

## Special Report

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Create A Splash Publishing

## **Insider Secrets To Exploding Your Business By Authoring An E-book**

Do you want to have a successful Internet business? I doubt that you'd be reading this special report if you didn't. So let's look at what you need to create a successful Internet business. You need credibility, you need to be seen as an expert in your field (the person people think of when they need someone with your knowledge and skills), you need to be visible and your business needs to make money. And, in order to make this happen you need to write an e-book. Because the truth is that while writing a book will give you credibility, help you be seen as an expert and give you more visibility, 90% of businesses fail -which means they don't make money. And, since e-books are almost pure profit (and you can make a lot more money selling far less e-books and in less time than you can selling books), e-books make a lot of sense.

In fact, it's generally not the people who fail; it's that the system they are using to create a business is faulty. And, the traditional model of writing books to enhance your business or to become a successful author just doesn't make any sense in this day and age, and doesn't make you much money. In fact, even traditional publishers are becoming aware of the need to include e-books in their business model and that's why Fidler Doubleday Inc. ([www.fidlardoubleday.com](http://www.fidlardoubleday.com)) has partnered with me; I am now their E-book expert.

## **Disadvantages of Authoring Books**

You see, they understand that the average business book sells less than 10,000 copies. And if you had a traditional publishing deal, you'd be lucky to make \$2 a book which means you would end up making about \$20,000- and that's the best-case scenario for about 99% of the authors out there. In fact, I know of someone who wrote a cookbook that sells for \$40 and makes only 40 cents a book! I don't want to work for 40 cents a book- do you? And, I don't want to struggle. I struggled long enough as a copywriter and editor making just \$5.00 an hour working for trade magazines and non-profits and then as a Grammy-nominated songwriter.

And, that's not the only problem. There's the fear of spending all that time writing a book and the frustration of not being able to get it published. Did you know it can take up to 2 years to get your book published? And, as I mentioned, most authors-especially new ones- make very little money. Not only that, but it can be scary to write a book; not knowing where to start, not knowing if you even have a book in you, and not being sure if it will be any good once you write it. I know, I was intimidated and I've been a writer for years.

But to me, the worst part was not having control over my financial future; having to wait for somebody else to decide if my work would even get the chance to be heard. As I mentioned, I was a Grammy-nominated songwriter and I was still almost dead broke. Thankfully, I had parents who believed in me and helped me out. But, I hated not having creative and financial control.

I was in the music business for over 20 years. I won several awards, had some songs recorded in film, television and on record, and people loved my songs- when they got the chance to hear them. But most of my songs never saw the light of day. And, it was too expensive for me to produce my own records. Plus the chance for success was so slim (even for songwriters with a track record) that I just didn't feel

right asking people to invest when the risk was so high; the same is true for book writing. In fact I've seen "self publishing" deals where the company wanted over \$16,000 dollars to put a book together.

### **Advantages of Authoring E-books**

With e-books you don't have that problem. They are inexpensive to produce and you are in control. That's what got me so excited about the Internet and writing e-books. It just made sense to me. And you can make a lot more money selling e-books. A book that sells for \$14.95 in the bookstore can sell for as much as \$47 on line! And people don't mind paying it, because they know the value of the product is in the information– not the packaging. And, you can add bonuses (free gifts from other business owners in exchange for the free advertising they will receive) to enhance your offer. So an e-book really is worth more than the price of a book.

Plus you can create manuals and other information products and sell them for \$97 to \$297 or more – creating multiple streams of income. The potential is staggering. In fact, learning how to write and market e-books can be the difference between becoming very successful, and struggling, getting discouraged, and giving up on your dream entirely.

### ***Using E-books as a Marketing Tool***

I'm amazed at how many people really don't understand the power of authoring an e-book. I talk to people all the time who are planning to write a book, but they don't even think about writing an e-book. And if they do, they generally are only thinking about the money they can make from that one e-book. They don't realize that writing an e-book is just the beginning; it's a lead generator and it introduces potential customers to your other products and services. It should be an essential part of your marketing strategy especially when selling bigger ticket items. People don't realize that if they are trying to sell a conference or other big ticket item that

they need to write an e-book. It introduces potential buyers to the benefits of these big-ticket items and can literally sell them for you (if the e-books are written properly). Plus it gives you credibility and shows the potential customer that you know what you are talking about, and why your higher-priced product will be of value to that person. People need convincing that you are knowledgeable about your products and services, that you will offer them a quality product or service, and that they will gain something they really want before they are willing to part with a substantial sum of money.

