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Why eBooks Are The Most Overlooked Path To Online Prosperity

By Jim Edwards and David Garfinkel

David Garfinkel

The ebook revolution is here! The Internet now makes it possible to come up with an idea, turn it into an ebook, distribute it over the Internet, and start making money – all in 30 days or less.

In the offline world, 30 days wouldn't typically even be long enough to start getting rejection letters back from publishers.

We say this with confidence because we have both gone from book idea to book sales in a matter of weeks – not once, but many times. Between us, we have 10 ebooks currently selling on the Net. Several of our books have brought us five figures in income. Jim holds the record between us with one release that made an astounding \$43,000 in 30 days.

Here are two discouraging myths you should be aware of:

Myth #1 – It takes a lot of money to promote an ebook.

Fact: It doesn't. Despite what anyone says to the contrary, online information publishing is still the fastest, cheapest and easiest way for the "little" guy to earn a nice living online with

virtually no risk and very little money (less than \$100).

Myth #2: You have to be a writer to make money with ebooks.

Fact: You don't have to be a "writer" in order to create a best selling ebook – and it often helps if you're not!

Maybe you've heard that ebooks don't sell.

That's not entirely a myth; in a way, that's true. What sells in bookstores will generally not sell well on the Internet. Although author J.K. Rowling has sold more than 100 million copies of her "Harry Potter" books worldwide, it's unlikely she would do well selling her stories in ebook form.

But ebooks sell like hotcakes when they contain PRACTICAL information in ready-to-use form. Not pages of pages of long, flowing prose like you find at Borders and Barnes and Noble. On the Net, people buy step-by-step, cut-to-the-chase information they can use to solve problems in their everyday lives.

eBooks on how to negotiate the best price on a car, how to sell your home without paying a real estate agent, how to build muscle mass quickly, and other narrowly focused topics that solve a problem, are selling VERY well – at this very moment!

Why is this so? Because the main reason people are online in the first place is to find information – 9 times out of 10, according to a landmark survey.

So if you can interest people in extending their search past looking for free information into purchasing an information-rich, well-organized, ready-made SOLUTION to a pressing problem, you can sell ebooks... You can sell a LOT of them.

Jim has sold more than 5,000 ebooks in the last 10 months. David's publishers have asked him not to reveal how many ebooks he's sold, but just type his first and last name into Google and you'll find more than 20,000 Web pages where his name appears. The vast majority of those pages have something to do with one of his ebooks.

One more thing: It doesn't need to take very long to write an ebook. Why? Because many "book books" are like encyclopedias in prose form – they cover everything imaginable about the topic.

eBooks aren't like that. They go right to the meat of what people need to know to solve a

problem. They have information about everything necessary to solve a problem, but no "filler" information that takes so long to write – and takes readers so long to sift through.

Here are four mistakes ebook authors make that typically reduce or prevent sales:

1. They don't write to a specific, target audience. The biggest mistake most ebook authors make is they don't clearly define, identify and visualize who they are selling their ebook to. On the Web, to be successful, you must write to a specific group of people who have specific interests. Make sure that you know exactly who is going to buy your ebook, and where you can find them online.

2. They don't automate as many of their business activities as possible. Selling ebooks, though it is highly profitable, is not a business where you make hundreds of dollars per sale.

Automate everything you can – credit card processing, ebook delivery, as much technical support as possible.

3. They don't have a compelling title for their ebook. Use words that convey the benefit of

what's in the ebook, as well as words your audience is familiar with.

A bad title for an ebook: "Online Marketing for Newbies." A good title for the same ebook: "97 Ways to Promote Your Website – No Experience Required."

4. They try to cover too much ground. Many ebook authors convey a lot of information but don't cover anything in-depth. As a result, they never fully explain anything in enough detail to provide any useful value to their readers.

As long as you are aware of these mistakes and put in a little effort to avoid them, your chances of success are VERY high.

So, if you know a lot about something – or even if you don't – you can put together and market an

ebook quickly, and make a lot of money quickly as well. The large traditional publishers may never understand or agree with this, but that's actually to your benefit. It keeps the playing field level and offers you, the entrepreneurial author, unlimited opportunities for many years to come.

Jim Edwards and David Garfinkel are co-authors of "eBook Secrets Exposed – How to Make Massive Amounts of Money in Record Time With Your Own eBook (whether you wrote it or not!)," the authoritative guide to publishing ebooks on the Internet. Visit <http://www.ebooksecretsexposed.com>

Reminding Yourself of Prosperity

By Stephanie Yeh

Have you ever heard the phrase, "Thoughts are things and words have wings?" This phrase is the perfect expression of the principle of prosperity. How you think about and talk about your level of prosperity is what actually manifests in your life. How many times a week do you wistfully say to your companion, "Oh, I'd love take a break and go to Mexico, but it's too expensive and I'll never be able to afford it"? Or how many times do you sigh enviously when you see someone else who has what you want?

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Well, guess what? Every time you indulge in that kind of envious or hopeless thinking, you're sealing your own fate! According to ancient teachings on prosperity, everything that we say, think or feel is recorded in the akashic records, and then manifested into our lives. If you think about your level of prosperity as a barometer, every time you feel hopeless or depressed about your lack of prosperity, you slide down the scale a notch toward poverty. On the other hand, every time you say, "Well, I'm not there yet, but I will be able to go to Mexico soon," you zip up the scale toward prosperity.

We always think that our level of prosperity depends on outer circumstances such as a promotion, winning the lottery, getting a better job, or some other stroke of luck. Wrong! Our personal level of prosperity always, always starts inside, with our thoughts, feelings and words.

Old habits, especially old habits of poverty, can be really hard to break, so here's a quick way to remind yourself to be mindful. Each day, do something different to create a "prosperity reminder" for yourself. For instance, if you normally wear a ring on your middle finger, wear it on your index finger. The foreign sensation of the ring on a different finger will catch your attention and remind you that you're supposed to be conscious of something. When you notice the ring, notice where your thoughts are. Are you depressed about your boring job or are you looking forward to something prosperous in your life, no matter how far away it may seem? You can also put a small stone in your pocket, put a rubberband around your wrist or wear a silver chain under your shirt. It doesn't matter how you do it, as long as you create a noticeable "prosperity reminder" for yourself. We recommend you practice this exercise for at least 40 days to really set that prosperity framework firmly in your life. Have fun!

Stephanie Yeh and her partner have helped many other people achieve and experience prosperity with the help of a strong 15 year network marketing business. Her current project, the Journeyman Wealth Program, is aimed at helping 15 people a year fully achieve their dreams. Stephanie's Prosperity Abounds website works on the basic principle that "You are the creator of your own reality!". Get more details on her website at

Reminding Yourself of Prosperity

Barriers to Prosperity

8 Prosperity Principles

Benefits Of E-books

Appreciation Attracts Prosperity

147 Killer Epublishing Strategies

30 Powerful Business eBooks

Info Product Marketing Secrets Exposed!

Note Pops

How to play a Guitar



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