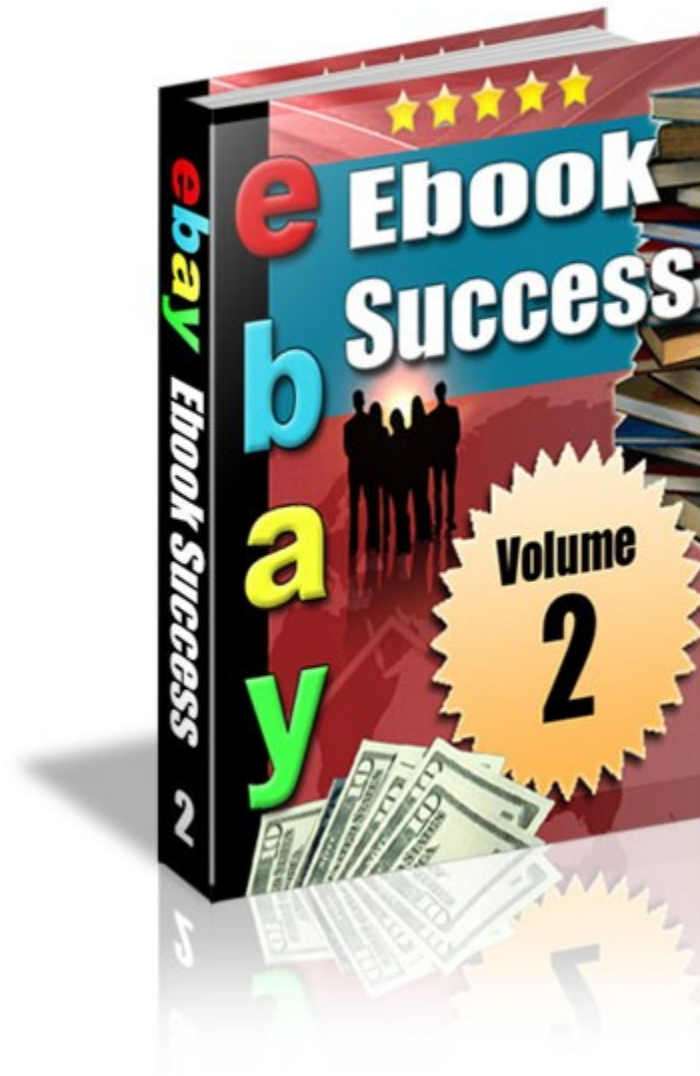


Ebay Ebook Success: Volume 2



brought to you by Tom Parker (Owner and Creator of The Ebook Cavern)

<http://www.theebookcavern.co.uk/>

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1) About the Author

As you may or may not already know my name is Tom Parker and I run [The Ebook Cavern Ebay Store](#) as well as multiple websites and a newsletter. I have been selling ebooks on eBay since 2003 and have a rapidly growing feedback record.

If you wish to contact me at any time, for any reason then please send an email to: enquiries@theebookcavern.co.uk and I will get back to you as soon as possible. I hope that this ebook proves useful to you.

Below are descriptions of all my websites and newsletters:



[The Ebook Cavern Ebay Store](#) where I sell ebooks and software on eBay. Most products come with Resell Rights.



<http://www.theebookcavern.co.uk/> is where I sell "How to set up a Successful, Ebook Business on eBay".



<http://newsletter.theebookcavern.co.uk/> is my free newsletter which provides you with a free 'Ebay Ebook Success' article each month plus free ebooks.



<http://www.theebookcavernreviews.co.uk/> where I review the best Internet Marketing ebooks that I have purchased.

<http://www.squidoo.com/theebookcavern> is my squidoo lens which contains; a feed from The Ebook Cavern Newsletter, featured products from The Ebook Cavern eBay Store, information for ebook sellers, eBay ebook videos from YouTube, top eBay ebook products and much, much more.

2) About this Ebook

"Ebay Ebook Success: Volume 2" is the second collection of eBay ebook success articles that I have released. I hope these articles help you become a better ebook seller on eBay and provide you with some valuable insight and knowledge. There are a total of 10 articles included in *"Ebay Ebook Success: Volume 2"* which are outlined below:

- 1) ***Ebay Ebook Success: New Years Resolutions – One Year On:-*** An article measuring my year's progress and setting new targets for the year ahead.
- 2) ***Ebay Ebook Success: Why you should be creating your own Resellable Ebooks:-*** An article providing you with four reasons to start creating your own resellable ebooks.
- 3) ***Ebay Ebook Success: How to create your own Resellable Ebooks:-*** An article outlining exactly how you go about creating a resellable ebook.
- 4) ***Ebay Ebook Success: How to effectively distribute your own Resellable Ebooks:-*** An article listing eight ways that you can circulate your own resellable ebook effectively.
- 5) ***Ebay Ebook Success: Why you should be creating your own Premium Ebook:-*** An article giving you four reasons to create your own premium ebook.
- 6) ***Ebay Ebook Success: How to promote your newly created Ebook Step by Step:-*** An article outlining a 12 step process to promote your new ebooks.
- 7) ***Ebay Ebook Success: 5 things to consider before you start building an Email List:-*** An article detailing five things you should think about before starting an email list.
- 8) ***Ebay Ebook Success: 5 ways to get subscribers to opt in to your Email List:-*** An article listing five ways to get people onto your email list.
- 9) ***Ebay Ebook Success: 5 reasons to begin building your Email List:-*** An article providing you with five reasons to start an email list.
- 10) ***Ebay Ebook Success: 23 Internet Marketing Terms Explained:-*** An article defining 23 Internet Marketing terms.

3) Ebay Ebook Success: New Years Resolutions – One Year On

As you probably know (but maybe you don't) I have been selling ebooks on eBay for the last three years. However, the previous year has probably been my most successful to date although I still have a long way to go. In this article I measure what I've achieved in this past year and set goals for the coming year.

