

The Best Internet Marketing eBooks I've Bought This Year.

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By Martin Avis

Before I start waxing lyrical about these three books, I must state for the record that this is my opinion only. I have bought maybe 15 or 20 ebooks this year (yes, I truly believe in investing in my own education), and these three stand out in my mind. Another reader, with other passions may choose differently.

And, this article is only concerned with ebooks that I have purchased from January to June 2002. The best book of all, dollar for dollar, is the very excellent 'Make Your Site Sell' by Ken Evoy. But that came out in 2001. You can download a free trial version of this book, to give yourself a taste (with no obligation to buy) from http://www.BizE-zine.com/special_downloads2.htm

What do I look for in an ebook?

1. It has to be well written. I like an easy, friendly read. It must flow logically and not run off at tangents.
2. It must teach me something. I really don't appreciate books that simply rehash stuff that I already know, or can find online for free – however well written they may be.
3. It must be eminently practical. I don't want to be taught theory that is too complicated for my simple brain to put into action.

4. I have to be able to see right away that there is a real money-making potential.

So which of my purchases meet the criteria?

1. Mini Site Profits, by Phil Wiley.

Phil Wiley is an affiliate marketing expert. He has developed a system of producing quick, easy websites that pull in a disproportionate income.

His book, which comes with a whole host of extras, takes you by the hand and leads you to profit.

All the tricks and tips that Phil uses himself are here, with clear examples. He shows you how to select a product to sell, how to identify an audience, how to set up the site, where to get content, how to take the money. Everything you need to know.

Note that I say that he shows you. This is not some technical journal full of theory and long-distance advice. Every lesson is backed up by real-life examples from Phil's own sites.

Phil Wiley is one of life's 'super doers'. This book shows you how you can join him in that elite group.

<http://www.BizE-zine.com/minisitesecrets.htm>

2. eBook Secrets Exposed, by Jim Edwards and David Garfinkel.

The subtitle of this book is 'How to make massive amounts of money, in record time with your own ebook!'

Jim Edwards is a prolific and highly successful author with six top selling ebooks and info products so far released – and more on the way.

David Garfinkel is one of the top online copywriters who has not only written some highly acclaimed ebooks himself, but has made millions writing for others.

Put these two together and you get a dynamite product.

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The book takes the form of an extended interview between David and Jim. Jim 'tells all' about how he goes about the business of making a fortune from ebooks.

How he gets his ideas

How he finds the audience

How he researched

How he writes

How he markets

How he makes huge amounts of money

There is little doubt that everyone has a book inside them. This ebook shows you how to get to it, and how to

profit from it. I was hooked from beginning to end, and many of the things I learned came in very useful when I was putting together 'Success Stories'.

Put this book together with Mini Site Profits and you have a complete business in a box.

http://www.BizE-zine.com/ebook_secrets.htm

3. The Silent Sales Machine, by Jim Cockrum

This is my latest acquisition, and it is a very clever book. Millions of people buy and sell on eBay – in fact the site gets about one-and-a-half BILLION hits a month! Yet very few know about the ideas that Jim Cockrum so clearly writes about.

* How to harness the hits that your auction gets – even if people don't bid.

* How to make a great profit even if nobody bids on your auction at all.

* How to put in place easy money making 'machines' that work for you 24/7.

Jim makes it all sound so simple – and by the time you finish reading his book, you know that it is.

I have never been particularly interested in eBay. I've

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bought a few items here and there, but never had any interest in selling. Now that has all changed. After reading this book, I am very excited about getting going. Jim's ideas are revolutionary, but at the same time so simple that even a complete novice like me can quickly jump in and get started.

The Silent Sales Machine blends so well with Mini Site Profits and eBook Secrets. If you can take ideas from each of them you will have the tools to build an incredibly strong business.

Why haven't I started yet? I only bought this book a few days ago, and my mind is still racing with the possibilities. I will write in BizE-zine about how I get on.

Martin Avis is a management and training consultant. His free weekly newsletter, BizE-zine, is packed with articles, interviews and quotes to help you be the best in business or Internet marketing. <mailto:subscribe5@BizE-zine.com> or visit his information-packed website at <http://www.BizE-zine.com>

Top 5 Reasons Why You Should Not Try Internet Marketing

By Darrell Cochran

Top 5 Reasons Why You Should Not Try Internet Marketing

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I was an "average joe". I bought into all the hype about Internet Marketing a few months ago and purchased some of the eBooks you've seen advertised to learn more about the subject. You don't have to do this. You can buy any number of them, I've found, they all basically say the same things.

If you follow the steps in them and are persistent to become a Pro, I believe you will.

I have been doing marketing for several months now and with persistence, I will quit my job in a few more months and do this full time.

This brings us to "Top 5 Reasons You Should Not Try Internet Marketing".

1. You are already wealthy

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If you are reading this you are probably not wealthy. I have personally bought several marketing eBooks to compare and each one had valuable information that really works.

I'm not saying there are not scams out there but my experience has shown, you can make big money by implementing what you learn and be persistent.

2. You're a tight wad and won't spend less than \$25

Take it from an "average joe turned PRO", you can surely do without 1 Mountain Dew for a few days to get started.

3. You have no ambition at all

Internet Marketing is a job. It takes work, but it does pay well.

One thing I don't believe is you're going to make millions by working very little.

Treat Internet Marketing as a business and you will succeed.

4. You're scared to try something new, like web sites

When I started in the business I had no idea how to build a website.

I bought an awesome program and read the manual. Today, plus working a full time job, I crank out a website a week.

Now, you can build a site online for free, find free hosts, and pay \$6-\$8 for a domain name.

It's very easy and it doesn't cost too much.

5. You want to stay an "average joe"

I don't know why. Do you believe money is not everything?

I don't believe money is everything but it sure helps.

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