

The Secrets Of Creating A Fortune Online

By Patric Chan

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About Patric Chan...

Patric Chan is an internationally-known internet marketing expert, a best-selling author and one of the top internet marketers in the world.

He has also been invited to speak at internet marketing and congresses for entrepreneurs seminars in 11 countries. Patric has been marketing online since 2003 -- giving him the experience to build internet businesses in all sort of niche markets like pets, women, games, education, software, electronics and many more.

His testimonials range from ordinary people to Amazon.com's best-selling authors, proving that his strategies not only work for himself, but work profitably for his students and clients as well. Patric *is known* as the guru for internet marketing **simplification and automation to make money online**.

As a matter of fact, he proved his credibility by accepting a 'challenge' to demonstrate his strategy back in 2006 for the well-known World Internet Summit Seminar and appeared in world news. In the demonstration, Patric showed how he generated over USD \$36K in sales on real time. This is shown on the seminar stage by selling digital products in front of over 200 live seminar audiences by just using emails and webpages. To support the evidence that Patric has an internet marketing system that is duplicable, he demonstrated it again 3 months later -- live on stage as well in another country.

Patric Chan's best-selling system, [The CB Passive Income License Program](#) has helped ordinary people from all around the world to make money online.

The Freedom to Be Your Own Boss

There's a common theme among those who begin searching for a way to launch their own work at home business – *personal freedom*. And I've experienced this, so does many of my successful students today.

Or, it could be that you have a job that pays an amazing salary, but just doesn't fulfill you as much as being your own boss would. There's something missing from life when you're forced to report to a job at a specific time, told what tasks need to be done, and obligated to steer a company the way *other* people say it should be directed?

Worth The Effort

Being your own boss doesn't just entail sleeping late and working in your pajamas, as many hyped up products like to lure you with. In fact, you may even find there's more work involved – depending on what path you choose to acquire your wealth.

But either way, I believe that the satisfaction level you achieve by pursuing your own goals will outweigh any job performance review you've ever gotten in the 9-5 grind of the corporate world?

There's a solution available to everyone on the spectrum – from those desperate to pay the rent to people looking for a way to supplement their retirement, and it's called, “info-preneuring”.

Then sell this infoproduct (like an ebook) on the internet so that you can reach global market.

It allows you to work the hours you want to work, whether that's 11 P.M. to 3 o'clock in the morning or keeping in line with a traditional 8-5 approach. You make the decision.

Your Internet business can involve as much or as little work as you want it to. You can choose something that requires 30 minutes a day and has slower growth or an option allowing you to bang out a month's worth of 12 hour days to achieve an unbelievable return on your investment of time in just 30 days.

You'll be able to choose where you work. Very few Internet marketers actually rent office space out of their home. Because overhead costs are kept low anyway, there's no reason to add to it when all you need is a computer and an Internet connection, which fits nicely in a spare bedroom or right in the corner of an existing room. Like while I'm

writing this report (consider as “work”), I’m doing it in my villa and the only reason I’m able to have this house is because of my information marketing business.



My Million Dollar Villa – The “Outcome” From Internet Information Business

On the downside, running your own business means being in touch with it on a regular basis, so it might be hard to leave for a 2-week vacation without checking in once (although it *is* possible).

But the good news is – laptops are portable, and you could spend 365 days a year lounging on the beach since you can run an Internet marketing business from anywhere in the world, provided you have access to the World Wide Web.

You won’t have to submit an approval form to leave work. You won’t have to alert your clients that you’re going to the Bahamas. You just pack up and go, logging in once a day or so to see how things are progressing.

Let’s talk money now. Financial freedom has a different meaning for everyone. To some, it could be having enough to finally cover all bills. To others, it may mean making plenty to sock away for retirement and live a luxurious lifestyle.

The benefit of running an Internet marketing business is that you have no glass ceiling preventing you from earning as much as you want to. And you won't have to ask anyone to pay you more, fearing rejection of a raise.

You set your prices on products. *You* work more when you want to earn more or cut your hours when money isn't too tight. *You* decide when and if you want to branch out into another area of Internet marketing to expand your online empire.

It's Not All Fun and Games

Now you know about the benefits. Let's talk reality about this world of online operations, because there seems to be some great myth that most marketers are promoting pie in the sky dreams that are mostly hype and very little substance.

I know – many *authors* just sugar coat stuff because they're just trying to sell you their latest widget. To be honest with you, it really doesn't matter if you buy any stuff from me or not, but more importantly, I can help you with the truth.

The reality is – it's *work*!

You're not going to choose a username, create a link and wake up to \$1,000 that you made while you sleep. Even affiliate marketing – where you sell *other* people's goods, requires you to do some work to get your share of the commission.

If you're looking for a turnkey, get rich quick miracle, infopreneuring or internet marketing isn't it. Go buy a lottery ticket and pray that your numbers win big. You can't see those stats where one guy makes \$1 million in 18 hours and think that's going to happen to you your first week.

Being successful at anything you choose to do requires **hard work** and **consistency**. I know that in the Internet marketing field, use of those words is a big no-no, but it's the undeniable truth.

Without an understanding that you may have to work for your success you might think there's some secret formula out there that's going to magically put money in your pockets simply because you know it.

The reality is, it took more than those 18 hours to make that million – it took *months*, if not a year to get that product launch set up to rake in that much cash in a short period of time.

If you're not going to enjoy the drudgery of getting all your ducks in a row before the money starts rolling in, then this business may not be the business for you.

But if you have the motivation and mindset to become your own boss, taking on the responsibilities that entails, along with reaping the rewards, then you might be a perfect fit to don a new career hat as an Internet marketer.

If your needs are more pressing, then it's advisable that you go out and get a job that has a steady paycheck attached to it. Then, work on building your online business in your spare time until it reaches a level of success where you can afford to turn in your resignation and work toward increasing your earnings over time.

Internet marketing isn't a magic bullet. It can provide you with the financial security, the lifestyle, and the prestige you want out of your career. Are you ready to further your education in an industry grown men and women of any age can master? If you're hesitant or need more information, it only means you're proceeding with caution, and that's perfectly normal. ☺

Creating Your Very Own Income Generator

There are dozens of ways to earn a living online, but this guide will show you one way – the eBook creation and launch process. Non-fiction information products are big business on the 'net.

When I go into Borders bookstore, there are just as many non-fiction books as there are fiction novels lining the shelves. ***That*** audience will be your target on the 'net. What sells?

Taken from the direct mail hall of fame winner Ed Mayer, here are a list of 26 reasons why people buy (or give you money for):

1. To make money.
2. To save money.
3. To save time.
4. To avoid effort.
5. To get more comfort.
6. To achieve greater cleanliness.
7. To attain fuller health.
8. To escape physical pain.
9. To gain praise.
10. To be popular.

11. To attract the opposite sex.
12. To conserve possessions.
13. To increase enjoyment.
14. To gratify curiosity.
15. To protect family.
16. To be in style.
17. To have or hold beautiful possessions.
18. To satisfy appetite.
19. To emulate others.
20. To avoid trouble.
21. To avoid criticism.
22. To be individual.
23. To protect reputation.
24. To take advantage of opportunities.
25. To have safety.
26. To make work easier.

