

# Auction Traffic Explosion.

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### **1. Introduction.**

I would first of all like to thank you for choosing to buy this eBook from me. I hope you get as much out of reading it as I have writing it. I would first like to state one thing before we get started. If there is one thing that annoys me it is someone who says they will show you how to make money on (or using) eBay then they don't (or won't) reveal their eBay ID. Even after you have invested \$100s or even \$1000s in their product. Probably a product they have paid someone \$200 to create on Elance.

Now while I know most sellers are genuine the reason some sellers will not reveal their eBay ID is because they don't even trade on eBay or are not doing as well as they claim. You should be very sceptical if someone wants 100s of dollars for such a product if they are not prepared to reveal an eBay ID.

As you may have already noticed I am different, my eBay ID is **planetsms**. Now you may ask why I reveal my ID. Some would see it as financial suicide. Well the simple reason is while most people can watch me run my eBay business they do not know what goes on in the background. That is what I am about to share in this eBook. I would also like to point out this eBook is 100% written by myself. I have not hired someone to write this for me. This means that there may be the odd spelling mistake or grammar error. I wish I was perfect but I'm not and I'm sure you can live with that ☺.

## **2. The Auction Traffic Explosion System.**

In a nutshell the system is simply creating and selling info products with resale rights and then maximising eBay traffic and sales to generate a subscriber database. (Build a list)

This is why I reveal my eBay ID on my sales pages, most people simply see me as an eBook seller and that's all they see. They don't see the affiliate income I am generating or the fact I am adding 100+ subscribers to my mailing list(s) each day. They don't see the sales generated after I sell an eBook on eBay or get someone on my mailing list. I am doing all of this simply because I sell eBooks on eBay.

It really is as simple as that. It's not complicated or hard, all you need to do is put a system in place and you can be generating 1000s each week on autopilot. You see most people think '*there are too many people selling eBooks on eBay*'. I personally wish there were a lot more and as you read on you will see why.

### 3. The Perfect Product to Sell on eBay.

You may not realise this but an eBook is the perfect product to sell on eBay, and here are 10 good reasons why.

- 1. An eBook costs you nothing to create.** It's true; you can create an eBook at no cost whatsoever using free tools downloaded from the internet. Do you know of any other products that can be created at no cost?
- 2. You do not need to store or hold any physical stock.** As your eBook is a digital file it is stored on your PC or web server, there is no need to have your garage full of wrapping paper and goods.
- 3. An eBook can be delivered instantly to your customer, even if you are in bed asleep.** Yes, with eBay's digital delivery system your eBook can be instantly delivered. You can also use specialist software to ensure your eBook is delivered instantly to your customer. No more rushing to the post office or chasing lost orders.
- 4. You can create as many new products as you want anytime you want?** That's right; you could create a brand new product every week if you wanted to.
- 5. Your own eBook is unique to you.** If you are the sole author of your very own eBook you have created a 'one off' product that can not be obtained anywhere else. This means you have no competitors.
- 6. An eBook can make you money months (or even years) after the initial sale.** With relevant 'recommendations' in your eBook in the form of affiliate links an eBook can make you money many years after it was created.
- 7. An eBook can drive targeted visitors to your websites.** Yes, write an eBook on any given subject and provide links to your eBay store and websites and you will have guaranteed 'targeted' traffic.
- 8. An eBook can gain you expert status in any niche you wish.** Write an eBook on gardening and you will be seen as an expert gardener. Write an eBook on fishing and you will be seen as an expert fisherman. Expert status can make you a lot of money if you do it right.
- 9. An eBook can generate sales of your high ticket items.** If you have high priced items for sale create a 'teaser' in the form of an eBook. Use this eBook to generate sales of your high ticket items by allowing other eBay members to sell your eBook. Each sale made by other eBay members will promote your high priced products.
- 10. Ebooks can build your mailing list at an incredible rate.** As an eBook author you are seen as an expert so now is the time to capture leads. Provide links in your eBook to your squeeze pages and watch your subscriber rate soar.

If you think eBooks don't sell how are you here right now reading this eBook?  
**You paid for it!** What more proof do you need?

#### 4. Build Build Build.

I have said this many times in some of my other eBooks and my newsletters. Your number one goal in your online business should be to build a subscriber database. In fact this is probably more important than any cheap eBook sale. If you get someone on your mailing list and do things right one person can make you thousands of dollars. Now if you repeat that 1000s of times the earning potential is unlimited.

