



The eBook Process.

Maximise the revenue from your resale rights eBooks.

First of all I would like to thank you for buying this eBook. If you do not know me my name is John Thornhill. I trade on eBay under the username [planetsms](#) and I constantly earn over \$1000 per week on **eBay alone** selling info products. The methods I am about to share are methods that have helped me make \$1000s.

In fact if you bought this eBook from (as it has master resale rights you may not have) me you will notice I have used the methods and techniques I describe as I sold this eBook to you.

I have aimed this eBook specifically to the eBay eBook seller but a lot of these methods can be applied to other areas and products, these methods are not ground breaking and neither will they revolutionise the way most people sell, but I must stress while these methods are simple they work and work well.

This is probably my shortest eBook to date and should maybe be called a report instead of an eBook. However, short as it may be the information is still as valuable as ever. The methods described in this eBook are methods I use myself and I can guarantee they work. But these methods can only work if you implement them into your eBay business so I urge if you are not already doing so that you put them into place.

First of all I want you to get the thought of making all your money on eBay right out of your head. If you do things right and follow the instructions laid out in this eBook you will be making most of your income from other sources. This is why most people who sell digital products on eBay fail, they fail because they try to make all their money on eBay and when the fees come in they find that they have made little or no profit and simply give up. The key is to use eBay to expand your reach, offer high ticket items and most importantly to generate leads.

If you sell your own eBooks or other author's eBooks with resale rights on eBay you simply must ensure **all** of the following processes are put into place, this gives you the chance to earn as much as possible from each and every sale. I see so many eBay eBook sellers leave out so much of the eBook selling process; this means they are missing out on so much revenue. After you have read this eBook you will see things differently. With that in mind let's get started.

The eBook process starts as soon as you make a sale on eBay.

Process 1. The Delivery Email.

First of all don't send an eBook via email as an attachment.

These are the main reasons why your delivery email should not contain attachments.

1. Some people don't know how to open an attachment.
2. Some people are worried about viruses contained in attachments.
3. Some email clients prevent attachments from being opened.
4. Your outbox will be constantly full because of the size of the emails you're sending.
5. Your customer's inbox may be full and they will not receive your eBook.
6. You could get blamed for a virus someone receives.
7. It makes you look unprofessional.

8. You won't be able to offer further services. (Most important)

Get yourself a domain name. This means you get the chance to supply the domain name of your choice to your customers. You may think 'why bother' but ask yourself what link below looks the most professional?

http://www.planetsms.co.uk/ebook_example.zip

or

www.myinternetserviceproviderswebpaceaddress.whoeverttheyare/ebook_example.zip

The first link is to my own webspace and I'm sure you will agree it looks more professional. The second one is made up but it will look something like that. Remember, you're trying to bring customers back to you to buy further products so the more professional you look the better.

So get yourself a domain name, if you are just starting out you will probably find if you check with your internet service provider (ISP) you have some free webspace, if you do you can simply buy a domain name and re-direct this to your webspace.

For a domain name I recommend 1&1, I have used them for over 5 years and have never ever had any problems. If you check with your internet service provider you will probably find you have some free webspace, this is perfect if you are just starting out as you can be up and running for only £1.99 (under \$5.00)

[You can check out 1&1 here](#)

Now it's just a case of setting up a re-direct from your domain name, uploading your eBooks to your webspace and providing a download link. If all this sounds a little complicated it's not and your host will help you with this process. You can get info showing you how to do this from <http://faq.1and1.co.uk> and entering the search term 'redirect domain' then 'upload files'.

The email you send to your customers is crucial.

If you bought this eBook from me the first thing that happened after you paid would have been the email you received from me with the download link to deliver this eBook, you should have received this email instantly. If you bought this eBook from someone else here is the email I sent out:

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Thank you so much for choosing to buy from me. I know you have a lot of choices and I appreciate your business.

First of all, if you are not completely satisfied with your purchase please let me know before leaving feedback.

As long as you are happy with your purchase please leave me positive feedback and I will do the same for you within 24 hours.

You will find below the link you need to download your purchase. If you have any problems or questions let me know.

*Regards,
John.*

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PS. Have you checked out my eBay store, I have many other titles for sale, be sure to add me to your favourite sellers and you will be the first to know when I release any new titles.

You can visit my eBay store at:

Your eBay store link here.

If you don't have an eBay store you should have and you should be promoting it in all your winning bidder emails, however you can also use this opportunity to promote anything you wish but I would recommend promoting your eBay store.

Process 2. The Download Page.