Around this time last year (January 2006) I was sending out my first newsletter to around 20 subscribers. My eBay store had less than 100 items inside and my websites were barely up and running. Although I had been alerted to the importance of websites, email marketing, ClickBank, Google Adsense, affiliate marketing etc, I had kept my main focus on eBay. This was mainly because eBay was the easy option. It doesn't take long to learn how to list ebooks on eBay, and once you've learnt it's surprisingly easy to build an eBay store full of ebooks. In contrast, learning about all these other methods outside of eBay just seemed so overwhelming. For this reason, up until 2006 I had kept my ebook sales mainly eBay based. However, during 2006 I began to explore the other avenues that I mentioned above.

Now in January 2007 I have my own income generating websites, a mailing list of over 300 subscribers (and growing by the day), my own premium ebook, four of my own resellable ebooks and a bustling eBay store with well over 100 active items.

I initially purchased a hosting package (which included domain names) during 2005, in order to host My Digital Dispatch so that I could auto-deliver the ebooks I sold on eBay. My original intention when purchasing the hosting was not to create a website. However, during 2006 I read certain ebooks including; The Silent Sales Machine, The Rich Jerk, The One Month Magnate and Ebay Auction Income Streams. These ebooks convinced me that to use the hosting only to auto-deliver ebooks was wasting a very valuable resource - the domain names. Since I was already paying for them I decided to test some of the ideas inside these ebooks.

I first set up The Ebook Cavern Website (<http://www.theebookcavern.co.uk/>) with the intention of hosting The Ebook Cavern Newsletter and eventually selling my own premium priced ebook. Following this I set up The Ebook Cavern Reviews Website (<http://www.theebookcavernreviews.co.uk/>) using ideas I came upon inside The Rich Jerk ebook. The website itself offers reviews of Internet Marketing ebooks I have purchased, outlining how useful they have been to me and who I think would benefit from them. During the year I also set up my third website, The Article Cavern (<http://www.thearticlecavern.co.uk/>) which provides articles on Ebooks and Internet Marketing. **Unfortunately since this article was written I had to close The Article Cavern.**

Creating these websites gave me a big boost in comparison to operating on eBay alone. Not only was I getting my eBay sales but I was also making money on my websites in the form of Google AdSense revenues, Commission Junction revenues, affiliate sales and sales of my own products. My websites could also be used as an additional promotional tool and a tool to capture leads for my mailing list. All these benefits were at no additional cost to me because I was paying for the hosting in order to auto-deliver my ebooks. I just had to invest a little time in generating the websites.

My second significant achievement in 2006 was building my mailing list. I did this by placing sign-up forms on all my webpages and also on my eBay pages, whilst providing incentives for people to sign up. Jim Cockrum's ebook *How to turn Auction Traffic into Cash* also guided me in building my mailing list effectively. From a figure of around 20 subscribers in January 2006 I now have well over 300 subscribers to The Ebook Cavern Newsletter.

Having a mailing list is another significant development in comparison to selling solely on eBay. When I sold solely on eBay I looked at each sale as a one time opportunity. However, a mailing list allows you to build a long-term relationship with customers and hopefully generate repeat purchases. It also gives you the opportunity to inform customers when you have launched a new product, added a new section to your website etc.

My next major achievement during the year was when I began to create my own products. I read several ebooks telling me the importance of creating your own product before I actually took the step and created one. In June 2006 I created and released "How to set up a Successful, Automated Ebook Business on eBay." This was the first premium ebook I had created. I also updated my two previous resellable ebooks into the more accessible Adobe Acrobat (.pdf) format and promoted them more heavily than before. On top of this I created a further two resellable ebooks before the year was up.

Creating my own ebooks was another significant development for me since January 2006. My first premium ebook provided me with a product of which I had 100% control. I could set the price, place my own links in the ebook and promote it as my fully unique work. My own resellable ebooks have also served as very valuable promotional tools for my eBay store and websites and could also be used as incentives for newsletter subscribers.

So to summarise in 2006 I have achieved the following:

- *I have created three Websites!!*
- *I have begun to generate revenue using Affiliate Programs!!*
- *I have created and sold my own Premium Ebook generating additional revenue!!*
- *I have increased the size of my mailing list by approximately 300 Subscribers!!*

- *I have created four resellable ebooks to promote my eBay store and Websites!!*
- *I have increased the size of my eBay store!!*

So now you can see, in a simple list format, what I have achieved online during 2006 with a part-time effort. If you have been selling ebooks on eBay in the past year you should make a similar list so that you can measure your progress. If you have not yet begun to sell ebooks online then you should use this list as your inspiration. If I can achieve this in one year with a part-time effort then what is stopping you doing the same next year?

That brings me onto my own plans next year. Although I am happy with what I have achieved this year, I feel I have only laid down the blocks which I can build upon next year. My affiliate revenues have not been particularly high and I believe I can generate more sales per month of "How to set up a Successful, Automated, Ebook Business on eBay" than I currently do. Therefore, my goals for next year are not radical - they are just to improve upon what I am already doing. I plan to increase the size of my eBay store further, continue to build my mailing list, create more resellable ebooks to promote my eBay store, websites, and products and generate an increased amount of affiliate revenues. I also have ideas for three more premium ebooks and plan to create and release these in 2007. Finally, I have one new goal - to experiment with Google Adwords. So to summarise my goals for 2007 are:

- *To increase the size of my eBay store and to keep to my target of updating my eBay store at least once a Month!!*
- *To increase the number of subscribers on my mailing list by at least 350 Subscribers!!*
- *To create at least three more premium ebooks and sell them via eBay and my Websites!!*
- *To increase my monthly Affiliate Earnings!!*
- *To create further resellable ebooks to promote my eBay store, Website and Products!!*
- *To begin a Google Adwords campaign for How to set up a Successful, Automated Ebook Business on eBay!!*

So that's my online plans for 2007. I hope you've learnt from this article the importance of setting goals if you are selling ebooks online, and just what you can achieve in one year. If you're not selling ebooks online I hope that this article has given you reason to begin. Good luck in the New Year!!