So the number one goal of any websites you create should not be to sell first but to capture your visitors email address. Once you have done that then you can sell. If you look at all my websites you will notice almost all have some system in place to capture leads, so if this is something you have not started yet now is the time...

Now what if I asked you what a subscriber is worth? How much would you say? While there is no definite answer to that question a lot of people say each subscriber is worth one dollar per month. I will half that and say 50 cents just for arguments sake.

This means if you had a subscriber base of 10,000 you can expect to earn \$5,000 per month if you do things right. While that figure is just an estimate lets just say \$5,000 for now, for some it will be a lot more, for some less.

So if each subscriber were worth 50 cents each it's a safe bet to say you would pay \$1.00 to gain a new subscriber. This means after 2 months you would be making profit from each new person on your list. So would you buy 1000 subscribers for \$1,000? I bet you don't know the answer to that one as \$1000 is a lot of money?

Well what if I asked if you would buy 1000 subscribers for \$200? That's only 20 cents per subscriber. Now you would be interested wouldn't you? Plus what if these subscribers were people who are willing to spend money online and not just freebie seekers? How do we know that? Because they are browsing eBay. Anyone browsing eBay is someone looking to **buy something**. So if you can capture that person's email address you could have a customer for life. And if you could buy that lead for around 20 cents would you be interested? If the answer is no I suggest you stop reading now as you just don't get it and probably never will. (Sorry but that's the truth.)

So I will say this again. **Your number one goal in your online business is to build a subscriber database.** If you have not started building your list now is the time to start, not tomorrow, not next week, **now**. Each day you put this off is another day of lost subscribers. (Sorry but that's also the truth.)

I usually add 100+ subscribers to my mailing list(s) each day. I do this because almost all of my websites have some form of lead capture tools in place. If you think back to when you bought this eBook you will notice I tried to capture your email address. Like I have said earlier this should be the number one goal of all your websites.

If you are selling an eBook from your website consider offering a 'leaked chapter'. This will build a nice list for you and you can follow up on anyone who downloads it. To see how I have done that visit:

<http://www.auctionprofitstreams.com>

Or alternatively create a 'mini course' that reveals a few secrets. To see how I have done that visit:

<http://www.ninetydaypowerseller.com>

Both methods work very well indeed and help to sell the product plus it builds my list. I usually promote 'Auction Profit Streams' as in turn that product promotes my 90 Day Powerseller Program.

I use [Aweber Communications](#) to manage my mailing list. Most of the top sellers use them and you can try them out for free. There are cheaper and even free options but please bear in mind your list is your most important asset.

## 5. Using eBay Auctions to Generate Visitors.

We now know that an eBook is the perfect product to sell and we should be building a list. **So let's use one to build the other using eBay.**

*I am not going to show you how to create your own eBook as I have covered that in another eBook and on one of my websites, this eBook is about traffic generation not eBook creation. If you want more info on eBook creation check out my website <http://www.createprofitableebooks.com> and check out my free course.*

You can list an eBook on eBay for as little as 20 cents. So it's logical to think if you can capture **only one subscriber** from that listing that it is money well spent.

To do this is not very hard if you do things right. First of all eBay don't allow external links from your auctions unless it's something related to the product you are selling. But eBay do allow you to link to your eBay store and about me page. And from your about me page you are allowed to link to your own websites, you are also allowed to add a subscriber opt-in form. eBay don't have a problem with this. So this is the process you need to follow:

Get visitor to your auction > Get visitor to your about me page > Get visitor to give you their email address or visit one of your websites.

When someone visits one of my auctions they will generally do one of 6 things.

- 1. Buy the item.** If they buy the item that is brilliant as I get the chance to up-sell and capture their email address. (More on this later)
- 2. Visit my eBay store.** If they visit my eBay store it's looking good as they may visit multiple auctions. Each time considering visiting my about me page or buying.
- 3. Visit my about me page.** If they visit my about me page I now have the chance to capture their email address. I am hoping they either visit one of my websites or sign up for my email course. If you can do that with one visitor for each auction you run you would be adding new subscribers to your list for as little as 20 cents each.
- 4. View my feedback.** If this happens I am now being 'checked out' and this should result in the visitor browsing, maybe checking out my store, about me page or other listings.
- 5. Ask me a question.** If this happens I have usually made a sale. I just be polite and answer the question. I also have a signature in my email that offers another product or service. (More on this later)
- 6. Leave the page.** This is the only option I don't want. As long as this does not happen I am in business.

