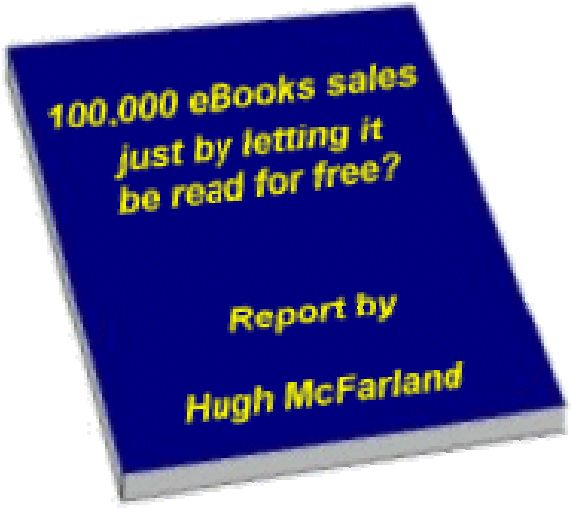
100,000 eBooks sales

just by letting it be read for free?

by Hugh McFarland



www.masonbooks.com

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Please note: all links to free products were correct at time of writing.

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Section 1 – How to sell 100,000 eBooks

Before we start, this does not involve any affiliate schemes, joint ventures, cross selling, up-selling, or any other way of getting your readers to part with any money – they genuinely get the opportunity to read your eBook for nothing.

Also, this guide is very compact and not puffed up with irrelevant information to make it appear more substantial than it really is.

In my case, I produced a unique eBook based on over 10 years experience of a particular niche subject that contained information that couldn't be found elsewhere and that there were potentially 5 million customers for this world-wide.

My problem was how to get visitors to my web page. In my particular niche area, there were over 300,000 web sites listed with Google. Everybody tells you that you have to be on the first two search engine result pages to have chance of being noticed.

One can spend time and money optimizing meta tags, regular submissions to search engines, designing 'doorway' pages to create more links, swapping links with other websites, paying for click-throughs, etc. Some things can make a difference though and I'll show you how I did manage to get my Google Page Rank to jump 3 positions within a few days without spending any money (see Section 2).

Security is another issue. If your eBook is likely to be very popular, then there is a risk of it being ripped off. It would only take one of your paying customers to put a copy of your eBook onto an internet file-sharing service and then you could potentially lose thousands of dollars. On the other hand, you would want other people to sell or share around copies of your eBook if you knew you were going to get paid for them. In a later section, I'll share my experiences and recommendations on this subject (see Section 3).

Retail sales of eBooks are setting records. Units sold in first quarter 2004 were 46% up on the same period last year with revenues up 28%. According to Open eBook Forum President Steve Potash, "eBooks represent the fastest growing segment of the publishing industry."

In recognition of the developing eBook market, libraries are now taking into stock eBooks for lending out. In the US there are over 100,000 libraries (16,421 public libraries and 93,861 school libraries) who will buy in eBooks.

However, libraries are not interested in dealing direct with individual authors. They simply do not have the staff to deal with eBook authors trying to persuade them to take in their eBooks. They are only willing to work with the large eBook vendors such as Follett, Baker & Taylor, and netLibrary.

Therefore your challenge if you want to tap into this opportunity, is firstly to get your eBook listed in the catalogs of these eBook vendors and then create a demand so that the libraries buy your eBook from the catalog. Even if you are not based in the US, you can still get your eBooks listed.

It usually only needs one person to request your eBook from a library for them to buy it in. Also, once an eBook vendor has sold one of your eBooks to a library, they will give your eBook more prominence in their catalog.

What follows next is the process that I went through including links to the resources I used with the various costs identified. The objective was to retain full ownership of the eBook whilst earning a reasonable royalty on each sale.

Similar to the libraries, the eBooks vendors also do not want to deal individually with authors. I located a company called Mind Like Water (MLW) who as well as maintaining their own eBook catalog, had come to an arrangement with Follett, who have been in business for 130 years supplying resources to education and libraries throughout the United States and the world, for getting eBooks into the Follett library catalogs.

