

How To...

CREATE **Best-Selling** **Products** **Instantly**

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Dear Reader,

Thanks for investing in this powerful product. Please note that while this product is only about 20 pages in length, it is full of amazing and powerful moneymaking ideas. So, be sure to read it several times so as to not miss anything important.

I could have gone into more detail on all the areas covered but I feel your time is precious and you'd rather get to the meat of the moneymakers than to read 100 long pages.

I promise you that by the time you're done with this book, you'll have at least one six-figure idea that you could easily take to the bank!

I hope that gets you excited. Let's get to it...

It's Easier Than You Think...

Most people who are new to the Internet, or even some who have been around for a while, believe that they can't create their own ebooks (or CD's, videos, etc.) because they can't write.

There are also a lot of 'so-called' gurus who will have you believe that it's more difficult than it actually is.

What I'd like to show you through this special report is that you CAN create your own ebook and other products. And you can do it **fast!** Even if you've never written a word in your life! (If you're new to the field, your main challenge may be getting recognized as an expert. But creating your own products will be easy once you learn the shortcuts and tips in this ebook!)

You see, it's all about 'perspective.' The first time you see someone riding a bicycle, you immediately say "That's not possible" or "I can't do that." And, maybe you're right to some extent. You can't ride a bicycle **yet**. But, that doesn't mean you can't ride a bicycle **ever**.

You just have to get on it, stumble a few times and before you know it, you're balancing a metal frame on two wheels! Something that seemed **impossible** just a few days ago.

It's the same with writing an ebook. In fact, it's much easier than learning how to ride a bicycle.

The trick really is to just get started. Just start writing and let your thoughts flow. Don't worry about spelling or grammar or sentence structure or formatting or any

of that. Just get the information **out** of you. You can edit it later. If you edit while you write, you interrupt the flow of ideas.

You can also use a tape recorder and just talk freely into it. Imagine you're talking to a friend and you're giving her advice about X (where "X" is the subject you want to write about.) When you're done, you can type it all out into your computer, or get someone to transcribe it.

What people should realize is that you don't need to be an English major to write an ebook. Just write the way you talk to a friend. Then, have someone read it out loud and see if either of you can find any areas that sounds choppy or confusing. You can also get a college student to edit it for you, if you're not comfortable doing your own editing. (Although, personally, I prefer to read an ebook that seems like the author is "talking to me" (it seems more interactive) instead of an ebook that uses perfect grammar, and structure but ends up being *boring*.

If it still seems like a daunting task to write the book, just break the ebook up into sections or chapters, and knock them out one at a time... kinda like writing short reports. (Break the task up into smaller pieces and tackle it that way.)

Anyone can write an ebook.

An Easier Alternative Still...

Of course, if you still want an easier way to do it, just hire *someone else* to write it for you. You can go to a site like elance.com to find a ghostwriter.

Hundreds of marketers are releasing products every day using the above strategy. They don't have to write a word of it, and they don't even have to be an expert on the subject! It's the easiest way to come into this business and start making money quickly!

How To Create Products In A Matter Of Hours!

Creating products is so easy, all you have to do is break away from the limitations of the 'standard' way of creating products.

In other words, you don't have to do all the work yourself! In fact, if you get a little creative, you won't have to do *any* of the work!

You don't even have to know a thing about the subject that you'd like to create a product on.

The tips and strategies provided below will definitely get your brain firing on overtime. ;-)

Interview An Expert

The fastest and easiest way to come up with a high-value product is to interview an expert on the subject which you want to write about.

You would entice the expert by reminding him of the free publicity he/she would get from your promoting the interview.

The more well-known the expert is, the more marketable the finished product will be.

You can also interview several experts and compile all the interviews into one product, in order to cover different angles and strategies on one subject.

Or, you could pick a general subject, break that up into sub-sections and then interview an expert for each sub-section. For example, if you're creating a product on 'Internet Business Success,' you could interview an expert on product creation, another on copywriting, and another on marketing strategies, and so on.

