something for nothing though, a good starting point is your own Internet Service Provider (ISP). Some ISPs, such as AOL, MSN, EarthLink, or RoadRunner may provide free web space as part of your monthly subscription. What they do not provide free is a domain name for your web site, such as http://www.youexpert.com.

Likewise, other free web hosting services do not allow you to use your own domain name. Besides the annoying ads and rules, the domain name issue is a huge reason not to use free hosts. If you want to be professional and maximize sales, you will need your own domain, and not http://www.somecompany.com/withdistractingadvertising/yougetwhatyoupayfor.%20

Tip: *Even with the big ISPs, free hosting is not an ideal for you. It's just*

not that effective to have a site called

www.personal/internetserviceprovider.com/home.html.

You can purchase a domain name to match the title of your ebook or the name of your business easily through any number of services. This should not cost you more than $20 per year, so don't pay more than that. Some fee-based web-site hosts will register your domain name for you as part of their pricing.

To get your own domain name to show up when you use your ISP or other free web host, you can purchase forwarding services which will redirect users to your free web host when the user types in your domain name. These can run $10 to $50 per year. Not worth it. You'll be paying for service, yet still getting the annoying advertising and rules from the free host provider. Not the best of either world.

I recommend paying for web hosting service. First of all, it's pretty cheap these days. You can get your own web page with tracking features for around $20 - $30 per month. You'll get enough space to store a library full of your own ebooks if you wish. And you can use your own domain name.

Rather than list all the possible web hosting services you might use, we highly recommend Host4Profit they cater to the internet marketing types and are $25 for you first account and then only $5 for an unlimited number of additional accounts to see go to http://Host4Profit.com

And if and when you add more ebooks to your library, then you should consider using forwarding services as necessary so that you can direct traffic to your best ebook-selling site.

Designing your page

Next, you'll want to get your page set up. You can hire this out - there are literally thousands of web designers out there - you'll pay $150 for help with a page or two and up to $5,000 for a complicated set of pages with storefront and graphics.

Finding a web designer online is much of the same old same old. Do an Internet search, or ask one of your technical friends for recommendations. Use the home-page designing software provided by your web host, or just pay the web host's fee-based designers.

What I recommend is that you tap into your ebook cover artist. Remember how I said you should develop a relationship? Once you get to that point, you can get some additional advice and help from them. Ask if they also do web page design or if they can refer you to someone good.

> **Note:** *Novice web designers use software such as MS Word or FrontPage. Experienced web designers may use Macromedia Fireworks with Dreamweaver or other package.*

Definitely outsource your web page design, at least for your first ebook. This is worth the money, in the same way that hiring a ghostwriter and cover artist is worth the money. After you outsource your first web page, and some time down the road when you have more time on your hands, you could learn a bit about web design. Then you can copy the page you had designed professionally and use it as a template to self-design additional pages for new ebooks that you create.

Format your ebook

There are two common ebook formats, EXE and PDF. These formats refer to the type of electronic file your ebook will be. One type has .exe after the filename, and the other has .PDF after the filename.

If your ghostwriter already put your ebook into one of these formats, then you are all set. If your ebook was delivered in a word processing file, then you'll need to convert it to either EXE or PDF. You can buy software that will make an .exe file, or you can purchase or use free software to convert the text to a .PDF file.

I recommend the .PDF approach for several reasons. First, of the two options, .PDF results in a smaller file. This will allow buyers to have a faster download of your book. Secondly, .PDF files can be read easily with free software on either a PC or a Mac. Thirdly, .PDF conversion software is not terribly expensive and there are even free versions you can use. Most of the free versions work really well if all your ebook contains is text. However, the free converters tend to contain popup advertising.

One free, ad-free, basic converter is the create Adobe PDF online service directly from Adobe, the father of .PDF generators and readers. There are others you can find by web search.

For a modest fee in the $20 range, you can have advertising eliminated from some of the free .PDF conversion services and programs. To me, it's worth it. But if you don't mind one or two pop-ups each time you convert a file to .PDF; you can save a few bucks by using free services.

To be able to convert every bell and whistle in your ebook to .PDF, you can purchase Adobe's program to do so at a cost of over $200. This may be necessary if your ebook is unusual, containing animated film clips or other technically unusual features. Free or cheap converters will convert your text. Basically, your .PDF file will end up looking like what your printed pages would look like. Converters abound, and therefore you can use free or buy a converter that will only do what you need for a fraction of the $200 you would pay to get every bell and whistle.

Some ebook authors prefer the .exe file because it can provide additional flexibility, nice graphic conversion, and other features. Most .exe converters or services cost a bit, and honestly, you probably won't need those features. First of all, most ebook readers just want to read your book and are not terribly impressed with extraneous details that would not be presented in a paper book, with the exception of hyperlinks. Secondly, .exe files are only viewable on PC's, so right off the bat, you lose potential Mac customers.

You can, of course, put your ebook on the web as a MS Word file. This makes for a cumbersome download and then your customer will need to have a similar program to read your book. Some word processing files can be compressed for quicker

downloads by using programs such as the free one at www.beowurks.com. But that still doesn't solve the problem of your readers needing MS Word or similar purchased software to read your book.

You can put your ebook on the web in .html format so that it can be read just like a web page. Some word processing programs have html converters that you can try. To me, this is going to extra trouble that you just don't need. Take the simpler road - .PDF.

Get ready to accept credit cards

By and large, your ebook buyers will want to pay by credit card. After all, the benefit of ebooks is that they are terribly easy to get. Just type in your credit card number and in a few moments you're reading through a great book!

You should also provide a mail box where visitors can send a check for your ebook, but this is only to show them that you have an address. It adds to your credibility, but don't expect many orders, if any, through this channel. In fact, if you only provide a postal mail box address and do not provide your customers with the ability to click and pay by credit card, you can expect to lose 95 percent of your buyers. However, put the address on the site, and do process orders that come in that way. Use a box that is not your personal residence for reasons of personal security.

Services abound that will accept credit card payments and send you the money. A common one is http://www.paypal.com. Paypal and most other services charge an upfront fee and percentage, but the charges are reasonable. Get set up immediately. You want your customers to buy immediately. A few other online credit card services are listed in the last chapter.

Upload your information to the web

You'll want to upload all relevant ebook information onto your web page, including your ebook cover art, the ebook itself, a link to order and pay for your ebook, and your sales letter.

To upload from your computer to the World Wide Web, you'll need an FTP program. Most web host services will provide you with the software required to do this and provide clear instructions. If your service doesn't provide you with FTP help, you can purchase or use a free FTP program such as the one at www.ipswitch.com. Software that web designers tend to use generally comes with FTP capability.

Create a great sales letter for your book

The web page for your ebook should contain a sales letter that is immediately visible. In fact, your web page really doesn't need to contain much else, unless you choose to use additional pages for other uses.

Here are the components of a great sales letter.

1. a catchy headline.
2. a list of amazing benefits for the reader. Tell visitors what problems your ebook solves or how it will improve their lives.
3. testimonials. Quotes from people who have read the book or from people who know you and are willing to write something great about you for your site.
4. a guarantee.
5. a link to a sample chapter.
6. a link to purchase the ebook.
7. the price. Going rates are $5.95 to $19.95.
8. about four pages in length.
9. a narrow page with wide margins for easy reading.
10. dark text on a white or light-colored background, for easy reading.

Tip: Get testimonials early in the game by offering your ebook free to those who will in exchange, give you a one or two sentence testimonial.

A sales letter template you can use right now

Here's an example sales letter. You can use this as a template for copy on your web page. Feel free to change the colors, fonts, and content (obviously use your own title and other information). Add your own cover art where the sample is, or put the cover art icon elsewhere close to the top of the page. Note in the example the use of quotation marks, capital letters, italic text, and colored text draws your attention. The very first line should be your ebook title. Also, notice that in the sample, the "click here to purchase" is repeated in different places.

Dear Friend,

I used to work up to 60 hours a week at a well-paying white collar job. The money was good, my wife drove a nice SUV and my kids had the latest toys.

I was good at my job.

There was one problem. I was not happy.

So I decided to do something drastic. Instead of selling my services to my employer for a paycheck and dark circles under my eyes, I decided to sell my services to people over the Internet. I would be my own boss, work from home, and see if I could make a living.

What I discovered is that I could do more than just make a living. I could change my life entirely.

And I want to share my experience and secrets with you. So I've compiled the most important things you would need to know to do what I did into a short, readable, ebook.

This information will save you … hundreds of dollars since I have included links to lots of free resources you can use to get started including the best free web host providers, the best free software programs, the best free marketing techniques, and the best places to get free help when you need it.

Selling strategies

In addition, there are other techniques you can use to make money with your ebook. One thing you can do is **give your ebook away free**, and at the same time provide a link to a fee-based product or service in your ebook. The thing about free ebooks is that there are web sites where you can place free ebooks. It costs nothing or close to nothing to list your ebook, and because people always love to get something free, the sites generally have web traffic.

On your own web page, you could also offer your ebook as a **free bonus** when a visitor buys some other product, service, or ebook from your web site.

I'm not a fan of **affiliate links**, but if you have one or two you feel you want to include, then some have been known to make a buck or two this way. This is sometimes called viral marketing.

Get your ebook listed in **online bookstores**. The fee may be worth it to make many more potential readers aware of your book.

Here are a few more shameless promotion techniques you can use.

- Add a link to your ebook web site at the bottom of every email you send for any reason.
- Submit your ebook web page to the major search engines. Your hosting service may be able to help you with this, you can purchase Internet marketing software to automatically submit your information to a list of search engines, or you can go to each of your favorite search engines and submit the site yourself.
- Pay for clicks from pay-per-click search engines, so people will more readily see your ebook. In this way, you buy traffic to your site.
- Buy ad space in e-zines or newsletters that are reaching your target readers.
- Create a monthly newsletter, and tout your book in it every month.

- As you build your library, provide links to your other ebooks in each of your ebooks.
- Use your ebook as a business card. Send it to organizations or businesses where you'd like to be hired as a speaker or teacher.

Make online marketing work for you

Why worry so much about marketing? Well, mainly because you want customers to know your ebook 1) exists and 2) is worth their money and time. The long and short of it is that you want to understand the market for your ebook. You will know the general market when you choose the topic, especially if you chose a topic because of its target market discussed in Chapter 1 of this ebook.

If you spend time getting to know your market, then you will be even better poised to market your work. For example, you want to make sure you are targeting a group that has money to spend. You also want a group that browses the Internet and that likes to get current information, i.e. he wants to learn how something is affecting him today, not how someone did something in the 1980's. Ebooks offer this freshness.

Get to know your market by getting involved in online discussions, talking to people, and looking at demographics or statistics. Most services that provide information about how to reach people of certain income levels and such require subscriptions in a price range that is only affordable by large corporations. But you can freely access any of the U.S. government's public information. And you may want to do that.

At the bookstand, check out magazines and newspapers related to the topic to understand your market. Be sure to note who is advertising in the magazines. Some web sites offer information to their advertisers about readership and median incomes. Especially magazine's web sites. Marketing precisely to your target market is everything when it comes to selling ebooks.

Chapter 6

Finally, Someone Reveals How To Guarantee

Your Success As A Clickbank Product Vendor…

If you already have a website set up, you can run an affiliate program from there, or you can simply build a blog to promote a particular product or service.

As long as it brings in more cash than it takes to build or run it, you'll be fine ;-) With any marketing program, you'll need to be careful when you select an affiliate program. The benefit of an affiliate program will give you another way to create an income from your users.

Instead of selling them a product, you simply send them to a partner then take a cut of the profits. Even though it may seem tempting to go for programs with the highest commissions, those programs won't pay you anything if your visitors don't buy them.

Below, you'll find some tips to help you select an affiliate program that's right for you:

1. Do not accept any less than 25% with commission.

You can find many programs with great payment structures and high percentages of pay in just about any field.

2. Look for statistic pages that list the number of click throughs, sales, and earnings so you'll be able to see how you are doing.

3. Always look for programs that offer a wide variety of tools to put on your web site, including banners, text links, and of course graphics.

4. Find out how often you'll be paid and be sure that the payment schedule meets with your expectations.

Some programs will pay monthly, while others will pay quarterly.

5. Be sure that top level support is included. If they can't answer your questions in a quick and timely manner, you don't want to work with them.

Once you learn what you're doing, you will make a nice income on a steady base.

If you're just starting out, use common sense and do not rush into anything. As you become more familiar with how things work, you'll be well on your way to making a lot more - and enjoying making it.

If you have to work hard, you'll be glad you did.

=> If you sell products via Clickbank, then you need to get as much affiliates who help you promote your product(s), and increase your sales.