At the same time, sometimes people pay for information that are trend or time-based. Right now, social media/marketing is booming – that’s why there are a lot of books about it in bookstore.

Whatever’s in the news, people will buy. Your market may not be in America or the UK. It may be Singapore or Germany. There are a lot of English speaking consumers you can access on the ‘net who live in all four corners of the world. (And don’t forget about having your product translated into different languages for an even larger reach - and more profits)!

The reasons listed on the list are evergreen topics, meaning they’re good all year, every year - they never go out of style.

If you have an unusual slant or updated idea for an evergreen topic, then you can still profit from it because there’s always an influx of new consumers for those topics.

You always want to be on the lookout for your own slant or original idea, but there’s also another way to get ideas for info products: [ClickBank](#). When you go to the site and **sign up for free**, you can click on the “promote products” link.

Choose a category that interests you (don’t worry, you don’t have to be an expert in any area – the later chapter will show how to research and write an original product). Your categories are:

- Business to Business

- Marketing and Ads
- Health and Fitness
- Fun and Entertainment
- Home and Family
- Sports and Recreation
- Computing and Internet
- Society and Culture
- Money and Employment

When you go to one of the categories, you can get even more detailed until you find a product that piques your curiosity or is in line with something you'd like to write about.

If you see a product that's successful, don't copy their idea - that's not where the money is. You just need to know consumers are interested in that overall subject matter. Then develop your own unique slant associated with that topic.

For instance, let's visit ClickBank right now and check the marketplace to see if there are any products on "Affiliate Marketing".

Some people will tell you to stay away from that market completely because there's too much competition.

To me, this is a global marketplace with unlimited potential - squeeze on in and stake your claim! All you have to do to be competitive is deliver a slant no one else did, **or do it better** than the rest of the guys!

Just because there are a dozen products on affiliate marketing doesn't mean even a single one is worth the money. Trust me, there's a lot of crap out there. As long as you create a valuable, no-fluff/no-filler eBook, you can steal the thunder in any niche.

Another reason to go ahead with your idea is that when I need information on something, I buy multiple products. Don't you?

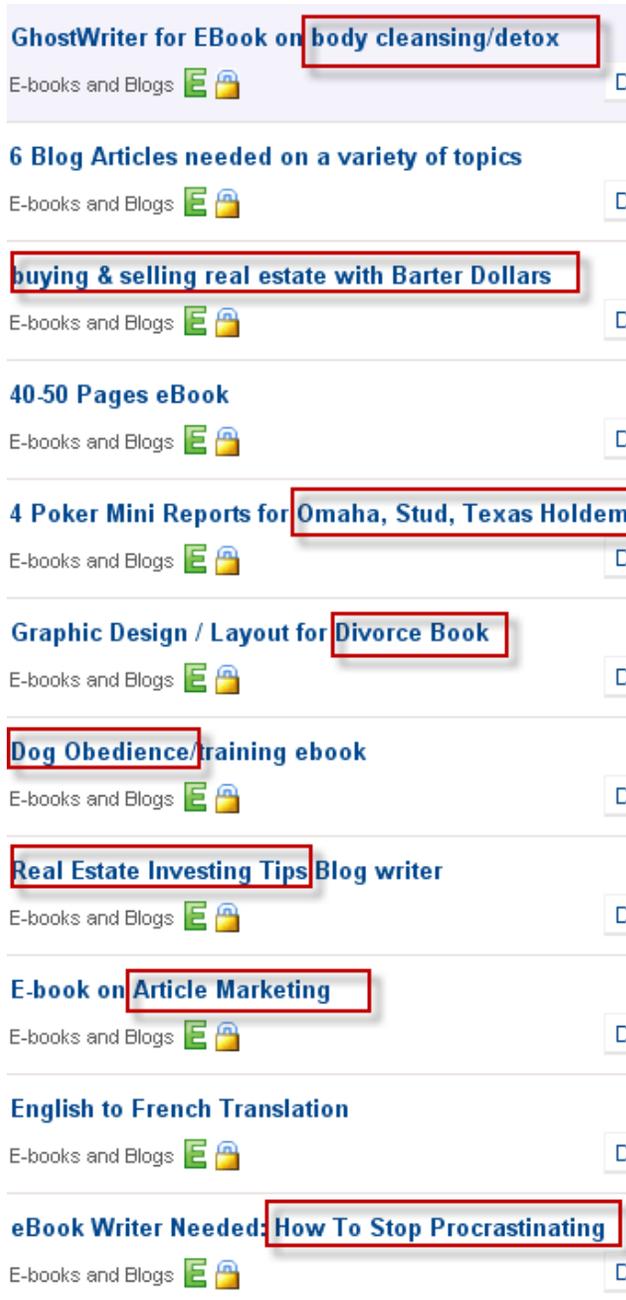
If you want to know all about Spain before your upcoming trip, you might buy *three* books on it, not just one.

You might buy one on the best restaurants, another on history, one on language – all different slants.

So make your eBook one of the ones your audience invests in.

Super Research Tactic: Want to know how else they spy on marketers? Go to freelance sites like Elance.com and Rentacoder.com and view project titles to “steal” ideas.

If a guru sees a project titled, “50-page eBook on Potty Training,” he knows another marketer’s making bank in that niche.



Let me show you a quick snapshot of what I mean on the left image here.

Take a look at the projects posted for writers under eBooks and reports in elance.com previously.

Look at the ones I have put red squares around.

Right there it shows me what popular niches marketers are asking for products to be created in.

Click through on one and you can see the details – some marketers post the whole outline and slant right there for all to see!

(Not smart).

Think Like a Business Owner

Some topics you choose may not be what you're passionate about - but would you be willing to write about a topic you knew would bring in thousands of dollars because there's a need for it?

Some marketers I know have a problem with this. They want to spend their time focused on something that interests them - but I'm a "show me the money" kind of person. I'll spend my free time focused on my passions - but during business hours, I'm focused on profit streams.

Plus, I feel like I'm doing the public a favor when I know I can create an informative product that they need to solve a problem. Many marketers just write eBooks on what they alone have an interest in.

They never check to see if there's a demand for it. You can follow this trend, too - or you can learn how to find a market first, fill their needs, and reap the financial rewards.

Writing for an Online Audience

Your info product for the web has to be conversational, which in a nutshell means:

- Use contractions such as "what's" instead of "what is"
- Break up your paragraphs into easily digestible chunks of information like you see here – don't use half a page for one paragraph.
- Make your chapter headlines and subheads interesting and clear.

Most people write like they did for a college professor or a corporate boss. On average, consumers don't read like that!

You have to dumb down information. Let me give you an example of what I'm talking about. This writer is a guy who is remarkably intelligent, here's what he wrote for a paragraph:

"If you can just accept that fact and then find ways to explore and exploit those abilities, you'll be well on the way to a more productive life. And this enhanced productivity and fulfillment will affect all areas of your life, not just your chosen career path."

Huh?!? This goes way above the regular Joe's ability to read and understand what he just wrote. It annoys me and I'm pretty proficient with the English language! It's important that the reader find value (not confusion) in your product or else you'll wake up to an inbox full of refund requests.

Here's how the paragraph *should* have been written:

“Once you accept the fact that you're a strong enough person, you can do anything you put your mind to! Working smarter will make you happy in your personal life, not just your job.”