This is the most crucial part of the whole process and you need to make sure you maximise your chances of further sales here, and most importantly, this gives you the chance to capture your buyers email address. If you are not putting processes in place to capture customer email addresses you need to be thinking of doing this now as there is nothing more important, I really can't stress this enough.

Here is an example of some of the features your download page should include: This example download page is for my best selling eBook 'The 90 Day Powerseller Challenge' and you can download it free from the link below.

1. First of all thank your customer for their purchase.

Thank you so much for choosing to buy from me. I know you have a lot of choices and I appreciate your business.
First of all, if you are not completely satisfied with your purchase from me please let me know **before leaving feedback**.
As long as you are happy with your purchase please leave me positive feedback and I will do the same for you automatically within minutes.
You will find below the link you need to download your purchase and bonus items.
If you have any problems or questions let me know.
Regards.
John.

2. Now provide the download link to your product.

Here is Your download link plus bonus unadvertised items.

[Download "The 90 Day Powerseller Challenge" here.](#)

Instructions: Use Right Mouse Click And Choose 'Save Target As...'

3. Make further offers below.

[Get your own eBook website and become a Powerseller.](#)

Bonus FREE items.

[Find out how I will earn over \\$50,000 from a single eBook.](#)

[Learn how to become a fully established eBook author and marketer. 100% Guaranteed.](#)

Notice how all of the offers above try to capture an email address?

4. Don't forget to add some adsense ads, this is a good spot.

[AdSense Ads here](#)

This is a perfect place to put AdSense Ads to make extra money.
ninetydaypowerseller.com

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NOTE: You will need a [zip program](#) to open these files.
And in the case of some eBooks [Adobe Reader](#) to view them.

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Get my eBay PowerSeller secrets for FREE!
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7. Feel free to add more AdSense Ads.

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Putting simple AdSense Ads here can cover your eBay listing fees.
ninetydaypowerseller.com

[Advertise using Google.](#)

[Advertise using Google.](#)

1. Thank your customer.

It is extremely important that you thank your customer for their purchase from you. The main reason being you want to keep the transaction as pleasant as possible to ensure you receive excellent feedback. By thanking your customer this gets the transaction off to a friendly start and lays the foundations for future purchases. You will also notice I tell the customer to contact me before leaving feedback if there are any problems and that I will leave positive feedback automatically if they do the same for me.

2. The download link.

Make sure you add all your files to a folder (more on this later) and zip your folder using a [zip program](#).

3. Offer your up-sell items here.

You will notice I promote my members area along with a few more of my own websites, this is what is known as an 'up-sell'. You sell a low priced eBook and use the sale of that eBook to offer another product at a higher price.

Just one sale of a high priced item will cover your eBay listing fees for 100s of eBooks. Remember, not all the money you make from eBooks has to be from your eBay sales.

If the product you up-sell is related to the eBook you have just sold you will have more chance of making a sale. For example you may have just sold a low fat recipes eBook, therefore you know the person who has just bought this eBook is probably interested in losing weight or getting fit, so you would offer a related higher priced product if you have one.

If you don't have your own product you can offer someone else's product through an affiliate link using [ClickBank](#) via the [ClickBank Marketplace](#). Here you will find over 100,000 products you can promote as an affiliate. It only takes a minute to join and it is free, you can join ClickBank by [clicking here](#).

You should also check out [Commission Junction](#), you will find almost every product under the sun to promote here. This also costs nothing to join.

4. Add some AdSense Ads.

It costs nothing to add some AdSense Ads to your download page. These ads will be related to the product you have just sold and so are more likely to get clicks and you get paid from Google for every click made. It is not uncommon for you to cover your eBay fees for a listing by simply adding some AdSense Ads. You can get more information on AdSense from:

www.google.com/adsense

5. Add your contact details and technical info.

It usually helps to mention what tools you need to open and read the eBook. This reduces any support issues.

6. Add your opt-in box. (Very important)

It is absolutely essential that you try and capture your customers email address after they purchase from you. There is nothing more important and I really cannot stress this enough. In fact capturing your customers email address is probably more important than the sale you made to get your customer to your download page.

Make sure you offer something of value to tempt your customer. Just think what would get you to give up your email address and offer something along the same lines. I usually offer advice and free eBooks in exchange for contact details and it works well for me.

I use [aweber](#) to manage all my subscriber databases. Their service is second to none and as they use a double opt-in system you can never be accused of spam and get into trouble with your host. They are fully spam compliant with all the major companies such as AOL, Hotmail and Yahoo.

You don't have to use [aweber](#) but when you start building your list be sure to go with a reputable company because this is the most important part of your business. Try to avoid any free services as you may live to regret it later.