Let's take this whole process one step at a time:

- **Get visitor to your auction:**

Your auction title is crucial as this is what gets a potential customer to view the eBook that you are selling. You could be selling the best eBook ever written but if no one clicks on your auction title you won't make a cent.

You have 55 characters at your disposal when you create your auction title. Try to use them all.

Now ask yourself what keywords you would search for if you were looking for your own eBook. Write these keywords down and try to create a catchy title.

Let's say we are selling an eBook on how to get perfect abs. (stomach muscles)

What keywords do you think anyone seeking this sort of information would use?

Keep fit, lose weight, 6 pack, sit ups, muscle, body building, diet, healthy are all words we could use.

**With that in mind which title appeals to you the most?**

1. How to get perfect abs, eBook.
2. eBook. Sit up guide, lose weight.
3. The Secret to **ROCK HARD ABS**, get fit and lose weight.

I am hoping you have chosen number 3. If you did there will probably have been 3 words that attracted you to it. **ROCK HARD ABS**.

The reason you were drawn to these words is because they were capitalised, it's best to capitalise only a few words in your title, this helps them stand out. Also notice I have used words that should be searched for a lot, 'get fit' and 'lose weight' so anyone searching for those terms will see my title and you can guarantee they will want **ROCK HARD ABS**.

There are many other words you can use to draw visitors to click on your title such as:-

Amazing, fantastic, rare, best on eBay, mint, make money, resell, resale, and superb, complete guide. There are many more. Try browsing eBay and looking at what words the big sellers use.

These words work best capitalised, but don't make the whole title capitalised as this won't draw visitors to your keywords.

As a general rule one simple 10 day auction without any added features should generate at least 20 visitors. This is the rule I use for my own titles. Some actually generate 50+ visitors but if you can generate 20 visitors you should do fine. If your auction is generating less than 20 visitors you should revise your title.

You should also hide your visitor counter from your visitors. You can set your listings so only you know how many hits your auctions are generating. Leave your counter on display and you will be watched like a hawk.

- **Get visitor to your about me page:**

This is probably the hardest part and you have to be very careful with eBay's rules here. You are allowed to link from your listing to your about me page. eBay also provides a link to your about me page in your profile. What I have done personally is add a nice graphic at the bottom of my listing linking to my about me page, I also have a link to my eBay store. Here they are:



Nothing fancy, just 2 simple links at the bottom of each listing. This gives the visitor a simple choice, buy, browse or leave.

You can experiment and see what works for you but you should always check eBay's policies regarding this. You can find eBay's about me page terms [here](#).

- **Get visitor to give you their email address or visit one of your websites.**

At the time of writing this eBook my about me page has a simple opt-in box and a link to my newsletter. It works well for me but my feedback score plays a big part in generating subscribers. If you want to view my about me page [click here](#). If you can't offer a course or something similar consider offering '5 Mystery eBooks'. This is a method I have used on a lot of my websites and it works very well. Make sure you put a value on the eBooks, EG:

**Get 5 mystery eBooks FREE!**

That's right; get 5 mystery eBooks that I currently sell for \$4.99 each **completely FREE! That's a saving of \$24.95** Simply enter your details below and your eBooks will be delivered instantly.

Also feel free to visit my websites:

[www.addyourwebsiteshere.com](http://www.addyourwebsiteshere.com)

If you have a good feedback rating and are already doing well on eBay compile a short report giving away some 'secrets' to your success. In this report offer links to higher priced products, these can be your own or related affiliate offers.

Perhaps you use a particular tool or software program to help you run your eBay business. If so see if they have an affiliate program and recommend it in your report. As this is something you use yourself it will give your recommendation more credit.

Now offer this report as a free gift from your about me page in exchange for contact details. Offer the same report from your websites and in no time at all



your list will be growing. It is important you put a value on your report as this gives perceived value and will help your conversion rates. EG:

**Discover How I Earn Over \$1000 Each Month Selling Widgets on eBay!**

That's right; Last year I earned over \$12,000 selling widgets on eBay. And now I am going to show you **exactly** how I done it. I have compiled this special report valued at \$47.00 that shows you exactly how I run my eBay business.