See the difference? I've “dumbed it down” and made it shorter. You don't have to drone on and on with Information products. The less fluff and filler, the better. You're not trying to achieve a certain page count...you're trying to get everything across that needs to be said, period.

Speaking of page count - I can't tell you the number of marketers who base their entire product on page count. In their minds, their page count determines the quality and price of the product. They're wrong! I have no idea how long this will be when I'm done. I have an info-product that is less than 20 pages long and yet, sold hundreds of copies.

Quantity does not equal quality. Learn it and live it. I don't sit down to write my eBooks with a page count in mind. I just create it, say what needs to be said, and it's finished. Of course, it's always advisable not to make it too short, or too long as well.

Finding Your Formula to Success - a Real Life Case Study

When you create products for online consumers, make sure you follow a basic pattern for the way your information flows. These people are seeking some sort of solution. So first, you want to identify with their problem.

Show them you understand and discuss the repercussions of them **not** getting a solution or being informed. If they don't follow your advice, what will happen to them? What won't? Will they miss out on a lot of earning potential or time with their family?

Make sure you merge into a solution for your readers. Your information should be organized well in sub-topics and don't be afraid to use bullet points like you would in a sales letter if you're an experienced copywriter.

Your solution should not be an example of you on a soapbox, shouting out your opinions to the reader. It's okay to have a unique slant, but make sure you can back up your information with solid facts and data to feed their desire for a solid solution.

Sum up your info product with a motivating ending that leaves the reader ready to put your system or ideas into practice. If they click out of your eBook and don't do something with it to improve their lives, then chances are, they'll be shooting you a request for a refund within the next couple of days.

Here's an example of the content of an infoproduct that was created in the past:

Title: Global Catastrophe: What Every Man, Woman, and Child Needs to Know to Survive the Next Bird Flu Pandemic

Sub-Title: Learn How to Protect Your Family, Deal With Chaos and Disaster, and Stay Afloat Financially in a Crippled Economy When the Fourth Pandemic Breaks Out!

You want to make sure you live up to your claims in the title of the eBook. So here's what is covered, in order:

- **Chapter 1: A Look at Previous Pandemics - What We've Learned from History Repeating Itself** - Here the Avian flu is explained, what the past pandemics have been like, and how this one could be worse than all the others - combined. It ended with a current risk assessment for each country because the audience for this product is global.
- **Chapter 2: Global Depression - What a Bird Flu Pandemic Would Mean to Your Immediate Community and Every Other Continent** - In this chapter we discuss whether you might lose your job, how your finances on a personal level would be impacted, industries that would be crippled - but they are given a solution here, too - investing in or stocking gold.
- **Chapter 3: Why Bird Flu Worries the World Health Organization - What You Don't Know Could Put Your Life in Danger** - This chapter explains the hard facts stated by WHO and other scientific organizations. It discusses how people get infected, how you can steer clear of germs, answers questions about food safety, and talks about what level of preparation you need to plan for based on your risk assessment.
- **Chapter 4: Preparing for the Future - If You Don't Plan Ahead, Prepare to Panic** - A detailed chapter outlining what you might need to prepare for: no electricity, food and comfort, currency, and who you allow into your home (The snott-nosed kid down the street who wants to play ball but looks like he's a walking germ

machine might be an easy “no,” but what about letting your old Aunt Sally in after she’s traveled in a plane from Ohio full of infected people?) In each sub-heading, they get an answer on what to do if there’s no electricity, etc.

- **Chapter 5: Treatments and Testing - Availability and Effectiveness of Medical Supplies Being Stockpiled to Offer You Protection** – the ebook start out with why technology is out of date and what method we need and are working on to produce vaccines. Then it discusses how there won’t be enough to go around and how greed plays a factor in production. It then talks about natural remedies and protection (herbs, etc) they can use to build immunity.
- **Chapter 6: Minimizing Your Risk - Tools You Need to Survive Among an Infected Population** – eBook tals about the protective gear they need to order - face masks, gloves, etc. Informs them what to pack in their first aid kit and how long it should last. And it sums it up with a step-by-step system they need to do if they come in contact with an infected person.
- **Chapter 7: When Chaos Reigns - How to Protect Your Home and Family When the Rules of Society Break Down** - Discussed the past (LA riots, Katrina, etc.) and then talked about safety from fires, dangerous individuals, and ways to protect yourself, your family, and your home by communicating and keeping a low profile.
- **Chapter 8: “You’re on Your Own” - Why You Can’t Rely on the Government to Help You** - This chapter covers a US and UK preparedness plan but on every level - local, statewide, nationwide, and global. It also quickly goes into other countries and give some shocking information, like which countries refuse to cull infected birds because of the money issue.
- **Chapter 9: Experts Warn We Have No Time to Waste - Putting Your Plan Into Place in an Instant** - This was a resource section showing readers where to buy their protective gear and medicinal arsenal. It ended with a sub-section on what to do the very moment it enters your street.

Notice in that last chapter where it mentioned that it referred readers to where they could buy products? Let’s say you write a wedding planning eBook. **You can make a LOT of extra income just linking to resources that have affiliate programs.**

For instance, you can sign up as an affiliate for Amazon (scroll to the bottom of the page and click on the link that says “Join Associates”) and earn a commission whenever anyone buys something. So if they bought a book you recommended on wedding cakes, you’d get a portion of the sale.

And it's all hyperlinked within your eBook by using the "insert hyperlink" function in Word. By the way, it can be products and services, too - not just other books. You can link to a wedding dress on eBay or to the services of a wedding planner, for instance.

In the example above, it hyperlinked all sorts of stuff people could buy online - not just to medical gloves and face masks, but also herbal supplies to increase immune system performance, fire safety supplies, generators and other items that he profited from just for linking to other sites. The book owner gets a commission every time a reader bought supplies!

I'd like to see a print book do THAT for you!

With Information Marketing on the internet, it's not about selling your solo copy of the eBook. You can turn that into a physical book and get it published offline as well. Although the marketing methods are different, but the fact is, you already have a BOOK with you.

How to Write a Great Product When You're Not a Professional Writer

It appears there are thousands of you who don't call yourself writers, but want to write your own product. It's often better to do it yourself because it saves money on outsourcing and gives you hands-on control over the exact path your product's creation is taking.

You get to say what goes in, what gets cut, and how the style and tone of your work will read once it's finished. And believe me, when you're writing your own product, it turns out ten times better than any ghostwriter could do.

Does the Thought of Writing Give You Nightmares?

It's okay to feel nervous in the beginning. It can be intimidating even for the seasoned pro to start a new project and have to come up with an angle, fresh ideas, and text that's interesting to read.

Conversation Sells – Choosing Your Point of View

Write just like you're talking to the reader.

You have to write in a conversational tone. Have you ever noticed how marketers will jump through hoops to make their sales copy sound sincere? The good ones make you feel like you could trust them with anything – and you willingly hand over your money because they made you feel like a friend – or at the very least like they knew what you were going through.

Yet when you read the eBook, it's dry and dull – or you struggle to get through the text. The reason is usually because two different people are doing the writing. The marketer hires someone who knows how to SELL to do the copy and someone who can flesh out facts to write the eBook.

Let me give you an example from an eBook that isn't reader-friendly:

“But for the here and now the purpose of this book is that we are going to discuss the proper way for you to select a good business venture and move forth in your financial success.”

