

eBook Magic

A special 7 day course in ebook format by Tom Hua

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Introduction

In this ebook, you will discover the most important strategies that I used to build my \$200,000 on line business.

First of all, I will introduce myself to you so that you know you can trust in what I am going to share with you.

My name is Tom Hua.

I started my online adventure in late 1998. I tried almost every *opportunity* that I came across on the net. I made mistakes, worked hard and finally ...

I've made it!

My online business now pulls in well over \$200,000.00 per year with 3,000+ resellers of my FreeToSell Package and 500+ active members at eBookWholesaler.net.

Both of my eBook websites have been recommended by ClickBank.

You can still read the announcements in their newsletters at

<http://clickbank.com/newsletter/2001-03-01.html>

and

<http://clickbank.com/newsletter/2001-11-20.html>

Recently, I also won the ClickBank Resellers Contest.

In this ebook, I share some of my personal experiences and help YOU take the right approach so you can get started without making the same time-consuming mistakes that I did.

All that I am going to share with you is **true**.

It is very possible for you to create your own “ebook magic”!

I did it, and I know that YOU can do it too if you follow the steps to success that I took!

This ebook teaches you about the magic of eBooks and how they can make you rich!

I hope you enjoy my ebook

Regards

Tom Hua

Day 1 * The Concept and Advantages of eBooks *****

Ebooks are electronic books that can be downloaded from anywhere on the Internet. They can be sold easily with no cost to reproduce them like "real books" have.

But, don't let that make you think that ebooks are not REAL or useful. They are very useful!

eBooks sell on the net everywhere. Informational eBooks are HOT... and the sales are sky rocketing. Information has always sold, there is no difference between now and then.

eBooks have many advantages;

- eBooks give people "instant gratification"; you get out a credit card and you have the book that you purchased within five minutes!
- eBooks can be easily updated without reprinting them all over again. It can be done easily by just clicking the mouse.
- eBooks also offer interactive functions which traditional books never could.
- There are no shipping fees with eBooks,
- There is no waiting to get them; you download them as soon as your card is approved.
- You can sell the same book over and over again, and ...

- You can sell them to anyone who has a computer!

The Electronic Publishing Revolution has just started ... and the Internet provides the media to market and deliver information products at the speed of light!

Imagine... one "hot" selling book where thousands of people want to buy it from you and you can keep all the money for selling it.

I will teach you what I did to pull in over \$200,000 per year through selling eBooks; how to get them, and how to make them work for you, even after you sell them.

That's right, eBooks done right, bring in extra Residual Income after the sale for you!

Day 2 * Why eBooks are so popular? *****

If you want to make money and have the desire to follow my example, I have much to show you.

Today, I'll talk about why eBooks are so popular.

The popularity of eBooks rose at a very fast pace. First, there were few of them and the Giant Marketers who were using them pulled in the money like crazy.

Then, as the secrets became more well-known, people were finding out how they could do it too.

In the last two years, eBooks have become one of the biggest sellers on the net!

First of all, they are easy to produce. They can be spread around at no cost to you like a virus. And they can advertise your website with hints or big loud advertisements.

They can be used to get information out to the public and people can just click on their book to read what they want to know.

Information Sells Well!

Two Kinds of eBooks.

There are eBooks that you want to give away for free and those that you want to sell.

The free ones will always advertise for you. If you write them, that is very powerful... but... I don't know you... so I don't know if you can write well or not.

However, you may be thinking that you have to be a writer to make a book. I can hear your question now;

"Tom, that is all great and stuff, but what good does it do me, if I can't write a book?"

It's no problem!

This is where "Resell Rights" and the "Branding" of eBooks come in.

You can purchase the right to sell ebooks and an ebook can also be branded for all kinds of backend sales.

Here is an example:

You come to my site and see a free book to download. So, sure you download it.

Now, it may have been totally free; I didn't ask you for your email. I didn't put you under any obligation; it is just free.

But, not only that, I tell you, "Use it on your website, give it to other people for free"!

And, I didn't even write the book!!! ;-)

Do you think I am crazy?

Do you think I am losing money by giving you that eBook for free?

After all, I didn't write the book, so how does my giving it away free, make me money?

Well, I am not crazy.

You can believe me when I say this is true. In that book are links that will lead to things that I either own or am affiliated with to make some money.

What I did was:

I had that eBook branded. I might have paid \$10.00 or even \$25.00 to get that book branded so I can give it to you for free.

However, almost every link in the book will lead to something that makes me money!

Do you think I'm crazy now?

Day 3 * The power of eBooks! *****

Examples of eBook magic power and what I did with that power!

Now you find out more proven tips - just stick with what I am teaching you, it can change your attitude and your financial future.

This is how I started on the internet and it has made me a success.

Remember, YOU CAN DO IT TOO!

I wanted to start my business on line, but I thought, "Where should I start?"

Well, obviously I needed some products to sell.

So, I thought hard, "What could I sell?" ...

I began to research the net, and as I was researching I realized I was searching for information.

My question was answered!

Today, more than ever before, is the age of information.