4) Ebay Ebook Success: Why you should be creating your own Resellable Ebooks

If you have been selling resellable ebooks on eBay for some time, then it is likely that you adopt a method similar to many ebook sellers. You source cheap or free ebooks with resell rights and then resell these in your eBay store. Now there is nothing wrong with this method. It means that obtaining the ebooks is cheap or even free, you don't have to spend time creating a product and a lot of the time you even get a ready made sales page and download page. For next to no money, you have a digital product that can be sold again and again, for very little effort. I used to rely solely on this method when reselling ebooks on eBay and achieved reasonable success with it. I even wrote a newsletter article last year on sourcing free ebooks that can be resold on eBay. To this day I still resell other people's ebooks in my eBay store. However, the difference is that I now also create and sell my own resellable ebooks also.

Now you may be thinking; 'Why would you want to go to all the time and effort of creating your own resellable ebooks, which are likely to depreciate in value very quickly? Surely it is much more time and cost effective to resell ebooks that are already available with resell rights?' If these are your thoughts then you are thinking about resellable ebooks in the wrong way. Let me put it into perspective and hopefully change your thinking on the issue with the example below.

Lets say for this example you are selling your own ebook and someone else's ebook, both for £1.99 in your eBay store. Now when you sell someone else's ebook you make £1.99 which is all well and good. However, when you sell your own resellable ebook you make £1.99 from the sale AND after the sale you have the potential for much more. What potential you may be asking? Well let me explain below just what your own resellable ebook can do for you.

1) Promote:- Your own ebook can be a very valuable promotional tool for your eBay store, your website or whatever else you want to promote. If you want to promote your eBay store simply write a little note such as "brought to you by <http://stores.ebay.co.uk/YOUREBAYSTORE>." Or you could even write a small paragraph about your eBay store, what it sells etc, and then provide a link to it if people want to find out more. If you have your own website, write an ebook that contains similar content and of course provide a link to your website somewhere within the ebook.

As you continue to sell your ebook with resell rights, some of your customers will also start to sell it and eventually their customers will sell it too. As time goes by your ebook will continue to be distributed, creating an increasing amount of traffic - your very own viral traffic tool. The more your ebook is distributed, the greater the potential for traffic to your eBay store/website.

2) Sell your Premium Product:- If you have a premium ebook then resellable ebooks can be used to sell it. For example, if you have a cooking recipes ebook

that you have wrote containing 1000 recipes this could be your premium ebook. You could then use 10 or 20 of these recipes to create a resellable ebook. At the end of this resellable ebook you could leave a note such as "Want to get 1000 recipes just like this? Then Click Here." The Click Here will link to your premium ebook. If people like the recipes in your premium ebook then they are likely to go on and purchase the full 1000 recipe premium ebook.

As before the same principles apply, and as time goes by your resellable ebook gets seen by an increasing number of readers and should generate an increasing amount of sales. Obviously, the above recipe ebook is just an example. The principles above can be applied to almost any product/genre, allowing you to use your resellable ebook to promote and sell a premium product.

3) Sell an Affiliate Product:- If you don't have your own premium product then the same principles from above can be used to sell a product as an affiliate. An affiliate (if you do not know) is someone who sells a product in exchange for a commission on the sale. The one thing I would recommend if you are selling products as an affiliate, is to make sure that you have sampled the product before you promote it. Not only will it allow you to promote the product better (as you will actually know what you are talking about) but you will also be able to avoid products that are of a low quality.

4) Generate Leads:- If you don't have your own mailing list yet and are serious about doing business online then I have one simple suggestion. GET A MAILING LIST. It is quite possibly the most valuable asset you can possess in Internet Business. To explain the very basics of list building, you first need to sign up for an autoresponder programme (I use and recommend Aweber), build your list (using a variety of methods) and also maintain it (by providing value to your subscribers). Please bear in mind that this is a very, very basic analysis of list building and I would recommend you did some research on the topic before getting your own list. I will be covering list building in one of my future 'Ebay Ebook Success' articles but if you cannot wait till then I would recommend Jim Cockrum's How to turn Auction Traffic into Cash. This is the ebook that I used to research and build my mailing list with the help of eBay traffic. Anyway, I'm going off topic here.

Once you have a mailing list, a resellable ebook can be a valuable source of leads. All you have to do is place a link inside the ebook for customers to sign up for your mailing list. Like before as distribution of your ebook increases, the number of leads it generates should also increase.

I hope this article has shown you the potential creating your own resellable ebook provides. Whereas someone else's resellable ebook can bring sales revenue, your own resellable ebook can bring this plus additional sales of your premium products, extra traffic, affiliate commissions and valuable leads. I am not suggesting that you cease to sell other people's resellable ebooks. In fact other

people's resellable ebooks probably still comprise the majority of my eBay store inventory. However, even one or two of your own resellable ebooks can make a huge difference.

5) Ebay Ebook Success: How to effectively distribute your own Resellable Ebook

Once you have your own resellable ebook you have a very powerful promotional tool in your hands. However, this is no use to you if it's not distributed effectively as no one will read it. In this article I discuss a number of ways that you can effectively distribute your ebook.

1) Sell it on eBay:- This is probably the most obvious way to distribute your own ebook. Get some graphics ready for your ebook (either design your own or get a professional graphic designer to do it for you) and then list the item on eBay with resell rights. A certain proportion of customers will also resell your ebook increasing its distribution.