Can you imagine what skyrocketing Clickbank gravity would do for your business? Imagine the impact that hundreds and thousands of super effective affiliates would have on your business?

Think of the traffic – thousands of super focused targeted visitors every single day…who doesn't want that?

Not to mention the sales – 10, 20, 40, even 50 sales a day is totally possible when you have floods of affiliates promoting your sites.

To put it bluntly, with affiliates like this in your business, you can basically forget it. No marketing, no traffic creation. Nothing. The affiliates will generate all the traffic you want, leaving you to do the important stuff – live your life and spend those fat green wads of cash.

Yes, life can be that easy. Just check out the Clickbank Marketplace – those vendors right at the top for each category are living a life like that every single day…

But, those guys are just the top 0.1%...for the rest of us, the fact is:

Without A Proven Method Of Attracting Affiliates, Barring Some Kind Of Crazy Fluke, Your Site & Product Are Just Going To Die A Slow Painful Death

Yes, I know it seems harsh, and to be honest some people will say it's a downright bleak outlook to have…but bleak or not, it's true.

All the gurus and the guys that are already successful online will have you believe that Clickbank success is just a matter of getting a product approved, and then sitting back and waiting for the fat checks to arrive.

Yeah, right…

Let me tell you, the truth is a little more "real world".

Yes, you'll get a little rush of traffic from curious affiliates when your product goes live, but unless it sells like ice cream on a hot day, that little rush will dry up within a couple of days, as all the hotshot affiliates go off in search of something that does sell that well And guess what happens then?

Smart Affiliates Know Exactly What It Takes To Direct Traffic That Converts, So Your One Or Two Percent Page Could Suddenly Be Converting Visitors At 7 or 8%

Imagine what that would do for your bottom line…you're suddenly making thousands of dollars every single day, hundreds and hundreds of thousands of dollars per year…

And it all started from getting your little product listed at the top of the Clickbank Marketplace…

Answer me this:

Do You Honestly Think That An Average Joe Can Compete

With A Bunch Of Millionaires Throwing Money At A Niche?

Some of the successful vendors are already millionaires, they have huge departments of marketers and programmers at their disposal…how can you compete with that?

You can't. It's as simple as that.

But you would be able to if you knew the stuff inside Clickbank Results. It's that powerful…

Think about this for a second – how much would pay someone to put your product at the top of the marketplace in Clickbank?

$500?

$1500?

$5000?

Even that would be peanuts compared to what you'd be making…

Let's say you're selling a $47 ebook that converts at just one single tiny percent…

And being at the top of the Marketplace is giving you about 1500 unique, targeted visitors alone, from your legions of affiliates…that's 1500 every day, 24/7 365 days a year…

That's 15 sales @ $47, per day…

15 sales each and every day would be **making you over 700 bucks each and every day**…that's over **$250,000 a year**…

Hardly chump change is it?

True, you'd have to take your affiliate's commissions out of that, but say you're paying them 50%…**that still leaves you with $128,662** to play with, each and every year…for **doing nothing**. Because the affiliates are going to take care of it all…

Chapter 7

--Where to find good, online ebook information--

This is the part of this ebook that makes it worth all you paid for it and about a thousand dollars more - web resources and links that I've compiled in all of my research and experience.

For the most part, the items listed in this chapter have been discussed or mentioned in previous chapters. In some cases, I've listed web sites here just for your information, so you can see how a site is laid out or see just how many vendors are available. Where a site is recommended, I'll say so.

Whether I recommend a site or not, I would like to let you know that I am in no way affiliated with these companies or individuals. I will not be making money if you visit these sites, and they have not paid for advertising in this ebook. (This ebook is for you, and there are no strings attached.) Therefore, as you bounce around the Internet, check references where necessary, and feel free to use other services that you may have discovered along the way.

Ebook ghostwriters

www.elance.com - As discussed at length in Chapter 1, this site has a large bank, or database, of ghostwriters looking for work. You can place an ad here and wait for offers to come in.

www.guru.com - Like Elance only bigger by almost a factor of ten, Guru also has a database of ghostwriters looking for work.

www.truetalentmedia.com - This is a writing service I myself have used.

www.allfreelance.com - This site contains a catalog of writers too that are available to ghostwrite ebooks (beware popups).

More ebook ghostwriters, FYI only

I do not recommend for or against using any of these services. I'm providing you with this list of ghostwriter web sites, so you'll know that there are plenty out there. These would come in handy if you ever decide to call upon individual ghostwriters and have them offer competitive bids for your jobs. Although online communication is not exactly face-to-face contact, you will be closer to knowing the actual writers if you go directly to their sites rather than get into the database pools. Except where noted, most of these provide nonfiction ebook ghostwriting services.

www.thewordprocess.com

www.pegr.com - This site is only relevant for fiction ebooks.

www.arborbooks.com/ghostwriting.html

www.mediabistro.com

www.harrypreston.com

www.ebookhelper.com/GhostWriting.html

www.theghostwriter.net

www.writerforyou.com/ebookwriting.html

www.itsonlinenow.com

http://thewritetouch.no-frills.net

http://a-1writingandediting.writernetwork.com

Templates for creating your own ebook covers

Although my recommendation is to hire a cover art designer, if the artwork used as an example in this ebook is good enough for you, then you're welcome to grab a template and create ebook cover art just like it for your project. Here are places to get free templates. After you try your hand, you may understand more clearly why a professional designer is a superior resource.

www.marketbymouse.com/ebooks/ebook_templates.php - This site has free, basic ebook cover templates you can copy and add title text to.

www.freeebookcovers.homestead.com/covers1.html - Here you can also find free, simple ebook cover templates you can copy and add title text to. Template designer requests a web link in lieu of compensation.

www.onlinewebcreations.com/ebooks.html - Like the other template sites, this one sports free ebook cover templates. The template designer requests a web link in lieu of compensation.

Ebook cover designers for hire, FYI only

Here are a couple of sites that actually specialize almost exclusively in designing cover art. However, remember, my recommended approach is to visit ebook web sites and query about good covers you see there.

www.absolutecovers.com

www.ebook-cover-art.com

Free graphics software

www.irfanview.com - Because it's free, I thought it worthy of mention. This program is not specifically for ebook covers, but it contains all the tools you would need to custom-design your own cover. And it doesn't cost a thing.

Ebook cover software for purchase, FYI only

Although I recommend outsourcing to get custom designs, here are a couple ebook-cover-design programs available for purchase.

www.ecovergenerator.com

www.ecoverstudio.com

Third party payment processors

Use a third party payment processor that has a recognizable name or is a large, popular organization. This will make potential customers feel secure and therefore more likely to give their credit card numbers in exchange for your ebook. Here are a few.

https://www.paypal.com

www.verisign.com

https://www.Authorize.com

http://www.click2sell.eu

Ebook discussion forum

Here's a place where you can hook up with other people who are in the ebook business. You an ask questions, help others, or just lurk. It's an immutable fact that there will always be negativity and spam on public message boards. Especially because the ebook business is heavy in Internet marketing, you may have to sift through advertising posted by other participants from time to time. But you could also learn a lot, and also enjoy cyber socializing with people doing what you're doing.

www.ebook88.com/forum.htm

Ebook resale's, FYI only

I highly recommend ebook resales. To give you a couple examples of what I discussed in a previous chapter of this ebook, here are a couple good resale sites.

www.masterresellrights.com – One of the largest memberships online since 2006

Some sample sales letters

Use the sales letter in a previous chapter of this ebook as a starting point for your ebook sales letter. Other ebook sales letters are all over the web; here are a couple of them.

Places to get web hosting

www.hostgator.com - This is a one stop shop for web space providers. There are myriad of web host providers ready to provide you with web space in return for their free advertising on your site. The Internet is loaded with providers. Check the Free Site to get a current partial list.

Your ISP - You may already be paying for web space that you haven't used with your Internet Service Provider (ISP). The web space there should be relatively ad-free. Whoever provides your Internet - MSN, AOL, EarthLink, etc. - contact them directly. Your service contract will also tell you if web space is provided as part of your monthly subscription. It probably is.

Free .PDF converter

https://createpdf.adobe.com/index.pl/2323321943.19516?BP=IE - Since Adobe created the .PDF file, you might as well use their free converter. There are others you can find by a Google search for "PDF converter," of course, but Adobe is as good as any.

Free FTP program

www.ipswitch.com - If FTP service does not come with your web hosting service, here's a free program you can use.

Your ISP - If your ISP provides you with web space, they probably also provide you with the FTP program you'll need to upload files to your page.

Free ebook listing sites

Things change quickly on the web, so if any of these links don't work at some times, just move on and try another from the list.

www.thefreesite.com

www.virtual-ebooks.com

www.ebooksubmit.com

www.download.com

www.freehound.com

www.infochoiceuk.com

www.virtual-ebooks.com/subsites.htm

www.ebookdirectory.com

www.the-ebook-directory.com

www.ebooksnbytes.com

www.free-ebooks.net

www.ebookpalace.com

www.ebooktoday.com

www.kdhbooks.com

www.free-ebooks.com

www.web-source.net

www.marketing-resources.com/ebook.html

www.serennea.net/special.htm

www.onelist.com/community/Ebook_News

http://ebooks.searchking.com

www.stealthpromotions.com/e-library1.htm

http://ebookshop.bizland.com/

http://marketing-resources.com/ebook.html

www.ebook2000.com/cgibin/links/add.cgi

http://ebooks4free.netfirms.com

http://carver.bizland.com

www.bizinfocenter.com

Sites that list free ebooks along with other things

The sites listed below also list free ebooks, but they also list software programs or other items. You may need to navigate to the proper area to list your ebook. Also, as with the strictly-free-ebook sites, these may change as the web evolves in daily fashion.

www.shareware.com	www.softseek.com
www.davecentral.com	www.simtel.net/simtel.net
www.download.com	www.euro-share.com
www.jumbo.com	http://topsoft.com
www.filemine.com	www.webattack.com
www.upload.com	www.freewarehome.com
www.freewarefiles.com	www.zdnet.com
www.freewareweb.com	www.tucows.com

http://adsensecash.com

The Ins and Outs of Adsense

Tens of millions of people surf the internet every day. Some of them are doing so to shop for products and services online. Others are just skimming all the sights and sounds of the World Wide Web just for fun. However, there is a common denominator among both of these groups. If either of them comes across a good deal they are bound to jump on it. Or, at the bare minimum, they will at least stop and check a good deal out. Ultimately, if an attractive advertisement is staring straight at them, they might investigate further. This is true even if this wasn't the original intention.

For example, they may have an interest in politics and visit a politically oriented website. As they read all the news headlines something catches their eye: an innocuous advertisement appears in the corner of the website. Actually, there are several advertisements. One of the ads mentions "50% discounts on new political book releases". So, the visitors click on the ad and is immediately taken to the website promoting the books. However, they do not make a purchase. But, this does not matter to the owner of the political website. After all, the website publisher has already earned income thanks to the visitor clicking on the ad. And, no, there are no questions asked. His is credited for having sent traffic to the advertiser. Does this sound like a good deal? If it does…it's because it is.

Welcome to the world of Adsense, Google's revolutionary "Pay Per Click" advertising strategy that pulls in billions of dollars in revenue per year. And, yes, a lot of that money goes right into the pockets of those whose website hosts the Adsense ads. Best of all, this is an easy and lucrative process that takes mere minutes to set up. Can you explain Adsense in a little further detail? Adsense is an attractive method of marketing for businesses.

Traditionally, website ads needed to pay for their display placement on websites. With Adsense, the advertiser does not pay for placement. The advertiser pays for clicks. Hence, the name "Pay Per Click" (PPC). The way this works is rather simple. The advertiser only needs to pay for those visitors who actually click on the ads. If no one clicks on the ads, they are not charged a fee. This encourages more and more advertisers to become involved with Adsense. As such, the pool of advertisers in the Adsense realm is so vast there are now advertisers for any and all websites.

This is also a very easy process for the website owner. All one has to do it copy and paste Adsense code onto their website. The ads will appear immediately. At first, they will be generic advertisements. Often, they will be mere public service announcements. This is to buy time for the Adsense "spiders" as they crawl the publisher's website.

Once they crawl the site, they will determine what type of website it is. Then they will affix rotating advertisements that are in accordance with the subject matter of a website. For example, if the website deals with hunting and fishing, the spiders will pick up on this and the ads appearing on the sites will reflect hunting and fishing ads. While we are using the term website, there are various different online resources Adsense ads can be placed upon.