Your interview can include a set of specific questions, or just one question that requires a detailed answer.

You could also ask the expert to offer you a step-by-step plan that readers would be able to follow to get to their goal. (The easier you make it on the reader, the more likely will he be to buy your product.)

There are various formats you could choose to conduct and publish the interviews. You could simply send the questions to them via email and publish the answers into a report or ebook format. You could also choose to meet the expert one-on-one and record the interview, or you could conduct the interview over the phone and record it that way.

If you choose to record the interviews, your product package could then contain the audios as well as the typed up transcripts. Your pricing would also vary depending on which formats of your products you provide.

Heck, you could even video tape the interview and sell copies of the recorded video.

Record Your Own Tips and Advice

If you're an expert in a subject yourself, you could get a friend or partner to ask you preset questions and record/transcribe those.

You could also do a (free or paid) tele-seminar, record that and turn that into an instant product. Offer it as downloadable audios, an actual CD, or just the typed up transcripts.

A similar strategy can be used on live seminars. You can either video tape the seminar, make a audio recording of it, or both.

You could just as easily invite other experts to join you in the seminar and turn that into an instant product.

Of course, these days, you can also do a webcast i.e. a seminar via the Internet, record that and turn that into a product.

Turn Existing Content Into Products

You can just as easily contact a bunch of experts and ask them to submit their best articles or reports on a particular subject. Then, compile them into a larger report or even an ebook.

Each expert gets to include their web links at the end of their content so they get free publicity from the submission.

You could further get instant exposure for your newly created product by giving all the experts who participated the first chance at selling the product to their own customers. (You can also use this strategy with interviews.)

The same idea can be used to borrow/reprint sections of ebooks, audios, or even existing videos. Contact the author and ask for permission to reprint the content in exchange for free publicity.

If you want to create a product for the 'copywriting' crowd, you could contact several copywriting experts and ask them to submit a sales letters that they wrote for one of their products. You could compile all the submitted letters into one mega collection of "proven salesletters." You got an instant product!

You could take this idea further and ask each expert to break the letter apart and explain the specific techniques they used to create the letter. That added information could easily double or triple the value of your 'proven salesletters' package.

Update/Republish Existing Information

Find an ebook/manual that's at least a year old and ask the author/publisher to update the information. For example, you could approach the author of a "free classifieds" directory and offer to help update the information to include all the new resources that came about since the directory was last published.

You could also approach the author of a printed product and ask to convert his product into an audio CD...or visa versa.

How about taking an ebook on 'general gardening tips' and modifying it for the '*vegetable* gardening' market.

Co-Create A Product

Another way to save time is to ask an expert to co-create a product with you. If it's an informational product, you could both write it together, and split the workload. The product would be finished in half the time.

The same can be done by involving several experts/authors. Each one would get assigned a portion of the work, say one chapter per author, if it's an informational product.

Help Finish Incomplete Projects

Most successful product creators, especially informational product creators, have at least one unfinished product. You can offer to help them finish it. The profits and exposure can be shared between the two of you.

This can be applied to ebooks, reports, manuals, manuscripts, even software/scripts or non-informational products.

Purchase 'Private Label' Rights

You could either search for owners who are already offering private label rights to their products, or approach authors and ask for it.

Private label rights offers you the right to insert 'your name' as the author of the product. You don't have to write a single word except type in your name and website info.

You could either pay for these rights with cash, or barter/trade using your own products and/or reprint rights.

Hands-On Video Or Camtasia Presentations

Another super easy way to create a high-value product is to create a "how-to" video or computer presentation simply by recording yourself (or an expert) while working on the project. For example, you could create a "how to" product that teaches others to use/learn the features of Microsoft Word by recording yourself using MS Word and explaining the features.

Most people prefer listening over reading, and watching over listening. They want 'easy.'

Create A Package Using Existing Products

Approach several product owners and ask them to donate their product to your project, in exchange for publicity and a cut of the profits. Once you have a bunch of products from different owners, package them together and sell the bundle for an attractive price.