Simply enter your details below and your \$47.00 report will be delivered FREE to your inbox instantly.

In time this 'free' report will generate 1000s of subscribers and earn you \$1000s as it promotes your other products and/or generates you an affiliate income.

**And this all starts with a 20 cent listing on eBay. Now can you see how it works?**

And you will be glad to know we are just getting started. So far I have only covered a few ways to generate traffic. There are many many more ways.

## 6. eBay Tools That Can Generate Website Visitors.

### Open an eBay Store.

This is not something I should really have to explain. If you want to be a serious eBay seller you simply must open an eBay store. This gives you your own unique URL to generate visitors. Here is mine:

<http://stores.ebay.com/PlanetSMS>

See how easy that was? Just like that you could be browsing my store and making a purchase.

There is also another excellent feature having an eBay store gives you. The [Sign up for Store newsletter](#) link means you can start to build your own eBay mailing list. This gives you the opportunity to email anyone who signs up to your store newsletter via eBay. You also get the opportunity to add a link to your newsletter sign up page in **every auction**. How powerful is that?

Another feature is the [Add to Favorite Stores](#) link. Anyone doing that will have your store details saved in their 'my eBay' profile.

These links can be displayed in the top right corner of **all your auctions**.

If anyone clicks on those links and signs up by default eBay will email them once a week displaying your listings. And this doesn't cost you one cent.

You can also email your eBay list once a week, you can use this to advertise new products or any offers you are currently running. This is a very very powerful tool indeed what so many eBay sellers seem to overlook.

If you have an eBay store and wish to add these setting go to your store and look at the bottom right corner of the page:

1. Click the Seller, manage Store link.
2. In the **Marketing Tools** > Shop Marketing section click Listing Frame.
3. In the **Listing Frame Features** section check Show my Shop listing header in my listings.
4. In the **Shop Listing** Section check the following. Store breadcrumb path above my listing header > Link to "Add to Favourite Shops" > Link to "Sign up for Shop newsletter".
5. You can also link to up to 5 store categories if you wish.

### Selling Manager and Selling Manager Pro.

One of the most valuable tools you can have as an eBay seller is [Selling Manger and Selling Manager Pro](#). This helps you fully automate your eBay business. Selling Manager comes as a free subscription as long as you have an eBay store and Selling Manager Pro is priced at \$15.99 per month. If you are deadly serious about your eBay business I'm afraid this is a must as it helps to fully automate your eBay business.

Not only that, it also allows you to send custom emails to your buyers. Emails that can contain a signature link to your eBay store and about me page. Emails such as:

- **Winning buyer notification email.**

When your buyer wins an auction or buys one of your items they will automatically receive an email, this email can contain payment instructions. **And a signature link.**

- **Payment received email.**

Once payment is received from your customer an email will be sent. This email can remind your customer to contact you if the need help. **And also a signature link.**

- **Payment reminder email.**

This will send out a reminder email if payment is not received. I have mine set at 3 days. **Don't forget the signature link.**

- **Payment reminder email.**

Although I deliver my eBooks instantly I have an email sent out explaining the customer should check their spam/trash folder if they have not received their eBook and to contact me if they have any problems. **With my signature link added.**

- **Feedback reminder email.**

I have this set to send out a reminder to leave feedback if I have not received it 10 days after the sale. I also explain I will leave feedback automatically within minutes of me receiving feedback. **And I add my signature link.**

There you go, 5 more ways of generating traffic back to your store and about me page. This is well worth the \$15.99 per month eBay charges.

## 7. More Ways to Generate Visitors.

Remember I said there was a way to legally display your web address in an eBay auction? This is done by displaying your email address in your contact details.

My link is displayed like this:

<b>Contact Me</b>	Email:- admin@planetsms.co.uk I normally respond to emails within a few hours and always respond in under 48 hours.
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Now my email address is also displaying the domain planetsms.co.uk. This generates visitors to my website.

It also means I get questions from potential buyers and this gives me another 2 chances to get them to visit any link I wish to display.

If you contacted me you would receive an autoresponder reply. At the moment it looks like this:

*Hi,  
Thanks for getting in touch, your email has been received and you will receive a response within 48 hours.  
Regards,*

*John*

*See How I Earn \$1000s Each Month Using eBay:*

<http://www.auctionprofitstreams.com/>

See how that works? I would also have a similar signature in my reply and as I usually get 50+ questions a day this is a very powerful tool indeed.