Blogs are commonly employed as a venue for Adsense. Social networking sites are used as well. (MySpace pulls in over $30 million a MONTH from PPC ads) Website directories are frequently subsidized by Adsense ads. However, the "average person" will usually utilize a niche website as the platform for an Adsense campaign. As such, we will mainly deal with these niche websites herein. To illustrate, here's a screenshot of what Adsense ads looks like on a particular site: You had most likely come across it while searching on Google, too:

The Basics of a Niche Website Explained

Of course, in order to earn money from Adsense you will need a viable venue on the web that will attract visitors. This comes in the form of a niche website. As the name implies, a niche website is a website that appeals to a certain audience. Through targeting this audience and attracting them to the site, you will also provide them with exposure to the many Adsense ads that will appear on the site itself. For example, there are many people who love science-fiction. As such, a niche website that deals with the subject of science-fiction could attract legions of fans. They would then see various Adsense ads that deal with their favorite collectibles, hobbies, and memorabilia. Upon visiting your niche site, these fans would then patronize the Adsense ads. Here's an example site for the 'scrapbooking' niche: *(source: http://aussiescrapbooking.com.au)*

While science-fiction is a broad topic, please do not assume that all niche websites need to center on a broad topic. Using science-fiction as an example once again, you could develop a niche website that would deal with a subset if the genre, a specific television program or movie, or a favorite author. And, of course, this same strategy can be applied to any subject matter you select as your niche site. However, some may contend that niche websites that promote a product or service will be less successful than one that promotes a hobby or interest.

Such an assessment may or may not be true depending upon the way the niche website is crafting. If the website is informative or entertaining then it will not turn off its visitors. This means they will stay around for a while and, hopefully, patronize the Adsense ads that appear on the site. And, of course, quantity is helpful as well. If one niche website is drawing an audience and revenues, then two websites will give you the potential to draw twice as much. Of course, dozens of websites will have the potential

to provide an unending supply of revenues. After all, the more websites you have out there, the more Adsense ads you will have floating on the net. This will dramatically increase the potential for earning revenues. However, it is important to not confuse quantity with quality. Slopping together hastily composed websites and tossing them out into cyberspace is not the way to earn Adsense income. If it were then no one would need a job as it would only take five minutes to make an amateurish niche website. And, no, amateurish is not the way to run any business venture.

Instead, take your time with each niche website you create. Make sure they follow all the established rules of quality website design and presentation. Ensure that the content of the website is valuable and worth reading. Make the site look like a professional, quality work and not a rush job. Do this with every website you create. This will greatly increase the odds of success.

How to Sign Up for an Adsense Account

Signing up for an Adsense account is not a complicated process. Often, an applicant can complete the necessary sign up steps in a few minutes. Yes, those who sign up for an Adsense account must apply for it. Google would need to approve you application as working with Google is not a "right". However, the criteria are nothing too complex. www.google.com/adsense

The application form is fairly self-explanatory. The first section of the website deals with the type of websites you will be placing the advertisements. Note: You can place your Adsense code on as many websites as you like. However, when you sign up for your application you will need to list a primary website that Google will review upon processing your application. So, provide the website's URL and then provide the language that the website is published in. While Adsense is not available in all languages, the volume of languages that are available is fairly expansive.

The next step is to make a few "promises" to Google. You will click on an agreement that you will not place any ads on your websites that are an incentive for visitors to click on the Adsense ads. Yes, it is tempting to post a notice such as "Please support this site by clicking on the ads" but it is illegal under the terms of Adsense's service.

This is because Adsense is only interested in PPC traffic from interested parties. It is not interested in providing a charitable foundation for the website publishers. Again, Google takes this very serious and if they catch you soliciting clicks on the ads, they will revoke you membership and it is doubtful they will ever trust you with an account again! The next area of affirmation centers on promising Google you will not include any pornographic content on the site. Google wishes to remain a family friendly company.

They will not subsidize anything pornographic in nature. The next step is to note whether or not you are signing up as a business or an individual. This is generally for tax purposes. Individual's will provide a social security number (SSN) and businesses will eventually provide and employer identification number (EIN). Then, you will need to provide your complete name and mailing address. Google does not use PayPal. It sends checks via the mail. As such, it is critical that you provide accurate information in this section.

Also, Google reports all US income to the Internal Revenue Service. This is further reason why completely accurate information must be entered in this section. Adding your phone number and email is also requested in case Adsense must get in contact with you. Finally, you will need to affirm three things. First, you will agree not to click on your own ads. Second, you will certify that you have read all the Adsense Program Policies. And, thirdly, you must certify you do not already have an approved Adsense account. (Adsense agreement to policies)

Let the truth be told: if you click on your own ads Google will find out and ban you for life! Many people have tried this and none of them have been successful! So, avoid doing this under any circumstances. Even accidentally clicking on your own ads could have serious repercussions. The Adsense Program Policies are fairly lengthy but they are well worth reading. They tell you all you need to know about staying in compliance with Adsense' rules. And it is very important you stay in compliance if you wish to maintain your membership! And there is only one Adsense account per individual. This helps maintain the honesty and integrity of the members.

After you have filled out the information, all you need to do is click the "submit" button. More than likely, you will be approved within 3 days. Once you are approved you will receive you code. The code then needs to be placed on the appropriate section of your website. Different websites will vary in this regard. If you are unsure of where to place your code, contact your web hosting service. They can provide the answer.

Once you place the code, Public Service Announcement ads will appear on your site. This is because the crawlers have yet to determine the content of your site. Once they have they will adjust the ads so that they will be more appropriate for visitors. And speaking of your website….

Google probably will not approve your application if your primary website is, essentially, of little value. If your website has very little in terms of text content or is under construction, your application will probably be denied. Also, if the website is poorly designed, difficult to navigate or loaded with various technical issues such as broken links, it will probably be denied as well. Therefore, it is important that you have a decent website in place before applying for an Adsense account. If, however, you do have a solid website then the odds are pretty good that you will be approved!

Remember, Google is looking for quality sites to do business with as quality sites are the ones that drawn in a lot of traffic. Let's repeat this very important point: You need a decent, well constructed, valuable for Google to approve your account! How will you know when you are approved? Google will send you a confirmation email. You simply click on the link and you are in business. However, you will need to build you business so that it is a solid revenue generator. While there is no hard and fast rules as to what is or isn't the best Adsense strategy, there are a few tried and true methods that are helpful. We'll explore some of those methods next.....

Developing and Designing the Website

Surely, there are many who wonder how they can develop and Adsense niche website if they are not familiar with website design and development. This is a legitimate concern, but it should not be the source of any worry. This is because there are a number of options available to those who need a website. Many people who have never heard of website design of development prior to discovering the concept of the Adsense niche campaign have gone on to huge success.

If it wasn't a problem for them then it shouldn't be a problem for you. Here are a few of the ways to solve the design/development conundrum.... The first option would be to hire a design and development company to host and craft your websites. Obviously, this would come with a variety of costs. The designers and the hosting companies would have to be paid for their services. Of course, if the niche website delivers solid revenue then theses costs would be covered. And, yes, the costs of designing and developing a website are tax deductable.

A cheaper option would be to secure the service of a website company that provides templates for niche websites. These sites can cost a nominal fee per month and they are easy to navigate. You simply enter the text of your articles into the designated spots and hit publish. The final option, and one that doesn't require any money, is to create the website yourself. You can use a free website builder like Kompozer [(www.kompozer.net)](www.kompozer.net) to create your website.

On a side note, there is free website hosting companies available as well. They are not always the nicest in design and you probably will give them space on the site for their own ads. That is the tradeoff for getting a free website. For some, this is a fair trade. As a basic guide, you want your website's layout to look like the following illustration:

How To Insert Adsense to Your Website

Before inserting Adsense ads to your webpage, you need to know where to place it: The Placement of the Ads Where are these ads placed? There are a number of options as various codes are provided. The ads can be placed in the right or left margins, the top or bottom of the page, or even in the center of the page. They will also appear on all the subpages of the site as well. And, as previously mentioned, there is NO cost to the website owner. Google Adsense is a completely free program. You acquire the code for free, ad it to your site, and then collect on the clicks. Ok, there is a little more to this process than the cursory explanation just provided.

However, on a basic level, the purpose of an Adsense niche website is to promote the Adsense ads. That means they need to be clearly displayed on the website. Often, people will place them on a site somewhat haphazardly. Others select ad placements that are ok, but ok is, well, just ok. You do not want ok because it is akin to being average. You do not want to place your ads in an average manner.

You want to do so in a manner that will maximize the rate of success for your site. A rule of thumb here is to place the ads in a manner that complements the website. Work with the design of the site and not against it. Some designs yield better results with the ads at the top of the page while other work best with the ads in the margins. Perform a little trial and error and see which placement strategy works best for you. Here's a basic guide on placing Adsense ads:

Now it's time to get Adsense ready

Entering in the code for your Google Adsense account is just as simple. So, you do not need to assume that running your own niche website is all that difficult.

You'll need to be logged in to get your Adsense code. Once you're logged in click on 'Adsense Setup' and on that page click on 'Adsense for Content'. This is the basic and most common type of Adsense product. The next step is to choose your ad type. Select 'Ad Unit' > Text and image ads:

On the next page you'll need to format your ad: For optimal results, choose a border that is the same color as the area you'll be placing the ad. If it's white then simply select white as the border color. After you've completed the formatting, you'll then get to the stage where you can track the performance of this particular ad. This is optional but highly recommended.

To add a new channel simply click 'Add new channel' and use a descriptive name for this channel so that you'll know where your clicks will come from. It's also ideal to add the position of where you'll be placing this ad. So if this add is for the sidebar of your page, then put

in something like "scrapbooking_sidebar". Once this stage is completed, you'll need to save the ad unit with a descriptive name and then click on 'Submit and Get Code'. You'll then see the code which you need to copy and paste to your webpage. If you don't know how to do this, click on the 'Code implementation Guide' link:

Content is King

The Type of Content You Will Need

It is critically important that the content provided on the website is both informative and/or entertaining. When people come across you site, you want them to stay. Or, better yet, you want them to frequent the site. If they appear on the site for a few seconds and leave, they will not be around long enough to click on the Adsense. Of course, if they are not clicking on the ads then your niche site simply is not going to draw any money.

Returning the previous example, of Halloween costumes, solid articles on subjects such as the history of Halloween, the origins of Halloween costumes, Halloween customs in the eastern world, the most popular Halloween movies, and many other similar themed content articles will prove appealing to those that have an interest in Halloween. This means they will stay and read the articles. The hopeful result of this is that they will click on the ads. Who knows? Perhaps reading about popular Halloween films may move them to click on that "Horror movie

DVDs – 30% off!" Adsense ad. Yes, that is the goal here and having quality content is the key. Of course, some people may read this and say "That's a great idea, but I am not an experienced writer." Well, you do not have to be the person to write the content for the niche articles. You can procure original work from a variety of content writing sources. These include purchasing from established writing services, freelance auctions, and many other venues. Does that cost money? Of course, it does.

However, the goal of the niche site is to earn revenues. So, consider the costs of acquiring original content to be a business expense that will eventually pay for itself through the Adsense revenues. The articles do not have to be anything academic or visionary. They just need to be well written and interesting. Yes, this is a basic approach to creating content but it is an effective approach. Without it, your niche website will not have much value. That means it won't be generating any revenue. Conversely, a well composed website with excellent text might yield a great revenue stream.

The Basics of Keywords

What are keywords? These are the words that the search engines will scan in order to ascertain what you site is about. This allows the search engines to match your website with the subject matter that people are looking for. This brings us to our next point…. Keywords are also the common terms that people will plug into search engines when they are looking for information. For example, if your Adsense website revolves around the subject of Halloween costumes, you would want to use keywords that people would commonly use when searching for costumes. Examples of these keywords would be adult Halloween costumes, kid's Halloween costumes, sexy Halloween costumes, plus-sized Halloween costumes among others.

You do not want the text to be "stuffed" (overused) with keywords. This is frowned upon by search engines and it does not make for good website copy. This means the search engines might even go so far as to ignore your website they may assume it to be a spam website. It will also turn off readers. If the text and the copy of the websites are

weak and loaded with nonsensical collections of keywords, visitors won't stick around. After all, what is in it for them reading poorly written copy? In general, it is best to stick with one keyword per 100 words of text. Make sure the text is professional written and entertaining. Never sacrifice quality at the altar of keyword content as this would be selfdefeating. Additionally, the presence of the keywords will convey site information to the Adsense ads. This will ensure that your website's Adsense ads correspond with the content of your site. It is not impossible for a poorly optimized site to create Adsense ads that have nothing to do with the content of the site. Needless to say, such a situation would be disastrous as far as revenue earnings go.