For a fee (currently $97), MLW will prepare and submit your eBook to Folletts. If Folletts do not take your eBook into their catalog, then you will get a full refund. The deal on royalties is that Follett take 50% and you get the rest. MLW do not take any commission other than their once-off submission fee. Royalties are paid monthly unless they are less than $25 in which case they are held over to the next month.

However, there are four requirements before MLW will submit your eBook. It has to be in PDF format, it has to appear professional, it needs an ISBN number (International Standard Book Number) and it needs to sell for more than $5. MLW make submissions to Follett monthly on the 15th of each month. Your eBook has to be with MLW by the 1st to catch that month's submission to Follett.

To create a PDF version of your eBook, you could sign up for Adobe's online conversion utility. With a free trial you can convert up to 5 documents into PDF, click here for details.

Another free resource for creating PDFs and used by over 10 million users worldwide can be found at http://www.pdf995.com.

Regarding producing a professional product, there are many people that offer a service if you need to spruce up your eBook. I used ebookgraphics.com who as well as creating PDF output from my HTML files, gave my eBook a professional style to it as well as providing an eBook cover. You can either use their personal services (from $97) or you can buy their Word Templates for eBooks and How to Design & Create a Great ebook products and do it yourself. There are some free templates to be found at ebook-templates.com.

Regarding ISBN numbers, these can be obtained from isbn.org, the only electronic ISBN Application form accepted by the U.S. ISBN Agency. They only sell blocks of 10 ISBNs for a cost of $225 although MLW can do this for you at $30 per eBook.

Once your eBook has accepted by Folletts and is included in their catalog, the following process happens from the library end.

A librarian can search for a particular book within a catalogue by selecting from numerous criteria on a form. The form includes such criteria as author name, publish date, ISBN, reviewed by a particular source, keyword, etc. From the search results page, the librarian can click on a title and open the pdf file containing the book. The librarian then is allowed to perform 15 clicks within the book. For example, the librarian could click on the Table of Contents bookmark, click the Forward button to read pages of the book, do a keyword search within the book, etc.

Follett will add a full MARC (MAchine-Readable Cataloging) record once a title has been purchased by a library. If a title has been reviewed by one of the review sources that librarians can select as a search criterion, a MARC record will be added even before a title has been sold.

Ebooks purchased by libraries through Follett are available to library patrons in a one ebook/one user checkout system similar to print library books. A library patron can read an ebook that has been checked out in two ways: (1) view in a browser and (2) download to a PC or any ebook reader that supports Adobe Acrobat Reader software.

View in Browser: The browser shows the book one page at a time in a browser window. Each page is actually an image of the page. Text on a page cannot be highlighted or selected. The page cannot be edited or copied.

Download: A book that is downloaded is protected by Acrobat Digital Rights Management security. The downloaded book is encrypted and an electronic "key" is also sent that allows the patron to view the book for the designated borrow period (set by the library). This "key" contains restrictions regarding selecting text, copying, and printing. The Print button in Acrobat Reader is disabled. The "key" stops working at the end of the borrow period (the borrower receives a message that the book has expired), and the book is then available again for check out at the library. Although the file still resides on the borrower's PC or ebook reader, it is scrambled and is no longer viewable.

Once your eBook has been accepted into the library catalogs, you need to encourage readers to go and ask for it. Although your eBook listing will stay in the Follett catalog indefinitely irrespective of sales volumes, once Follett have made just one sale to just one library, they will add the MARC record referred to above which will make your eBook more prominent.

If you already have a mailing list of people that have purchased items from you previously, obviously you will inform them of your new 'must have' eBook which they can read for free just by going to their local library and requesting a copy. It may well suit your purpose to offer an incentive to say the first ten people to send you confirmation that they have indeed borrowed your eBook.

However, you now have an opportunity to create a web based sales page where you can offer your visitors a choice – they can either buy online for instant download or they can go to their local library, read your book for free and then decide if they want to own one. This way you can consider whether you actually need to offer refunds any more since they can now try before they buy. This way not only do you not have any concerns about whether they can still access refunded books, but you get paid 50% anyway.