2) Include Graphics, a Delivery Email and a Sale Page:- Always make your ebook as easy as possible for potential resellers to sell. Looking at it from the resellers viewpoint, lets say they receive two ebooks - A and B;

- A) Includes a sales page, graphics and a delivery email.
- B) Includes just the ebook.

Which one are they going to resell? It will be most likely ebook A because it's virtually ready to go on sale. With ebook B the reseller will have to get graphics, design a sales page and come up with a delivery email, all of which take time and effort. The majority of ebook sellers will take the easy option so including all the above is a must.

3) Give it away on your Website or About Me page:- If you want as many people as possible to have a copy of your ebook then give it away for free. The problem with this strategy is that people may devalue your work if it is freely available. I would therefore advise you give it away in exchange for the customers email address. People will value your work more if they have to give something (even if it's not money) to receive your ebook. You can give your ebook away on your website, eBay About Me page - or both.

4) Give it away on Forums:- Many online forums have a free ebook section where you can give away your free ebook. These are a great source of exposure for your ebooks and cost you absolutely nothing.

5) Give it away to your Subscribers:- As I've said before if you don't have an email subscriber list then get one. If you do then this is a great place to distribute your ebook. Since the subscribers have opted in to receive content from you it is likely they will be interested in your ebook and want to resell it.

6) Give it away to other eBay Ebook Sellers:- Have a little search on eBay and find some eBay ebook sellers. Then get in touch with them through eBay simply telling them about your new ebook and asking if they would like to resell it. If they

do - Great. If not, you've wasted a few minutes at the most. Most eBay ebook sellers will be happy to resell your ebook because it's new content which they have paid nothing to acquire.

7) Give it away to other people's Subscribers:- As I have told you in previous editions of this newsletter many eBay ebook sellers have their own newsletter. Furthermore, many non-eBay ebook sellers run their own newsletters too. A quick search of eBay and/or Google will allow you to find some related newsletters. Once you've found a few, get in touch with the person who runs the newsletter and tell them that you have just written a new ebook with resell rights. Ask them if they would like to sell the ebook to their newsletter or give it away for free. Most newsletter owners will take you up on this offer.

8) Make your Ebook Brandable:- Making your ebook brandable allows your customers to change certain links and/or text in your ebook. For example, say you link to one of your products within your ebook and this product has an affiliate program, then you can let customers rebrand links to this product with their own affiliate link. Alternatively you can let them brand the ebook with a link to their website. The choice is yours.

But why would you want customers to change links within your ebook? Quite simply because it makes them more likely to resell your ebook themselves. If there's an opportunity to earn an affiliate commission or get some extra website traffic by redistributing someone else's ebook, most people will take this opportunity.

And there you have it, 8 simple ways to distribute your own resellable ebook more effectively. Remember, more exposure for your ebook will ultimately mean more traffic and sales for you, so get implementing these ideas.

6) Ebay Ebook Success: Why you should be creating your own Resellable Ebook

If you've been following my advice so far then you should have an almost fully automated store, fully stocked with resellable ebooks, some of which have been created by you. All seems to be going well, but you are missing one key component - Your very own Premium Ebook. Why you may ask? Here is a list of reasons below:

1) You will have your own Unique Product:- If you create your own premium ebook then you have a unique product, only available from you. This is a very powerful asset because it provides customers with a strong reason to come to you and your eBay store. Although customers may be tempted by resell right products in your eBay store, these will be available elsewhere. Your own premium product on the other hand will not.

2) You have full control over the Price:- With a resell rights product you can set the price initially. However, as other resellers start to sell this product the price will invariably be forced down. With your own premium product you can set the price and this is the price customers will have to pay. If they don't like it then there's nowhere else they can go to get your product. Therefore, you (and not the market) have the greatest control over the price of your ebook.

3) It is a valuable Branding Tool:- By selling a high quality premium ebook customers will associate this high quality with your brand. For example by selling "How to set up a Successful, Automated Ebook Business on eBay", a product I believe is high quality, I hopefully have customers associate quality with The Ebook Cavern brand. Plus, you can provide links to your other products, websites and newsletters within this premium ebook, further building your brand.

4) It allows you to recruit Affiliates:- With premium products you have the option to start an affiliate program, and recruit affiliates (people who help sell your products in exchange for a commission on the sale). This can help improve your traffic and sales. If you're looking for an affiliate program I would recommend ClickBank. They charge you a 10% fee on each sale and a \$49.95 activation fee, but they are one of the largest digital product affiliate networks on the Internet and I would say it's money well spent. Plus, it's very easy to set up and [ClickBank](#) take care of tracking all the affiliate sales for you.

So there you have it. These are just a few reasons why you need your own premium product. A good premium product can seriously improve your brand image and generate a lot of additional revenue. I've certainly noticed the difference since I created "How to set up a Successful, Automated Ebook Business on eBay" and certainly plan to create more. If you take anything from this article, then take your first steps towards creating your own premium product and start thinking of some ideas for your very own today.

7) Ebay Ebook Success: Why you should be creating your own Premium Ebook

If you've been following my advice so far then you should have an almost fully automated store, fully stocked with resellable ebooks, some of which have been created by you. All seems to be going well, but you are missing one key component - Your very own Premium Ebook. Why you may ask? Here is a list of reasons below:

1) You will have your own Unique Product:- If you create your own premium ebook then you have a unique product, only available from you. This is a very powerful asset because it provides customers with a strong reason to come to you and your eBay store. Although customers may be tempted by resell right products in your eBay store, these will be available elsewhere. Your own premium product on the other hand will not.

2) You have full control over the Price:- With a resell rights product you can set the price initially. However, as other resellers start to sell this product the price will invariably be forced down. With your own premium product you can set the price and this is the price customers will have to pay. If they don't like it then there's nowhere else they can go to get your product. Therefore, you (and not the market) have the greatest control over the price of your ebook.