Also, it is helpful to include the main keyword in the title of the website page. Again, if your site deals with Halloween costumes, then Halloween costumes should appear in the title! But, what can you do if you are unsure as to what keywords you should use? There are subscription services that can provide the response you need. What these services do is they track the statistics of commonly used search engine keyword terms. If you were to type on Halloween costumes, the service would present the most common keywords associated with Halloween costumes. These services are relatively inexpensive and provide you with the needed keywords to make your website properly optimized. http://freekeywords.com and wordtracker.com are two of the most popular sites. And they do not pull their keywords out of the clear blue sky. They base their keyword ratings on various search statistics. That means you can always trust the suggested keywords they provide. They will be the actual keywords that are used by people skimming the internet.

Another important point is that the content of your sire must be original. That means you should not copy or plagiarize material from other sites. A common trick people will employ is to copy an article from another site and ad a unique intro along the lines of "Here is an excellent article published on so-and-so's site." This trick doesn't work. The search engines will recognize this as duplicate content and duplicate content has very little value as far as search engine rankings go. Once again, original and unique content is critical for search engine keyword success.

A Brief Overview of Content

While we have discussed the general headings of what a niche website may contain, it is important to delve into the specifics of the content. Specifically, a niche website should embody the look and feel of a newsletter or online magazine. That means it should have a number of articles on it for the visitors to read. These articles are commonly referred to as website content and it is critical for placement in the search engines and for maintaining visitors.

Remember the good old days of the early 1990's where websites contained sparse text, a few pictures, and a huge advertising come to purchase? If you do then you realize these were not so much the good old days as much as they were the dark ages of website design. Do such sparsely designed websites still exist? Yes, but you will have a hard time finding them as they have essentially been dropped down an Orwellian search engine black hole. To survive in today's day and age, websites need to have well crafted prose. Without it, the site is essentially worthless as far as Adsense revenue generating.

The search engines thoroughly frown on websites with little or no content. When it comes to ranking a website in terms of its numerical importance, sites that have more content will be given preferential treatment than those with limited content. This is because a site offering a number of excellent free articles will certainly be more worthwhile to readers than those sites without content. And speaking of readers, those that come across your website need a reason to stay around. If all you have are a few pictures and a little bit of writing, even if it is good material, it doesn't exactly take a long time to skim 100 words and two photos!

Also, such sparse information does very little for stimulating the imagination or emotions of the reader. In short, it becomes a marginally positive experience and the reader will invest a small amount of time on the site and then leave. Does this sound like the type of visitor who will be clicking on your Adsense ads? Hardly! You really have to give the reader something to offe.

How many articles should the website contain? At minimum, you will need five. However, five to ten can be a better amount of articles. The reasons you want several articles are varied and they are all important. Namely, not everyone will have an interest in every topic you write about. When you provide the visitors with up to ten different topics you will probably present the visitor with a few topics he will be interested in reading. Therefore, he may read several of the articles.

This will bring him into contact with the various Adsense ads on the pages the articles are placed on. So, the more choices of articles the more articles a visitor may read and the more Adsense ads the reader might click on. Conversely, too few article topics could dissuade many visitors from sticking with the site.

Now, does there need to be a specific length to the articles appearing on the niche website. This is a slightly difficult question to answer because content dictates length. That is, you want to write a good article with good content. It the article naturally comes out to 500 words, you will not make it better by forcing it to be a 700 word article. Padding or lengthening the article will become obvious because such an article will contain tons of words and phrases will not yield an article that is worth reading.

Similarly, you do not want an article that is too short. A 200 word article is not an article. It is a paragraph! You should shoot for a minimum of 400 words. 500 – 750 word articles would be fine provided, of course, they are well written. 1200 – 1500 word articles would be ideal since they can flesh out their subject matter in a great deal of depth. Most magazine articles fall into this very word length because covering a subject in a cursory manner is not always a good way to sustain a readership.

Can you write extremely long 5,000 word articles? It is possible if the subject you are writing about can sustain such depth. An article on the subject of the Pacific battles of World War Two would need such enormous length. Just be sure that you do not publish the entire article in one column down the website's page. This would not make for great website design. Also, much of the text might be below the "cut off" point of the Adsense ad columns. You do not want people to ever end up on a part of the niche website that does not have ads clearly displayed. If your visitors cannot click on your ads then what value would the website possess?

Instead, opt to break a 5,000 word article into five pages at 1,000 words each. At the end of one page, place a link that continues the article on another page. This will ensure that the readers are always in contact with the ads. It also makes for a much more aesthetically pleasing website design. Of course, no matter what the length of the article may be it is of paramount important to never lose site of the necessary keywords.

That means the keyword density would need to be maintained throughout all the subpages. This is critical because once the keywords are out of concert with the content of the articles then it will be doubtful people will click on them. Adding and updating articles to your website at regular intervals is not a bad idea either. Look at it this way, if people loved the articles you have written, they will certainly look forward to reading the next 5 – 10 articles. (That's why Stephen King has been in business since 1975) Adding new articles here and there will keep attracting old readers back to your sight. They will also aid in attracting new readers as well.

The Subjects to Write About

While we have discussed how to place the needed content on the articles, we have not discussed what to write about. This is a critical point because the subject matter of your articles will determine whether or not people will be willing to read them. If you subjects are too dull, banal, or esoteric you may not attract a number of visitors to your website. However, if the topics are original, engaging, and unique they will surely draw the attention of a number of readers. But, how can you specifically come up with a topic if you have a little case of writer's block. Well, it wouldn't hurt to see what others have to say on the same subject matter.

Articles directories are an excellent resource on every topic under the sun. Visiting a popular article directory such as EzineArticles.com could provide the inspiration that you need in order to come up with a number of great topics. Reading these various articles will surely provide inspiration of a starting point for further research. Often, people will bang their heads against the wall trying to come up with a subject for an article; but, it would be much easier to skim the internet looking for inspiration. This will deliver more results that trying to come up with every article idea on your own.

And, no, this does not mean you crib other people's articles and paraphrase them. This would not be a very honest approach to developing your niche website. Instead, your goal is to look at the material as a source of coming up with your own ideas. For example, let's say you come across an article in a directory that covers "5 Ways to Make Your House More Energy Efficient". You read the article and you have serious disagreements. Rather than dismiss the articles, you can use it as basis for an article that covers your perspective on making a house more energy efficient.

Or, in a more positive light, you could take one of the five tips and expand a full article on it. Really, there is no limit to what you can do. No matter what idea pops into your head, you can use that idea as a means of expanding the idea into an article. Who knows? Maybe you will come up with a whole host of ideas as you do your research. All of these ideas can become the basis for a treasure trove of articles.

Simply take a basic idea and expand upon it. That is probably the best way to come up with article ideas. You could also use the article directories as a means of exploring what works and what does not work in the articles you craft. When you spend enough time on article directories, you will probably find yourself asking "How did this article ever get published?" Yes, there may be a number of poor articles you come across. Don't ignore them out of hand. Look at the weaknesses of the articles and analyze why they are weak.

Use this reflection as a means of improving your own niche site's content. And, of course, you will also want to explore the good and sometimes great articles you come across. Make mental notes about what is appealing in these articles and what makes them work so well. Use them as a guide to make sure the quality standards of the articles on your niche site are high. This is important because high standards will aid in pulling in traffic.

As we mentioned, keywords are critical within the body of the text. However, there are other "spots" that the keywords can be placed in. Namely, you can place the keywords in the title of the article, headlines, and sub-headlines. These additional components of the text can also be boldfaced to draw additional attention to them. Keep in mind, the search engines run on automated codes. That means they are programs to look for certain things in a website. Headlines and sub-headlines stick out to the search engines.

This is doubly true when the headlines contain critical and illustrative keywords. So, a solid mix of distinctive headlines that contain keywords is a good search engine optimization tactic. Then there is another benefit as well. Visitors love those headlines! When people come across a website they are not nose to nose with the computer screen. They are looking at it from their chair a foot or two away. From such a distance, it is not exactly easy to make out what is on the screen unless they look closer and read the words. That's fine as most people will give a website a closer "look see" before moving on. There is, however, a way you can make sure that fewer people move on. Yes, the addition of keyword containing headlines will aid in catching their eyes.

How does this occur? Once again, let's look at the example of the person looking at the screen from a reasonable distance. The person is innocuously surfing the internet, clicking on page links, and comes across a page that boldly proclaims **HOW GOLD INVESTMENT IS SAFER THAN CURRENCY**. This is the clear headline to the article and it distinctly tells the individual what the website is all about. That means he will stick around and read it particularly if he is interested in new and safe investment strategies. And, of course, these headlines also fit into the overall process of defining the Adsense ads. This is because they will be sending vital information to the Adsense spiders regarding what ads to display.

The words gold, investment and currency will aid greatly in this regard. However, one headline is not enough to raise the odds that the Adsense headlines will display ads related to gold investment. As such, using the keyword gold investment in two other sub-headings as well as in the article itself would tip the Adsense ads' subject in your favor. Now, at this point, some may be asking if there really is a lot of money in Adsense?

Believe it or not, there are a number of websites that pull in upwards of $200,000 PER MONTH in Adsense revenue. Yes, there are websites that earn well over a million dollars a year from Adsense. If that is not an inspiration for signing up for Adsense then nothing is! Does this mean that all you have to do is sign up for Adsense and you are an immediate millionaire? No, it doesn't. The amount of money that you will earn from Adsense will be based on how much traffic your website gets. So, let's delve into the subject of traffic, SEO, and link building….

Getting People to Your Website

So you're website's ready, how do you get people to your site? Here are ways to do so: **Optimizing Your Website for Search Engines** If a website is published but it is of little consequence in the search engines, is it really a website? Yes, and it will be a website no one visits! Needless to say, this would not be a good thing for a website that is intended for stimulating Adsense revenue. On a baseline level, an Adsense website will need traffic in order to generate revenue. If no one is visiting the website then no one will be clicking on the ads.

While there are many ways to stimulate traffic, a solid presence in the search engine is critical. This is why you must optimize your website for the search engines. What is meant by optimizing a website? It simply means crafting the website in such a way that it can achieve the maximum benefit from the search engines. That is, it embodies a number of traits that aid in directing organic traffic from those who frequent the search engines.

Of course, you need to submit your site to the search engines first. Most people realize this. However, they will often only submit their sites to the top search engines: Yahoo, Google, MSN, and AOL. Now, it is critical that you submit to these sites. But, it is also important to submit the URL of the website to the smaller search engines as well. Look, it is free to submit to these engines and they do get some traffic. So, why not take advantage of them? If you are worried about the time commitment needed to submit to these search engines, don't fret. There are a number of free automated services that will submit your site of smaller search engines. Again, these services are there.

Why not take advantage of them? Now, back to the subject of optimizing the websites…. Optimizing websites is not as tough as some assume. All it takes is following a few simple steps and you will have a website that will attract a great deal of organic traffic. One of the best ways to do this is to place a variety of helpful keywords within the text of the website.

Basic Link Building Strategies

Most online business ventures live or die based on search engine rankings and search engine rankings are often based on links. This is because each link that points to your site is a vote for the popularity of your site. The more popular the site that is linking to you, the "larger" a vote you will get. However, do not fall into the trap of being too picky regarding where your link is placed. While some links are more valuable than others, ALL links have value! This is a point that escapes many people. Don't make the mistake they do. Acquire any and all links you can.

There are basically two types of links: reciprocal links and one way links. Reciprocal links are you exchange links with another site. You place a link to their site on your webpage and the other party places your link on theirs. Simply get in the habit of email other similar websites if they would wish to exchange links with you. The responses will often be positive because they need help with link building too!

This is ok, but one way links have more value. One way links are links where the site links to you but you do not link to their site. One way links are usually more valuable because it infers that you site is very important. That's why people are linking to you! Of course, you can also purchase one way links as well. There are many services that offer link sales. Search engines somewhat frown on this process and you might not get as many votes as you expect.

 However, many of the links will count towards your search engine rankings. The price of purchasing one way links will vary from seller to seller. Some sellers may charge a lot for a few highly trafficked sites. Others were charge a little for a large number of low ranked sites.

Often, sellers will ad links onto a multitude of free blogs or submit links to directories for you. While some may be a little down on such practices, they do help your search engine rankings.

Blogging and Message Board Link Building Strategies

Then, there are things that you can do on your own to help build up your links. For example, are you a regular reader of blogs and forums? If so, you can add your links to your comments in your signature. No, this does not mean you should "spam" anyone's forums or blogs. But, if you are a frequent and active contributor to these forums and blogs,

you can usually leave a link to your sites with little or no problem. (The publishers of these sites will generally not hassle a regular contributor) In addition to the search engine benefits of this strategy, you will also receive direct traffic from those who frequent the blogs and forums.