What's wrong with the sentence above? It's too stuffy. Loosen up your shirt – rip off your tie, kick back in your pajamas and quit trying to impress people.

Here's a better (consumer-friendly) way of writing that same sentence:

“What we're going to do is show you how to choose a good business and get rich from it.”

I just cut the fat and lowered the page count quite a bit, didn't I?

That's okay. Quit thinking in terms of page count.

When you write, the #1 rule of the marketing world is: Write like you do in an email to a friend.

That doesn't mean you have to cuss or use smiley faces or "LOL" a lot. That's not necessary – it's the message that makes or breaks you. For instance: Let's say you're writing an eBook about infertility.

You're sitting there, unsure of how to write about it. You know it's a sensitive subject, but you haven't been through it. Instead of writing stuffy facts, like, "Infertility affects 1 in 4 couples trying to have a baby" (where you sound like a PBS documentary), try writing it like a close friend or family member has just informed you that she's been diagnosed as infertile.

What would you say to her via email? You have to look at your overall topic and figure out if it requires a first or second person approach. First person is where you'd write, "I know how it feels when your doctor tells you the unimaginable – that you'll never be able to bear your own children."

First person is wonderful for two things: when you have a sensitive topic and need the reader to feel that you empathize with them, and also when you're an authority figure on the subject matter – like I am with this topic.

Second person is where you write with an omniscient (all-knowing) point of view, but you talk to the reader, like this: "**You**'re not alone in feeling angry and scared when **you**'re first diagnosed with infertility. Thousands of couples get the same diagnosis each day, but like **you**, they're learning how to face the issue and overcome it."

You're not focusing on *you*, but the reader. Second person can also be used *with* a first person approach. I can combine my text, like I am here, and talk directly to you and about things that affect your marketing business. But what about third person accounts?

Third person is when you don't use I or You – everything is kept clean and spoken about with a general approach, such as "Infertile couples will go through many emotions over time. They may feel isolated or confused about the situation."

I personally try to avoid third person unless it's a topic like stock trading. But hey – stock traders are people, too. They need someone to speak to their needs – and they dislike dry, boring material as much as the next guy.

Gathering Ideas for Your eBook

Before you start writing, you need to know what kind of information people are looking for. After all, there's no point on spending time writing about breeding zebras if no one is going to buy!

Doing research and brainstorming important questions that your reader wants answered will make writing your book a breeze. Don't underestimate the value of good research. Spending enough time on the research phase in the begin will make your job easier in the long run.

Brainstorming is the information-collecting step that will kickstart your writing process. Brainstorming is more than just research. You'll be making connections between pieces of information and also draw from your own knowledge base to create a completely new product.

Before you hit the search engines to see what other people are saying about your niche topic, start off by thinking like your readers. Ask yourself questions about the topic. If you were looking for a book about your topic, what questions would you want answered in this book?

Whenever I start a new eBook project, I think about what I'd like to see in the book if I were a buyer. There's nothing worse than purchasing an eBook, and then feeling thoroughly disappointed after reading it. Your goal is to make your readers feel good!

Some people find it helpful to write a mock sales letter for their eBook before they start writing the book itself. Sales letters usually focus on problems and solutions. Writing a sales letter *first* can help you see the most important issues that you'll need to cover in your eBook.

Take a minute to fire off a quick sales letter for your book and see what areas you need to focus on. What key points will get the consumer ready to click the "Buy It Now" button?

Remember, at this point, you're looking at your book through a reader's eyes. Role-play for a bit and write down all of the questions you can think of that you would like to see answered. You're going to answer your questions later and your book will practically write itself.

For example, let's say you're writing a book on credit repair. What do most people want to know about credit repair? What are your questions? Write them all down, no matter how insignificant they seem. Here's a sampling of things you might want to know if you were searching for credit repair information:

- Should I do it myself or hire a company?
- How do I know what company to trust?
- How long does it take for an item to be removed from my credit report?

- What defense do I have against identity theft that's ruined my credit?
- Can I get a loan with bad credit?

...and so on.

If you know a lot about your topic, think about the questions that you had when you were first learning about it. You'll want to make sure there's enough information in your book to be valuable for people who are new to the topic, as well as people who already have some knowledge about it.

If you're relatively new to the topic yourself, your niche research should give you a great starting point for questions. When you conduct thorough research in your niche, you'll know exactly what problems need to be solved for your readers.

Your research can primarily be done online. At the same time, in this digital age, it's easy to forget that physical books can be an essential resource when you are writing an eBook. Taking an afternoon to browse the shelves can give you a lot of ideas for your writing project.

If you haven't yet, spend time getting to know what people in your niche are looking for. Play detective and find out what your customers want to know. You can browse forums on your niche topic to see what people are talking about.

Are there some common questions that keep coming up? These can be great starting points for your info product. Look to forums, groups and even sites like Yahoo Answers to see what kind of information people are looking for.

You can also explore websites that cover your niche topics. Explore which topics and questions webmasters or other writers see as important in your niche area. Or you can browse articles on the subject from article directories like www.Ezinearticles.com or www.Goarticles.com.

You must educate yourself about plagiarism!

When I suggest researching on websites for your ideas, I am not suggesting that you copy the content on those websites. There is a big difference between being inspired by what someone else has written and copying it outright.

Reading several articles, closing your Internet browser and then writing the ideas in your own words is much, much different than rewording someone else's content. The only reason I suggest looking to other web sources is because you may find interesting

angles or approaches to your niche topic. You may discover questions that you never thought of that will be helpful when you write your book.

Try to get behind the psychology of your reader.

Using the previous example, think about people who are looking for information on credit repair. Most likely, they've had some credit problems in the past. They may be looking to buy a home or make a similar large purchase. They want their credit scores to improve so they can improve their lives.

Knowing this, you can begin to see some questions and concerns they may have about credit repair. They'll want to find out how to fix their credit step-by-step.

Consumers LOVE step-by-step products because it's the next best thing to hiring someone to do a task for them. Make it as easy on them as possible.

When you follow these steps, you'll develop a long list of questions for your project. Your questions should focus on solving your readers' problems. Questions like "What is credit repair?" aren't important to your reader. They know what credit repair is, or they wouldn't be interested in your book. The more specific the questions are, the better.

Don't worry about not having answers to your questions at this point. You'll find the answers as you begin to write your eBook. Following this question and answer method will make the writing process extremely easy.

Creating Your Writing Blueprint

Now, let's talk about the structure of your book. Just like architects use a blueprint to build a house, you'll need a writing blueprint before you start. This will guide you from the beginning to the end and make writing much easier.

Using a blueprint isn't just helpful for you...it's helpful to the reader as well.

When you plan your writing, your eBook will develop in a logical order. If you don't use a plan, you'll completely lose your reader. If you've ever read a piece that jumped from topic to topic without any semblance of order, you know exactly what I'm talking about.

Planning your eBook is pretty simple. Think back to your high school English class where you were taught to write essays with an introduction, three main points and then a conclusion. Writing an eBook follows the same basic structure, but with a few twists.

Just like an essay, your eBook will start with an introduction. The introduction is actually one of the easiest parts of the eBook to write if you spend the time to plan your work well. I'll delve into writing the introduction in just a moment. For now, let's discuss the structure of the rest of the eBook.