3) It is a valuable Branding Tool:- By selling a high quality premium ebook customers will associate this high quality with your brand. For example by selling "How to set up a Successful, Automated Ebook Business on eBay", a product I believe is high quality, I hopefully have customers associate quality with The Ebook Cavern brand. Plus, you can provide links to your other products, websites and newsletters within this premium ebook, further building your brand.

4) It allows you to recruit Affiliates:- With premium products you have the option to start an affiliate program, and recruit affiliates (people who help sell your products in exchange for a commission on the sale). This can help improve your traffic and sales. If you're looking for an affiliate program I would recommend ClickBank. They charge you a 10% fee on each sale and a \$49.95 activation fee, but they are one of the largest digital product affiliate networks on the Internet and I would say it's money well spent. Plus, it's very easy to set up and [ClickBank](#) take care of tracking all the affiliate sales for you.

So there you have it. These are just a few reasons why you need your own premium product. A good premium product can seriously improve your brand image and generate a lot of additional revenue. I've certainly noticed the difference since I created "How to set up a Successful, Automated Ebook Business on eBay" and certainly plan to create more. If you take anything from this article, then take your first steps towards creating your own premium product and start thinking of some ideas for your very own today.

8) Ebay Ebook Success: How to promote your newly created Ebook Step by Step

In my last few articles I've been discussing creating your own ebooks. In this article, as requested by one of the subscribers to this newsletter, I'm going to explain how I would promote a newly created ebook, step-by-step:

1) Get a Mailing List:- I know everyone seems to be harping on about the importance of getting a mailing list. My opinion is - "If you want to sell digital products online you HAVE to get a mailing list together". This is the first thing I would do when promoting my new ebook. If you don't yet have a mailing list then head over to [Aweber](#) and sign up.

After this you need to start getting subscribers on your list. This is a topic far too detailed to be covered in this article, but here's a basic summary of how to do it. First, you need to create a page with a web form allowing people to sign up for your newsletter (this is called a squeeze page). On this squeeze page you need to offer something of value that is related to what you are trying to sell. It could be a free report or a free chapter from your newly created ebook. If you want to get an idea of what a squeeze page should look like you can take a look at one of mine by [Clicking Here](#).

Once you have your squeeze page you then need to get traffic to this page using promotional methods including; article submission, [Google Adwords](#), etc, all of which I outline later in this article. You also need to make sure that you offer your subscribers regular, free, quality content so that they trust you and also so that they know you provide good material that is worth paying for.

I would recommend you get a mailing list before you launch your product so that you have a list of subscribers ready for the product launch. Anyway, as I said before this is not an article on list building. Above is a VERY basic summary and I would suggest you do further research into this area. However, the point still stands that you need to get a mailing list if you want to launch a product online.

2) Offer the Ebook to your Mailing List First:- Before launching your ebook to the general market, first offer it to your subscribers. This offer should be an exclusive offer that will not be available when the ebook is launched to the general market. For example, the ebook could be heavily discounted or you could include free additional content which will only be available to newsletter subscribers.

Make sure that the offer is time sensitive and not repeated. If the offer never ends or it's repeated then it's not really an offer at all. By introducing a time limit and not repeating the offer your subscribers really are getting an exclusive deal.

3) Release the Ebook to the General Market:- Once the time limit for the subscriber offer has expired you can release your ebook to everyone. I would recommend you set up a website to sell your ebook and list the ebook in your eBay store. Again if you don't have all of the above you're going to need them. I use [1and1](#) for my websites and you can get an eBay store by [Clicking Here](#).

4) Write some Articles:- The topic of these articles will be dependent upon your ebook subject. Sticking with the theme of weight loss I mentioned earlier you could perhaps write articles such as; '10 Foods that will Burn More Calories' or '15 Easy Exercise Tips'. Whatever the topic, make sure the articles contain quality content but at the same time do not give away the entire contents of your ebook.

5) Send an Article to your Mailing List at Regular Intervals:- Once the articles are written you want to be sending them out to your subscriber list on a weekly, bi-weekly or monthly basis. This provides your subscribers with free quality content. In between messages make subscribers aware that your ebook is available for purchase. Using the weight loss theme again you could perhaps send an email a few days after one of these articles saying; "I hope you found the recent article on '10 Foods that will Burn More Calories' useful. In my ebook 'Wonderful Weight Loss' I discuss even more foods that increase the rate at which calories burn and include a full diet plan."

6) Alter the Article Slightly and Submit to Article Directories:- You need to alter the article because the way you address subscribers will be different to a proper article. Once amended submit the article to relevant article directories including <http://www.ezinearticles.com/> and <http://www.goarticles.com/>. Then in the author bio box include a message that promotes your ebook. Sticking with the weight loss example you could use; "Bob has studied weight loss for a number of years and has come up with the ultimate weight loss plan. If you want to check out the full details of 'Wonderful Weight Loss' visit..."

7) Set up a Blog and Post your Articles:- You can set up your own blog for free at <http://www.blogger.com/> or <http://www.wordpress.org/>. Once set up, alter your articles slightly and then post them to your blog with a link back to your ebook sales page.

8) Make Regular, Valuable Contributions at Relevant Forums:- With this tip I am not advocating that you SPAM any forums. However, many forums allow you to have a signature which links back to your website. If you make your signature link back to your ebook sales page and answer relevant questions then you are likely to get a few clicks from potential customers. For example, if someone is asking which foods help burn calories then you could use information from your article to post an answer.

9) Submit your Sales Page to the Search Engines:- Submitting to the search engines is free so it's definitely worth doing. Your sales page will get indexed eventually but manual submission speeds up the process. You can submit your page to Google by [Clicking Here](#).

10) Sell your Ebook through ClickBank:- ClickBank is one of the Internet's largest digital product retailers so you really want to have your product selling here also. By selling through ClickBank your ebook is listed in the ClickBank marketplace and affiliates can promote your product for a commission that you determine. You can sign up for ClickBank by [Clicking Here](#).

