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Top Ten eBook Mistakes and How to Correct Them

By Judy Cullins

by: **Judy Cullins**

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Your eBook needs to be more concise, easy-to-read, and compelling than your print book. That means you can shorten your analogies and stories. You can use a "success format" that poses a question (a heading) your reader wants answered, then answer it. This formula gets to the point quickly, and always remember, your Online audience is busy and doesn't want a wordy style.

Mistake 2. You don't check in with a professional editor or book coach before you sell your eBook.

Yes, it's good to get feedback from peers, but you need to get a professional look at the final edition—someone who can set you straight about words and grammar that makes your writing vital and original. For instance, you need to drop your passive constructions such as "there is" or any form of "is, has, begin or start". Limit the -ly adverbs that merely tell rather than show. Your readers want a picture and want to respond with their emotions. Limit your -ing forms of the verbs. Keep your copy in present or past tense.

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Mistake 3. You don't know your audience before you write your eBook.

Emerging authors make this biggest mistake. They have information, so why not write an eBook? Instead think about the audience you will serve. More targeted works well. People who want something quick and easy that will save them time and money—another audience. The best one so far in the untapped Internet or Online audience. Mostly small business people, they are eager to buy what they need to make their life or business more enjoyable, profitable, and easy.

Right now, think of your one or two preferred audiences, and keep their profile of their needs, complaints, or problems as well as their picture by your workstation. Then you will write the book your pre-sold audience already wants!

Mistake 4. You don't automate your business .

As a newbie or non-techie, at first you may resist learning how to do this. Three years ago I knew nothing about the net, and today I've published five eBooks on Internet marketing and eBook writing and publishing. You can too, little by little.

Since each book will not bring you landslides of profit, think about limiting your small priced books. Or, bundle them so that each sale is around \$20 and up.

Offer your eBook for sale through an 800 number. One with excellent service is MRC business Support at 800-366-5596. Set up a link for people to download your book. Two companies to investigate are Clickbank.com and Paypal.com.

Delegate some of this work to your computer assistant. Contact your local high schools and technical schools where Online geniuses live. And, the cost is nominal in comparison to the results.

Mistake 5. You don't have a title that sells well.

A good title is short, clear, and clever. The best title includes your book's number one benefit. Use words your audience can relate to. Even cliches are OK for book titles. Instead of "How to Market Online" offer a title like a Web site headline:

"Quadruple your Monthly Book Income—Market Online."

Brainstorm a list of your possible titles with associates through a small marketing survey. Ask them to vote from 1-10 and offer their own title ideas that would make them reach into their wallets and pay \$15-20 or more.

6. You don't leverage your eBook for higher price sales.

When you look at the valuable information inside your eBook and you realize you only make \$20 a sale, you may want to investigate putting it into an eCourse. These courses sell for \$79 and up. With just a little revising and tweaking, you can set your book up to be a hands-on how to course.

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You can bundle several lower cost eBooks and list their singular prices. Then offer a fabulous discount to buy all three or four.

Mistake 7. You don't add bonus value to your eBook.

Whenever you put 2–4 bonus special reports at the end of your eBook document in Portable Document Format, you make your offer so appealing, that many will buy for the bonuses alone. For an eBook on *How to Write your eBook or Other Book—Fast!* an eBook that sells for \$24.95, the author offered these three valuable bonuses as an incentive to buy. "Titles Sell Books" – value \$4.95, 2. "Write Like a Pro Checklist." – value \$3.95, and 3. "How to Get Testimonials from the Rich and Famous" – value \$595 . That's \$15 of valuable reports added to \$24.95—Total value: \$40.00 value for only \$24.95.

She put a new link on her Web site "Discounts of the Month." With a limited time offer, from her ePromotion bi-monthly offers, she got many new buyers. Everyone wants useful, original information. Everyone also wants a bargain.

Mistake 8. You put too many topics in your book.

Remember, best sellers focus on one main topic. Each chapter must support that subject. When you try to give too much, your information isn't organized, short, and compelling. Instead of the end all, be all book, concentrate on one "how-to" and give plenty of details to make it useful to your reader.

9. You don't market while you write.

Most writers wish someone else would do it for them. Not in this lifetime! It's so much easier to put marketing into each chapter title, each chapter's questions you will answer, rough draft of your eBook's back cover (sales letter), the One-Minute "Tell and Sell," and knowing your targeted audience, thesis and table of contents before you write a single chapter. Knowing these essential "Seven Hot-Selling Points" before you finish your eBook will have you ready to promote the second you write your last word. .