Most, if not all, eBooks are written to solve a problem for the reader. With this in mind, you'll need to present the problem to your reader before you get to the solution to their problem. Right after your introduction, you need to explain to them what the problem is and why they need to solve it.

After you've discussed the problem, you'll get into the real meat of your eBook: the solution. Here is where you'll organize your questions and answers into an easy to follow format. Start with the most general questions first, and then get into your specifics.

For this, I like to use a Microsoft Excel spreadsheet. I can list my questions, and then list any resources I've found for the answers in the cell next to the question. I can include points that I want to make, or even links to websites that have the answers to the questions. I can reorder the questions and answers as much as I want until I create a logical flow that includes everything I want to say.

This is the real core of the eBook, but it doesn't have to be the hardest part. Once you've decided on the order of your questions and answers it will be pretty simple to stitch everything together.

For a credit repair eBook, I'd start off with answering questions about the generalities of credit repair: how it's done, why it's important, what the reader can hope to gain from it. Then I'd get into specific techniques for credit repair and offer solutions and resources.

By the end of your eBook, you should address all of the major questions that you wrote down during your brainstorming process. If there are any questions that don't seem to fit with your eBook's main point, you can either discard them or save them for bonus products.

Sometimes a set of questions is better suited for a separate report in the niche. For example, a credit repair eBook can be complemented with a report on how to obtain a mortgage with bad credit. Adding bonus reports with related information can really increase the value of your eBook, and make your customers more satisfied.

After you've created your blueprint, you're ready to begin writing. Review your blueprint a few times just to make sure you're including everything you want. Once you're satisfied with your structure, it's time to start burning up the keyboard!

Always Start with an Introduction

Now the real writing begins, but it doesn't have to be scary. Once you have your point of view mapped out and your structure in place, the best way to break in your writing skills is by starting with an introduction.

An introduction is written in the first person and is just a little note from you to the reader on what they're about to experience. There's an old saying: "Tell them what you're going to tell 'em, tell 'em and then tell them what you told 'em."

In your introduction, you'll tell your reader what you're going to tell them. Don't go into too much detail. Just touch briefly on each of your major points. Why is the introduction so important?

As a writer, it will give you a guide to follow in the coming pages. It's a great way to ease yourself into the writing process because it's friendly, informal and easy to write.

For your reader, an introduction will let them know what's coming up and assure them that they've made the right decision by purchasing your eBook. It's their chance to get to know you and what you have to offer.

You want to get your readers excited about their purchase and the information that they're about to read. Think of your introduction as a little extension of your sales page.

Your reader has just purchased your eBook, opened your zip file and is ready to learn. You want to reassure them that they've made the right choice in buying your product. Spell out exactly what your readers will be learning in the following pages, so they know they're getting their money's worth.

When you write your intro, make sure you use emotion to connect to the reader immediately. If you write sales copy, then you've surely studied that you have to connect to the reader right away. It's no different in your eBook. Let them know you're human. Give a little personal accounting of what gives you insight into this topic.

If it's something you don't have any direct experience with, then give an overall snapshot of the state of the subject matter. If it's about credit repair, then your intro should discuss the extreme problem with identity theft, debt burdens, and how vital your credit is to your future.

Tweak your introduction as much as you want. Spend some time on this section, since it's the first impression readers will have of you. Edit the tone. Make sure it gives a good preview of your book, without revealing too much.

Once you've nailed the introduction, you can refer back to it while you're writing to make sure you're staying on track. Study the introduction of other eBooks you enjoyed to see how it's done. It's a primer to get the reader ready for good things.

Present the Problem

As I've touched on, every eBook should solve a problem for the reader. In your sales page, you'll present the problem briefly to motivate people to buy. And in your eBook, you'll continue that process.

After your introduction, it's important to show your reader how important the problem is, and why they need the solutions that are coming up. If you've done your research correctly, this shouldn't be too hard.

You'll already be writing about common problems that people have with the topic. In this section, you'll just remind them *why* the problem is an important one. In your sales letter, you had just a short section to touch on the problem that people have with your topic.

In the eBook, you can expand this. You'll help your reader see why solving their problem is so pressing. There are many methods you can use to present the problem, but one of my favorites is telling a story.

If you have personal experience with the topic, you can relate your own story. If not, you can use a made up example of someone struggling with the problem. Keep in mind that first and second person points of view have more impact than dry, academic writing.

Speak to the emotions of the reader while you explain the problem. Statistics can be helpful, but they won't have as much impact as emotional appeals. Sometimes statistics are important, such as if you're teaching someone how to increase the traffic to his or her website by 300% in 3 days.

In a credit repair eBook, I'd tell a story about a person whose life was miserable due to poor credit decisions. I'd detail the difficulties he or she had in getting a house, a car, a job, etc.

I'd even delve into ways that they tried and failed to repair their credit. I'd appeal to the emotions of the reader the entire time. By the end of the section, they'd understand the importance of repairing their credit, if they hadn't before. And they'll probably relate to the situation in some way.

They'll be ready for my answers to their most pressing questions.

Question and Answers

Now you're to the most important part of your eBook: the solution to your reader's problems. This is the very reason that they bought the eBook, and your effectiveness in this section will determine whether or not they feel their money was well spent.

When you developed your writing blueprint, you spent time playing around with the order of your questions and answers. By now, you should have these questions in a logical order that will help the reader solve their problem.

There are two different ways that you can approach this section. You can either keep the solutions in question/answer format or you can write the eBook in a more natural style. There are advantages and disadvantages to each style.

If you choose to stick with a question and answer format, your eBook will be very easy to skim. Some readers may like having their questions presented so clearly and easily in front of them. They can skip forward to their most pressing questions and won't have to read the rest of the answers if they don't want to.

Also, keeping your eBook in this format makes it very easy to write. You won't have to worry about transitions between sections. You just present each question, answer it and then move onto the next question.

On the other hand, the question and answer format can sometimes seem too mechanical. Using this rigid format takes away some of the casual tone that you've worked with in the beginning of the eBook. You might lose the interest of your readers if you're not careful.

Writing in a more natural, flowing style will help your reader see the "big picture" when it comes to your topic. Your eBook will look like one cohesive piece of information, instead of separate questions and answers.

Certain topics lend themselves to a question and answer format, versus a natural writing style. Again, think about your reader when it comes to picking your writing style. Books that are geared toward complex topics can benefit from the simple question and answer format. Your book can be treated like a "frequently asked questions" manual for your topic. The more complex the topic, the more you should rely on a simple, easy to follow style.

However, if you're writing about a fun, conversational topic like planning a kid's birthday party, use a natural writing style. Don't break up the information into formal questions and answers. Instead, subtly move from question to question.

No matter what style you choose, begin the main part of your eBook with the first question. It can take a paragraph to a page (or several!) to give you reader the answer to the question. Take as much space as you need, without adding too much filler. Remember, the length of your eBook isn't as important as the quality of information.

If you need to use sources from the Internet to answer some of the questions, try this method to avoid plagiarizing. Find the article or website that you'd like to draw inspiration from and read through it completely. Get a feel for the main points.

Then, **and this is important**, close your browser window! Rely on your memory and rewrite the answer in your own words. Closing the browser will help you avoid copying phrases or sentences from the original piece.