Authors, Speakers, Consultants, and Intrepreneurs often don't understand that the secret to success is leveraging your e-books into a line of products and services. The best way to do that is to come up with a core idea, write an e-book around each core idea, create a funnel of products and services around it and gradually increase the size of the products and services in terms of price and value-starting with your e-book.

If you're serious and you want to be successful you have no choice but to write an e-book, according to Dan Kennedy the legendary Internet Marketer. "Books alone will not skyrocket a speaking career or send a business into the stratosphere" says Kennedy, "and the odds of having your book picked up are like Lana Turner getting picked up at the soda bar and becoming a big star... it rarely happens." He goes on to say that books, information products and seminars are all necessary components for any business in today's world.

### ***Why You Must Author Your Own E-Book***

If you want a successful Internet business you really must author an e-book. And it's important that you do it yourself. Many people use ghost writers and works in the public domain, but it's better to author it yourself because it gives you more credibility and it creates trust with your customers. For example, I was on a

mastermind call and one of the participants wanted information on a particular subject. I recommended an author whose e-book I found very helpful. The moderator said that he was hesitant about recommending books by this particular author because he didn't author all of his materials himself. And, the moderator felt that the e-books that the author didn't create were of lesser quality. This discovery made those on the call who were potential customers reluctant to buy this authors' products. So you can see how important it is to author your own e-book to protect your reputation and assure your customers of quality products. You are the expert and you know your subject. If you are going to get help writing your e-book, and that's fine, make sure that the content comes from you.

### ***Leveraging Your E-book***

Now, as soon as you have the core idea of what you want to write about, you should start thinking about how you are going to leverage it into a line of products and services. Let's look at some examples, Jack Canfield for instance. He wrote a book called *The Success Principle* which I highly recommend. What is remarkable is his marketing plan for the book. Many authors write great books that don't sell. But Jack Canfield decided that he was going to make 28 million dollars from this project. And, the way that he was going to do it was by selling books, creating audio products, doing conferences, and getting online customers to buy other products in addition to the book. I heard him describe his plan in detail on a teleseminar including the exact breakdown of how much money he would make from each source of income. 28 Million dollars is a lot of leverage from one book! Because Canfield is already well known, having his books printed was not a problem. But anyone can model him and do quite well starting with an e-book. And, it costs you almost nothing to get started. If you learn how to write a quality e-book. target your audience, and you're willing to do the work, you have a recipe for success.

### ***Modeling Success***

Since modeling is one of the fastest pathways to success, think about what might happen if you were to model Jack Canfield. If you only got 1/10 of the results he got you would still make 2.8 million dollars and if you only got 1/100 of the results he got you would still make \$280,000 which isn't a bad payday- as Alex Mandossian pointed out on that teleseminar. Some of you will be intimidated by this model because Jack Canfield is so successful. But it isn't about him- it's about the system, the model and the fact that it is doable- if you're willing to put in the time and the effort.

Let's take another example- Robert Kiyosaki author of *Rich Dad, Poor Dad*. He was trying to sell his cash flow game. So he wrote the book to promote it. The book sells for \$16.95 and the cash flow game sells for \$150.00 He also gives seminars based on the cash- flow principles that command several thousand dollars a person, he does an infomercial selling his home-study course, *Choose To Be Rich* and he is a highly- paid speaker. Kiyosaki calls his book his brochure and it's a huge lead generator for his other products.

### ***Driving Traffic with E-books***

Now, what's great about an e-book is not only that it acts like a brochure but you can use it to drive traffic to your site so you can market to customers or potential customers. The way to drive traffic to your site is to put your web address in your header of your e-book so that when people purchase your e-book or receive it through a viral marketing campaign- they are encouraged to visit your website. Here they will learn more about you and either get better acquainted with you or buy from you. And, if they don't buy right away, they are still getting to know you, like you and trust you because of all the great value you bring them through your newsletter, blog, articles, recommendations, resources and/or free teleseminars. And, they will return to your site again and again until they probably do

buy something (which would never happen if they were not directed to your site in the first place).

