

# **How to Write Killer Special Reports**

**People Will Do Anything to Get  
In Five Days Or Less!**

By [Frank Salinas](#)

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## Table Of Contents

Introduction	4
Get Ready...	7
Get Set...	11
GO!!	16
Day 1	20
Day 2	25
Day 3	29
Day 4	34
Day 5	41
Now, What Do I Do?	47
Okay, It's Done. How Do I Make The Money?	50
Wrapping It All Up	55

## Introduction

This one's gonna be short and sweet! If you've been trying to get an online business started, but just haven't had any success yet, have you asked yourself why?

Have you looked around, done research on the people who ARE being successful in their online businesses? If you haven't, you SHOULD!

Take a look at people like Allen Says, Paul Myers, Anthony Blake, Willie Crawford, Bryan Kumar, Derek Gehl, John Reese, and others and see if you can find the ONE thing they all have in common.

Let's not waste a bunch of time on that...I'll just tell you! **They all have their own products.** Sure, a lot of them are making some pretty good money telling their subscribers about other people's products now and then, but the heart of their business was originally, and still is, built around their own products.

Does that tell you something?

Sure, there are plenty of very successful affiliate marketers out there. People who KNOW how to make that business work for them...AND...they make some GREAT money! They don't have to put in the work to actually create a product, but believe me, the great affiliate marketers have to put in a LOT of work in order to make that great living!

But, what happens if the product you're making all of those affiliate commissions from suddenly disappears...falls off the face of the earth? What happens if the company starts having financial problems and can't pay affiliate commissions? OR, as happens much more frequently, you see that \$100 product you've been getting good commissions from suddenly show up on e-Bay for \$10.00!

We all know this happens, sometimes more frequently than it should. But, if you've built YOUR business on SOMEBODY ELSE'S product, then what can you do?

IF YOU DON'T OWN THE PRODUCT, YOU DON'T OWN THE BUSINESS! Conversely, if you DO own the product, you DO control what happens to YOUR business.

I'm sure you've thought about this...it's NOT rocket science or brain surgery! I'm just as sure that you've probably made plans, or at least, had thoughts of, someday, having your own product to proudly sell to the world. But, something is holding you back!

THAT'S exactly why I'm writing this book. Over the past 6-7 years, I've received, literally, 1000s of emails asking me the same questions:

"Can you help me write my own e-book?" OR, "How can I do the same thing you're doing?" OR, "I really want my own product like you, can you help me get started?"

I answered probably 99% of those emails with good, helpful advice for quite a while...but, as time went on the emails got more numerous. That's where this book comes in!

I distilled all of that advice, all of that experience, into these pages that you hold in your hand or see on your computer monitor. It's the sum total of what I'd tell you if you were sitting right here in my office discussing your business with me. The advice comes from all of the mistakes I've made along the way...AND learned from. It comes from my successes. It comes from my heart, because I'd TRULY like to see you succeed in your own business...I'd TRULY like to see you take control of your own future...your own family's future.

So...if YOU really want that...control over your own destiny...you can get started by learning how to create and produce your own e-book using this guide. Together, let's figure out what's holding you back, what you need to finally get started, and figure out which tools and instructions are going to get your first e-book out there where you can start making some money with it!

Hold on...things are gonna get real exciting here...it'll be fun, you'll see!

## **Get Ready...**

The very first thing you have to do before you get started creating your own e-book is:

### **GET RID OF YOUR STINKIN' THINKIN' !**

You have stinkin' thinkin' whether you know it or not. You **MUST** have, or you'd already have your own product out there being sold! Somewhere, somehow you've gotten it into your head that you can't write a book, or that you don't know how to put a book together, or that you don't have any good ideas for a book.

This book isn't really about changing your thought patterns, your beliefs about yourself, but I will tell you these two things:

**IF YOU THINK YOU CAN'T WRITE A BOOK, YOU'RE RIGHT!**

**IF YOU THINK YOU CAN WRITE A BOOK, YOU'RE RIGHT, TOO!**

It's **TRULY** up to you! If you think you can't, you won't; if you think you can, you will. I know it's "corny", but it's true.

You **DO** have a book in you...probably a **LOT** more than that, once you get yourself started. Everybody has a book in their head or can get one planted there!

I really don't care if you **THINK** you can't write a book...I **KNOW** that you can! You've talked yourself into the "fact" that you couldn't write a book if someone held a gun to your head.