11) Start a Google Adwords Campaign:- Like mailing lists Google Adwords is a topic that is beyond the scope of this article. However, when you do it right the results can be great. If you are thinking about doing a Google Adwords campaign I would personally recommend reading Perry Marshall's The Definitive Guide to Google Adwords which I have reviewed at <http://www.thebookcavernreviews.co.uk/>.

12) Repeat Steps 4-11:- It's important that you are constantly promoting your ebook and the best way to do this is repeat what is already working. Keep writing new articles & distributing them, keep building your mailing list & stay in contact with your subscribers and keep contributing to relevant forums. So that is how I would go about promoting a newly created ebook. I would also be promoting my eBay store (which contains a listing for this newly created ebook) using my About Me page, eBay Reviews & Guides and more but overall the above is what I would do step-by-step.

9) Ebay Ebook Success: 5 things to consider before you start building an Email List

If you have been reading my previous articles then you're probably aware that I believe that an email list is one of the most valuable tools you can have at your disposal when selling digital products online. In fact, the majority of texts that cover selling online will agree with this point. Therefore, I've decided to base my next few articles on the subject of building an email list.

Now before you start building an email list there are a number of things you need to consider. Some of these are points that I personally considered before starting my email list. Others are factors I just wish I had considered before starting my email list. However, now that I have the benefit of hindsight I've collated a list of top tips to consider before starting your own email list:

1) Type of Autoresponder:- Before you start building an email list you need an autoresponder program to store all your email addresses. There are two types of autoresponder; Self Hosted (you host the autoresponder software yourself) and Third Party (you pay a monthly subscription fee to a company who will take care of your autoresponder for you).

Now I'm no expert on the subject but I have read that although Self Hosted solutions are cheaper (once you have purchased the software that's all you have to pay), people often run into problems somewhere down the line. These problems include emails going straight into customers SPAM folders, emails not being delivered etc.

Although a Third Party solution is an ongoing expense, I feel this expense is justified. Third Party autoresponders usually provide very reliable email delivery rates, keep backups of your customer email lists and most importantly keep up to date with all the related legislation. If a new piece of legislation is introduced which you are unaware of and you are using a Self Hosted autoresponder you could potentially violate this legislation, landing yourself in very hot water. With a Third Party autoresponder, issues such as this are their responsibility and not yours. I personally use and recommend the third party autoresponder [Aweber](#).

2) Number of Lists:- When I started The Ebook Cavern Newsletter I simply had all leads from all my websites subscribe to the same list. However, then I began to think that people who subscribe to my list after reading one of my reviews may not be interested in the same topics as subscribers who came from my eBay About Me page. Therefore, I sat down, considered the different interests of my customers and then created different specific lists to match their interests e.g. an eBay list, a reviews list etc. Now when a lead subscribes they are added to a specific list depending on the website they subscribed from e.g. leads from my eBay About Me Page are subscribed to my eBay list. Every subscriber is also added to a main list.

By doing this I am now better equipped to cater to my customer needs. I can offer eBay leads free ebooks with resell rights and eBay offers, whilst offering leads from my reviews website free product reviews. If I want to communicate with all my subscribers then I have the option to do this by sending an email to my main list.

Although you don't need to consider the number of the lists from the start I find it certainly helps. If you organise your lists in this way from the beginning you have a very good idea of what you're different customer segments want and you can focus your marketing efforts accordingly.

3) Communication with your List:- Once you have decided upon your autoresponder program and the number of lists you will be operating, you need to consider how you will be communicating with your leads. Are you going to send out a regular email newsletter? Are you going to send out a combination of free ebooks and promotional offers? Are you simply going to offer product discounts to your list? These are important questions which you need to consider and then make a final decision.

My personal opinion is that a regular newsletter is the best way to keep subscribers up to date with what's going on. In between each newsletter I send out offers which I believe would be of interest to my list. However, this is a very subjective topic and the final decision is down to you.

4) Incentive to Join:- In most cases you need to offer subscribers to your email list an incentive to join. This can include; a free digital product, a free newsletter or product discounts. It is wise to consider the incentive before you start your email list so that it is relevant. You don't want to offer a free ebook on gardening if you are building a list in the health and fitness niche. Similarly, product discounts may only be a good incentive in certain niches. You therefore need to think carefully about the best incentive to fit your niche.

I personally believe the best incentive is a unique product (such as an ebook) that you have personally created. Offering a unique, self created product to your leads provides you with a great opportunity to demonstrate your expertise. If it's a good quality product your leads will trust you and be more willing to buy from you. Furthermore, if subscribers pass on this unique product to other people it can act as a valuable promotional tool for you.

5) Newsletter Format:- If you are going to be sending out an email newsletter to your subscribers you really need to consider the newsletter format. You can deliver your newsletter as a plain text email, deliver it as a PDF file, post it on a webpage, post it on a blog or even have an audio/video newsletter. You need to make this decision before you start your email list so that all the relevant issues (including newsletter creation and newsletter hosting) are sorted prior to your newsletter's launch.

I personally host my newsletter as a WordPress blog. I post each newsletter to the blog in both a HTML and PDF version. Prior to this I hosted my newsletter on a website. I made the decision to change to a blog because it is so much easier to organise and it allows readers to interact by posting comments on the blog. Changing from a website to a blog took me quite a lot of time which I could have saved IF I had considered WordPress blogs from the beginning. Therefore, I highly recommend you make the decision about your newsletter format at before you send your first newsletter.

Like with many online activities, preparation is key. Follow the five steps and you will have everything in place to launch your first email list.