Also, allow each owner/participant to promote the site to their own customers for a cut of the profits.

It doesn't cost you a thing AND you get to build your own list fast!

Public Domain Information

This is another strategy/topic that's hot right now. Look for public domain information and republish, re-author, re-title and/or repackage it.

You could also go after out-of-print informational products and work out a deal with the original publishers/authors.

Case Studies

Ask several experts to offer a case study of their most recent project. For example, if you're writing about press releases, you would ask each contributor to give you a copy of their last 'successful' press release and explain the what/why/how of the reason for it's success.

Compile the case studies into a guide that you can sell.

Checklists and/or "Top 10" Lists

Create (or ask an expert to put together) a simple checklist that one could use as a guide. For example, you could put together a 'travel checklist' which travelers could use to ensure that they have everything they need before they leave.

You could also use the same idea to create a "Top 10..." list for any subject. Example: "Top 10 Ways To Increase Your Website's Profits," etc.

Sell Your Ideas

Instead of creating the products yourself, you could put together a report that lists all of your creative ideas, so that others could use them to create their own products (kinda like this list. ;-)

You could even create a membership site where you share one (or a few) new idea(s) each month.

Hold A Contest

Example: If you'd like to write a report/ebook on 'creative landscape designs,' you could hold a contest and ask everyone to submit their best ideas/designs and allow you reprint rights to the submissions.

Then, compile all the submissions into one report/ebook.

Templates, Forms, Etc.

Create templates for others to use, compile a bunch of them together to create an instant product. Example: If you're a graphic designer, you could create ebook templates, header templates, web site templates, etc. If you're a copywriter, you could offer several web copy templates that people could use to easily create their own sales letters, etc.

You could do the same thing with commonly used business letters, forms, etc.

Resources List

You could very easily compile list of useful resources on certain subjects and turn that into a product. Example: a list of free advertising sites, article submission sites, free hosting or free web space sites, free clipart, free autoresponders, etc.

Directories and Guides

You could also create a directory of sites, resources, software or even businesses. For example, you could create a list of the best restaurants in your area and offer some information on each, as well as dining tips, and so on.

Capitalize on Trends and Fads

Here's an easy way to create a hot-seller... When the 'Lord of the Rings' craze hit the big screen, people started selling anything and everything that even remotely tied to the movies in some way. And, the fans bought 'em all! The same happened with 'Sideways' and the wine craze, Atkin's diet craze, and every other fad or trend that hit mainstream media.

What current hot trend or fad could you attach to your product?

To be honest with you, your product doesn't even have to be an actual product!

You could just as easily compile a bunch of powerful testimonials about someone else's hot product, add your affiliate links to it and pass the document around.

Allow others to pass it around freely as well. Pretty soon your little report of testimonials can start earning you commissions.

Yes, it can be that easy, IF you decide to make it that easy. Remember, don't let how 'most people' create products limit your creativity and options.

Coming Up With Winning Ebook Ideas

The standard way to come up with a winning ebook idea is to study your market. Find out what the problems and frustrations of your market is and pick a subject that people are desperately needing answers to.

You can also simply "ask" people what they want. If you already have a customer base, just ask them what kind of product they're most interested in and are willing to pay for. Then, create that product for them.

The best way to ensure your ebook's success is to choose topics that provide solutions to existing problems.

But there's an easier way!

I'll be honest... I don't particularly like to work hard unless I absolutely have to. I don't see a point to it. So, if there's a shortcut to be found, I'll find it - or I'll create one!

Whenever I want to create a new product, I just look at what's already selling well out there and I give that product/idea a unique twist.

Just follow the experts and top sellers, watch what's hot on Clickbank.com's Marketplace (i.e. what sells the most,) check out Amazon.com and see what's moving there. Go to forums and look for common problems or complaints people are having.

Here are a few more resources you can use to do research for your product:

Copernic 2000 - This is a free software that searches multiple search engines simultaneously to find what you're looking for.