Twenty-four hours per day, seven days per week and all around the world, information on an incredible variety of topics is being constantly searched for.

It doesn't matter where you live, or what time it is. The Internet is open and thousands of people are out there searching for information.

You can believe me when I say that people crave information that appeals to their basic needs and will somehow educate them, make their life easier or enlighten them.

The good news is the Internet has provided us such a great medium to sell and deliver information products. It's like nothing you have ever seen before.

Once I decided to sell information, my next question was, "How do I get informational products?"

I couldn't write a book or develop any programs.

Then I found the solution! As I was searching, I found some products that I could purchase the RESELL RIGHTS to.

So my search went on until I had 12 quality products with reseller rights.

With these good products to sell on hand, I got excited.

The best part was that I realized that it wouldn't cost me anything to produce them and they could be delivered online without my lifting a finger!

And, I could make money while I was sleeping.

This was where the **www.FreeToSell.com Package** came from.

It was easy to put a web site together since most of the products came with Web pages to sell that product from.

I packaged the products together and offered it at \$49.97.

This was good value because the package had the most popular and highest quality products at that time. It was unique as well since everyone else was selling these products separately.

The package sold for more than any other individual product but it offered better value since there were 12 products in the package.

I also went through my notes and added the best resources I had found and used in the past. I arranged these resources and the Download links to these products and created a Master eBook for the package.

Then I decided to really add some "Hot Excitement" to the package. I would grant the resell rights to everyone who purchased the master eBook.

That was why I named the it 'FreeToSell'. I wanted people to sell the package to others; as many copies as possible.

This is called "Virtual Marketing". This made the package even more unique - my resellers only needed to sell one eBook.

The master eBook saved them from having to upload all the books to their website. All they needed to do was upload one eBook and sell that eBook, the rest was my responsibility.

How easy could it get for my customers?

When the package was ready to go, I purchased some ezine ads and bid heavily on Goto.com and some other Pay-Per-Click search engines.

And, within days, for the very first time, I started to make good profit on-line with my FreeToSell Package.

I saw my approach was good so I kept upgrading the package by adding more and more products to it.

This package is still selling very well today. We have now more than 3,000 resellers and the price is the same, yet the package has grown to at least 6 times the size of the original version.

And the best part is the wide spread of the package has brought me huge back-end sales.

Remember, in Chapter Two of this ebook we were talking about the value of branding and how branding could bring you back-end sales after you have sold a product?

As I am writing this, I decided to check the Stats at H4p, one of the Hosting Services I recommend in my Master eBook.

I've earned \$1,300 monthly commission this month ...

This is just from One of the affiliate recommendations.

Back-end sales are very powerful!

Beyond any doubt, selling information products is the best business you could ever have on line.

You can also start selling my FreeToSell Package Today,

Please visit <http://freetosell.com/> for details.

Have a Good read through the site so that you know exactly what I am offering to my resellers.

Let me know if you have any questions.

Day 4 *** How to Develop an ebook ***

Today I want to tell you;

- How to develop an eBook
- How to find hot topics
- What software to use, and ...
- How to publish your ebook.

Don't worry, you don't have to be a writer to write an ebook or a *hot* money-making report!

Remember, I discussed how information sells well on the Internet, how I did it, and you can do it too?

Consider these topics for examples:

- How to write a hot selling report
- How to clean house in half an hour
- How to raise your kids into responsible adults
- How to turn the cards around in Black Jack
- How to enjoy a party without getting high
- How to cook for a king on a pauper's budget

- How to go from rags to riches in one year
- How to land a hot paying job
- How to arrange car pools
- How to budget your monthly paycheck
- How to stand out in a crowd
- How to meet women
- How to meet men
- How to find a partner after divorce
- How to turn disaster into triumph
- How to get free dinners at restaurants
- How to save your marriage

No matter what your life has been like, you have something to tell or teach to someone; whether it is sewing, art, crafts, courts, traffic tickets, raising kids, training pets, budget shopping, potty training a child..... the list just goes on and on.

You can see that coming up with a topic to write about is easy.

You could also search out articles on various topics and get the reprint rights to them. Grab them, copy and paste them into your favorite writing program and, before you know it, you have developed an eBook or a report that can make you money.

I am going to help you with getting some reports. That's right, I want you to succeed!

In the next Chapter, I am going to give you 650 reports that you can use to develop your product!

After you have written your product, you are going to wonder how to get started with publishing it.

For any business on the Internet, you need a few things;

1. a domain name (yoursite.com) Average cost 15.00 per year
2. a web host (someone to host your domain) Average cost 17.00 per month
3. You need to build your site (It's a lot easier than you may think) and
4. ebook builder software. (You can get one for free),

however, remember how I talked about branding your product for back-end sales? Well, you will need a special kind of eBook software to do that.

They range from 45.00 to 90.00 dollars on the internet.

But, what if you don't want to write a report or an eBook?

You certainly do not have to. You can make money by selling other people's products, by purchasing the reseller rights.

Day 5 * Get resell rights to starting selling now! *****

Wow, we are getting are serious now.