10) Ebay Ebook Success: 5 ways to get subscribers to opt in to your Email List

If you have been reading my previous articles then you're probably aware that I believe that an email list is one of the most valuable tools you can have at your disposal when selling digital products online. In this article I outline how to get subscribers to sign up for your email list.

Before you start getting subscribers you first need a squeeze page. A squeeze page is a simple webpage with a short description and webform with the sole purpose of getting visitors to sign up for your newsletter. You can see an example of one of my squeeze pages by [Clicking Here](#). Squeeze pages are quite easy to design. Just offer subscribers an incentive to join your newsletter which can include the newsletter itself, a product discount or a free ebook which they will receive once they have joined your newsletter. Then finish off the page with a webform they can use to subscribe to your newsletter That's all there is to it.

Once you've got your squeeze page ready you're ready to start recruiting subscribers. Below are five methods you can use to start doing just that:

1) Ebay About Me Page:- eBay do not allow you to place email sign up forms in your auction listings. However, at the time of writing this article, you are allowed to place a newsletter sign up form on your eBay About Me page. Plus, you can link to your eBay About Me page from your auction listings, so if you want you can place a little advert for your newsletter in each of your eBay auctions. This will then link to your eBay About Me page where visitors will see the form and hopefully subscribe. I personally place a link to my eBay About Me page in the majority of my auctions.

The message that links to your eBay About Me page will vary depending upon the topic of your newsletter. My newsletter is related to selling ebooks on eBay so the link I place in my auctions is as follows: "Want to know how I run this eBay store whilst automating 95% of the tasks? Then [Click Here](#)." Obviously, you should adjust the message according to the topic of your newsletter.

For this method to be most effective your newsletter should be related to the products you sell on eBay. I sell ebooks on eBay so a newsletter related to this is what I provide. If you are selling protein powders a newsletter on building muscles would be more relevant. Alternatively, if you sell cooking supplies perhaps a recipes newsletter would be best.

2) Ebooks with Resell Rights:- If you create an ebook related to your newsletter and offer resell rights this is a fantastic way to add subscribers to your list. Simply write the ebook (or alter a PLR ebook) and make sure you have a few links to your squeeze page in the ebook. If the ebook is good and relevant to your list then people will want to join your list as a result of reading it.

The more copies you sell the more subscribers you will get. Plus, by offering resell rights you also increase the potential distribution of your ebook because people who read it may also go on to sell it. Simply put, the more people that read your ebook - the higher the number of potential subscribers.

3) Articles:- Like with ebooks, if you write a relevant article and then submit it to the article directories (<http://www.ezinearticles.com/>, <http://www.goarticles.com/> etc) with a link to sign up for your newsletter in the author resource box, this is another valuable way to add subscribers to your list. For example, if you are running a recipes newsletter, submit a recipe to the article directories. In the author bio box have something along the lines of "I offer many more great recipes through my newsletter which you can sign up for by [Clicking Here](#)."

4) Blogging:- If you post each edition of your newsletter to your blog and also have a sign up form on the blog, this provides you with another option to gain subscribers to your list. You may be thinking why this would get you extra subscribers because current subscribers will have already read your newsletter won't they? Well your blog will be picked up in the search engines also, by people searching for topics that you have written about in your newsletter. If these people who came through the search engines like your blog/newsletter they are likely to become a subscriber.

5) Encourage Subscribers to pass your Newsletter On:- Whether you are reading the HTML version or the PDF version of my newsletter you will notice that I encourage you to pass this newsletter on to others. As long as you include a webform or a link to your squeeze page somewhere in the newsletter this is another great way to get more subscribers to your email list. If people like your newsletter enough to pass it on then their friends are probably going to like it enough to subscribe.

So there you go - five ways to get subscribers to opt in to your email list. Now all you have to do is take some action and start building your list. It really is that simple. As long as you provide quality content to your list and don't bombard them with sales messages this should be the start of a lasting, quality relationship with your customers.

11) Ebay Ebook Success: 5 reasons to begin building your Email List

In my last couple of articles I have discussed the topic of building a mailing list. In this article I will discuss why you, the eBay ebook seller, will require a mailing list.

To begin let's look at the usual eBay ebook sale. The customer finds your auction or your eBay store. They like the look of the ebook you're selling so they make the purchase. They may even add you or your eBay store to their favourites. However, after the initial purchase they don't really have any incentive to go back, look at your other products and buy more. Sure some people will come back, some will make repeat purchases and some will keep checking for updates. However, the majority of customers will not return. They will have completed the transaction then your relationship with them is finished.

However, if you get that customer on your mailing list you have much more chance of them coming back and making a repeat purchase. Therefore, if you are not building a mailing list you are not maximising the value you can get from each customer. Below I have outlined a number of reasons why you should be building your email list:

1) Repeat Traffic:- Instead of customers visiting your eBay store just once you can now get them coming back again and again. If you've updated a product, re-designed your eBay store, created some new products etc then you can send an email out to your list and have your customers revisit your eBay store.

2) Repeat Custom:- Your customers have bought from you once. There's no reason they will not buy from you again. If you've got a new product then coming out then you can send an email out to your list notifying your customers. In this email you can send your customers directly to the auction. Even better, give people who are on your list a special subscriber discount. The customer gains because they're getting a great deal. You gain because you will get some repeat custom.

3) You can direct customers to items of Interest:- Your mailing list is not just a means of selling more to your customers. It's also about building a relationship and being more interactive with them. For example, if eBay make any changes which will affect ebook sellers I can let you know through this email newsletter. Plus, I can also provide you with free ebooks - a task that would be difficult without a list.

4) You can build a Brand:- As I mentioned in the previous point your mailing list is not just a selling platform. It also allows you to build a relationship with your subscribers. If you provide customers with quality content and information that is relevant to them they will keep coming back. They will start to trust you and the strength of your brand will grow. With The Ebook Cavern Newsletter I try to

provide you, the reader, with quality content that is related to selling ebooks on eBay. I hope that as a reader you trust me and keep coming back.