<http://www.copernic.com/>

DataGrabber - This tool targets hundreds of public databases to dig up information.

<http://www.wildcowpublishing.com/>

Deja.com - allows you to search lots of usenet newsgroups simultaneously.

<http://deja.com>

Forum One - If you need to search through forums and message boards, this is your best bet.

<http://forumone.com>

Encyclopedia.com - Obviously this site allows you to search through their massive database of articles, at no charge.

<http://www.encyclopedia.com/>

NewsDirectory.com

Look at hundreds of newspapers all over the world.

<http://www.newsdirectory.com/>

Establish Your Uniqueness!

Look, creating products is not that difficult, as I'm sure you're aware of by now. But if you really want to make good money in this business and establish yourself as a respected expert, you have to be unique! This is so important that it's worth repeating several times.

Come up with a **unique** product or service, or as mentioned earlier, a **unique twist/angle** to an existing product. (Of course, the latter is much easier and quicker to do.)

If you're in a highly competitive niche, take existing ideas and products and find ways to improve on them *considerably*.

Look for an area within your field/niche that needs attention but isn't getting any. Look for 'holes' in your niche.

What are the main problems and frustrations of customers that other marketers and business owners aren't addressing?

Look for something that's highly needed but not being addressed by others. Do surveys, visit message boards and forums, etc.

Target a sub-niche (a smaller niche within a large niche) that isn't overflowing with competition, or one that isn't being addressed yet.

Example: When I first got into online marketing, the 'spam' laws were just beginning to come about. Marketers were just starting to get away from sending unsolicited email because they didn't want to get in trouble. The online business was changing. New marketers were tip-toeing around the issue. They either got in trouble for sending unsolicited email, or were too afraid to even approach email marketing in fear of being labeled a 'spammer.'

I noticed the area that needed attention: permission email marketing. Email marketing was the easiest and cheapest way to build a business. But people were too afraid to use it. They needed a step-by-step guide to using email marketing the 'right way' - using opt-in methods so they wouldn't get in trouble.

So, that's what I wrote about. And, that's the book that put me on the map... **Email Marketing Strategies Revealed!** was born.

Find out what's missing from your market and fill that need! Study your market. Find the holes, and then find a way to fill them.

If you don't think you have the skills needed, find someone who does and market that person's assets!

Example: think of celebrity agents. They don't have the acting/dancing/singing skills themselves. But it doesn't matter because they go out and *find* the talent, then they sell that talent!

A really powerful way to come up with unique ideas is to study other businesses that are NOT related to your market. If you're in the online marketing field, look at the real estate business, the plumbing business or any other non-related business. If you look closely, with an open mind, you will find many creative and unique ideas that you can bring back to your own business and surprise your market! They will think you're a creative genius! ;-)

Don't hold back when you're trying to come up with new and creative ideas. Let your brain take off – freely and unhindered. Think back to when you were 8 years old. Get back in touch with that “nothing is impossible” energy that children possess. That can be your greatest ally in business.

Every now and then I'll come up with a completely original product idea, but *usually* it's just stuff I see happening around me. I look at what's already selling, what's already (or is starting to become) popular.

I use my creativity to put new twists to existing "winning" ideas. That's the shortest route to success!

By giving it a **twist**, it sort of becomes a unique product. Just learn to pay attention. Keep one ear on the ground. Notice what's getting the most shelf space in bookstores. Visit discussion groups in your niche. Get on mailing lists, etc.

In short, get out there and hang out among your customers and competitors (either online, offline, or both.) Do that and you'll never run out of ideas to write about.

However, I'd strongly recommend that you give your product idea a little “twist.” **Make it unique in some way** so that it's not the same ol' product that everyone else is selling.

That little twist can make your product stand out and sell very well.

Here's an example from my past...

When I first started my 'Secret Collection' of ebooks several years ago, no one was selling it the way I was. People were selling individual reports, on various niche subjects, but you rarely saw anyone put it together the way I had.