As you can see most of the methods (apart from the Selling Manager Pro methods) can generate website visitors without even making a sale. Now can you see the power you can have with a 20 cent listing? And that is before you make any sales. Once you start making sales it gets even more interesting.

### **Write an eBay guide.**

I want you to check out a guide I wrote way back in December 2005 and I want you to check out the visitors that guide has now had. **Click here** to view the guide.

At the time of writing that guide has been viewed over 40,000 times. Remember, this is **only one guide**. Also, if you do a google search for 'xbox 360 scam' you will see that guide is still on the 1st page. This is a guide that took me about 10 minutes to create and was written almost 2 years ago. Now of course not all guides will get this much traffic but I think this proves writing eBay guides can get you a lot of traffic as all guides you write will link to your eBay items.

*I actually only wrote that guide as I had just sold an xbox 360 and saw a lot of eBay members getting scammed and I was genuinely trying to help. I never realised how popular that guide would become.*

It's just a shame I never had any xbox 360 related material to offer. I made a massive mistake of not writing an xbox 360 related eBook but next time I will know better because imagine if that guide linked to an xbox 360 cheats guide written by me? (I think I am giving too much away here)

### **So how can I write a popular guide that will get lots of traffic?**

If you browse the most popular guides on eBay at <http://reviews.ebay.com/> you will see most cover ways to avoid being scammed and ways to protect your eBay account, you will also see a lot of selling tips. If you have any knowledge in this area that is the first topic you should cover as these seem to get the most 'yes' votes and this is what makes a guide popular, the more 'yes' votes a guide gets the more it gets shown.

You should also remember to use appropriate keywords as this will determine if your guides get shown in any searches in the 'related guides' section on the left hand side of any search page. This is how my xbox 360 guide gets so many views as anyone searching for an xbox 360 will see a link to my guide on the left hand side of the page.

You should also try and relate your guides to the items you sell. For example, you may be selling a weight loss eBook of your own, why not write a few guides about losing weight and mention in your guides you have an eBook on the same topic for sale on eBay. Imagine how many extra sales you could generate?

Also, another area I have not used myself but can obviously generate a ton of traffic is the reviews section, you could write a review about your favourite film, book or album, plus if you actually sell the item you review it has to help with sales.

Just remember, each guide or review you write provides you with a permanent link to your eBay items for sale and this costs nothing to do, so you have absolutely nothing to lose.

### **Set up an eBay blog.**

I have actually never had a blog till now. It's something I once looked into but never got round to doing. Well eBay has now made it easier than ever to have your own blog via 'My World'.

This is very easy to set up and if you want to check my page out here it is:

<http://myworld.ebay.co.uk/planetsms>

### **Feel free to leave any comments on my blog.**

I am no search engine expert but I know the engines will love the content and pick up on anything I write.

So get your 'My World' pages set up and start generating extra traffic to your auctions and eBay store. To set up your 'My World' page go to <http://myworld.ebay.com/>

## 8. After The Sale.

Once you make that eBay sale you are in an incredibly powerful position as if you can get your customer onto your list you could have a customer for life.

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

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

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

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

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

[http://www.planetsms.co.uk/ebook\\_example.zip](http://www.planetsms.co.uk/ebook_example.zip)

or

[www.myinternetserviceproviderswebpaceaddress.whoevertheyare/ebook\\_example.zip](http://www.myinternetserviceproviderswebpaceaddress.whoevertheyare/ebook_example.zip)

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

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

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

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

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

**The email you send to your customers is crucial.**

If you buy an eBook from me on eBay this is the email I generally send out:

*Hello*

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

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

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

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

*Regards,  
John.*

**Download link here**

Powered by: [http://www.mydigitaldispatch.com/?a\\_aid=114&a\\_bid=19](http://www.mydigitaldispatch.com/?a_aid=114&a_bid=19)

Have you noticed the 'powered by' link above? That is an affiliate link and it links to the delivery software I use to deliver my eBooks, if you clicked on that link and then decided to buy the software (and many do) I would earn \$23.45 in commissions.

This software only cost me \$67.00 and was a one time payment. This helps me automate my eBay business but the real reason I love this software is because of the built in affiliate program. I have earned thousands of dollars simply from having that link built into my delivery emails.