Using Article Directories to Build Links

Article directories are another outstanding forum for link building. The way article directories work is simple. You provide an article on any subject you wish and include links to your sites within the articles. If the articles are published, they become part of the article directory's network. These articles can then be accessed by those who frequent the directories. This can lead to significant direct traffic to your Adsense site. And, of course, the links in the articles will be crawled by the search engine spiders and add to your search engine placement.

Then, there is another added benefit. The sub-pages the articles appear in will be crawled by the spiders and ranked as individual pages within the search engines. That is, if you write an article on superhero movies and properly utilize keywords associated with these types of films, someone who cruises the internet looking for info on this type of entertainment will eventually come across your article. This means you will get more and more direct traffic to your site! Yes, article directories are enormously valuable because they provide increased search engine rankings as well as opportunities for direct traffic. Of course, all of this targeted traffic will lead to greater conversion rates on your Adsense site. Well, at least that is the plan.

Using Social Networking Sites to Your Benefit.

Without a doubt, social networking sites provide tremendous potential for those looking to boost their Adsense campaigns. This is because social networking sites are a virtual treasure trove of people who share many of the same interests that the subject of your website(s) may cover. Additionally, there are a great many ways to utilize social networking sites as a promotional vehicle to drive traffic to your site and to build links. If utilized properly, social networking sites can seriously push an Adsense campaign site through the proverbial roof. So, let's look at a number of ways this can be done.....

No one ever truly imagined the wild success that social networking sites have become. Originally conceived as a means for musicians, artists, and classmates to stay in touch, social networking has grown to include people from all walks of life. Best of all, social networking sites will generally allow business ventures to promote themselves provided they conduct themselves in an agreeable manner. In other words, if you present yourself with good online manner you can promote your Adsense websites without any hassle or interference.

And, of course, you can promote your Adsense websites to people who would be quite interested in the content of the website. And, here is the proverbial "kicker". Social networking sites are free and easy to use. So, let's get to the meat of how to use social networking sites for promotional purposes. Plus, you can create profiles on as many social networking sites as you wish. However, the general strategy will remain the same.

Basically, you need to design a profile that will complement your Adsense site. For example, if you Adsense site revolve around NFL football, you will want to craft a social networking profile that is illustrated with images associated with the NFL. This will make the profile visually appealing to those that come across it. If it is visually appealing, visitors will want to check it out closer.

Of course, you want the primary title of the site and its slogan to reflect your Adsense page. This way, people will follow your social networking profile to visit the page that it is promoting. Ultimately, the goal here is to use the social networking sites as a conduit to the actual Adsense site.

It will be critical to build as many friends as you can. The main way to do this would be to send friend requests to any and all other profiles you come across. Of course, you will want to be friends with those that would share an interest in the primary subject of your Adsense page. But, it doesn't cost anything to accept friend requests from all spectrums. When you become friends with others, visit their profiles and comment on their pages. This way, people who come across your friends profiles may find their way to yours through you comments.

Hopefully, from this, they will then find their way to your Adsense site. Social networking sites also come with a host of other features. Blogging and bulletins are two of the most helpful. You could blog on a variety of subjects once or twice weekly. Include links in the blog posts as these links will help in your search engine rankings and they will also provide a gateway to direct traffic from those looking over your blog entry.

Bulletins are essentially mass public messages to everyone one your friends list. You can send bulletins as frequently as you like. Whatever bulletins you send, be sure that it includes links to your Adsense site. Again, you want to promote a lot of links on the web and you want to expand opportunities for direct traffic. The more traffic your Adsense sites get, the greater the potential revenue they will earn. Really, there is no limit to the ways you can use a social networking site for link building and direct traffic. So, if you are promoting an Adsense site, exploring the options available through social networking sites would be a wise move.

Parting Words

In conclusion, developing a niche website with the intention of earning money from Adsense is a viable idea. In fact, it could potentially turn out to be an incredibly lucrative idea! There have been many individuals who have taken the very simply concept of placing Adsense ads on a website and then earned enormous money from such a venture. Yes, there are those who have made six and seven figures from such a venture.

The key is to create multiple income streams and to do this you create multiple niche Adsense sites. Not only will you be earning money from one niche website, you'll also potentially be making money on dozens of sites. Of course, you may be asking if it is that easy then why doesn't everyone do it. Well, here is the answer: it is not easy. However, it can be done. You simply need to commit the time and energy to the process and good results will follow.

Effort can be tough at times but it needs to be undertaken in order to achieve the desired result. Look, if you commit the volume of hours needed to be successful then success will be achieved at some degree at a point in time. This effort will be needed to be applied over an extended period of time with consistency. Inconsistent "starting and stopping" is not the

way to achieve success. Yes, life can get in the way and make achieving what you wish to do a little tough. But, if you get back on the proper footing as soon as you are able, then do so! Don't lament over lost time or how difficult things may be. Simply do what you can as best you can. This is a good formula for success. What makes the odds of success a little easier is the fact there is an established model for success. In other words, if you want to develop a niche website that can generate Adsense revenue, you can look at the established baseline method of achieving this goal.

This includes properly composing original content to the site, adding the right mix of keywords to the content, and optimizing the niche website for the search engines. No matter what type of website you are promoting, these aspects will never change. If you follow this steps then you will be well on your way to developing a successful Adsense venture.

Chapter 9

Introducing Auto Tweeter / Facebook Generator

Twitter and Facebook are the two hottest social networking/web 2.0 service right now. And perhaps most of us are using both services for different purposes. While this maybe all well and good, don't you wish you can integrate both services? Well, here are 10 Twitter-related applications available in Facebook.

Tweet Sync (http://tinyurl.com/ykkqhm2) -lets you sync your Twitter tweets with your Facebook status. You can specify how the app would do the synching either when you include a keyword on your Tweet, sync ALL Tweets, sync ALL Tweets except for Tweets with keywords you specify.

Twitter (http://tinyurl.com/yfnzmhc) – this is your standard Facebook app for updating your Twitter through Facebook. The app was made by the Twitter folks themselves.

Twitter Updater (http://tinyurl.com/y8d7szy) – automatically post your status from Facebook to Twitter whenever you change your Facebook status.

Selective Twitter Status (http://tinyurl.com/yjec8q6) – also lets you update your Facebook status from your Twitter profile but you can select only the Tweets that you want to show in your Facebook status. You do this by ending your Tweet with "#fb".

@Tweeter (http://tinyurl.com/yqa8bl9) – lets you post new tweets on from your Facebook home page. It works both ways – post new tweets from Facebook and update Facebook status whenever you Tweet.

Twittervision (http://tinyurl.com/yh6nbzw) – aside from letting you share your Twitter status to your Facebook friends, this app also lets you share your location, by Twittering "L:" + location.

Twitter Score (http://tinyurl.com/yzg7l2b) – lets you rank your Twitter profile by your different Twitter page stats.

Grazr Twitter Reader (http://tinyurl.com/ycll8rz) -lets you browse a Twitter social graph starting with any individual Twitter user.

BlogIt (http://tinyurl.com/yqj79ox) - is not sole Twitter-related app, but it supports posting and sharing of content to your Twitter timeline.

As Seen On (http://tinyurl.com/yc9r26j) – similar with BlogIT, it also allows you to link your Facebook profile page with your Twitter account.

Web Presence (http://tinyurl.com/ydj99wp) – consolidates all your social networking profile including Twitter, into your Facebook profile page.

FTwitter (http://tinyurl.com/ygxbopv)- makes your current Tweet as your Facebook status.

Pibb Facebook Application (http://tinyurl.com/yfmrbgg)

Once you add the Pibb application to your Facebook account, you will easily be able check for new messages and connect with your Facebook friends on Pibb and vice versa.

How much have you *wasted*. trying to find what works?

91

---- Sign Up for Your OpenID –

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First and Largest Independent OpenID Provider

Get your own OpenID and start using the last username and password you'll ever need. Signing up with **myOpenID** gets you:

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JanRain releases a free version of its industry-leading OpenID solution.

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(http://tinyurl.com/ycs3dc7)

enables websites to accelerate user registration and login success by allowing visitors to easily sign in with one of their existing third party accounts from AOL, Facebook, Google, MySpace, or Yahoo!. To learn more or get it now, go to (http://tinyurl.com/ydw2dpm)

Business Solutions

JanRain, the provider of myOpenID, offers a comprehensive suite of products for organizations to either accept OpenIDs on their website or issue branded OpenIDs to their customers, employees or affinity members.

Learn more.

(http://tinyurl.com/6r6utb)

Get myOpenID for your domain

Do you own a domain? With myOpenID for Domains, you can issue OpenIDs to your employees, family, or organization with your own URL. It's easy to set up and manage.

Phishing is always on the minds of members of the OpenID community and we're excited to announce the release of our client-side certificate functionality. Client-side certificates leverage the tried-and-true technology known as **Transport Layer Security** http://tinyurl.com/mqao6 (also known as TLS).

This essentially the same technology you probably know of as SSL that is used to secure millions of transactions on the web every single day. With the click of a mouse you can configure your own unique certificate right in your web browser (yep, Firefox, IE, Safari and even Opera). This then gives you the ability to authenticate quickly and very securely from your machine without the use of a password.

MyOpenID does exactly what I was asking for: it allows me to create a new openid *without having to establish any password*. Let me repeat/rephrase it: I can create an account that can be accessed exclusively by using a personal card. That means that phishers can call me, or pretend to be the myopenid site, until they are blue in the face: by those attack venues they are not going to learn how to sign with the private key that my personal card uses for signing tokens for myopenid. Since it is that very ability that is assessed at authentication time… it's a full featured solution for both individuals and businesses.

To set your blog or website up as a delegate, simply add this snippet of code into the <head> of your page. It will need to go between the <head> and </head> elements on the page.

<link rel="openid.server" href="http://openid.claimid.com/server" />

<link rel="openid.delegate" href="http://openid.claimid.com/xxxxxxx" />

Introducing Auto Tweeter / Facebook Generator

Sit Back And Relax And Give Your Twitter Followers Valuable

Content While You're Away That'll Turn Them Into Raving Fans..

"Spend Less Time on Twitter / FaceBook While Making More Money

By Using This Simple Script That You Control With No Monthly Fees!"

Wouldn't you agree that Twitter and FaceBook is one of the hottest things going right now in the online marketing world? Everyone and their mother is signing up and getting a Twitter / Facebook account. Shouldn't you be leveraging the power of Twitter / FaceBook for your benefit?

 Of course! But what bugs me is there are so many services, software, scripts etc out there dedicated to helping you profit from your Twitter / FaceBook account, but to benefit from them, you have to pay a monthly fee. Or if it's a one-time payment, it's for **$197, $297 etc... Not exactly peanuts.**

And well, I know for many marketers out there just getting started, they just don't have the money to invest. So many don't even bother with trying to profit from Twitter / FaceBook due to this one little inconvenience...Twitter / FaceBook is all about relationships and about building a good rapport with those that follow you. Once you have a loyal following of "fans" you can direct many of them (even hundreds or thousands) to whatever website you want all for **FREE!**

This is the power of Twitter / FaceBook. Because if you have a ton of people that look up to you, respect you, or just think the stuff you tweet about is cool... you can get lots of eyeballs to things you recommend... and lots of eyeballs on whatever website you want could mean lots of profits for you! If you're like me, you might have thought or be thinking, "That's all fine and dandy but who has time to tweet every day and get followers?

I know exactly what you mean about not having time to tweet every day. I am not one of those super Tweeters / FaceBookers that are glued to their accounts all day long. I've got things to do and there are days when I don't remember to tweet...

So how can I keep in front of my Twitter / FaceBook followers if I forget to log in sometimes? Well, I knew that when I don't tweet or go to my FaceBook account, those following me don't hear from me... and that means I am just leaving money on the table.

So I thought to myself, "What if I could have a script that does just that... send Tweets and FaceBook post for me like an **auto responder?"** I knew there are services out there that do this for a fee that also include all sorts of other stuff I can do with Twitter and FaceBook.

But I don't need all of the other stuff... I just want my Twitter / FaceBook account to work for me when I'm not online! Plus some of those sites are just way too cluttered and confusing to where I don't even want to fool with them or even know where to start.

Auto Tweeting your own blog posts is fair game. After all, it's YOUR content, so it's YOUR expertise! This is abundantly transparent. Also, you're not faking interaction -- you provide your own content as a conversation starter. (If you choose to interact with my blog content or Twitter posts, for example, I'll interact back! There might be a time delay in my interaction, but that's about it.)

I'll introduce you to an awesome, easy-to-use system that allows you to do just that... an auto responder for your Twitter / FaceBook account that anyone can use!

Auto Tweet / Facebook Generator is a script application you can use to automatically tweet your messages for you every day.

It's the auto responder for your Twitter / Facebook account!