You may find that by offering a choice to buy now or get it free from a library, you actually sell more books as some people will decide that they want your book Now and as you are not coming on with a heavy sell they will feel in complete control of their buying decision.

ClickBank is a popular payment processor for eBooks (it's directory has over 10,000 items) and will also provide you with an affiliate scheme to encourage others to sell your eBook on your behalf. If you are going have more than one product on ClicKbank and you are familiar with PHP scripting, you can get a free script here worth about **$67** that will help you maximize your affiliate scheme.

If you are going to use ClickBank, there is an opportunity for you to earn additional revenue by promoting other people's ClickBank eBooks. If this interests you, have a look at CBclicks, which is a free method for getting your affiliate ID onto 1000's of other websites, providing you with an opportunity to earn commissions from other people's eBooks without you specifically promoting them.

In promoting your own eBook sales in conjunction with your eBook being available from public libraries, this means you can legitimately use the word 'free' in your advertisements. For instance, if you are going to use Google Ads to drive traffic to your website, you can now use words like 'available free' that will pass Google's editorial review.

You can also use the word 'free' in your web page titles and your visitors will not feel cheated as they usually do when they find that usually free doesn't mean free at all. There are hardly any websites promoting free eBooks available from public libraries and they will find your approach refreshing.

If you are going to use a website, then there are things you can do to enhance your position in the search engines and Section 2 offers some useful advice. If you are going to use eBay to sell eBooks, Section 4 provides a method for the automatic delivery of eBooks following payment by PayPal (if you do not have a PayPal account, you can sign up here – now used by over 50 million people worldwide – for more information and to join eBay click here).

Also, you can now post to newsgroups and ezines about your book and tell people that if they want more information they can get your eBook for free by simply going to their local library. You can also send press releases – see free press releases for a free press release service and submit articles free to newsletters and ezines. To target specific ezine interest areas visit ezinehub.com. For paid submission to 12,000 ezines and newsletters try thephantomwriters.com, also look at subscribeme.net for more free ezine advertising.

There are many other free advertising opportunities available through the internet – look at hidden free advertising secrets for some more ideas.

If you are particularly keen, you will find many libraries will be delighted to offer you the opportunity to host an author's talk. They will produce posters and publicize the event, all you have to do is to turn up and talk about your book.

The fact that you are now giving away your information for nothing should open up many avenues for publicity that are normally hesitant to accept thinly disguised advertisements pretending to be newsworthy items.

The fact that your eBook is in the public library system will add a huge amount of credibility to your work compared to the multitude of free eBooks available from online libraries.

So there you have it – look towards the public and school library system as the customer for your eBooks which you can stimulate into buying by sending readers in to get access to your eBook for free.

Why not try this out this process yourself from a reader's perspective. Click here to see a web page selling a book 'normally' and offering it for 'free' through the library system. Then pop to your local library and request a copy.

When your eBook is in the library, write to hugh@masonbooks.com and your eBook can be listed here for others to test for you and thereby helping you to get your first few library sales.

Section 2 – How to improve your search engine rankings

One of the most relevant factors that search engines use to determine the position of your website within their index, is the popularity of your website, which is usually determined by the number of independent and relevant websites that link to your website.

This has generated a variety of products that offer to artificially create extra pages that link back to your main webpage. These are called doorway generators and can be quite pricey. What they do is to take your nominated key words or phrases and for each key word or phrase replicate your main page but use the key word in titles and image alt tags, etc. They then create links so that all these pages link to each other and also link to your main page.

However, the search engines seems to be getting wise to this for instance by checking that the page content is sufficiently different on each one and that each webpage resides on a different server. There is a risk that if for instance Google determines that if just one of your pages is an attempt to trick it into thinking it is genuine, then it can affect all your pages because of the 'bad neighborhood' measure that Google can allocate.