And there was a reason no one was doing it. It was difficult to group those products together and still maintain a "theme." I'm talking about subjects like online investigation, self defense, credit tips, beating speeding tickets, UFO's, etc. None of these products had anything to do with each other.

Well, I decided to use the "secrets" **theme**. My main selling point (and headline) was.. **"Discover Secrets You're Not Supposed To Know About!"**

And, in the package, I revealed online investigative *secrets*, self defense *secrets*, credit *secrets*, UFO *secrets*... and so on. Suddenly, all these products - on different subjects that normally could not be grouped together - worked very well as a "package."

My uniqueness in this case was the way I "packaged" the products, and of course the "secrets" hook that I used. The moment I gave it a "theme" it was a hit.

I got the "package/membership site" idea from the [Internet Marketing Warriors](#) site, of course. ;-) So it wasn't an original idea. (Like I said, pay attention to the top marketers and you'll get lots of ideas.)

But, I gave it a twist that **was** original. At least for the online crowd.

So... you don't have to be an inventive genius to have a hot product. Just watch for what's selling. Then, focus on solving problems, on providing solutions, on creating value for others, on making your product **better** than what's already out there, and you'll do fine.

Power Tip: Here's another major reason for coming up with a unique product. Not only will the customers love your product (since they're always after what's "new" and "hot," a unique product will also get other businesses in your field/niche interested in working with you.

Nothing can build your business faster than joint venturing (partnering) with other successful businesses. And nothing will get other businesses to want to partner with you more than a unique product that really solves the problem of your target market.

The Process

As soon as I get an idea for an ebook that gets me excited, I write it down. (Keep a pen and pad, or tape recorder, with you at all times.)

Then, I transfer it into a 14" by 17" sketch pad. It's a drawing pad i.e. it contains blank sheets of paper, without ruled lines.

I designate at least one sheet to my new idea. And, then I just go crazy on it. The secret I've discovered is to forget about logic, linear thinking or organization. Just let go and pour out whatever is inside you at that moment.

In other words, my mind is usually going in 10 different directions when I scribble on the pad. One minute I'm writing a brief table of contents on one section of the page. The next minute, I'm writing a killer headline that just came to me, for that product. Pretty soon this large 14" x 17" page is filled up with scribbles, notes, gems that I brainstormed.

Everything that I can think of (relating to this product) gets recorded on this pad (table of contents, ads and salesletter titbits, cover design, formatting, etc.)

I also let the idea simmer in the back of my head for a few days (and nights) and each time I get bits and pieces of insight, I make a note of them all.

(It's very important to let your mind relax and roam freely, in a limitless manner. That's when some awesome ideas can come to you. After you've given your brain a goal to focus on, sleep on the idea and let your brain really go to work on it, unhindered.)

Planning The Outline & Content

Since this report is about creating products **fast**, you'll notice me offering you some amazing shortcuts throughout this report that will help you get your ebook written super fast!

To get my outline and content setup, I just go back to the sketch pad (from above) and play with it. I'm one of those people who likes to see everything laid out in front of me if I am to arrange them in any kind of order or sequence.

Of course, it doesn't have to be done on a large sketch pad, like I do. Find out what method works best for **you** and do that.

You can just as easily create a document on your computer and start jotting down ideas for the book there. Basically, you want to make a note of all the sub-sections you will want to talk about. Then, when you're done listing these sections/chapters down, just arrange them in a sequence/order that makes sense. You've now got a table of contents, or at least the first draft of one.

Here's an easy way to get some ideas on creating an outline for your book: just look at the existing books on the subject! Whenever possible, try to use what's already out there, there's no point in reinventing the wheel. Go to the library and pick out a book on the subject you're writing about and see how they have it all laid out.

I'm not saying "copy" it word for word. Just get "ideas" on what to do. If the book you're looking at has a good outline, you can model off of that. If the outline (table of contents, etc.) are hard to follow on that book, you can improve on it when creating *your* ebook! (So, you'll get ideas on what to do and also what **not** to do by looking at existing samples of work.)

