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How To Make More Money With Every Ebook You Sell

Welcome to another edition of Michael Rasmussen's Internet Marketing Success Newsletter. In this issue you're going to learn three easy ways to make more money with every ebook you sell.

Most people could never get the kind of pay raise at a regular job that these three techniques can give you in your business, so pay close attention, because this issue is going to be a **powerful** one.

Efficiency or Laziness?

An efficient marketer is someone who knows how to make **maximum** money with the **least** amount of work. That doesn't make them lazy, that makes them smart. After all, your customers are going to spend money on the topic they're interested in anyway, so why not show them how to get more of what they want through you?

The secret that makes this work is the fact that your customers are already in a buying mood, and they **want** to spend money. It's up to you to capitalize on that by giving them more things they can buy while they're in the **mood** to buy. That's what these secrets are designed to help you do.

So without further ado, let's talk about...

Technique #1 - Placing Ads In Your Ebook

This one is easy. You simply spend an evening doing a little research and find other products in your niche that are related, but not directly competing.

After all, if you recommend a direct competitor, your customer may ask you for a refund, because he wants to buy your competitor's product instead.

There are a couple options for inserting ads in your eBook:

Paid Ads

If you're feeling bold, you can contact the product developers and offer them the ability to place paid ads in your book. That means they will pay you a fee for having their ad listed in your eBook with no affiliate link. That also means you don't get a commission on any sales that you refer to them.

Affiliate Ads

I personally think this is a better option, because you don't need to ask anyone's permission to place your affiliate ad in your eBook. After all, if someone has an affiliate program, they want you to promote their product.

You simply place ads throughout your eBook as normal, but instead of linking directly to the website, you insert your affiliate link instead. That way you get paid for every sale that you help them make.

Here's a tip. Don't insert your affiliate link directly into the eBook. Instead, always use a redirect link. For example:

MichaelRasmussen.com/recommends/product

Then, that link will refresh the reader through your affiliate link and you will get a commission if they buy. This is also a good strategy to use in case the product comes off the market, or the product developer changes affiliate management scripts.

This way, you can stop the flow of traffic to the old link and update it with the new link. If the product goes off the market, you can just put up a simple page letting people know that it's no longer available. Your readers will appreciate this a lot more than they would going to a website that no longer exists.

Technique #2 - Product Reviews

Product reviews are a great way to both build reader loyalty and trust, and to also make extra money from your paying customers. In fact, you don't have to limit the reviews to your customer list. You can send them to your prospect list as well.

The way it works is this. Someone buys your eBook and they opt into a special email list for customers only. That list can be pre-loaded with an autoresponder sequence, which has you reviewing a dozen or so products in your industry.

For example, if you are selling an eBook on Internet marketing, you could have product reviews for:

- Autoresponder Services
- Ebook Compiling Software
- E-Cover Design Services
- Website Tutorials
- Etc.

People are probably going to buy those products and services anyway, so why not give them your personal recommendations. That way, you can get a commission from every person who signs up.

Heck, I still get a commission check every six months for people who have signed up for my favorite autoresponder service. And that's just from the people I sent there during casual instant message conversations.

I like to deliver my reviews in just plain old emails, but I've seen other marketers create reviews in their own separate **PDF files**, and make them available for download for their readers.

Whichever way you choose, go ahead and integrate product reviews into your back end autoresponder sequence today, and watch your passive income go up effortlessly.

Technique #3 - Basic Or Deluxe

This is one of my favorite techniques for making more money from my eBook sales. All you need to do is create an extra report or two and add that to your existing product offer as a "deluxe version". The good news is that creating a deluxe version of your course is extremely easy.

All you need to do is create an extra 10 to 15 page PDF report (or two), add that to your package, and viola! If you don't want to create the reports yourself, just hand your main product over to a ghostwriter on www.elance.com and ask them to create some for you.

Think about it, if you pay a writer to create a 15-page report, and it costs you 200 dollars, that's no big deal. Imagine if you get four sales per day, and only one person takes you up on the deluxe upgrade. If your deluxe version is only 10 bucks more, that's 300 dollars extra profit in one month. If it cost you 200 dollars to get the extra report created in the first place, you're already "in the green" by the end of the first month. Every month after that is pure profit!

In Conclusion

Making extra money with your eBooks is very simple if you're willing to just put in a small amount of extra work in the beginning.

You see, once you create little extras like the product reviews, affiliate ads, or deluxe versions of your product... that's it... it's done. You'll continue to profit from those things for years to come without having to do any extra work.

Go ahead and start working on your eBook package today, and send me an email once you start earning some extra cash. I'd love to know how this advice has helped you.

See you next issue.

Your Friend,

Michael Rasmussen

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newsletter@michaelrasmussen.com