It's perfectly okay to draw inspiration from sources on the Internet, and you can't honestly expect yourself to know everything about your niche topic. However, you want to avoid copying someone else's work.

Continue answering the questions from your spreadsheet in the order you have them listed. This order isn't set in stone. If you start writing and decide that question six is a better fit as question two, feel free to change it! After all, it's your eBook. The main thing to remember is that you're making it easy to follow for the reader.

Speaking of making things easier for the reader, don't underestimate the power of the example. Using an example through the course of an eBook will help the reader see how they can apply the techniques and solutions to their own lives.

You can use a "case study" (whether real or fictitious) throughout your eBook.

You can also use bulleted lists, graphs, spreadsheets or illustrations in your eBook. The only word of caution is that you should use these only when they are necessary and not as extra "filler" to make your book longer.

If a graph or picture will help you get your point across, use it. If you can sum up the information better in words, use those instead.

Don't stick dozens of images in an eBook for no reason. When writing, you should concentrate on quality, instead of length. A helpful 15 page book is much more valuable to the reader than a 50 page eBook full of "fluff."

Don't try to increase the length of your book by making the font bigger, adding lots of graphs or images (unless your topic lends itself to these extras) or repeating yourself over

and over again. If you use these tactics, you're setting yourself up for a whole lot of refund requests.

Your reader will see right through this "fluff" and feel cheated. I'm sure you've had a similar experience when buying an eBook or course. There's nothing worse than spending \$67 or more on a 65-page eBook only to find there are only 15 pages of helpful information.

If you get to the end of your questions spreadsheet and truly feel like your eBook should be longer, then look for more questions to answer. When you add more valuable information, you'll naturally add more length to the eBook without relying on filler material.

Keep your reader's interest in mind, and not your price tag. If you start out wanting to charge a certain amount for your eBook and use that to guide the length of your work, then you're cheating yourself *and* your reader.

Punctuation, Grammar and Vocab: All of that Stuffy Stuff

There's a big difference between writing for academia and writing for the web. I had to learn quickly what Internet users were looking for, as I touched on at the beginning of this report.

When you do business online, you have nothing to represent you but your writing. You want to make that writing as clear as possible. Your readers aren't expecting you to be perfect, but avoiding a few common mistakes can help you avoid looking unprofessional (after all, *they* don't have to know you're not a pro).

Keep your sentences short and sweet. The same goes for your paragraphs. If you find yourself covering more than one main idea per paragraph, you need to start using the return [Enter] key more often.

Writing for the web is casual, but there's a difference between being casual and being sloppy. Even though you can throw formal grammar and vocabulary out the window, it doesn't mean that you shouldn't pay attention to a few important rules.

Punctuation can get complicated if you let it. To keep things simple, don't worry about semi-colons, colons, dashes or other exotic punctuation marks. All you'll really need to focus on is periods, commas and the occasional exclamation point or question mark.

Periods are easy. You use them at the end of a sentence. When you complete your thought, you use a period. If your thought is a question, you use a question mark. And if your thought is exciting or needs emphasis, use an exclamation point.

Use exclamation points cautiously. Even if you *are* excited about every sentence that you write, use a maximum of one exclamation point per paragraph. Any more than that, and you risk looking like a 15-year-old girl writing an email to a boy she has a crush on through MySpace.

Commas help break up long sentences. They can get tricky if you over-think them. The best way to find a natural fit for your commas is to read your writing out loud. Anywhere that you'd take a breath or a natural pause, add a comma.

Note the difference between:

“When you’re worried about your credit even little financial problems seem like they’ll overwhelm you.”

and ...

“When you’re worried about your credit, even little financial problems seem like they’ll overwhelm you.”

Notice how the comma breaks up the sentence into two parts and makes it easier to read? In general, your sentences should be pretty short. Commas can help things flow better when you need them.

If you use a Microsoft Word or another word processing program with spellcheck you may think you're covered for grammar as well. Not true! Your spellchecker will not see the difference between it's and its, or their, there and they're. Learn the difference between these variations, as well as you're and your and affect and effect.

Grammar is important but it won't make or break your eBook. Just be as clear as possible. If you end up with long, winding, incomprehensible sentences, just rewrite them so they make sense.

You're not here to impress people with your proper English – they want information on the topic. They're not interested in oohing and ahing over your mastery of the English language.

As far as vocabulary goes, follow this simple rule: If you don't really know what a word means, don't use it. In fact, if you don't know what it means, chances are most of your readers won't either.

With certain topics, there will be specific words that will be important to define during the course of your eBook. But beyond that, you should use layman's terms whenever possible.

If you want to say "car," then don't say "automobile." Say car. Write how you speak. I recently read an eBook that was otherwise good information, but the writing was so stuffy it bothered me to the point I never finished it.

The writer would start sentences with "Hence, the primary goal is to..." Who says "hence" when they're really talking? I know I don't! Any word you use, try not to use it too much.

"However, commas break up thoughts, so they can make reading easier."

What happens when you take the "however" out?

"Commas break up thoughts, so they can make reading easier."

You just said the SAME thing, but without an extra word nobody really uses when they talk anyway, right? It's even better if you start your sentence with "But" because it's what we actually use when we're talking.

I know, I know – you're not supposed to use "But" at the beginning of a sentence. It's okay – this is for a consumer, not a college professor. No one will fail you if you use "but" first or leave a preposition dangling at the end of a sentence, like this:

"Guts or fear - what are you made of?"

Word will even underline it with a green squiggly line to show you how wrong you are. Avoid caving in to conformity – just write how you talk and your consumer will appreciate it because the words will flow smoothly as they read them.

Ending on a Good Note

Once you've gotten through all of your questions, and are happy with the length of your eBook, it's time to wrap it up. Your conclusion will summarize the tips and strategies that you gave your readers. It can also give them some action steps to take with the information that they've just learned.

Your conclusion should be short and sweet. There's no need to ramble on for pages. Just tell them what you told them and emphasize how you solved their problems.

If your eBook gives them a plan for action, encourage them to take the first step in that plan. Boost their confidence. Make them feel good about their purchase and about what they've just read.

This is also a great place to offer additional resources on the topic. If you have a website that focuses on this niche, feel free to plug it. Refer them to other eBooks or courses that will help them out.

You can also use this section to encourage them to contact you if they have any questions or comments. The responses that you get can help you develop new products for the niche or can be used as great recommendations on your sales page.

Getting Ready to ePublish

After you complete the writing process, you just need to get it ready for the public. Whenever I finish an eBook or report, I let it “cool off” for a day. I close the file, walk away from the computer and get my mind on something else.

This puts a little distance between the eBook and myself so I can approach it with fresh eyes to edit it. The next time you take a look at your eBook, you'll be wearing your editor's hat instead of your writer's hat. It's time to read your work with a critical eye and make changes where you need to.

When you reread your eBook in its entirety you want to look for two things: blatant mistakes and overall “feel.” Blatant mistakes are errors in spelling, misused words or sentences that just don't make sense. It's amazing what you'll catch when you reread your eBook.

Don't rely just on spell check or grammar check to find out if you're making sense. Reread your eBook out loud so you can hear how your sentences sound. When you read to yourself, you can skip over typing mistakes like using “our” for “out.”