That should be the core mindset for you while you're creating your own products:

Make your product better than what's already out there!

I can't tell you how much time to spend per day on each chapter because I don't know what your lifestyle or schedule is like. Just spend some time working on the chapters, one at a time, and pretty soon you'll have the ebook completed.

Here's what I would suggest you do each time you sit down to work on your ebook: Look at the Table of Contents you've created and **pick a subject/chapter that most interests you at that time**. Work on that chapter!

You'll enjoy the process a lot more if you're writing about something that excites you at that moment.

There are many other benefits to doing this as well, which I won't go into here. Let's just say that when you're excited about the subject you're writing about, your reader will feel that excitement when she *reads* your ebook. And that's always a good thing. There are too many boring writers (and books) out there. Yours won't be one of those if you use the above technique.

Avoiding Doubts, Fears, and Writers Block

I've been creating ebooks and reports for a while so I don't find myself doubting or fearing the future too much. But, that can happen from time to time, especially if you're a beginning writer.

Here's a simple remedy: do whatever it takes to **shift your focus**. That's all there is to it.

Put the project aside for an hour (or even a day) if you have to. Go watch something funny on tv. Listen to your favorite music. Read a motivational book or article, play with the kids, or just go for a walk.

It's really not as difficult as we often make it out to be. Just change the track your "train of thought" is currently riding on. ;-)

Doubts and negative thoughts may enter your mind occasionally. Don't fight it, just gently nudge your thoughts towards the positive and productive.

Then, go back to the project with a new, fresh attitude and perspective.

It also helps to envision the end result just the way you want it to be.

For example, if you'd like your book to earn you \$50,000 per year, **keep seeing/visualizing that result consistently, as if it has already happened!** This process will burn the "success" image into your brain and pretty soon, doubt will be a thing of the past.

Once you get excited about the end results you'll achieve, get back on the computer and start writing! ;-)

Proper Layout and Design

Again, don't make it hard on yourself, especially if this is your first ebook. Just go out there and look for the best sellers related to your subject. Study the best ones and find out **why** they are the best. What is it about them that's appealing to **you**. Then, use those formats as *models*.

Here's an easy way to make your ebook easy to read: **suck the reader in!** Most how-to books are dry and boring, with just a list of facts and figures. Make yours entertaining too, if possible. Here's something you should always keep in mind...

"It's not the story that makes it a hit. It's how the story is told!"

See, anyone can write a book that delivers facts and figures. But few people can write a book that others would want to read. This is why it's so important to be passionate and excited about the subject you're writing about. And, it's also why you want to write in a conversational tone instead of the rigid formal tone that most text books use.

Inject your personality into the ebook. If you have a great sense of humor, give your readers a taste of that. (Of course, you don't want to **force** or fabricate a personality. Just use what comes naturally. Don't try to be somebody you're not.)

Pricing Issues

How do you decide what the best selling price is for your ebook. Surprise, surprise. I just look at what's already out there. **Research is your biggest ally in this business.** I look at how much the other sellers are charging for their products. I also look at the sales page to find out what they're offering in exchange for that price. And whenever possible, I take a look at the actual products others are selling, to see how well they're done and if they are worth the asking price.

Then, there are several ways you can use that information. Here's an example...

If most people are charging \$47 for the standard info on the subject, you should aim on offering:

- 1) a better product/package, and
- 2) a better deal/offer.

So, you can either offer the same or similar info for say \$39.97... or you can keep the price at \$47 but add some valuable bonuses to the package to increase the perceived value of the overall package (or provide additional useful info in your main product that other people are not offering. Make yours better, remember?)

Promoting Your Book To The World

If you have an existing mailing list, tell them about your new ebook first! Offer them the best deal possible – a special offer that no one else will be getting. (You've gotta treat your own list the best.)

I would also offer an affiliate program to my customers so they can promote the product to others while they earn a commission.

If you don't have your own list, the first thing you may want to do is, start sending out 'joint venture' offers to other businesses in your field. Offer them a nice-sized commission (at least 50%) and explain to them how they (as well as their customers) will benefit from the deal.