Having studied how doorway pages work and how some of the experts suggest you manage things so as not to be penalized, I present below what I did and how my Google Page Rank jumped three places almost overnight.

First of all, I identified six different servers that I could use apart from the server where my main page is located. Free webspace is ideal for this purpose.

Secondly, I researched top six key words/phrases related to my main subject. I used the free trial of Wordtracker and the Google Adwords research tool to get my phrases. As well as putting these keywords into my meta keywords (the advice I took suggested it was better to have six good key words/phrases rather than stuffing your meta tag with as many as you can think of), I searched the internet for articles using one or more of those keywords and where the author had given permission for the article to be reprinted provided their details remained intact.

Also, I looked for articles that I could break down into three or more pages with each page having about three paragraphs. On page one, I added a link at the bottom to take one to the next page. On page two, I had a link at the top to take me to the previous page and a next page link at the bottom, and so on. Only the previous page link on the second page had the full url of the first page, all the other links were local links. This is important because Google looks for three or more pages with internal links to establish that the website is not simply a one-page doorway to another website.

Now on each page you need to put links in to point back to your main page. However, you do not want to make this obvious otherwise people (possibly even the original author if he searches for his work) will see what you are up to.

What you need to do is to find two or three words on the page that are relevant to your main page and turn these into links back to your main page. In deciding what are important keywords, Google takes note of words used in hyperlinks. To make these links appear to be invisible, you need to set a style so that these links are not underlined and are in the same color as the rest of the article whereas your next and previous page links are highlighted as usual.

Here is the code to do this - in the <Head> section of your webpage put the following:

```
<style>
<!--
A:link {text-decoration: none; color: black}
A:visited {text-decoration: none; color: black}
a.two:link {text-decoration: underline; color: blue;}
a.two:visited {text-decoration: underline; color: blue;}
a.two:active {text-decoration: underline; color: blue;}
a.two:hover {text-decoration: underline; color: blue;}
//-->
</style>
```

To cut and paste the above code snippet, click here.

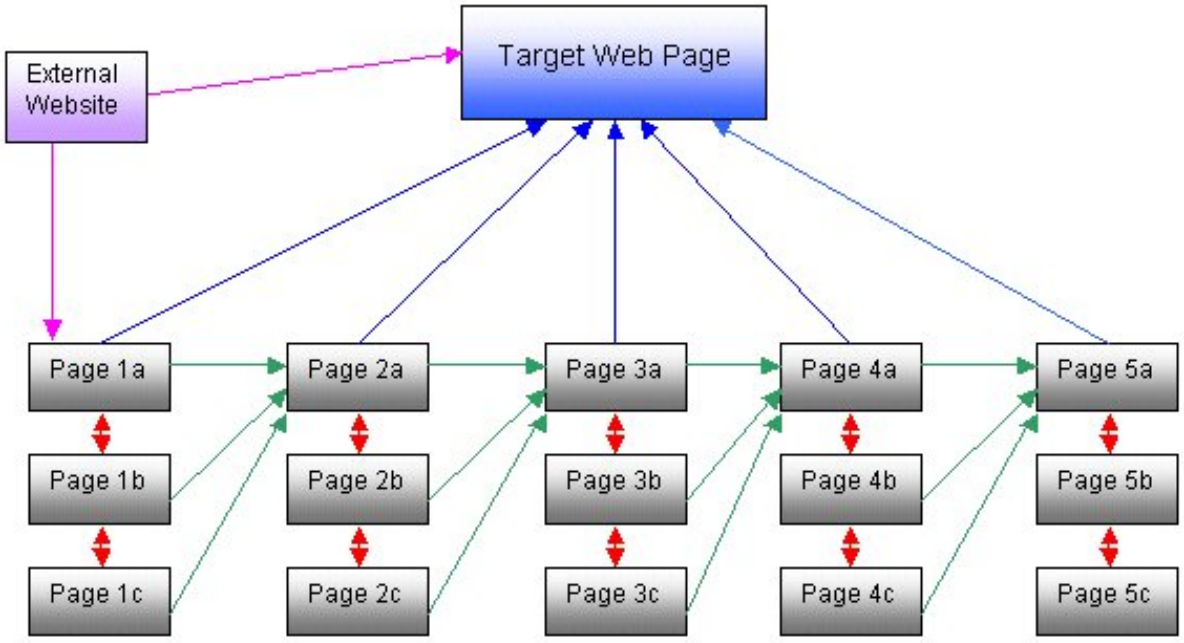
In your next and previous page links use syntax such as <A href=”nextpage.htm” class=”two”>Next page</A>. This will give you the desired effect.