You login and setup your messages and your Twitter/ Facebook account is now sending your followers valuable content on autopilot!

You can generate an infinite number of these automatic "tweets" and put them to work for you to build up your raving fan base! Once you have "your system" in place and define your content, it will take no time to get going. And not to worry, video directions and instructions are given later.

NOTE:

Don't Do This, Please
Do not repeatedly tweet the same message on your Twitter account, or on several Twitter accounts with your affiliate link.

Not only will you annoy your followers, and lose followers. By repeatedly tweeting the same message you are violating Twitter's spam rules, and you could get your Twitter account suspended.

You will **NEVER** make sales by annoying people. Never. Don't do it.

--How to Use Twitter Feed--

Twitterfeed!

There's just a few simple steps necessary to get your RSS feeds to publish to Twitter and other services. On the Create New Feed page:

1. Connect your Twitter account to Twitterfeed
2. Copy-Paste your RSS feed url into Twitterfeed
3. Use the advanced settings to customize how the feed is tweeted. (Optional)

Then just click Create Feed and you're done!

Please note that when you add feeds, it takes Twitterfeed about an hour to initially process them. However once that's done your feeds should be published within minutes from then on.

Once your feeds are up and running, your dashboard will show you stats on how many people have clicked on each post. You'll be able to compare posts and see just how Twitterfeed is helping to build your traffic.

Advanced Stuff – Paid Sites:

If you use Feedburner and have authorized their awareness api then you can also see those stats on your dashboard, making it easy to compare your traditional RSS distribution with Twitterfeed's social distribution.

If you have any problems or feedback please go to Get Satisfaction page at http://getsatisfaction.com/twitterfeed/

http://www.socialoomph.com/91166.html

Take the **FREE** and fully functional trial of SocialOomph Professional. We insist you test-drive SocialOomph Professional before even giving you the link to upgrade your account. After the trial has expired, it costs a **low US$29.97 per month** to continue using SocialOomph Professional. If you don't upgrade, your account just reverts back to SocialOomph Free.

For tweets destined for Twitter, please ensure that your tweets are within the Twitter spam guidelines and terms of service. http://tinyurl.com/ccpczd Specifically, Twitter considers it as spam "if you post duplicate content over multiple accounts or multiple duplicate updates on one account," and they will suspend your account for doing that.

http://www.kickstartcart.com/app/?af=1098141

<u>VIDEO Tutorial</u>:

How to Create an Auto-Update
Twitter / Facebook Account:
http://www.vimeo.com/902843

"If You Can Click, Copy, and Paste,

You Can Use "Auto Tweet Generator!"

Step By Step Video Tutorial - How to use RSS and Twitter/ Facebook feed to

syndicate your blog feed to your Twitter/Facebook account. Screencast.

Create Unlimited Tweets To Go Out On Autopilot For You. Days, Weeks, Even Years in Advance! **I use my OpenID account to log in both my Tweeter / Facebook account.**

Build An Army Of Loyal Followers That Will Thank You By Re-Tweeting Your Messages!

You Own It!

No Monthly Fees!

You've heard about it, and sometimes feel somewhat scandalous when using the word – TWITTER !

This micro logging service is all the rage on the social medias cape and you can dig into its awesome power to promote your newspaper's online content in fewer than 20 minutes! (I know I said 9 minutes in the headline, but for people that need to create an OpenID account, it might take a little more time).

Why start twittering?

Twitter is, imho, the most powerful social media tool for content syndication. If you want to get your content in front of as many eyes as possible, Twitter is a tool that can help you achieve the goal.

The greatest part about what you'll learn in my screencast is once you set up your Twitter account; you can let it operate on its own if you want to.

What you'll learn from the screencast:

- How to create a Twitter account

- How to use RSS to automatically update your Twitter

- The joy of telling others you're a Twitter master

Detailed step-by-step instructions are included below the video.

Here are just some of the ways you will benefit when you start using 'Auto Tweet Generator' today!

Build Your List Faster - Setup tweets about your free gifts to get more people to opt in to your list.

Promote Affiliate Programs - Setup tweets to make sure everyone knows about the latest affiliate program you're promoting.

Special Offers - Setup tweets to offer discounts or additional bonuses for your products!

Surveys - Setup tweets to ask your followers for their feedback - you'll get all the information you need to improve your business and increase your profits!

Build Up Buzz - Setup tweets or post to get your followers buzzing about an upcoming promotion/product launch.

Content, Content - Setup tweets / post and link to valuable content from you or from others that your followers can benefit from... This is last on the list but the most important! The more your followers appreciate what you tweet, the more they will retweet your messages! Gaining you more followers virally!

Remember...you can put **Auto Tweet / Facebook Generator** to work for you. After that, it will work for you everyday, **"Automatically!"**

5 Habits of Successful Executives on Twitter

- ## 1. They are their brand's conscience

For most consumers, an ideal CEO is someone who uses their power to make sure a brand keeps its should be your platform. What people sense in an effective company executive on Twitter is not the they lead the company behind it, and their passion for the job. Skip the brand rhetoric.

Your brand will thank you for it.

- ## 2. They don't sell – They share

Twitter isn't advertising, it's a conversation. Great executive tweeters don't try to sell to their followers, They share things about their company's corporate culture, their leadership values, and the great followers with problems. They make business competition personal, and sometimes even funny. Each life of the company behind the marketing, which will make the marketing stronger as a result.

- ## 3. They are real human beings

On Twitter, what you talk about is who you are. Every Twitter user's update history paints a true matters to them. So, the best executive tweeters are real people and sound like real people — always. brand honest is a duty they owe their customers, but they also know that baseball practice, Saturday favorite local eatery last night are the things that make them human. In moderation, share some of to you on a personal level and as a result, they will like and trust you more.

- ## 4. They write well

Nobody will say so out loud, but believe me: Bad grammar and punctuation, or hasty abbreviations to little too humanizing. Great leaders are characteristically great communicators, and it's no different on even, but confident prose is one way people recognize leadership in this forum. Nobody wants to do best executive tweeters don't write like one.

- ## 5. They commit

The best executive tweeters are people who have decided to join the party. They tweet a few times a They build a community and become familiar with their followers. They establish relationships, defines them. Corporate leaders on Twitter that don't tweet often can seem distant, or worse, when they party. We just feel like they walked into the room to make an announcement, and then left. I won't go Twitter user if you're not prepared to commit. But almost.

Twitter 101

New to Twitter? This overview will help you get the most out of Twitter and ExecTweets.
Getting to know Twitter

What is it? Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent messages.   People write short updates, often called tweets of 140 characters or fewer.   These messages are posted to your profile or your blog, sent to your followers, and are searchable on Twitter search.

Do I need anything special to use it?

All you need to use Twitter is an internet connection or a mobile phone. Join us there http://twitter.com/stimulusguru ! Once you're in, type your first update into the web box.   To get an idea of what other people are saying or doing on Twitter, check out Twitter search to see what Twitter's all about.   You can search by keyword or just check out the trending topics to what's hot on Twitter right now.

How do I find my friends?

When you create an account, you can search for people by name or user name, import friends from other networks, or invite friends via email. If you don't want to do that, follow some of the people we've suggested. Once you've found your friends, follow them to start getting their updates.

What does it mean to follow someone on Twitter?

Following someone simply means receiving their Twitter updates.   When you follow someone, every time they post a new message, it will appear in your Twitter home page. New messages are added to your home page as people post them, so you always get the updates in real time. When you log in, you can see what the latest updates are. Twitter offers other ways to follow people too: you can get updates from certain people on your phone!

How do I know who I'm following?

After you click the follow button on someone's profile, you're following them. The follow button will change to a box that says Following with a drop down option to remove a person if you want to. If you've registered your phone with Twitter, you can set up text preferences for a person as well. See a list of people you're following by clicking on the following link on your profile or your home pages sidebar.

How do I know who is following me?

Twitter sends you an email when someone new follows you. Set up your email preferences to notify you when you have a new follower. The follower's link on your profile page or home page's sidebar will also tell you how many followers you have.

What are follow limits?

Twitter recently added follow and update limits for stability and abuse control.

Who reads my updates?

It's up to you. Your followers read your updates, and anyone else who comes across them in a search. All public updates are posted to the public timeline (accessible from your home page in the Everyone tab.) Your Twitter profile is public by default; if you're hesitant to have strangers read your updates, protect your profile to approve followers and keep your updates out of search.

How do I reply?

If you'd like to reply to execs or another member of the ExecTweets community, just place a @ in front of their name in the body of your message. They'll see your message in their Twitter stream. For example, if you wanted to reply to exectweets you'd write @exectweets within your message.

For more information, please visit the official:

Twitter Help Section.

http://help.twitter.com/portal

Is there a way that to provide a link that would post to twitter?

Something like Facebook's sharer? Yes

There are third-party sites like TwitThis (http://twitthis.com) that

allow you do that, or you could just use a link similar to the one below:

http://twitter.com/home?status=Check+Out+This+Link+http://google.com

Twitter Basics and Helpful Resources

What Is Twitter?

What is Twitter? Twitter is one of the fastest growing sites on the web today. Thousands of new users sign up each day to participate in this internet revolution. Businesses have flocked to Twitter to stimulate viewer interest and to broaden their reach for sales and corporate activities such as job postings. Want to work at Disney? Check them out on Twitter! http://twitter.com/DisneyABC

Want the latest news delivered to you? Look for the Twitter icon on your favorite television station or newspaper's website.

Twitter is best described as a micro-blogging platform. You are limited to 140 characters each time you do an update, which initially, may seem a small amount. However, as you become more experienced, it's just amazing what you can fit into 140 characters.

That said, Twitter is much, much more than that. It is basically a global chat room, but can also be a gathering place for small circle of friends. It all depends on how many people you follow on Twitter. If it's in the thousands, then your "Tweetstream" will be flooded with incoming messages. If you are only following a few hundred, or even less, then things are much easier to keep up with.

Twitter is also a great way to meet new people online, particularly those with similar interests to you. Learn more about this later this report.

How To Set Up

Setting up on Twitter to have your own account is easy, but there are a few things that you should be aware of when organizing your account. This can apply even if you already have an existing account, too, so consider these tips and it can improve your entire Twittter experience.
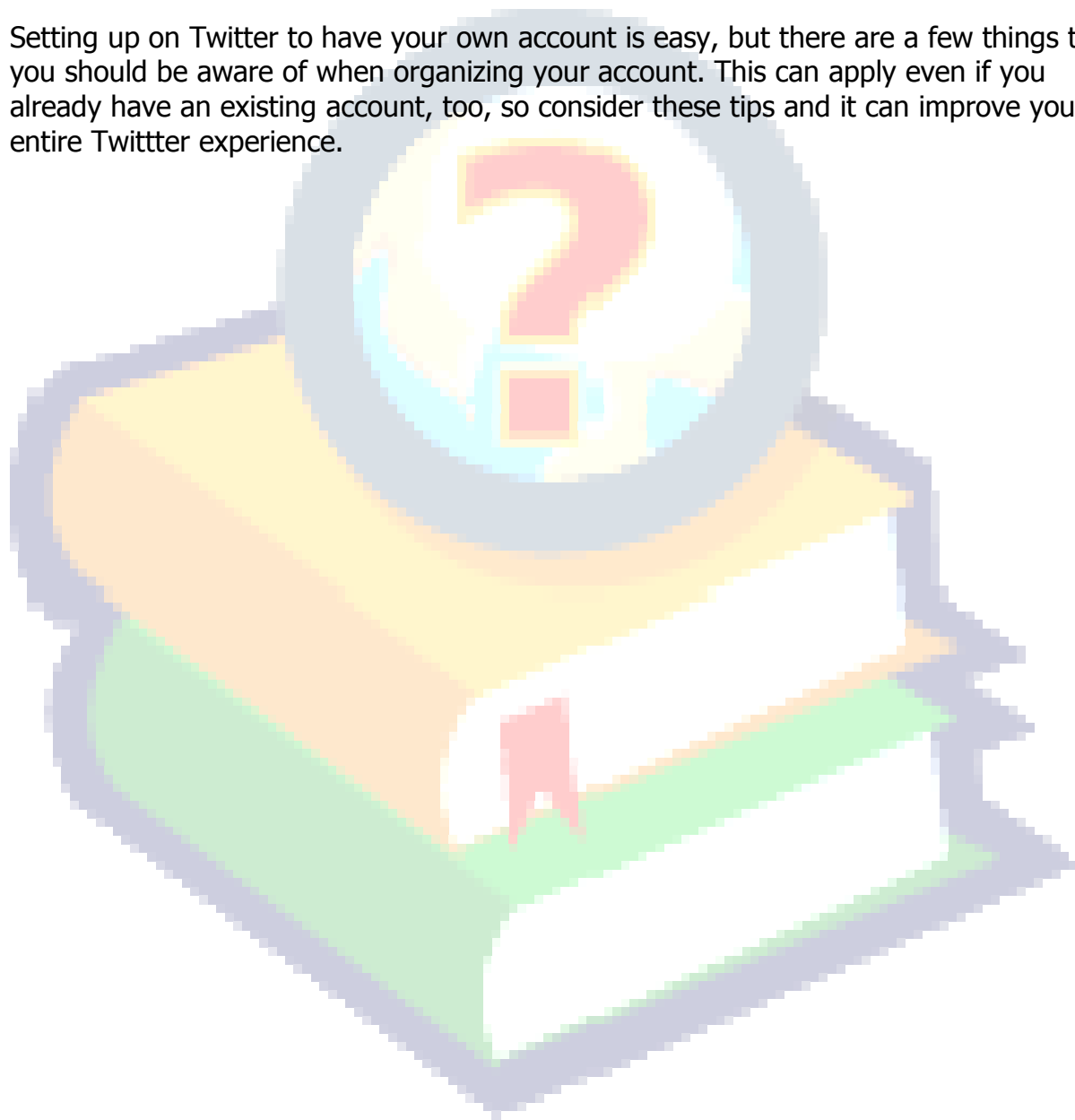
The first thing to do if you don't have an account is go to http://www.twitter.com which is the home page of Twitter. You will be asked to either login or register. If you don't have an account, then of course you will need to register. So let's go through the registration process.

