

B s p o k e e B o o k s

Building & Monetising eBooks From Novice Status To Pro



— ★ ★ ★ —

BUILDING^{AND} MONETIZING EBOOKS

NEWBIE TO PRO



CREATE THE PERFECT EBOOKS AND
REPORTS TO CRUSH YOUR ONLINE BIZ

Contents Introduction

What are eBooks and Reports?

Why Create an eBook or Report

So Why Should You Write an eBook?

Be Versatile in Your Approach

What's stopping you?

Getting Started

What Can You Write About?

What Tools Do You Need?

Formatting

Inclusions in Your eBooks and Reports

About You (The Author)

Using Affiliate Links and Affiliate Programs

Building Hyperlinks Into Your Reports

Security and Securing Your eBooks and Reports

Images and using Images Within Your Content

Adding a Thank you and Final Notes

Getting Your Reports Ready

Is your eBook Ready?

Converting your eBook

Convert from Word to PDF

Free Or Paid Reports

Why Giveaway?

Why Sell Your eBook or Report?

Sales Pages and Squeeze Pages

What Makes a Good Sales Page?

Payment Processor to Market Your eBook or Report

Clickbank

Marketing & Traffic Advertising

Paid Ads

PPC Explained

Social Media Traffic

Provide Huge Value

Sell the Dream

Building Community

Strategy / Consistency

Final Words / Conclusion



Introduction

Let's dive in.. Inside the next few chapters we will take a look at the most important aspects of eBooks and reports and how you can start, continue to build and make the most of your eBooks and reports.

Over the course of this book you will find out exactly what it takes to create and use eBooks and reports to your advantage to become an expert in your field, build traffic and create income.

What are eBooks and Reports?

This may sound like a stupid question, but reports and eBooks are not only simple books of information which you can sell and give away!

Yes they are a source of information, and this is the primary function, however as marketers we can re-write the rules a little and turn the primary function of providing information into a tool to build our business, create traffic and income.