You can now bury your links in the page.

The next thing to do, is starting with your first set of webpages (not your target page) create a hyperlink on each page to your second set of webpages (just to the first page in the set). And so on until you have created a path from the first to the last.

Do not be tempted to link backwards and forwards across all the webpages because Google will notice these reciprocal links and decide that they are simply there as link swaps to improve rankings and may discount them.

This is how the pages should link to each other:



The blue arrows indicate links back to the main web page. The green arrows show how to link the doorway pages to each other and the red links are the next/previous page links within pages. If you are able to find a relevant external websites that will take links to your web site, link to both your main target page and the first of your doorway pages (purple arrows).

Finally, submit each of your top pages in each set as well as your main page to Google - http://www.google.com/addurl.html. Also, use IneedHits.com for free submission to 28 search engines.

The next thing to do is to register for Google Adsense and put Google Ads into all of these pages. See https://www.google.com/adsense/ for more information. Apart from the possibility of earning some extra cash from visitors clicking through on these ads, some 'experts' suggest that Google might index these pages quicker because of the presence of the Google ads.

The above information does require some research and time on your part but will deliver results. If on the other hand you wish to short circuit this, then there is one tool that is worth looking at. It is called PR Prowler and it will find hundreds of relevant high-ranking websites for you to link to that could have a major impact on your Google Page Rank. It is worth reading the information page, testimonials and independent reviews. It comes with a 90-day money-back guarantee.

Two free resources for improving page rankings can be found at 1stRank and Link Management Assistant. The 1st Rank system is particularly clever as it ensures that there are no two-way links between the websites that join this service.

It can take quite a few weeks for the search engines to list your website. LinkPopularity.com is another free resource that you can use to check out who is linking to your website.

Section 3 – How to secure your eBook from theft

The biggest problem facing eBook writers is getting the balance between accessibility and security.

If you use payment processors such as ClickBank or PayPal then you need to protect yourself against people finding your download page and helping themselves to your eBook for nothing.

The first resource is a free service that allows you to encrypt sections of your HTML to make it unreadable. It is not infallible but will deter the casual browser who likes to peek at your source code to discover the location of thank you pages.