Registration

The Twitter screen will ask you for your first name and last name and will then check this is entered correctly. A green tick will appear next to the box.

The next box asks you for a user name and this is where you need to give some thought to how you are going to represent yourself on Twitter. You should remember that you can set up more than one account on Twitter, but you will need a different email address for each one.

Now this is where some planning is required. One account you register can be in your own name if you can get it. Naturally, common names like JohnSmith (there are no spaces in usernames) will already be taken. However it is possible to get variations on your own name such as John_Smith, or John_Smith23 or some variation like that. You can only use an underscore in a username. Hyphens are not permitted in the field.

It isn't absolutely critical that you register your own name, but it is advisable to help to prevent someone else impersonating you on Twitter.

If you wish to register a business name, then you can do that of course, but use your own name in the sign up process so you are identifiable and connected with the business name you register. The concepts and reasons for operating under each type of registration will be discussed later.

You are now asked for your email address. Email addresses are linked to accounts and you will only be able to use your email address once. For every account you register, you will need a different email address.

The last thing to do is to fill in the Captcha letters and then click on Create My Profile.

Account

The next screen will ask if you want to add any of your friends from the popular web based email programs. You can do this later if you wish.

The next screen presents a short list of people who Twitter asks if you would like to follow. Choose some if you like, but this is not necessary.

When you click Finish, you will then be taken to your very own Twitter account. You are logged in and ready to go!

Your Settings

Next thing we are going to do is fill out our settings and this is very important on Twitter. You will find the access to this at the top right of the screen, fourth link from the left.

On this page you will notice there are some tabs across the top. For the moment we will concentrate on the Account tab.

The information you entered on joining is already entered here, but now it's time to fill this out so people can find you on Twitter and you also make yourself an interesting person to be followed. People will use the information you enter here to make that decision, but much of what is entered is also searchable on Twitter and through various third party applications.

One thing to note is that you can change your username at any time on this screen. You just have to enter your password to do so. Although it can be done, it can confuse your follower base, so I wouldn't recommend doing it often.

First of all change your time zone to your own and then move onto the one line bio.

Your Bio You have 160 characters here to "brand" yourself. Consider this section carefully. Don't simply enter a bunch of keywords as they appear totally

uninteresting to people, although they may get you found. Use keywords by all means, but start your Bio with the words "I am" and then describe yourself. So you might put for example:-

I am a keen gardener and hiker who also has a passion for the outdoors, internet marketing and affiliate marketing who also loves social media.

Now that description is only 143 characters, so you could still get some more keywords in the bio. No doubt you can see the ones that are there which are gardener, hiker, internet marketing, affiliate marketing and social media. Using these terms in your bio will have you coming up in search results when people are looking for other like minded individuals to follow. As you can see, it is worth taking some time to get the bio right.

Balance of Screen Enter your web site name or blog here if you have one. Make sure you include the http:// prefix to the address.

Your location is next and is also important so people can search and find others in their same area. It will also be important to you if you are chasing rankings on Twitter as users are ranking by their locations.

Protect Updates This is included if you want to have a private account and you have to approve followers. NEVER turn this on if you intend to use Twitter to meet new people. They just couldn't be bothered requesting permission to follow you unless they know you personally.

You can now save your settings, but note here that there is also a link to delete your account should you ever wish to do so.

Devices

You can enter your mobile phone number here if you want Twitter updates to your phone.

Notices

You can have Twitter "nudge" you with a text to your mobile phone if you haven't updated in 24 hours.

The Replies function is an interesting one and will determine what tweets you see that are prefixed with the @ symbol. This is how you direct a tweet to a particular individual. There is a great help screen explanation on this, so go there to make your decision.

The rest of the notices are self explanatory. It is worth noting that the Direct Messages possibly needs a bit of explanation though as to what they are if you are new to Twitter. If you are following someone and they are following you, Direct Messages can be sent that won't appear in the Twitter timeline. They are essentially private messages between two people. If you are an infrequent user of Twitter, it may be worthwhile to switch on receiving notifications by email so you can respond. Otherwise leave it off as it will just fill up your mail box with more clutter.

Likewise, the notifications that you have a new follower just adds to your email and I would leave it off unless you like the buzz of being told someone new has followed you.

Picture Tab

This is really important. When you open this page you will see the small avatar on the screen which is the default for Twitter. If you want new followers, putting a photo of yourself here is imperative. If you are running the Twitter account for your company or business, then your logo is ideal. But just put something so you can be identified in the Tweetstream by your followers. The graphic is often more important than your name when people are scanning Tweets and you will stand out for yours.

Design Tab

Here you can change the background of your Twitter page from the default. Twitter provides a number of alternatives that you can select or you can upload your own background. You can also change all the colors if you wish. Again, whatever you do, just change it so you are not running the default. It shows you have taken some time setting up your account.

A note here worth mentioning is that with the plethora of Twitter client applications out there, many people don't even look at your web page anymore. Still, it is one component of your presence on Twitter and is worth doing well. Later on I will show you places where you can get a more professional background than those offered here.

Well, that's it for the setup. The last thing to do now is to click on Home at the top of the screen and send your first Tweet. Something like, "Hi, I've just joined Twitter and am looking forward to meeting interesting people" is a good first one to send. Just type it in and click the Update button.

Twitter Client Applications

The biggest problem with the standard Twitter web application is that you have to keep an eagle eye on your replies and Direct Messages as you only see the main Tweetstream on the screen. It is also limited in that it only displays about the last 20 tweets, so if you want to see older ones, you have to keep going back pages. So what to do?

Easy, download Tweetdeck from http://www.tweetdeck.com The first thing you will probably notice is that you will need to change the settings as the default is white text on a black screen. Makes it hard to read I've found, but each to their own.

Tweetdeck is brilliant in that it displays the Tweetstream, your replies and your direct messages all on the one screen. The message columns allow for 500 tweets as a default, so scrolling down allows you to go back a fair way or search for tweets you may want to refer back to.

The screen has a continuous right hand scroll, so you can set up different groups and their tweets will appear in that column. You might have a group called best friends and another for gardeners for instance. That way you don't miss important tweets from people who are more important to you than others. At the time of writing, Tweetdeck is probably the most widely used application for Twitter and I would highly recommend it to you.

Your Tweets

Start getting some tweets into the system now. On the Twitter home page, it asks What You Are Doing. Quite frankly many people don't care until you have built a relationship with them as a result of following. But there are some good ways to get started. Follow some blogs that you are interested in via an RSS feed to a feed reader such as Google. (Search these on Google if you are not familiar with the terms. There is heaps of information on there and could occupy an ebook of its own.) Start by posting links to interesting posts on Twitter about them with a link to the blog post. For example: "Interesting post on pest control in tomatos. Link". Make sure you always include http:// in the link and not just www so the link is clickable in the Tweetstream. If it's a long link, Tweetdeck has a facility to shorten it to a small url.

Another good way of starting out tweeting is with quotes. Do a search for some quotes of interest and tweet these. Personal development ones are great and also quotes by famous people. Here's one I just found in the Tweetstream as an example: "We are what we repeatedly do. Excellence, then, is not an act, but a habit." — Aristotle. There are thousands of these all over the internet that you can use.

Whatever you do, at no stage of your Twitter career start posting sales tweet after sales tweet. Your career will be shortlived if you do and people will unfollow you very quickly. Twitter is about engagement, value and a social experience.
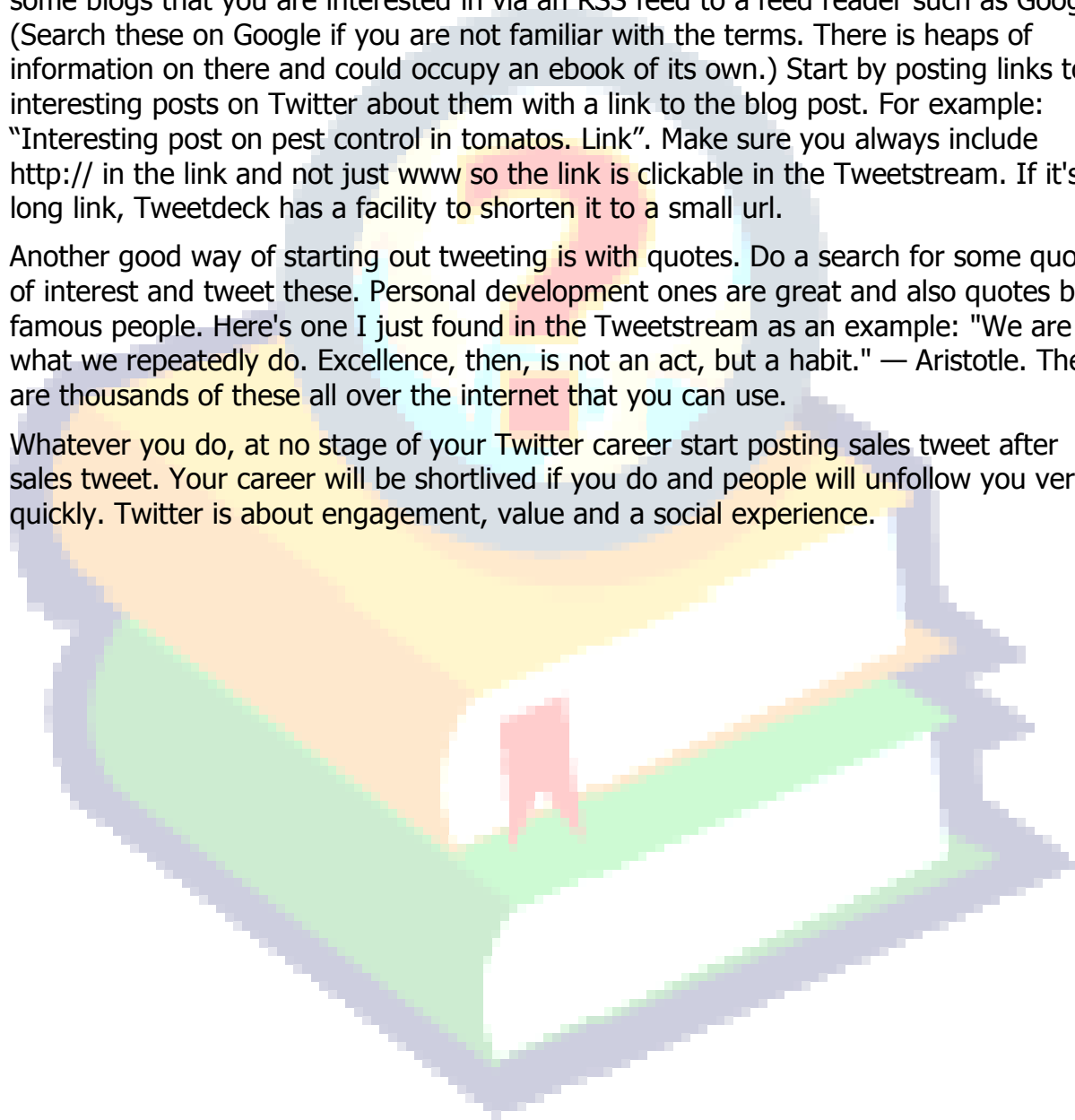
A constant flow of sales links is just not on. By all means post links to your products or sites, but keep them to around 5% of your total tweets at the most.