One more example is T. Harv Eker. He has a book out called *Secrets of The Millionaire Mind*. I bought it online. He was practically giving it away- I paid \$3.95 which included shipping so I suspect he didn't make any money doing this. But it got me to buy a book. And, it turned out to be a great purchase. Not only was the price attractive, but he was being interviewed by Alex Mandossian who's Teleseminar Secrets Course I had taken, so I already trusted that the product would be a quality one. Eker gave away two free tickets to a three-day conference worth over \$2500 with every book purchase.

The marketing strategy was to get people to go to the free conference and then upsell them to other conferences and programs that bring in millions of dollars and it works. In fact, I plan to attend the free seminar because the book struck a chord with me-Eker caught my attention. But I would never have known about it if he hadn't used a powerful selling strategy. So again, you can use the same strategy starting with an e-book and using it to up sell to bigger-ticket quality products.

All you have to do is decide what you are trying to sell and then author an e-book that explains the core benefits of your product(s) and service(s), then sell it or give it away and use it as a lead generator for other products and/or services. And, with Print-On-Demand technology, you no longer have to worry about printing books. (You can just print books as you need them, and you will need them if you plan to go on radio and television or sell from the back of the room). In any case, each of these examples started with a book and an e-book is just a cheaper way to get started and do the same thing.

According to Calvin Reid in an article in Publishers Weekly entitled “E-pub Goes To School”, the sales of consumer e-books have grown by double-digits up 31% from 2003 to 2004 and they will grow even more this year. Over time, I think more and more people will start with an e-book instead of a book and it will help to level the playing field.

### ***Everybody Deals with Rejection***

Somehow we look at people like Jack Canfield, Robert Kiyosaki, and T. Harv Eker and think that they are different. But the truth is there was a time when they were not well known and their books did not hit the best-seller list overnight. In fact, in the case of Jack Canfield and Mark Victor Hansen, they were rejected by over 30 publishers when they first started shopping “Chicken Soup For The Soul” and it took months and thinking outside the box before they could get anyone interested. What was different about them was that they had a vision, they were determined to succeed, they found successful models to emulate, they had a message people wanted to hear, they marketed to their target audience, they created quality products, and they followed a step-by-step plan; in other words, they had a system. (Jack Canfield even says in *The Success Principle* that he and Mark Victor Hansen spoke with 15 best-selling authors including Dr. John Grey *Men Are From Mars, Women Are From Venus*, Ken Blanchard, *The One-Minute Millionaire*, Scott Peck *The Road Less Traveled* and several others to help them figure out the “success” formula.)

It’s easy to be skeptical because there are so many people out there talking about how simple it is. But the truth is that it takes some work, knowing the winning system, and dedication, as well as a passion for what you are doing. But when you find something you love to do it helps propel you forward- that’s one of the secrets to succeeding with e-books. Write about something you love, or at least

have an interest in. A quote I used to hear often in the music business was that success was 10% inspiration and 90% perspiration. That says it all. And, it doesn't happen over night. But if you build it one day at a time you will get there. How do I know? Because of my own experience.

### ***My E-book Quick-Start Strategy***

When I got serious about an Internet business, I started by writing an e-book on how to write an e-book (based on my experience writing *The Moving Cure*) and gave away over 2,000 copies. I didn't make a nickel from that e-book in the beginning. But, I made almost \$1300 from my first teleseminar between the audio and transcripts up sell and the spill over into my 3-day intensive Quick Start E-books authoring program that followed. My mentor was stunned. He said most people don't make that much money in a year on the Internet. And, that's the sad truth. Most people struggle and just sell an e-book here or there but without a system it just doesn't get them anywhere.

Next, I added my one-on-one coaching program and over time started adding other products and services through teleseminars, joint ventures, and writing e-books linked to affiliate programs as well getting my feet wet in the speaking arena. You can use the same strategy that I used to get started.

I continue to give away and sell e-books and reports like this one to educate people because I know the power of writing and marketing e-books using my system. And, I want everyone to get the information they need to move forward quickly. I find that too many people just don't understand that you need certain information and a systematic way to build your business using e-books. In fact, I was talking with someone who had quite a bit of success as an author. He thought that he could just put up a website, stick his book on it, and wait for the orders to pour in. You know, build it and they will come. I know that he's going to

have a long wait! Most people I talk to who are trying but aren't selling any e-books or other products and services have a similar approach. But the truth is sometimes people with less experience can do really well because they don't let their ego and the knowledge they think they have get in their way.