It allows you to change:-

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">
<input type="hidden" name="cmd" value="_xclick">
<input type="hidden" name="business" value="fred jones">
<input type="hidden" name="item_name" value="eBook">
<input type="hidden" name="item_number" value="">
<input type="hidden" name="amount" value="12.99">
<input type="hidden" name="return" value="http://www.freemasonry-inside-out.com">
<input type="hidden" name="cancel_return" value="http://www.freemasonry-inside-out.com">
<input type="hidden" name="no_note" value="1">
<input type="hidden" name="currency_code" value="USD">
<input type="image" src="https://www.paypal.com/en_US/i/btn/x-click-but6.gif" border="0"
name="submit"
alt="Paypal payment for 'Freemasonry Inside-Out'" >
</form>
```

into:-

%3C%66%6F%72%6D%20%61%63%74%69%6F%6E%3D%22%68%74%74%70%73%3A%2F%2F%77%77
%77%2E%70%61%79%70%61%6C%2E%63%6F%6D%2F%63%67%69%2D%62%69%6E%2F%77%65%62
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To cut and paste a sample of encrypted code to test it out in your own web page, click here.

The above code is completely understandable to Internet Explorer and Netscape and will display perfectly correctly. This free encryption resource for this is at www.copylok.com. The password to enter the website is 'hoodwinked'. Simply copy the text you want to encrypt into the first window. Go to the bottom of the screen and click on button 2 to convert, then click button 3 to create the text to cut and paste back into your web page.

For a higher level of security, you can use PHP scripts to further hide your download pages. There are a variety of solutions for this that can be found on the internet. A reputable package that provides security for both PayPal and ClickBank payment systems and comes highly recommended is Easy Download Protector.

However, as well as protecting your download page, theft also comes from legitimate purchasers buying your product and then giving it away to friends or worse either selling it themselves on auction websites such as eBay or making it available to free peer-to-peer file sharing services such as those used for music downloads. Once this happens, it is very difficult to continue selling your eBook and command the correct price for it.

Before the introduction of Windows XP Service Pack 2, I was using an eBook program that encrypted itself to the computer it was downloaded to and required a unique password to unlock it. The download process produced a password number based on the actual computer which was then decoded and presented the password to the customer. This system was completely automated and seamless and protected by PHP scripts that wouldn't run unless the customer arrived there via a payment processor. If the customer gave a copy of the eBook away, even after the password was applied, not only would it not run, but it would direct the new reader back to the sales page so that they could buy their own copy. Apart from the fact that Mac users could not purchase the eBook, the system was very elegant and secure. Unfortunately SP2 put paid to this solution since it just didn't work any more.

In trying to find an alternative solution, I looked at a program called FileOpen from FileOpen Systems. This is a very professional and effective system that will encrypt PDF files to the users computer and similar to the eBook software referred to above, will generate a computer dependent password that the user needs to enter into the program that protects the PDF file. However, this is a very expensive solution for the home publisher and also requires a full version of Adobe Acrobat to run as well as not being fully automatic.

Eventually, I settled on a product called Virtual Vault. For a monthly fee, you can protect an unlimited number of eBooks. Only legitimate users can access your eBooks (which can be in any format) and you have the option of disabling eBooks for instance if you give a refund or the customer hasn't paid after a free trial. You can read more about this product and get a 30-day trial here for just $2.95. You experienced the process from a buyer's perspective when you downloaded this eBook. The 30-day trial will show you how the back-end works.

A good summary of various security solutions is outlined in an article by Eva Almeida titled Digital Delivery Systems.

Finally, if you are concerned that someone has copied your content and using it on their website, use this free facility to search the internet for rip-offs - http://www.copyscape.com/.

Section 4 – How to deliver eBooks automatically via eBay

Below is a brief overview of how the process works.

- Your e-Book is purchased from eBay.
- eBay automatically manages the sending of payment from your buyers Paypal account to your own Paypal account.
- Paypal sends payment notification email from your buyer to your configured Paypal email address.
- You configure an Auto-responder to receive your PayPal notifications which is then triggered to direct your buyers to your "Thank You" page along with download instructions.

The whole process, once configured correctly, is completed in seconds.