5) *You can direct customers to areas outside of eBay:-* What happens if I find something really useful for my readers but it's outside of eBay? Maybe I've found a good source of resellable ebooks and I want to let you know about it. eBay auctions don't let you link to websites outside of eBay. However, with a mailing list you can let your customers know. Again, this allows you to build a better relationship with your customers.

Hopefully, this article has helped you realise how selling ebooks on eBay and building a mailing list go hand in hand. All that you need to do now is take action and start building your list.

12) Ebay Ebook Success: 23 Must Know Internet Marketing Terms Explained

When starting out online I found Internet Marketing terms very difficult to understand. The first time I heard of backlinks, fantastico and hits I didn't have a clue. It all seemed like jargon to me. In this article I explain 26 must know Internet Marketing terms.

AD COPY:- This describes the actual information contained within your advert. If you write an eBay listing then the information it contains is your ad copy. Effective ad wording will in general lead to more sales.

BACKLINK:- Refers to links on other websites that link back to your website. For example, if I place a link on my website <http://www.thebookcavern.co.uk/> to my other website <http://www.thebookcavernreviews.co.uk/> then this is classed as a backlink. Increasing the number of backlinks to your website is one way to increase the popularity of your website in the search engines.

CAMPAIGN:- Usually refers to advertising campaigns. It describes all the work you are doing to advertise a particular site, service or product. For example, if you advertise via Adwords then this is an Adwords campaign, if you advertise to your newsletter subscribers via email then this is an email campaign.

DEDICATED HOSTING:- A type of hosting where your website is hosted on its own dedicated server. Dedicated hosting provides greater computing power and capacity than shared hosting but is also more expensive.

ECOURSE:- An email course. Usually a series of informational email lessons which aim to teach you a specific topic.

FANTASTICO:- A commercial script library which automatically installs web applications such as blogs and content carts on a website. Fantastico scripts are usually executed through the cpanel area of the website.

GIVE AWAY RIGHTS:- This is when you have the rights to give away the product for free. These rights are particularly useful when you want to offer a free bonus with your paid products or provide a free incentive for people who subscribe to your newsletter.

HITS:- A single hit is recorded each time a file request is made for one of your webpages, images or other files. For example, if a visitor loads one of your webpages with two images this would count as three hits.

IM:- An abbreviation of Internet Marketing. Internet Marketing is simply the process of marketing products or services online to make money.

JAVASCRIPT:- Another type of coding/scripting language that can be used to 'write' webpages. Javascript was originally developed by Netscape. It can interact with HTML code allowing web authors to add dynamic content to their website.

KEYWORDS:- Words or phrases that you are trying to target and work with for a given advert, article, website or product. For example, if you are selling a chicken recipes ebook then keywords could include "cooking chicken", "chicken sauce" etc. The use of keywords is particularly important when trying to generate search engine traffic, as these are the words people will type into search engines to find your article, product, website etc.

LANDING PAGE:- Landing pages are used by affiliates. A landing page is the page in between your advert or article for a merchant product. A review of a product containing an affiliate link to that product would be an example of a landing page.

MAILING LIST:- A list of people who have opted in to receive emails from you and/or your company. A good way to organise your mailing list is through the third party service [Aweber](#) which I use myself. Possible uses for a mailing list include sending out an ezine, sending out product details or conducting research.

NEWBIES:- This refers to those who are new to something and in the context of Internet Marketing it refers to people who are new to Internet Marketing.

OPTIN:- This is when someone has opted to be part of your mailing list. Most newsletters now require double optin where someone first opts to be part of your mailing list through a form and then confirms their optin (double optin) by clicking a link in an email that is automatically sent to them after filling out the form. Double optin allows you to comply with many of the rules governing junk email but also allows you to be sure that the optin has an active email address.

PAGE LOADS:- The number of times your webpage has been loaded. It is a popular way of counting people that visit your site but it is not as good as Unique Visitor Count.

RECIPROCAL LINKS:- The process of exchanging links with another website. For example, if I agreed to place a link to <http://www.abc.com/> from my website <http://www.theebookcavern.co.uk/> and in exchange they placed a link back to my website, then this would be a reciprocal link.

SALES COPY:- This is very similar to Ad Copy. It describes the information written on your sales page. For example, I sell "*How to set up a Successful, Automated Ebook Business on eBay*" at <http://www.theebookcavern.co.uk/>. The writing on the sales page is my sales copy.

TEMPLATE:- Refers to a pre-designed webpage which comes with all the relevant text and images. All that is required is for you to fill in the blanks with your own text. For example, all my resellable ebooks (including this one) come with a pre-designed sales page that contains all the relevant text and graphics. All you have to do is perform any edits that you wish.

UNIQUE VISITORS:- A method of measuring traffic to your website which records the number of unique IP addresses that visit your website. For example, if you get 100 visitors to your website each day and 50 of these are from unique IP addresses, then you are getting 50 unique visitors per day.

VIRAL MARKETING:- A method of marketing which relies on people sharing the information you provide to them so that it can reach as wider audience as possible. The name originates from the term 'spreads like a virus' because your aim is for your marketing efforts to spread across the Internet like a virus. So if you provide some information to 2 people, they pass it on to 2 more people each, then those 4 pass the information on to 2 more people each, your information will soon begin to spread across the Internet. An example of viral marketing is the resellable ebooks in my eBay store. Whilst they provide valuable information to the reader they are also a great promotional tool for me, because the reader will associate the ebooks with The Ebook Cavern.

WORDPRESS:- A popular website and script that is used for blogging (writing and managing your blog). Wordpress blogs allow you to add pages to your blog as well as posts. Check out <http://www.wordpress.org/> for more information.

ZWORKS:- A meta search engine located at <http://www.zworks.com/>.

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