### ***Growing Your List with E-books***

Also, I used my e-book to grow my list. Your list is your biggest asset in an Internet business, especially a targeted list. And, generally speaking, the larger that list, the more money you can make. What I mean is, when you target people who are interested in what you have to sell and they sign up on your list, they will generally be interested in more than one product. In fact you will create a core list of buyers who will be interested in a lot of what you sell. Generally 80% of your buyers will come from 20% of your list.

I had fewer than two hundred people on my list when I first got serious about the Internet and in only four months it grew to over three thousand people. And, I was just getting started! Not only that but, I was making 6 times what I made the year before when I didn't have a system to follow. I'm sharing this with you not to brag but to show you that anyone can do it.

I also want you to understand that the key to your success, the ability to work where you want, doing what you love and making a great income doing it, starts with an e-book. Writing an e-book will help you focus on what the core idea of your business is, why you are unique, why people should buy what you have to offer, and why you are the best person to buy from. And, once you have this foundation, you're half way there!

### ***More Advantages of E-books***

Also, it's easy to get started with an e-book- much easier than a book. It's cheaper too; there are no printing costs. And, you never run out of copies because they are digital. Here's a really great strategy for financing your first book printing- sell e-books on line first and then use the profits to finance your book. You can easily get started for under \$300 whereas with a book, printing alone will cost about \$2,000 to be cost effective. But don't print more than 500 copies to get started because you don't want to get stuck with them (which can happen for a variety of reasons).

Another advantage of e-books is that it's easy to find your target market, ask them what they want, and give it to them. And that's the fastest way to succeed. You can't do that with a book. When somebody goes into a store and buys your Book, you have no idea who they are. The relationship is pretty much over. But online it's just the beginning!

### ***Testing Saves Time and Money***

The Internet eliminates the guesswork too. You can test headlines and ads using Google Adwords. (If you need help getting started go to <http://snipurl.com/ppcforbeginners>. If you are already familiar with Google but want more advanced strategies you can find help at: <http://snipurl.com/gettraffic>) You can also test sales copy. The results are scientific. And, having the ability to test before you spend a lot of money on expensive ad campaigns, book covers, and products that don't sell can save your thousands of dollars.

When I wrote my first e-book I just gave it a title which was *25 Steps to a Successful Move* (How to Save Time, Money and Your Sanity). (You can find it through [www.movingtips4u.com](http://www.movingtips4u.com).) Then I learned about Google and decided to test it; it didn't do too well. So, I asked for suggestions on names. I boiled it down to

*The I Hate To Move Book, The Moving Cure, How To Organize Your Move, and Get Moving!*

The title that had the best click through rate was *How To Organize Your Move* but that just wasn't exciting. And, the title is very important; it can make or break your e-book or book. (In fact, it's better to have a great title and a mediocre book than a great book with a mediocre title). Sad, but true. So, I changed the subtitle to "How To Organize Your Move To Save Time, Money, and Your Sanity" which worked well with all of the other titles. *The I Hate To Move Book* and *The Moving Cure* tied. But the more I thought about it, *The I Hate To Move Book* didn't make sense if I wanted to sell the book to moving companies and realtors who were trying to get people to move. So I went with *The Moving Cure*. Without the ability to test, I could have spent a fortune printing books that nobody wanted. The ability to test is so powerful; I use it for everything! Why guess when you can test?

In fact, testing is a great strategy for helping you sell e-books and other products. By using software (You can find a good choice at: <http://snipurl.com/trackyourresults>) and coming up with two campaigns, you can see which one does better and try to beat it. Then just keep fine tuning your process. That's how you can continue to maximize your earning power on the web (since there are only so many hours in the day and the goal here is to stop trading time for money and create passive income). That way you can spend more of your time traveling, with your family, working on your health or pursuing other life goals.

### ***Authoring Articles to Sell E-books***

To get back to the advantages of e-books, it's much cheaper to advertise e-books than books. In fact, you can start advertising on line without spending a penny! One way to do this is to write articles and submit them to other people's

websites in your niche. When your articles are published, make sure that you include your information with a link back to your site which will bring traffic back to you. I got really excited when I heard Jim Edwards explain this strategy with real numbers. He said that if you were to get these articles on 200 sites which takes time but is very doable {and I can show you how (remember there are millions of sites on the web)} and if only one person a day read your article on each website that would be 200 visitors a day times 30 days a month is 6,000 visitors a month, or 72,000 visitors a year.