SETTING UP THE AUTO-RESPONDER

- Go to http://www.getresponse.com/
- Click "SIGN UP FOR FREE" (near the bottom of the page)- fill in the usual details to sign up. Once you have registered log-in to your new account. (NB - if you are selling more than 1 digital product, you will have to sign up for a new account for each product. Getresponse lets you create as many accounts as you need.)
- Once you have logged in you will see a horizontal bar with six categories *(**Home**, **Messages**, **Prospects**, **Account**, **Help** and **Logout**)*
- Click on "**Account**" and then click on "**Edit Settings**"

"**Your Name**" - fill in your name

"**Your email**" - fill in your real email address

If people reply to your autoresponder, their email will go to this address. This should **ALWAYS** be your real email address and **NOT** your autoresponder address, as you don't want people emailing your autoresponder directly.

"**Email Notifications**" - again, put your real email address

"**Forward email Subscriptions**" - click this box

Whenever your autoresponder is triggered (i.e. it receives an email), a copy of the message will be forwarded to this address.

Skip other sections until you reach **"Confirmed Opt-In"**. Normally, this is used to send people an email message to confirm their desire to join an opt-in list, which is an anti-spam measure. However, we are going to use this facility to trigger the

download of your ebook.

In the Confirmation Message **"Subject"** box, put in the title of the email you want to send, e.g. "Download Instructions for [*your ebook title*]".

Now type in the body of your email message into the next section, including the special tag [[confirmation_link]] which will be used to link to your download page – this will be further explained below. Your message could look like:

"Thank you for ordering [eBook title]"

*Please click **[[confirmation_link]]** to download your e-book.*

We recommend you Save it to your Desktop so you can easily find it so you can run it.

I will leave positive feedback on your eBay account and would appreciate if you would return the favor once you have received your file

If you have any questions about your order, contact [your email address]"

In the "**Confirmation Link Description**" type in something like "click here".

In the "**Subscription confirmation page URL**" enter your download link, e.g. http://www.yourwebspace.com/downloads/filename.zip.

Now click on the 'Change' button.

You have now completed the configuration of your autoresponder and need to set up your Paypal account with your autoresponder details and then finally configure your eBay listings to send payments to your Paypal account.

CONFIGURING PAYPAL

Apparently 95% of all eBay auctions are paid through Paypal.

Paypal is key to the automatic delivery of your e-book - if you don't already have a Paypal account then you must get one now!!

Paypal is fast, free and safe – visit PayPal if you are not already a Paypal member.

Now **log-in** to your account - you are going to have to add a second Paypal email address. This address is going to act as the trigger between eBay and Paypal for delivering your e-book.

Each additional email address that you want to use on order to deliver your e-books needs to be different from your **PRIMARY** Paypal address - reasons for this will be revealed later.

- Click on the "Add email" link (found under the profile tab)- enter the email address that you set up at Getresponse for your autoresponder as described in the previous section - it's often a good idea to keep the autoresponder address in a similar theme to the e-book being sold. You will need a separate / different email address for each different e-book that you are selling.
- Leave your real email address as the **PRIMARY** Paypal address - **THIS IS VERY IMPORTANT**
- Once you have added your secondary email address, Paypal will send a security verification email to the autoresponder email address - as we have configured the autoresponder to forward emails to our ***real*** email address, check your inbox as you should then have an email from Paypal asking for verification of the newly added email address.
- Confirm this by clicking on the hyperlink that Paypal has sent you.

Paypal has now been configured - now for eBay....

CONFIGURING EBAY

Selling digital products or e-books on eBay will always be through eBay's "**Fixed Price**" option with multiple quantities. If you are not already an eBay member, click here.

Once a bidder purchases your item with the "**BUY IT NOW**" feature, they are automatically sent to the Paypal payment screen. To complete checkout the buyer simply needs to press the "PAY NOW" button. Once they do this they receive an email from the autoresponder with your "Thank You" message and download instructions.

In order for this whole system to work, Paypal must be your ONLY payment option - if you accept other payment options then you're back to the initial problem of having to manually send your e-books once someone has bought them.

This last step is **CRITICAL** - it is also quite simple.