In the early days I was using a service that was not the best and I had to look for a new service as it was costing me a small fortune. So I made the decision to transfer to [aweber](#) and I lost over 5000 subscribers when I made the switch. Although I lost so many subscribers that was probably the best business decision I ever made, I just wish I had made it sooner or started with [aweber](#) from the very start. Just bear in mind your list is your most important asset...

7. Add some more Ads.

It will do no harm to add some more ads at the bottom of the page. These can be more AdSense Ads or a banner ad taken from [Commission Junction](#). Just try and keep it relevant to the product you just sold.

Now you don't have to go with the order above but you should have **everything** mentioned here on your download page. Just make sure the download link to your product comes first and you have thanked your customer.

Process 3. Add bonus items.

It is also essential to include a 'bonus items' folder, you should especially do this if it is someone else's eBook you are selling. In this folder you could add some of your own eBooks or eBooks you have 'branded' with your affiliate link. I tend to do this with some of my older eBooks that can be branded or some of my brandable reports. This means even if I am selling someone else's eBook I am still getting my products 'out there'.

Process 4. Go viral.

If creating your own eBook is something you have never considered I urge you to consider creating your own material. I would not be where I am today if I were not creating my own eBooks, eBooks just like the one you are reading right now. If you really are a beginner when it comes to creating your own info products check out my very own website:

www.createprofitableebooks.com

The course on that site has been designed with the beginner in mind and will show you in an easy to follow manner how to create your own eBook. And best of all it is 100% free.

If you have created an eBook of your own with resale rights you want as many people as possible selling it.

First of all you should include all the sales material that is needed so your eBook can be re-sold. Time and time again I see eBooks with resale rights that have no sales page included. Now I certainly don't have the time or inclination to go and create a sales page for someone else's product so the viral process ends right there. All because the author failed to include their sales page.

You should also include as many graphics as possible and always make sure an eBook cover is included. After all people do judge an eBook by its cover. You should also mention in your opening statement that your eBook can be resold. Just look at the material that was included with this eBook to give you an idea.

How would you really like your eBook to go viral?

To really make your eBook go viral you need to put in the **W.I.I.F.M** factor (**W**hat's **I**n **I**t **F**or **M**e) and to do this you need to reward your reseller.

The best way to reward your reseller is to allow them to 'brand' certain links within the eBook. This can be a link to one of your high priced items through your affiliate program, it could also be a link that your reseller would choose themselves, or it could also be a link to their eBay store. As long as there is something in it for the reseller you will have more chance of it going viral.

If you don't have your own affiliate program and have your own products you should consider starting with ClickBank. There you can add your own products and instantly have your product advertised in front of 1000s of affiliates looking to promote products. For more details visit:

www.clickbank.com/sell_products.html

I usually like to let the reseller brand the eBook with their affiliate link to one of my products. This makes the reseller money but more importantly it makes me money. Over time you will have 100s of eBay eBook sellers selling your eBook so you can be making a ton of money on autopilot, all you have to do is worry about how to spend the money.

If you do offer 'branding' rights you have 2 choices, you can manually change the brandable links in the eBook, this means waiting for an email with your customers details, manually adding the links and sending the branded version back to your customer. Or you could get some software to perform the task instantly on autopilot. I use [Viral PDF](#), it is easy to use and once your eBook is set up it runs on autopilot.

I cannot stress enough the importance of making your eBooks brandable. Just ask yourself? If you had a choice to sell one of 2 eBooks of similar quality and the same subject but one had links in that could earn you money which one would you sell?

Put it this way, when I look for other authors eBooks to resell these are the factors I look for:

- **Is the eBook a quality product?** (It needs to provide quality info)
- **Is there a ton of sales material for me to use?** (I don't have time to write a sales page)
- **Can any links in the eBook be re-branded?** (I would like to make some money after the sale)

Conclusion!

If you can help someone make money from your eBook they will keep selling it for you. **It really is as simple as that**, so try and offer your customers eBooks they can brand. Also remember to make the selling process as easy as possible by adding all the selling tools they need to make reselling your eBook as simple as possible. Just look at the tools and methods I put in place with this eBook and this should give you some ideas.

If you can take anything away from reading this eBook please make sure if you have not started building a subscriber database (list) you start doing so as this is probably the number one thing you need to be doing to build your business.

Also, if you need any help at any time feel free to email me at admin@planetsms.co.uk

If you have enjoyed this short eBook you may want to check out my newsletter. There I provide more info to help the eBay eBook seller. For more information visit www.planetsmsnewsletter.com

You may also want to check out my PowerSeller program. There I provide everything you could possibly need to be a successful eBook seller.

For more info check out ninetydaypowerseller.com

Now go and sell some eBooks ☺

John