If 10% of those who read your article signed up for your newsletter -which again is a very reasonable number- you would have 7200 subscribers. And, even if your website was average and your sales letter was mediocre with about a 1% conversion rate you would make 720 sales. And if your book was selling for \$47 you'd make \$33,840 in a year. And even if you sold your e-book for only \$30 you'd still make \$21,600 which is still 18 times what you'd make with a traditional publishing deal on the same number of sales!

What I love about it is that it doesn't cost anything to do; the numbers are low enough that anyone can achieve it and it can make you enough money to literally bankroll your business. I think that's a lot better than using credit cards or small business loans and taking on all that debt (which is what I did because I didn't know any better at the time!)

But selling your e-book, as I said, is just the beginning. You could then turn that e-book into an audio product and sell it for \$97. You could create a group teleseminar coaching program based on your e-book and sell it from \$497 to \$1500. And, you could record it for additional sales at \$297 to \$497. You could create a one-on-one coaching program and sell it from \$997 to \$3000 or more. And, if you enjoy speaking you could sell from the back of the room.

The possibilities are endless. And, the truth is using very small numbers you could easily make \$80,000 to \$100,000 a year. So just imagine what the potential can be when you add more e-books and audio products, doing a weekend conference and/or working on your sales copy to increase your conversion rate. The amount of money to be made can be staggering! And, it all starts with an e-book.

Now, not everyone wants to pursue the same avenues so when I work with you, we customize your coaching program to reflect what you're good at and what you're passionate about. That way you are spreading your message doing what you like to do, making money in a business that you love.

### ***Using E-books to Build Rapport***

Another huge advantage of writing an e-book is that once you have customers for your e-books, it's easy to sell them other products and start building your publishing business out of your home. As I mentioned earlier, when someone buys a book in the store you have no idea who they are. But when you are online, you know who is buying your e-book and you can start to build a rapport with them- which starts even before they buy from you. The key to making money on line is to connect with your customers. The more connected they feel, the more they will buy. How do you get them to feel connected? Through you emails, newsletters blogs, teleseminars and live speaking engagements. Any and all of these avenues will connect you to your list. In fact, it generally takes 5 to 7 encounters before a potential customer is ready to buy from you, so the more contact you have with them the better ( as long as you don't spam them).

This kind of rapport just doesn't happen when people buy your books in the store. You sell a book and you're done with that customer. And, it takes a lot more money to get a new customer than to sell to an old one. So each customer costs you less to acquire on line as well,

Also with e-books you don't have to worry about storing them and you don't have to pay a fulfillment house to store them for you or pay for shipping.

And, e-books won't become obsolete because anytime the information needs to be updated- you can just go on line and change it. Also, there are generally fewer returns on line. The return rate in a book store is generally 15-20% while online it is closer to 5% or less.

### ***The Convenience of E-books***

Writing an e-book is faster to create and sell, and far less effort to deliver. So even if you still plan on writing a traditional book, I suggest you add an e-book to what you're selling. Think about it, to buy a book you have to get dressed, get in your car, drive to the bookstore, find a parking space, hope they have the book in stock, wait at the check out line, get back in your car, drive home, and pay for gas. On the Internet people are willing to pay more to get an e-book immediately and it's more convenient. You just find the e-book, pay for it and download it. It's simple. And if you're selling books yourself, you have to pay for postage and take the time to mail them as well. E-books just make sense the way we live today. And it's easy to convert a traditional book to an e- book and start doubling or tripling your income.

### ***Obstacles to Creating an E-book***

So why isn't everyone creating an e-book right now? In my experience, what stops people can be perfectionism; waiting for the perfect idea, or the perfect time but it never seems to come. So I developed a process that gets you started from where you are **right now** and walks you through it.

The number two reason is procrastination; not getting started, or getting started, getting stuck and giving up. That's why working alone is not a great idea for most people, so I am going to partner with you. In fact, many people procrastinate

because they don't know what to write about or how to get started. But I have developed a number of exercises to help you discover what to write about and a system for getting started. It's a lot easier to get going when you figure out what you are passionate about and what your skill set is. We can find the "lowest hanging fruit" where they overlap (which is the one that is the easiest for you to work with and will give you the best chance of succeeding). Plus I will teach you how to find a target market that wants what you have to offer and is ready and eager to buy.