When you read out loud, you can also check your eBook for overall “feel.” By this, I mean watching for your tone and making sure the book makes sense. Decide whether or not you covered all of your main points.

Check that the information in your eBook is delivered in a logical sequence. Make sure you stay on topic and your book doesn't jump from point to point. You can do your editing yourself, but I also recommend getting a trusted friend or colleague to read your work as well.

When you edit your own work, you will fill in gaps in logic because *you know* what you're trying to say. Another person can point out parts that don't make sense, or mistakes in your grammar.

The added benefit of using another person to edit your work is that they can tell you whether or not your eBook is helpful. Pick a person who doesn't know much about your subject matter. This way you can tell if your eBook will be helpful to the average person.

Before you declare your eBook finished, make sure you've read through it at least three times and gotten input from another person. Change what you need to, and then reread it again.

Once you've finished, give yourself a pat on the back! Finishing your first eBook is a big accomplishment, and you should be proud.

Like I said early on - it's not a get-rich-quick scheme. But you can definitely have the opportunity to tap into a market that delivers financial security like you never knew existed.

I know because I'm experiencing it and my students too.

Position Your Product By Building & Setting Value

Positioning your product has to do with the perceived value you build in your prospect's mind.

Positioning in selling information products is everything, isn't it? Think about it. How is it that a marketer can take roughly the same information that's in a \$29.95 book you can get at Barnes & Nobel and sell it for \$897 as a course?

I know what you're thinking. You might think this extreme case is unethical. But it's not and here's why.

Selling information is much different than selling physical products. For example, Crest toothpaste will always have the same perceived value. You can't take a bottle of Crest toothpaste and sell it for \$100. No one would buy.

With information it's much different. You can set and build a perceived value for the information in your prospect's mind. Because you're not really selling an ebook, mp3s, or videos.

You're selling information, and information normally has more value than what's even put on it!

Information can be worth more than \$1,000,000. One paragraph in an ebook can maybe make somebody \$1,000,000, but I doubt he paid that much money for the ebook. So the information in that ebook all together is worth well-over \$1,000,000. You follow?

If someone wrote the secret to life on a napkin, how much would that be worth to you? It's not about the physical napkin (or ebook, audio, video). It's about the value of the information.

YOU set the value of the information you're selling in your prospect's mind. This is positioning your product. And you want to position it at a high perceived value even if you're selling it for much less.

How To Ethically Brainwash Someone To Buy?

Inside of this chapter, you will learn the *most powerful way to influence another human being*. It works online, in print, face to face, ANYWHERE! It's a very simple concept to understand. But it's much harder to actually execute.

Once you truly understand how to go about doing this, you will be able to target any individual and *get them to do whatever you like*. I know... An extremely bold statement. You'll soon find out why that statement is true.

I recommend you being a little bit more practical. Instead of just getting one person to do what you want them to do, you'll find it is much more profitable to get X% (high conversion rate) of a much larger pool of people to do what you want.

In short, by using this one simple technique, your conversion rates will explode and you'll start to understand how this marketing game really works. Best of all, if you really grasp the concept and exploit it, you'll never have to worry about money ever again. You'll *surely* be able to sell more of your books (or info-products).

For the sake of your time, I'm going to be brief and to the point. Hopefully only a few pages in this chapter. This should not detract from the power of it's message.

Powerful Persuasion

The most powerful way to persuade somebody is to...

BECOME THEM

When you understand a person better than they understand them self, you have an unfair amount of power and leverage working for you. Let me show you why this is the most powerful way to get someone to do what you want them to do. An example:

Let's say I'm a marketer and you are my prospect. Also assume that you're over weight and need to lose a few pounds. I happen to sell a weight loss supplement that actually works (I don't know if this exists. Just roll with me.)

Now, assume for a minute that I could take every feeling, thought, idea, etc. right out of your brain and soul...Suck it right out of you, and put it into my brain. As a persuader/influencer, this is your **HOLY GRAIL**. I now know everything about you:

- I know how you respond to different messages.
- I know when your hype meter goes off.
- I understand your feelings.

- I know you're divorced and hate your ex spouse.
- I know you have 3 kids.
- I know you hate how your love handles bulge out of the sides of your shirt.
- I know how you hate that it's hard to get in and out of the car.
- And so on and so forth.

Most importantly, I know how every single type of message will **RESONATE** with you. When you know everything, and I mean **EVERYTHING** about somebody, you know their pain points and hot buying buttons - All you really need to do is throw out a few of those points, push those buttons, and your message will really **RESONATE** with the prospect. Very important.

Your prospect will think you are just like them. You understand them, you're cool (because you're just like them), and you have the solution that will help them out.

Think about it. You want to build a successful internet marketing business right? Pretend some guy comes along and starts spitting off a message that **LITERALLY** is catered exactly to you - I mean he's spitting out stuff nobody knows, he's using such specificity to the point where he knows the name of your dog that died when you were in fourth grade.

Everything hits home. It's logical. Bottom line, pretty much everyone one of us will buy from this marketer. And if we didn't have the money, we would move mountains to get it. This is the most powerful way to sell something.

Back To Reality

Obviously we can never absorb another persons "human experience." It's impossible. If we did all the research in the world on one person for the rest of our lives, we would still never understand **EVERYTHING** there is to know about that one specific person.

There are certain aspects of the human experience that shape our opinions and view of the world that are so deep within each of us that we couldn't even begin to try to describe it ourselves. For a marketer trying to get into our head it would be highly unlikely.

So I'm here to tell you, this is **IMPOSSIBLE**. It just can't happen. Here's another let down for you...

This entire time, we've been talking about one person. I don't know about you, but I don't sell too many \$1 billion products. This means I have to sell to **MORE** than one person. An example:

If I only sell one \$1000 product and I want to do a million dollars in revenue per year for the rest of my life, I've got to sell 1,000 people a year. That's 2.5 or so people every day for the next 70 years.

The point is that you're never going to be targeting just one person. This means that your marketing message can't just talk to "one" person. It will always be speaking to a group.

What this basically means, is that as a fat loss marketer, not everybody is going to be divorced, with three kids, and hate the bulge coming out of their t-shirt from their love handles. The next person might be of the opposite sex and wants to get lean and cut to attract a lover and have a dog named Queenie.

We'll never be able to craft the PERFECT MESSAGE for EVERYONE who absorbs it. It's impossible when we can't understand EVERYTHING there is to know about our prospect and when we are targeting MORE than one person.

I think that was pretty obvious to you. Not everyone is going to buy. That doesn't mean you can't get rich persuading and influencing.

The Good News

Just because everyone doesn't buy, doesn't mean we can't have HUGE conversion rates. We still have the ability to "become" our prospect and create copy so powerful ALMOST everyone goes down. So how do we do it? Easy.

Let's pretend our entire market is standing in front of us on a football field. They're packed in like cattle. Depending on how large your target market is, this could literally be billions or tens of thousands. Then out of nowhere, one of your prospects starts "absorbing" everyone else on the field.

By the time he's done, the entire market has been "compressed or condensed" into one person or **PERSONA**. Are you still with me? All of the thoughts, feelings, emotions, experiences, etc have all been pressed into this one human. This is your **IDEAL PROSPECT**.

While each person was unique in their very own way, as you speak to this ideal prospect, you start to notice something strange. Many of the desires and problems of the market overlap.