Click on eBay "**Sell Your Item Wizard**" - follow the steps as normal until step 4 "**PAYMENT & POSTAGE**".

Tick the checkbox " **Paypal - Payment will go to**" and enter your ***AUTORESPONDER*** email address.

Do not check any of the other payment option boxes.

REMEMBER - the autoresponder email address **MUST** have already been setup

within your Paypal account as a secondary email address.

You are now ready to list your eBooks on eBay for automatic payment and delivery.

These instructions are usually sold on eBay for about $10.

Tip 1: Do you ever buy things from eBay auctions? Are you ever beaten in the last few seconds by somebody that sneaks in and wins the auction before you get a chance to up your bid? They are either poised at their keyboard waiting to strike or are using an automated system to do this for them. This is called sniping. This service is usually offered on the internet for around $50 per year. For a free sniping service, click here.

Tip 2: use this free tool to check on eBay sellers' negative feedback before placing bids – negative feedback check.

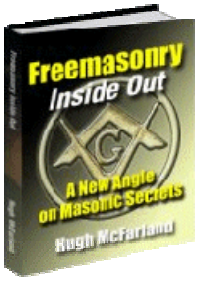
Section 5 – Reference Links

References are provided in the order in which they appear throughout this eBook.

ClickBank – affiliate code (for promoting this eBook for 70% commission)
Mind Like Water – library submission service via Follett
Adobe – 5 free PDF conversions
PDF995 – free tool for converting any printed output into PDF format
ebookgraphics.com – service to professionally add style and covert eBooks to PDF
Word Templates for eBooks – recommended eBook from ebookgraphics
How to Design & Create a Great ebook – another eBook from ebookgraphics
ebook-templates.com – some free eBook templates
ISBN numbers – where to get ISBN numbers if you need a block of 10
CBclicks – free method of getting ClickBank nickname onto 1000's of web pages
PayPal – join here to get free PayPal account – now used by over 50 million people
Free Press Release service - use this free service to announce your eBook
newsletters and ezines – free submission service to newsletter and ezine editors
ezinehub.com – discover ezines relevant to your market place
thephantomwriters.com - for paid submission to 12,000 ezines
subscribeme.net - for more free ezine advertising.
Hidden Free Advertising Secrets – get up to 1000 visitors a day without cost
Wordtracker – key word research tool
Google Adwords – another key word research tool
Google URL submission form – submit your websites to Google
IneedHits.com – free submission to 28 search engines
Google Adsense – sign up here to add Google ads to your websites
PR Prowler – excellent product for generating 100's of quality links to your website
Add your Link – add your eBook URL here for a free link back to your website
1st Rank – free link swapping service
Link Management Assistant – another free link swapping service
LinkPopularity.com – check out who is linking to your website
copylok.com - free html encryption service (password is 'hoodwinked')
Easy Download Protector –software for protecting ClickBank and PayPal sales
FileOpen Systems – link to FileOpen Systems, security software for PDFs
Virtual Vault – sign up for low cost 30-day trial of this security system
Digital Delivery Systems – an article of various security solutions
Copyscape – check whether anyone has copied your web content
getresponse.com – free autoresponder, works well with eBay automated delivery
eBay sniper – free eBay sniping service
eBay feedback checker – use this free service to check on negative eBay feedback

Section 6 – Recommended eBooks

Freemasonry Inside Out



Written by an ex-Worshipful Master, this eBook finally blows the lid off the big secret. Even Freemasons themselves have found this a fascinating and eye-opening account of the rituals they have been blindly following for centuries. If you are thinking of joining or just curious, then you need to read this now.

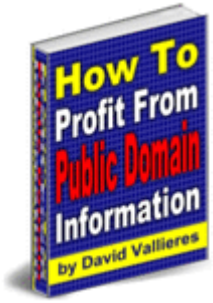
More Info

GOOGLE CASH – Learn how to make $$$

How to Make MASSIVE Mounds of Money In Record Time on Google
(Even Without a Website or a Product!)

More Info

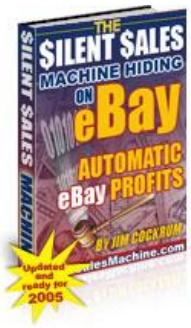
How to Profit from Public Domain Information



If you ever wanted to start your own business with the lowest possible risk and the highest possible profits then you owe it to yourself to investigate re-packaging and re-publishing public domain information!

More Info

The Silent Sales Machine hiding on eBay



So many people are trying to build a web-site and then trying desperately to get traffic to their web-site. Why not **simply go to where the traffic is**? Go to eBay! You don't even need a web-site! (If you have a web-site get ready for a serious TRAFFIC BOOST). What's the secret? It has to do with the fact that **over 40,000 people sign up for eBay.com every day**!

More Info

? Your eBook Featured Here ?

This could be your eBook here earning you serious money. With tens of thousands of readers of this free report, your eBook can get massive exposure for minimal outlay. Click the 'more info' button for full details.

More Info