Now I am not saying go and rush out and buy that software but if you are a serious eBook seller make sure you use some form of delivery software and make sure it has a built in affiliate program. If you don't you are missing out on so much extra income. You may also add something like this at the end of your email:

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

*You can visit my eBay store at:*

**Your eBay store link here.**

Under no circumstances should you require your customer to give you their email address to download their purchase. While you may get away with it outside eBay remember, this is eBay we are talking about and you will receive a negative comment from someone eventually if you use this tactic. I also believe this is against eBay's terms so don't do it.

I personally don't like capturing anyone's email address to download something that they have paid for. And when someone does that to me they get an email address that is never checked so they are not benefiting from me. It also leaves a bad taste in my mouth. When you have paid for something you shouldn't have to jump through hoops to get it.

I would much rather let my customer want to give me their email address. And I do this by offering bonuses on my download page.

To explain this fully you should open the following page, it's just a standard download page for an eBook written by Mike Enos that I happen to sell on eBay. It's also a good read so have yourself a freebie ☺

[http://www.planetsms.co.uk/ebay\\_downloads/zerotohero](http://www.planetsms.co.uk/ebay_downloads/zerotohero)

First of all you will notice I thank the customer, I like to keep it friendly. Now you will also notice I mention 'unadvertised bonuses'. This is my means of capturing an email address.

1. Straight away I provide the download link to the customer's eBook.
2. I now provide a link to my newsletter.
3. Now I provide a free eBook. In this example it is my own eBook but it could just as easy be another eBook I have branded.
4. I provide another free eBook. This page requires a sign up.
5. I offer an up-sell for one of my other eBooks.
6. I offer my PowerSeller secrets e-course. This is the same course I offer from my about me page.

I have numbered each option for a reason, you will notice after you complete number one (download your eBook) you move on to number 2, then number 3 and so on. If you number each operation it seems to have more effect.

Notice how all of my websites again try to capture an email address? You will also notice I also have AdSense ad's on the page? This is optional but it helps cover eBay fees.

Now included with all the bonus eBooks would be a 'bonus' folder and/or 'read me' file. The bonus folder would include some of my own eBooks that could be re-sold and the read me file would include instructions explaining how to re-sell the eBook they just bought. In the read me file would be a link back to my website.

If this eBook gets re-sold the seller is promoting my websites even if the eBook is not mine. However, if the eBook were mine they would be starting the viral process all over again. Anyone viewing or buying any of my eBooks would be visiting my websites, just as you have hopefully visited a few of mine as you have read this eBook.



## **9. Keep it Going.**

You will notice this whole process involves me trying to get you to sell my eBooks with resale rights. The reason being is as you sell my eBooks you advertise my services. In fact one customer could generate me 100s of leads as they distribute my eBooks. Just remember where this all started, **back at the 20 cent eBay auction.**

So you need to try and turn your buyers into sellers and you do this by including everything they need to sell your eBooks and more. Make sure a well written sales page is included and that you include at least one eBook cover. Better still; allow others to brand your eBooks with their affiliate links as this will give them more incentive to sell your eBook.

### **What is a brandable eBook?**

Brandable eBooks are fantastic. For resellers they offer a means of generating an affiliate income as you are allowed to 'brand' certain links within the eBook. This is usually an affiliate link to one or more of the author's products and can also be a link to your website.

As an author it also gives you a chance to make your eBooks more appealing to your resellers as they know they have a chance of making further income after the initial sale of your eBook. As an eBay eBook seller I am always on the lookout for brandable eBooks I can sell as I know after the eBook has been sold it can go viral with my affiliate links embedded.

### **So how do I make an eBook of my own brandable?**

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

### **What links should I allow other users to brand?**

This is entirely up to you but try to put yourself in your reseller's shoes, what links would you like to brand yourself? If you have your own affiliate program these are the best links to allow someone to brand as your reseller is effectively making money from your product. It's a win win situation for everyone.

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

<http://www.clickbank.com>

Remember, all of this cost's very little so the risks are low; you really have no excuse for not creating your own products, with so much private label material about these days it has never been easier to create your own eBooks.

## 10. Conclusion.

By now I hope you realise the power of a just a single eBay auction. Now imagine if you had 500 auctions running, all pointing to your about me page. How many subscribers could you be generating?

While this method works with anyone's eBooks with resale rights imagine if all the eBooks you were selling were your own? All containing links to your other products and services, just as this eBook does for me? How many subscribers could you be generating?

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John

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