The third reason people don't write an e-book is lack of information. They don't know how to do it, and they don't know how powerful creating an e-book can be for their business. Not only that, but it's hard to find the right information- there is so much out there and people get bogged down in it.

Now the other thing is that it's not just about getting a lot of information. I have one client who spent over \$100,000 learning how to create an online business and hadn't made any money when he came to me. That's because he didn't have a system. I always like to use the analogy of baking a cake. It's not just about having the right ingredients, you have to put them in the bowl in a certain order. The dry ingredients always come before the liquid or you'll ruin the cake. You may or may not ruin your e-book if you don't do it in a certain order but I can guarantee you that it will be stressful and frustrating because it will take way too long and you probably won't make much money. You have to have the right information in the right order to build an internet business and write e-books quickly and easily. And, you have to be willing to take action.

### ***Assessing Risk and Taking Action***

Nothing changes until you take action. But sometimes it's too scary to do it on your own or you just don't know what to do. In fact, I was listening to an

interview with George Lucas, the director of Star Wars, and I was fascinated by what he had to say. He knew what he wanted to do- he wanted to make movies. But he knew most movies are not successful. So he expected to fail. Let me repeat that; he expected to fail. Now most of the “gurus” that I hear on the Internet would say that if he put out the energy that he expected to fail, he probably would fail. But as we all know Star Wars was VERY successful. So what was the lesson? He had a vision of the Star Wars trilogy and he was determined to get it made. His strategy was to make sure that he did well enough to be able to keep going- because making the first installment with major backing would give him the clout to get the second one made.

What I found remarkable about this story was even when he anticipated failure, he still took action and stayed true to his vision. And, he didn't let the possibility of failure stop him. In the end it was a huge success. You can use this same strategy. You want to do well enough to be able to keep going and turn the corner in your business and stay true to your vision. If you spend too much money without learning a system that works, you could be out of business before you get the chance to live the life you deserve. So you can spend a lot of money and have nothing to show for it, or spend a relatively small amount of money, learn the system and succeed. Even if you are skeptical, it's okay, as long as you are willing to take action. There are a lot of things you must know to create an e-book that will sell and knowing them is the key to your success. And I REALLY want you to succeed.

### ***My E-book Profit Coaching System is the Key***

That's why I created The E-book Profit Coaching System. Do you know why you need a system? Because system stands for save yourself time energy and money. And that's exactly what you do when you work with me. You see, I've made all the mistakes. I've seen for myself what works and what doesn't. I wasted

a lot of time, energy, and money. And, when I got stuck there was nobody there to help me. It was frustrating, time consuming and costly. And, to make matters worse, I got conflicting answers from different gurus. In the end, I just had to muddle through. I looked for an e-book coach and there just weren't any so I did the next best thing; I hired a regular coach. But I still went through a year of research, mistakes, frustration and stress.

Once, I got through it though, I thought to myself, how great would it be if I could have avoided the pitfalls and just followed a step-by-step process that covered all the bases? Boy would things have been different. So, I put together that system.

By following my *E-book Profit Coaching System* you will learn:

- how to create a highly successful e-book
- how to find a hungry market that can't wait to buy what you have to offer
- how to create loyal customers who will continue to buy your products and services forever
- how to motivate yourself to make sure you finish your e-book
- how to write a 90 page e-book in 12 hours or less of actual writing
- how to create killer website copy that gets people to buy like crazy
- how to manage your time and keep your momentum.
- how to automate your business so you can make money  
24 hours a day 7 days a week
- the number 1 trait you must develop to be successful
- how to generate traffic without breaking the bank
- how to leverage your e-book into a complete line of products to maximize sales with minimum effort and cost
- how to create a marketing plan for free that will show you how to monetize your business

And more!

It's powerful information. And trust me, when you are following a step-by-step process you know exactly what to do, so it's impossible to fail. And, unlike other courses, I provide opportunities for you to continue to get the support you need after this program has ended- including my once a month mastermind group which you get free for one year. This is an almost \$1200 value. And, with all the information at your fingertips you can start generating income every single month even before the program is over. In fact, I have clients who started selling e-books and making money by the seventh week of the program.

Think about how great it will be to wake up to orders every morning in your inbox once you have it set up and automated. And it doesn't matter if you've never written before, if you hate to write, or don't know how to write, the bottom line is - if you can talk you can author an e-book. That's the truth.