I would send out at least one JV letter, per day!

If all you do is work on striking joint ventures with other marketers and business owners, you will not need any other marketing strategy to pull in amazing profits! Joint ventures are the best thing out there for us writers and marketers -- especially online!

You can also use highly-targeted ezine ads to get customers. (Here's a twist to this technique: **instead of targeting customers, target affiliates who will help you sell the product!** This strategy can grow your business very quickly!)

Another strategy that can work well for you (if you don't have an existing customer list) is to write short, focused articles and submit them to targeted ezines. Articles can be a great way to get viral advertising working for you.

There are hundreds of other strategies you can use. However, the ones listed above are some of the best and most effective ones around. You should always go for 'quality' traffic verses 'quantity.'

What To Do When You Get Stuck

If you get stuck or lost at any point during the product creation / marketing process, don't panic. There's an easy solution!

Just watch what the experts in your field are doing and how they're doing it. Then do the same thing.

Example: If you can't think of a great title for your ebook, look at what the experts are doing. Or, go to amazon.com and do a search for books on that subject. Read the titles/headlines and you'll get some great ideas from there.

Don't know how to create an outline for your product? Look at how the existing books are formatted.

Having a hard time creating a killer sales letter for your product? Just look at the top sellers and see how they're doing it. And model yours after the best sellers!

Most of the work has already been done for you. You don't have to *steal* other's work, but you can look at their stuff to get ideas... you can model after the successful ones.

And of course, **make yours better!** ☺

Another good point to keep in mind is... **your book doesn't have to be hundreds of pages long.** I tend to create short powerful reports because they are quick and easy to produce.

That's a great way to go, especially if you're a new marketer and want to get your feet wet.

Best of all, short reports allow you to spread your risk. Listen, all of your projects will not become home runs. That's just the reality - of any business - that most of us have to accept.

So, if you invest a lot of time and energy into creating a monster ebook that turns out to be a dud, you would have lost all the time and energy you put into that project... with nothing to show for it.

On the other hand, if you had only spent *a few weeks* on creating a much shorter ebook which also turned out to be a dud, you could quickly pull that one out and replace it with another short one. Your risks are dramatically reduced and your chances of putting out a winner is increased!

See, it's better to create 10 little ebooks per year and have 2 of them flop (which means 8 of them are bringing in the cash!) than to only create one or two **big** ebooks in that same year and risk having them both flop. There is also a much better chance that 1 of your products will be a hot seller if you have 10 of them out there, instead of just one or two.

That has been my strategy for the past 7+ years. And it has worked very well for me. It can work well for you too.

Make It Better!

Most importantly, **keep testing and tracking everything you do!**

After you have the basics down, start testing everything to make it **better**.

Test your headlines to see which one pulls better.

Test your offer, packaging, benefits, pricing... test everything! Don't let anyone tell you what they "think" will work. Let your customers decide that for you.

Measure the response of everything you test to find out which is working better and producing more profits.

Don't ever stop improving on what you have.

Each little improvement you make (after testing it out) can mean substantial *additional* profits for you. It's the easiest way I know of to give yourself a raise without really doing too much extra work.

Finally, make your package unique, either through the offer, the packaging, or the product itself. Make yours stand out from the rest of the pack..

If you don't do that, you'll be lost among the other mediocre offers, and your customers will probably never find you.

(If you can't think of a way to make your product/offer unique, just look at how other *industries* are doing it. You'll get some great ideas just by watching other businesses that are completely unrelated to your field.)

Do the above and you'll *continue* to get great results.

Speaking of being unique, if you're thinking of writing an ebook on marketing, **DON'T!**

Pick any other subject but marketing. You'll have a much easier time selling a product outside of the 'marketing' arena. You'll also often have **much less competition** in the non-marketing niches, and a much greater profit potential.

To your success!

A handwritten signature in blue ink that reads "Raamakant S." with a stylized flourish above the name.

Raamakant S.

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