



In this issue we will cover the following topics:

- **Do You Need Your Own Product?**
- **How To Create Your Own Product**
- **Download Your FREE eBooks**
- **YOUR COMMENTS**
- **If this is your first visit, you may want to check out some previous issues in the [archive section](#)**

Do You Need Your Own Product?

**YES! Don't JUST Be An eBook Seller - Become An eBook Author...
Watch Your Earnings Multiply!**

My aim is to turn every one of YOU (my Newsletter subscribers) and customers into eBook sellers, purely because the business is simply SO lucrative - as you probably know by now... 100% profit minimum per sale, no postage and packing hassles and charges to worry about, instant delivery and customer satisfaction. What more do you need?

So in this edition, I am going to do just that. I am going to offer you as a valued Newsletter subscriber - a **SECOND CHANCE** to secure your OWN 100% eBook business for **50% off the usual price.**

The usual selling price of "Build Your eBay Empire is £27.10GBP (\$49.95USD), so I hope you see the value of this opportunity and the even bigger discount I am offering.

I'll give you everything you need to start up. My guide will give you all the strategies I know to get making money INSTANTLY. Plus, all the salespages you'll need to begin listing your eBooks on eBay and making money - in minimum time...

The reason for this offer is simple. I want to allow every one of you the chance to be on the same "playing field" as what I am. I mean - what is the point of giving you all of these tips every

month on how to grow and prosper from your own eBook business, if you do not even own your OWN eBook business?

You need to be able to relate to my advice and tips, and be able to GROW your own business at the same time, and bring in a very nice amount of money in the process. I am the ONLY eBook "Guru" (geez - I hate that word!) to have ACHIEVED AND MAINTAINED a No.1 ranking in Google.com, and using my expertise can guarantee your success.

However, look again at the title of this issue... I ALSO want you not to just become an eBook seller, but an **eBook author** too. You see, the REAL BIG money is made when you have your OWN product to sell, not just low value eBooks.

So in this issue - as soon as you have secured **50% off your own eBook Business**, you will get a one time offer to secure your OWN product too.

I am going to give you the chance to OWN **"Build Your eBay Empire's MASTER PLR Resale Rights"**

How To Create Your Own Product

If you turn down my offer, then this section is for you. It is certainly a harder way to do things, but **don't** let it put you off.

The key to creating your own product is to first think of an area of interest that you have, perhaps something that you love to do, or some experience that you have which you can package and offer to other similar minded people, that you can turn into a situation that brings you an income. You'll then need to have an idea of a product that has some uniqueness to it. Remember we spoke about your ***USP in the last issue***

Is there a problem that many people face in this particular area, do you have a solution to it? If you do - and the idea has a unique USP, then it is time to go and check out Google.com

Type in the broadest search term for your market, so for example - if your area of interest is gardening, type **gardening** into Google and see how many websites come back. If there are MILLIONS AND MILLIONS then - it's a no go, as the market may well be saturated due to too many competing sites. If there are not so many competing pages, then you MAY be onto a winner.

If this is the case, go check out some forums related to your specialised area, sign up free to them and get involved in discussions, and don't be afraid to ask questions! Ask people what problems they face, and tell them you may have the solution.

The key is to basically ASK questions, to your target market.

They will be happy to help answer those questions, and may then go on and purchase your product.

You then have to create your product - Creating your product can be an exciting experience. You get the initial buzz of knowing you will be putting your work out to the world, and things can be rushed. Make sure that when creating your first product you provide REAL quality and value, as when you release a new product later on, sales may become easier. Tip number two is, do not try and do everything yourself! Try and "outsource" or hire people from companies such as Elance.com to write your content or eBook for you, so that you can spend your time adding that crucial value and quality to your product.

You then have to market your product - Marketing your product is by far the most important aspect of any successful venture. You must ensure that your marketing appeals to the most targeted area of people in your market. This simply means that if you have a product related to "winter vegetable gardening" you do not simply advertise in gardening forums, or magazines - try to delve deeper and source out related websites to advertise on. Methods of good marketing include:

- **Good SEO**
- **Ezines/Newsletters**
- **Forums**
- **Audio/Video**
- **PPC Advertising**
- **Articles**
- **Blogs**
- **eBay**
- **Joint Ventures**
- **Strong Pre-Launch**

You then have to test and improve conversions (sales) of your product - So, you have a product that sells, but you want more sales... this is where "testing" comes in. You simply have to tweak your website sales page - making slight changes, to see if it affects sales. For example you can change the headline or main image that people see, and find out if this makes any improvement to your conversion rates. If it does, then great, you keep this aspect, and try and tweak another area. If it does not work, then you simply revert back to the original.

This is basically how any product for sale online - is created. If it seems

like a lot of work, then that's because it is! However - if all the sections above are done correctly, you could have a product that earns you an income for life!

So think before you leap!

I hope this edition has been useful, and I strongly recommend you go back and leave your comments for all to hear. Don't forget to download your FREE eBooks, and remember the offer I made you.

Thanks again for reading this edition, and please feel free to forward this issue to anyone who you feel will benefit from it.

Ray Johnson



USEFUL LINKS:

[**Affiliate Programme**](#)

[**My eBay eBook Shop**](#)

[**My Newsletter**](#)

[**Build Your eBay Empire**](#)

[**The Viral Process**](#)

[**The eBook Download Secret**](#)

[**ezselleBooks Forum**](#)

[**The Tools I Use To Run My eBook Business**](#)

[**The Ultimate eBook Collection**](#)

[**Master PLR Rights To "Build Your eBay Empire"**](#)

[**121 Live Mentoring Programme**](#)