Another good idea with your tweeting is to keep religion and politics out of them. These subjects can only alienate followers and you can lose them.

Replies

You can reply to someone's Tweet simply by putting the @symbol in front of their name. This makes the tweet stand out to them as it appears in their reply column or page instead of in the general Tweetstream. It is a very useful way of starting conversations with people in order to build relationships. Simply comment on one of their tweets. Tweetdeck has a feature when you hover over the user's avatar to put their name and reply symbol straight into the posting area.

Retweeting

People appreciate retweets and it is a good way to get noticed by others. All you do is put RT in front of the @username. Using Tweetdeck, hover over the user's avatar and it will put the whole thing in the posting area. Separate their tweet from your comment if you have one. I usually put two pipes, which is holding down the Shift key on the \ character. This will produce "||" which clearly shows the end of the other person's tweet and your reply or comment.

If other people retweet your tweets, make it a habit to thank them. It's common courtesy. Simply tweet @username Thanks for RT :-) and send.

The Big Decision

It is probably time now to make a big decision as it will affect the way in which you use Twitter considerably. That decision relates to quality versus quantity. If you are into marketing, then quantity of followers will be important to you. It's like building a list. But if you want to keep things personal, then quality of

followers will be what you need. Either way, the next step will be to find some people to follow.

Gaining Followers

You need to first be aware that rushing out and following hundreds of people can make you look like a potential Twitter spammer. Twitter monitors accounts and has take action to guard against spamming and system overloads which can lead to downtime. See the Twitter Support Forum at http://help.twitter.com/forums/10711/entries/15364 for more information on Twitter's limits. Remember, some people will actually go and look at your Twitter home page to decide if you are worth following or not in their eyes. This is where your profile and the settings that you took all the trouble to do will stand you in good stead.

Some Good People and Places To Start With

Here are just a few ids that you can start following right away. You can learn a lot simply by watching their tweets. You will see their style of using Twitter and can emulate the good points and leave out what you don't like in developing your own style.

Science and Technical:

http://twitter.com/MicrsftTech4All

Media and Entertainment:

http://twitter.com/oprah

Internet Marketing

http://twitter.com/JoelComm

Personal and Lifestyle

http://twitter.com/formerfatguy

Twellow

Twellow, at http://www.twellow.com is another great way of finding people to interact with. People here are categorized into all different areas and you can search for those with similar interests to your own.

The main page shows you all the categories, which then have sub categories as well. You just click on a category and the list of people in that area are displayed.You don't have to be registered with Twellow to be displayed, but at the time of writing there were nearly two million people showing on the site, so you will have plenty to choose from. By all means though, register yourself and set up a profile so others can find you.

When you click on a category, Twellow displays a list of people in that category and they are ordered by the number of followers they have. If you are already logged into Twitter via the web, (not Tweetdeck), you will be able to follow people directly from the screens where the profiles are displayed.

Mr Tweet

Mr Tweet at www.mrtweet.net is another way of gaining new followers. All you have to do is follow Mr Tweet on Twitter and your tweets will be monitored for content and then you will get a Direct Message from "him". You then go to the site and login and you will get a list of suggested people. You will also get a list of people who are following you that you aren't following so you can then follow them if you choose.

It's a really nifty little site and worth registering at.

Grader

Grader is on Twitter as @grader, but also online at http://twitter.grader.com/ and is a site of some interest. As you get going on Twitter, you can get "ranked" by Grader on a score out of 100. It is based on some secret

algorithm apparently so people can't game the system.

Apart from that aspect of Grader, you can have a look at who the top Tweeple are in a particular area or even by topic using the search function.

When you use the search function, it will list the Tweeple by their score in descending order. For example, if you search for "gardening" on Grader, you will get a list of all the top 100 people interested in gardening on Twitter. You can see their "bio" from their Twitter account and if you click on their Grader score, it will take you to their Twitter account from where you can follow them. Naturally, you must already be logged in to Twitter yourself to follow anyone.

Advanced Tweeting Tips

Now that you're all set up, let's get into some advanced Tweeting tips and applications that can really power your Twitter usage up.

Twitter Backgrounds

We discussed earlier about setting up your Twitter background so that it didn't just look like the default Twitter page. Leaving it like that shows a lack of care on your part. You need to distinguish yourself from the crowd and that attracts more followers, or at the very least impresses people with your professionalism. If you are handy with photo editing tools you can create your own background and load it up to your Twitter profile. But if you're not, or you just want to save time, then there are some sites out there that will do them for you. To find these sites, the best thing to do is to simply Google "twitter backgrounds" and you will find quite a few sites offering this service for free.

Try Twitbacs at http://www.twitbacks.com/ for some good backgrounds.

If you use Photoshop, you can get some great layouts in PSD format from http://www.twitterbacks.com/

SocialToo

SocialToo at http://www.socialtoo.com is a useful automated tool for Twitter. At Social Too, you can set your account up to do some autopilot things for you.

First of all, you can set SocialToo up to automatically follow everyone who follows you. This can take the drudgery out of checking all your new followers and then going and adding them to your own list in order to reciprocate.

You can also set up SocialToo to send an automatic Direct Message to people who follow you. This is not recommended. Automatic Direct Messages are absolutely hated by most of the Twitter community, particularly experienced users. It's an impersonal and rude way of starting out a relationship with new followers.

The backlash against this has largely been caused because many newbies, and some old hands too, were setting up an auto Direct Message that basically said, "Hello, thanks for following me. Now go and visit my sales page at http://..... ". I'm sure you get the picture. In any sort of business, you build relationships before you try and sell someone something and this is even more relevant in the social media space.

SocialToo will also provide you with an email every day of all your new followers and those that have un-followed you as well.

Another function of SocialToo is that it will automatically un-follow anyone who un-follows you. This makes sense because if people aren't interested in you any longer, then are you really interested in them? If you really want to keep the updates from someone, just go and follow them back when you see their name on your un-follows email each day.

TweetLater

Tweetlater at http://www.tweetlater.com can be a useful tool to use with Twitter if used with care. It allows you to schedule tweets for various times of the day. So how can this be of use to you?

Well you need to remember that the Twitter audience is constantly changing and the tweetstream occurs quite fast. The more people someone follows, the greater the number of tweets appearing and they won't read them all. By using Tweetlater, you have a much greater chance of catching people's attention throughout the day and in different time zones.

Let's say you have written a post on your blog and you want to drive some traffic there. Rather than tweeting the link and subject once, you can do it every hour for 24 hours if you like using Tweetlater. This can be a powerful tool in terms of driving traffic or getting noticed. Care must be used, however, to avoid the appearance of spamming and over-selling yourself or your product.

There is a free and a professional version of Tweetlater. Start out with the free version and then if you need it, upgrade to the professional version when you are ready.

Twitterfeed

Twitterfeed at http://www.twitterfeed.com is also a very handy tool. It is far more secure to log into than the other sites I have mentioned as it uses Open ID which is a bit of a pain. However, it is worth persisting with in the absence of an alternative tool.

What Twitterfeed does is that you can set up your blog to feed directly via RSS to your Twitter account. So every time you make a blog post, it gets tweeted automatically on your behalf. You can use this in conjunction with Tweetlater with the first post coming through Twitterfeed and then subsequent ones at times you specify via Tweetlater.

SplitTweet

SplitTweet at http://splitweet.com is a great tool if you have a number of accounts on Twitter. Rather than switching between them from time to time in order to Tweet, you can set an account up here for free and bring all of your accounts under the one roof.

Splitweet will display the Twitter feed from all your accounts at once, or you can turn individual accounts off and on. When actually tweeting, you can pick an account to tweet to, or you can do a broadcast message across all your accounts at once.

Twitdom

Twitdom at http://twitdom.com would have to be the greatest site relating to Twitter. It is a repository for all Twitter related applications and it is just absolutely amazing what there is in there.

At the time of writing, Twitdom had nearly 500 Twitter related applications in its database. Quite amazing when you think about it that there has been so many third party applications written and is a pretty powerful indication as to the value of Twitter. It also indicates the confidence of the market in that Twitter will become very much the mainstream.

Friendfeed

Friendfeed at http://www.friendfeed.com is an automating tool you can use in conjunction with Twitter. Friendfeed is a bit of a hub if you like where you can set up links to all your other accounts. Friendfeed collects information from those accounts and publishes it in your Friendfeed feed.

Although Friendfeed is a topic almost in itself, I mention it here particularly because of it's ability to link your Twitter and Facebook accounts among others. If you have a Facebook account and you link it and your Twitter accounts in Friendfeed, then what will happen is that all your posts in Twitter

will be posted on your wall at Facebook. It means you are running two social media accounts via one and saves you time.

TwitterSheep

TwitterSheep at http://www.twittersheep.com is a really useful site for having a look at your followers and for assessing niche targets by entering the Twitter ids of other people. Simply enter a Twitter id and view a "bio cloud" of that person's followers. If people have populated their bios with their interests then this information can be useful for planning sales and cultivating interest in your area of interest.

New Twitter report shows you how to get more targeted traffic

Twitter is a fast growing "micro-blogging" service and social network all wrapped into one. After some bumpy roads & strong growing pains the free service that allows hyper-connectedness & an interesting way to express "what you're doing" at any given time, seems to be on the fast track now to becoming the next mega success story online.

Twitter was founded by Evan Williams, who is no rookie to bringing creative ideas to multi-million dollar reality. Evan was a blogging pioneer and has created & grown web properties that have attracted the attention of the big dogs, including Google.

One of Evan's past web projects grew to be so huge, in fact, that Google bought him out for a multi million dollar price tag.

Rather than reclining on a beach chair & sipping Coronas for the remainder of his life, Evan decided to try his hand again, when he thought up the concept of "micro-blogging."

In this article the aim is to go over a simple overview of the everyday things you'll need to know in order to get started on Twitter & set yourself up for maximum exposure using this free service.

First off, you'll need to go create an account by visiting the site and following the easy to follow prompts for creating a new account at http://www.twitter.com

Once you're all setup, be sure to visit the "Settings" tab and customize your profile and also enter a short bio, along with the URL to your website.

So here's a link to download the report, which is also available in the member's area (among other things):

http://www.TwitterHints.com/TheTwitterReport.zip

I encourage you to work with your staffers on finding ways to interact on Twitter, but since most staffs don't have much time for social networking, starting with this auto account is a good way to get your feet wet with social content syndication.

Here's how to start: Review

1. Get yourself an email address, which you'll need to create a Twitter account. You can register a free one with Gmail .

2. Create a Twitter / Facebook account at Twitter.com - Facebook.com

3. Fill in the profile of your news org's account, upload a photo and change the background. Make sure on the profile information you've provided a link back to the appropriate URL for your content.

4. Get yourself an OpenID. You can use your Yahoo! username or get an OpenID from ClaimID or MyOpenID .

5. Find an RSS feed from your news org that you want to syndicate.

6. Login to Twitter feed with your OpenID.

7. Create a new Twitter feed and fill in your Twitter account details and RSS feed.

8. Start enjoying a Twitter account on auto-pilot!

Thanks for checking out this quick guide on creating an auto Twitter / Facebook account.

Conclusion

Twitter is a robust application that appeals to both business and personal users. Use it stand-alone to keep in touch with friends or use it in conjunction with other social apps like Facebook to reach thousands or people around the world.

YOUR FREE BONUS OFFER !

http://tinyurl.com/yl6hp8u

Whew! I hope you've enjoyed learning about the **'Auto Tweet /**

Facebook Generator'. By just following the instruction here in my ebook, you will be investing no money, while saving a bundle in time.

I'm glad you are interested in getting on the bandwagon! I've enjoy my experience as a marketer working on the Internet, although I have to admit I stumbled and made some glorious mistakes early on in my learning curve. Your journey will be

smoother than mine. However, if you encounter a few bumps on the road, dust off and get back in the game. The market is out there. If you're resourceful and keep at it, you can have a lot of fun, meet interesting people, make money, and be proud of your work!

P.S. Once you start using Auto Tweet / Facebook Generator, I know you'll to love it. Tweet Your Messages On Autopilot 24/7!

Signing off

Whew! I hope you've enjoyed learning about outsourcing your ebook. When you outsource your ebook, you will be investing a little money, but saving a bundle in time, and you can get all your investment back and more. And just think - your hardest task was coming up with what your book would be about! The rest can be outsourced or done in rapid fashion by following the advice and tips in this ebook.

I'm glad you are interested in getting on the ebook bandwagon! I've enjoyed my experience with creating and selling ebooks on the Internet, although I have to admit I stumbled and made some glorious mistakes early on in my learning curve.
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Wishing you the best of success!

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