

"Is Your Dog Selling eBooks Too??"

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"Is Your Dog Selling eBooks Too??"

By Ewen Chia

Just the other day, I stumbled across a website selling ebooks about pet food...it was set up by Spike, a Bull Dog

Just kidding! But it does seem that everyone is jumping, or had jumped on the 'ebook bandwagon' these days.

No doubt, the online ebook business IS highly profitable – if done right. Selling quality info-products is somewhat the perfect hands-free business, as everything from order to delivery to follow up can be automated on the internet.

Imagine making money on autopilot while you're on holiday!

But how do you survive and ensure you make a decent profit from your ebook business? Saying that the competition is HUGE is an understatement, even Spike's doing it!

Here is the "DEP formula" you can implement immediately to make more profits, and win the ebook war :

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Differentiate  
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If you're selling your own ebooks which you authored, you have the best differentiation as there're no direct competition. But if you're reselling others' ebooks, you NEED to create a Differentiation Strategy.

You've got to have your own niche among the crowded marketplace. Some ways to do just that include :

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\* Unique website : Create your own website to resell instead of using the common template, this is like a breath of fresh air for your potential customers.

For example, I resell the Fast Track Profit package by Marcus Yong by creating my own unique website with it's own domain name. The original template is at <http://www.cashebooks.com>, but my own unique version at <http://www.ultimateebooks.com> looks

completely different. As a results, sales were much better.

This technique can also be used in other areas beside ebook marketing. For example, creating a special mini-site for your favourite affiliate program differentiates you from the common pack. I did this successfully for my affiliate opportunity, creating a whole new sales copy and different look to presell. You can see how different my site is from the actual program by going to this page : <http://www.MLM-Money-Home-Business.com>

\* Bonuses : Give extra incentives above the normal package to entice prospects away from competitors. Incentives can be in many forms, for example, extra gifts, customer support, free memberships, extended guarantee period, etc.

Please however ensure that the incentives you give does not flout any copyright guidelines.

I use the concept of 'BUNDLING' to make the offer all the more attractive. This is the differentiation I created, even though it's my own product. To have an idea, visit <http://www.FreeTargetedTraffic.com>

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Educate  
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People hate to be sold to, that's a fact which is universal. The assumption is that people are afraid of committing or making the wrong decision.

But when you educate them instead, they will be influenced into making the decision You want – BY THEMSELVES.

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They then KNOW WHY they need the product in question.

Truth is, this method of "preselling" is very successful, and has the added benefit of building trust and credibility. Providing good content, free ecourses and advice are good examples of this principle. The approach is to weave in your offers 'discreetly', much like charming your prospects while SOFTSELLING your products to them....

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Populate

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Populate Your website or product virally. Who says you

can't create your own affiliate program out of other people's products? There are many affiliate programs on the web that are set up by resellers. They took the initiative of recruiting affiliates to help them sell other people's products, think about that! It's sort of your personal '2-tier' program.

How to do it? Briefly, 3 steps is all it take :

- \* Set up your own website of reseller products
- \* Sign up with <http://www.ClickBank.com>, they provide a handsfree affiliate program solution for your site
- \* Recruit affiliates. When they sell, ClickBank will pay them the amount of commission as decided by you!

Apply the above "DEP Formula" to your ebook business and I guarantee your profits will improve! In fact, as I pointed out earlier, this formula will work for just about any products, not only ebooks!

Got to go then, it's time to feed Spike ; )

## **Quality Dog Food Is Essential For The Health Of Dogs**

**By Mike Yeager**

Dog food is very important for the health of dogs. It is easy to overlook it, but it is essential to pick the

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right dog food for your pet dog. People sometimes just pick the first dog food bag they see at the store, instead of considering what is needed for your own dog. Puppies need different types of food than mature dogs, just as different breeds of dogs also require different types of dog food. If your dog seems like it has no energy, consider switching to another type of dog food. If you are unsure what kind to buy, you should consult your veterinarian.

Dog Food should be healthy and tasty.

If your dog does not like a certain type of dog food, do not force your dog to eat it. Instead, try to find another type of dog food that has all the vitamins that your dog needs, and your dog enjoys eating. Also, be aware that your dog's taste may change over time, and may not necessarily eat the same dog food all of its life. If it does not like its current dog food, then buy some other types of brands, and see which one is its favorite.

Mike Yeager  
Publisher

Quality Dog Food Is Essential For The Health Of Dogs  
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Tips For Buying A Dog Collar  
Basic Dog Training  
Here's a Way To Make Your Dog Love Its Dog Crate!

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