10. You don't brand yourself, your business, and your book.

Some people join an affiliate program or set up an affiliate program for others to sell their products and sell many products. As a marketing coach, what I want for you is to think of the overview "umbrella" you can house your products under. Think about your biggest benefit you offer through your service. Think about your book title. Can you put a key word from it into each chapter title? For the book, "Passion at Any Age," the author put the word passion in each chapter title such as "Passionate Self-Care". In one client's book, "Watch Out! Your Relationships Can Be Hazardous To Your Health." the author included the key words "watch out!" in each chapter title.

The eBook earning curve while short, is important for all writers to conquer. It's easier when you contact a professional coach or take a teleclass to inform yourself. Stop making eBook mistakes so you can earn the money you deserve.

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Judy Cullins: 20-year author, speaker, book coach
Helps entrepreneurs manifest their book and web dreams
eBk: "Ten Non-techie Ways to Market Your Book Online"

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Product Review: Affiliate Mistakes Special Report

By David Cooper

In his ebook "Affiliate Mistakes Special Report," Chuck McCullough teaches you how to spot and avoid or correct ten simple, yet costly errors that can seriously damage your efforts to promote affiliate programs successfully. Instead of writing about the broad based generalities of affiliate marketing, Chuck takes you by the hand and teaches you why most affiliates never make a dime in commission. Then using a detailed and systematic approach, he provides you with an effective, easy to implement solution to correct these mistakes.

The ebook prints out to about 151 pages and although some of the information may seem pretty basic to some advanced affiliate marketers, it does cover in detail how to avoid the mistakes that 95% of all affiliate marketers are making. Most of this ebook delivers rock solid information that both beginning and intermediate affiliate marketers can put to use.

Chuck McCullough is the owner of AffiliateMatch.com one of the most visited affiliate program directories on the internet today. Chuck also owns FindSticky.com and publishes the Affiliate Informer Newsletter. Chucks' experience in affiliate marketing along with his unique perspective and boundless enthusiasm, make him very qualified to write a report on affiliate program marketing.

In "Affiliate Mistakes Special Report," Chuck doesn't just tell you what the most common affiliate mistakes are, he provides you with a very clear and concise solution to each of the mistakes. Chuck has divided up each of the mistakes into a chapter of its own.

Chapter 1 on why you should actually own the products you promote, and Chapter 2 about trying to promote too many programs at once were two dynamite chapters. They were 100% right on the mark. McCullough must not believe in appetizers, because he gives you the meat and potatoes right off the bat in this report!

Chapter 5 which provides a glimpse into Chuck's "unconventional wisdom" which proved to me that Chuck was holding nothing back in this report. There is also an additional chapter on Advanced Topics and two other bonus chapters. One of the bonus chapters provides you with a nifty "secret". I will be adding this "secret" to my site.

Though Chuck's expertise in affiliate marketing is clearly evident throughout the book, I thought a

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section in chapter 7 about calculating the worth of a visitor when you are purchasing traffic from pay-per-click search engines was a bit confusing. However, after my 13 year old son explained it to me, it became crystal clear. So, maybe this initial confusion on my part should be attributed more to my mathematical dysfunction and less to Chuck's formula.

In his sales copy, McCullough asserts that anyone can learn the exact methods necessary to have a profitable online business. Now, I am the world's leading skeptic when a person says "anyone". However, after reading this report, I can see how he can actually back up this claim.

Chuck takes the high road in his report and tells you right up front that making money on the internet is hard work. He deserves high marks for his honesty. Making Money on the internet is certainly not as easy as some of the "gurus" would have you believe. What makes this report different in my opinion is that McCullough's approach is not only about affiliate marketing it's also about business building.

If you are interested in promoting affiliate programs and building your online business the correct way, then I give "Affiliate Mistakes Special Report" my highest recommendation and a 9 on a scale of 1 to 10.

For more information on Chuck McCullough's ebook, "Affiliate Mistakes Special Report," please visit

Hopefully Chuck will produce another ebook that will teach us another important aspect of internet marketing in the same well-written manner.

David Cooper is the owner of

and the publisher of the

1Source-WebMarketing Newsletter. Subscribe to his FREE Newsletter at

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