I promised you 650 **free** reports. You may download them now [here](#):

Now, I will tell you how to get reseller rights to products. That is what I did, and you can do it, too.

When searching for reseller rights, you need to find what you would like to sell. You can search the internet for "reseller rights" and "master rights".

Most of them come with a ready made "killer" sales-page.

An example of one would be to the eBook "Killer Mini Sites" [Check out this site](#) and see how it is being sold:

Now that you have seen an example, you can see that what you would get; the ebook and the web-page to sell it from. You would, of course, need your own domain and a web host and you would need to learn how to set up your site.

Setting up a website is just not that hard to learn!

Another example is my packaged eBooks...

Look at what you can get for a small amount of money with freetosell.com

Now, you are on your way to seeing how you can get products and get started with selling them on the Internet!

In the next Chapter, I will tell you how and why I started ebookwholesaler.com This is the site that is making it very easy for you to get started in selling eBooks on the Internet.

Enjoy your reports!

Day 6 * The Secret: Back End Sales *****

How I started www.eBookWholesaler.com

After acquiring over 3,000+ Resellers for my [FreeToSell Package](#), questions kept coming up.

As the package became more and more popular, I received many requests that my resellers wanted to have their own links and affiliate ID's in the eBooks they sell.

This is where [eBookWholesaler Membership](#) came from.

I looked back at what I had done with my freetosell (FTS) package and took the most important strategies that I used in creating and marketing that package.

I made a commitment to not only to just share them with you, but also actually hand all of my Secrets over to YOU!

This is where the MAGIC of ebooks really comes in.

Unlike conventional books, with eBooks you can arrange links to many web sites you are affiliated with.

Most the web sites now offer affiliates/resellers programs.

If you choose quality web sites based on your own experience, your honest recommendation can bring you profits.

When your reader of the ebook that you "branded" with your Affiliate Links purchase the products that you recommend, YOU make back-end residual income.

This is what I have done with the FreeToSell Package.

Not only have I made over \$100,000 cash as the direct result of the sales of the package, but I also had great back-end sales.

The potential back-end profits are going to be coming my way for years to come.

What are the key factors of a successful online Business?

In this ebook, I have given you suggestions on how to develop your own product, and/or purchase reseller/master rights to products.

The factors are:

1. **Quality products/or reseller rights** to quality products. (Reseller rights are the easiest and the quickest)
2. **Product value;** - You must offer a good deal with Great Value in your products.
3. **Little Competition;** - If you are selling the products everyone else is selling, there is little chance for you to stand out from the crowd. You must sell something that not too many people are selling against you.
4. **Web Site;** - Your web site is your Store Front. This is where you close the sales. Quality Web Sites are absolutely essential for every online business.

5. **Back-end sales;** - Quality Built-in Back-end products are the key to long term Profits for Your On line business.

6. **Promotion;** - once you have the right products, you need to send people to your web site. The right approach to traffic building is also critical to your on line success.

In the next Chapter, I will tell you how my [eBookWholesaler Membership](#) can help you with everything you need to have a successful online business.

eBookWholesaler Membership!

***** It's all Yours Now - Make it happen for you! *****

You have come this far, so here it is! **The eBookWholesaler Membership!**

This is what you get:

1. Quality Products every month for you to Use and for you to SELL.
2. You get to keep all the money for selling them.
3. Top Ten Titles in the FTS package that you can use as Bonus to form offers with great value.
4. The Products we offer are Exclusive. You will not get the resell rights to these products anywhere else. This means that only our members will be selling the products so you will have very little competition in the market place.
5. Every product is supplied with a professional web site and ebook cover image. EZine Ads are also pre-written by the Professional As Copy Writer for you.
6. Each and every product we supply has its built-in back-end programs. Not just one but THREE Quality Lifetime income programs.
7. You will be able to have your own affiliate IDs* imprinted in the products. You can also add your own web site link and more.

This feature makes the Products truly YOURS. Not only will you be selling the Exclusive Products for cash but also you have your

products generate long term profit streams for you after you sold them.

8. We have also created a resource area where you can learn Every Technique the experts have been using to promote their web site successfully.
9. There is a Special Customers Support Team and the Members Forums, led by Teresa King, the most knowledgeable and helpful online marketer from the Internet Warriors Group.

And much more.

We are ready to help you Every Step of the Way!

What else can I say?

I can't guarantee you success. (Who could?)

But I have done it and I did it with a record-breaking time-frame.

You can get more information about the [eBookWholesaler Membership here.](#)

Now, I want to give you everything I had to make it happen for me by taking you by the hand. And I hope with ALL of my Heart that You can do it too.

Thank you for reading this ebook on how “making money” happened for me and may it happen for you!

Regards!

Tom Hua

Tom Hua's e*Vision Weekly Newsletter

You can also receive my Regular Weekly Newsletter e*Vision on every Tuesday.

The e*Vision ezine is specifically focused on the online marketing of information products. I hope you find the information presented in The e*Vision ezine valuable and that it helps bring you online success.

You can subscribe to the e*Vision Weekly Newsletter [here](#).

Best Regards!

Tom Hua