You start broad and realize that everyone on the field wanted to lose weight. They've already been targeted to that level. But when you dig even deeper you realize something incredible, many of them...

- Use the same language and lingo.
- Have very similar SPECIFIC problems and desires. (losing gut, get healthy, etc.)
- Have the same habits.
- And so on and so forth.

Here's the takeaway: While everyone in this "ideal prospect" breakdown might not have 3 legged dogs named Spot that got hit by tractor trailers in 1984...They have a TON of things that link them together and make them very similar. This is so powerful it's not funny.

As a marketer, all you have to do now is speak to these hot button issues, address their problems, show you understand their habits, use their lingo, and so on. Your message will really RESONATE with them in a huge way! Long story short, your conversion rates will soar. This is why "becoming your prospect" is the most profitable act a marketer or salesman can undertake.

More Bad News

A damn field with all of your prospects that magically condenses them into one doesn't exist! The only way to get to this ideal prospect is to do research! And with your research, also starts your new Hollywood acting career. You need to become a method actor. Get in the SOBs head. It starts like this...If was Mr. Prospect what would I:

- Think and Feel?
- Hear?
- Say and Do?
- See?
- What causes Pain?
- What causes Pleasure?

When you understand the answers to these questions better than your condensed prospect on the field - You are ready for battle. Got It?

So where do you start? Well, where do your prospects hang out? The easy way to do it is online:

- Forums
- Blogs
- Amazon

- Facebook
- Twitter
- Web Sites
- Etc.

All are great places to start. The best way to do it is to get in the trenches and talk to your prospects. Interview, Interview, Interview. There really is no art form or step by step approach to doing this. Just know that the marketer who really understands his prospect succeeds. The one who doesn't, fails. It's very cut and dry.

Wrapping It Up

So in conclusion, the best way to persuade somebody is to become them. You don't need sales games, techniques, or strategies if you really understand your market. Doing this properly is the equivalent to selling a bottle of water to a millionaire dieing of dehydration in the desert. Do it wrong?

You won't make a damn sale.

BONUS

One of the core pillars of chapter is "Hollywood Style" story telling. Exciting, well told stories don't only entertain and get your marketing read, they get people to buy. Stories:

- Are hypnotic
- Lower buying defenses
- Force people to relax, settle down, feel comfortable and let their guard down. (much more so than a standard sales pitch)
- Bring massive credibility
- Humanize you.
- Make you more believable.
- Allow you to connect with your prospects.
- Create a familiar psychological expectation due to their pattern.
- Allow you to bond with your prospects.

The options are virtually limitless when it comes to how to tell your story. Feel free to be creative. I've included the simple three step beginning, middle, and end storytelling formula I use to create all of my Hollywood campaigns.

Hollywood Story Construction

1. **The Challenge** (Beginning) — What is the main conflict at hand? Talk about the pain and suffering. What did it look like before the issue was solved? How you were lost and had no way out.
2. **The Struggle** (Middle) — Talk about your journey. How you failed and failed to find the answer. Talk about your struggle to resolve the conflict.
3. **The Resolution** (End) — Talk about your solution. How everything worked out. The pure bliss and joy you have that you overcame the struggle.

This is very simple to do:

1. — Really focus on hooking your listener with a powerful headline or lead in. This can be a challenge or question. Don't be afraid to be bold and dramatic.
2. - Sell the sizzle here. Really get into how you (or protagonist) toiled and struggled. Describe it in detail.
3. — Tie up the story. Your readers logical progression is to take your desired action. This will resolve their problem.

When you really think about this, it's not that hard. A simple "David vs. Goliath" brand of story should cover 99% of the basic necessities you need to get started. Remember, David doesn't have to be you! It can be a client or somebody you know with the problem. Be creative. Have fun.

How To Turn A Free eBook Into A Quality \$197 Product

Let's say you have this free ebook that's of quality, around 100 pages. Here's how to take it and turn it into a \$197 information product...

First, increase the perceived value.

Free information is perceived to have a low value, especially free blog posts.

For instance, ebooks have a perceived value of \$7 to \$28.

Then a mp3 audio products are generally perceived at around \$47.

Downloadable videos can be perceived up to \$97 a piece.

Software is perceived anywhere between \$97 to the \$1,000s.

These are estimates based on studying marketing and observing prices. Some might disagree but that's okay.

Turn your ebook into a form of downloadable media with higher perceived value by doing it yourself or hire someone to do it cheaply at Elance.com.

If you want to do a screen captured video, use Camtasia or a cheaper program like it. (Camtasia can be found at camtasia.com or techsmith.com/camtasia). CamStudio is free, but of less quality.

Then, add the right packaging to Increase perceived value even more.

Let's say you took your free ebook and turned it into a 4-hour-long screen capture instructional video course and you're selling it now for \$97. If you offer 50% commissions to affiliates, you can have a ton of Super Affiliates promoting the quality product that has high value and high perceived value for \$43.50 per commission.

What if I told you that by making two minor adjustments that you could triple the cost of this product and it'll still have value?

Here's what you do.

- 1) Call it a "course."
- 2) Go to your graphics guy and tell him, "Instead of creating a graphic for just one 4-hour-video, make it look like 5 DVDs in a bulk package."

Infomercials have proven time and time again that bulk packages out-pull single packages 5 to 1, because of higher perceived value.

Now you have a bulk package that you could sell for even \$ 197 or more. If it's a course in bulk, the perception of your product will be that it's an investment by which there will be a return.

Before you can get your customer to want to buy your product, they need you to give them another big reason why.

You need to make it look like your product's price is a drop in the bucket compared to the benefits that the prospect is getting!

So we do two things:

1) Pile on quality bonuses like audios, reports, interviews, you name it. This increases value.

2) You need a USP, a Unique Selling Proposition. You'll need something of high perceived and unique value to close the deal. In your case, you could offer mentoring from your own online mentoring school or a free critique or free coaching of some kind.

These two things significantly increase the perceived value as well as the actual value of your product and now service as well. A prospect passionate about your subject would be willing to invest \$197 as a one-time fee for \$1,000s of dollars worth of products and services on your topic.

The great news is anyone can do this with a how-to ebook.

So that's how you go from giving away a free ebook to making an easy \$197 per day or more on the internet (and that's just 100 visitors to your sales page per day converting at an average 1%). No guaranteed results of course.

And here's the best kicker – even if you can't sell it for \$197, you would now 'effortlessly' sell it for \$47.

Disclaimer: Don't ever apply this tactic if you know that your product does not have that kind of content. You're just increasing the value for how much you should be paid so that you're not underpaid for your content. :-)

I believe that I've covered just an enormous amount of ideas here.

You've just been handed my true secrets of how I've made a fortune on the internet.

The only thing left now is for you to take action.

I can tell you what to do and how to do it, but I can't make you do it.

That's up to you.

I guess, whether you'll do it or not *REALLY* depends on how much you're willing to sacrifice now for your future to have personal freedom that will last permanently. If you're smart, you'll know which option to choose.

All the best,

Patric Chan
Best-Selling Author, International Speaker
And Internet Entrepreneur

P.S: If you like to get started extremely quick, you can clone my internet marketing business by using the CB Passive Income system. To get more information, go to www.cbpassiveincome.com.