You'll save thousands of dollar and years of mistakes. And the great thing is, once you learn how to do this, you can simply follow this process to create as many e-books and products as you want- which makes the information even more valuable.

With personal coaching you've got someone in your corner who will hold you accountable so that the work actually gets done. Also, you'll get all the information you need so you don't have to waste money duplicating resources or spending money on products and courses you don't really need. Plus you get unlimited email access to me so you get all of your questions answered as they come up in real time. And, as a personal coach who has been through what you are going through, I can help you avoid the pitfalls and walk you through it.

### ***What's Your Excuse?***

The truth is it's easy to keep putting writing an e-book off until the time is right or you have enough time or enough money (whenever that is)!

I have one client. Patricia Resztylo ([www.nohorsingaround.com](http://www.nohorsingaround.com)) who is a stay at home mom out of necessity. She injured her back and hasn't been able to work so was on workman's comp and welfare. And she said, "Money has nothing to do with it. Money has ABSOLUTELY nothing to do with it." She had to borrow the money from her mother (who just wanted her to get a real job) but Patricia said a regular job would have "sucked the life out" of her so she went for it. She took action, invested in her future by investing in the *E-book Profit Coaching System*, and made it happen!

### ***Gaining Momentum with E-books***

An important trait of successful people is the willingness to hang in-which is a lot easier to do when you understand the power of momentum. And, e-books can help you gain momentum a lot quicker than a book. Jack Canfield's first book took 14 months to go to number one; his recent one took just two weeks!

Momentum is the phenomenon of picking up speed as you go - like an airplane. You're on the runway and you feel like the plane is never going to lift off. You're picking up speed and then all of the sudden it starts to lift up and accelerates into the sky. Suddenly you're flying; that's how you build an internet business as well. Each time you go through the process of writing an e-book and putting it out there, building the website, and driving traffic to your site, and taking all the necessary steps, you will gain momentum. And, viral marketing can make it happen a lot faster.

But it still takes time, knowledge and work, Anyone who tells you that you can do it overnight is not being entirely honest. For instance when you see these Internet Marketers make \$50,000 with one or two emails or \$1 million dollars in a day as John Reese did, there are months of work that go into building that list and

those relationships with affiliates, and creating good product. I will show you how to build that list, create those relationships, and build a real business.

### ***Investing In Your Future***

So what is your success worth to you? I want you to know that I have spent \$30,000 of my own money learning this, but you don't have to! And, I know other experts who have spent even more but I'm not naming names. With my *E-book Profit Coaching System*, you get everything you need to get started, get going, get it done, and start making money quickly. You can do it the hard way: trying to find all the answers yourself, using trial and error, and wasting time and money. Or, you can do it the easy way by signing up for my *E-book Profit Coaching System* free half-hour strategy session (a \$150 value).

There are two ways to access your free session. You can sign up by emailing me at [ellen@TheEbookCoach.com](mailto:ellen@TheEbookCoach.com) with the words "e-book strategy session" in the subject line or by calling 1-800 242-0363 ext. 3798, letting me know that you are calling about your e-book strategy session and leaving your name, phone number, time zone, the best time to reach you and be sure to talk slowly.

You can have the life you want now- the freedom to write and make a great income doing it. But, you've got to stop dreaming about the life you want and make it happen. And it starts with making a decision to do something different and taking action. So take 5 minutes right now and ask yourself if you're ready to turn your business around and make a serious change, start moving in the right direction, and explode your business. If the answer is yes, then please access your free e-book strategy session by sending an email to: [ellen@TheEbookCoach.com](mailto:ellen@TheEbookCoach.com) with the words "e-book strategy session" in the subject line or by calling 1-800 242-0363 ext. 3798, letting me know that you are calling about your e-book strategy session and leaving your name, phone

## Insider Secrets To Exploding Your Business By Authoring An E-book

number, time zone and the best time to reach you-and talk slowly- because I REALLY want to see you get there!

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Go for it!

Ellen Violette a.k.a The E-book Coach is an expert in teaching people how to author and market e-books and is the creator of The E-book Profit Coaching System. Her system teaches people how to author an e-book and market it in record time. Ellen is a coach, author, and speaker. Her e-books include *The E-book Journal For Authoring Success*, *The Moving Cure (How To Organize Your Move To Save Time, Money & Your Sanity)* and *Insider Secrets To Exploding Your Business By Authoring An E-book*. She is also a Grammy nominated songwriter and successful real estate investor.