YOU'VE done that...now, let's undo it!

Have you ever told your husband, wife, mom, dad, best friend... anybody!...a story or an idea and they got it? They understood what you were meaning to say and were affected by what you said...maybe they laughed, maybe they cried, maybe they agreed with you...maybe not! The important thing here is that they understood and reacted to what you told them.

What I'm trying to tell YOU here is that you're already writing a book, in a sense, every time you get an idea across to someone else.

Realize this: You're already writing book chapters almost every day... right now! Every time you get an idea from your head into someone else's head, you've just finished a sentence...a paragraph...a page!

### **When you look at it like that, can you write a book?**

Maybe you're one of those people who have to have everything perfect BEFORE you even think about publishing a book...are you? Well, the old story about Thomas Edison and his 1139 failures before inventing the light bulb comes to mind...but the best one is the Wright Brothers...good old Orville and Wilbur.

Did you know they put their first airplane all together...let everyone in Dayton, Ohio know that they were going to fly like bird...had a brass band hired and everything.



On the day they had announced, a HUGE crowd gathered...the band played...children ran around...people brought picnic lunches...newspaper reporters were there...a BIG deal! The airplane never moved an inch! Not one inch...as a matter of fact, the wings came off!

Know what? It didn't move the 2<sup>nd</sup> time either...or the 3<sup>rd</sup> time...OR the 4<sup>th</sup>! Talk about public failure!

They learned from their failures...especially since they were so public... and the 5<sup>th</sup> time they made history!

The point here is, what's the WORST thing that could happen if you wrote a book and it wasn't absolutely perfect?

It's an eye-opening experience to look at some of the e-books that are selling...right now...on the Internet. All you have to do is find one that, after you read it, you say, "MAN! Even I could do better than that!" But that book's selling and yours isn't because you're waiting to get it perfect! Don't get it perfect...get it out there!

To sum up this chapter, get rid of your stinkin' thinkin'...start saying to yourself, in your head...unless you want people to think you're really crazy...I CAN write a book! I KNOW I can!

Know that your brain is already writing books for you each day. All you have to do is figure out how to get it down on paper...and that's what this book is all about!

Get over that perfectionist stuff. It ain't never gonna be perfect...just like that grammar, but it gets the point across, doesn't it?

Get your book as good as you can at the time, get it out there, see what happens and then test and tweak it till it sells. It's NEVER going to be completely perfect, but it can be profitable! So get ready, we're movin' on!

## **Get Set...**

Okay, you're working on your stinkin' thinkin'...you know that you're already writing e-books whether you want to or not...and you're not quite as afraid of failing as before...that's a pretty good start!

This chapter's going to teach you a valuable method to get original ideas for an e-book. I learned it several years ago from my friend, Bryan Kumar, who's a master at this. Over the years, I've added to Bryan's original idea and have come up with a "sure-fire" way to get ideas out of anyone's mind...no matter what's going on in there!

We'll get to this technique in a moment, but, first, let's get the ideas you already have floating around in your brain down on paper. Oh, you don't write them down? I hate to say this, but... that's just plain stupid! Any one of those ideas may well be a million dollar idea...the one that puts you over the top...the one that changes your life forever! Those ideas of yours are valuable things, so let's get started doing that first.

Nothing....and I mean absolutely nothing...ever truly exists until it's been put down on paper first. Think about it! An airplane, a new car model, a building, a dam, the clothes you're wearing right now...they all existed on paper before they existed in real life. I can't stress this enough! Put those ideas down on paper **RIGHT NOW!**

Before we even get started, you **HAVE** to have a few blank pieces of paper right there in front of you...and a pen, not a pencil!

Now, just write those ideas floating around in your head down. They don't have to be in any order or any format...just write them down as quickly as you can without editing them in any way. Each idea may only be a word...or it may be a whole paragraph...doesn't matter...just get them out of there and down on paper.

At this point, you have to make yourself a solemn promise that you'll hide these ideas away from everyone...even your wife, your best friend, everybody! It's important that your sub-conscious KNOWS that no one will ever see these ideas unless you want them to. Sub-consciously, if you think someone will be reading your ideas, you'll naturally edit your thoughts. The main reason is that you don't want people to make fun of your ideas.

So PROMISE yourself that these ideas are private property and that you'll put them someplace where they'll never be found by anyone else. Don't skip this step...it's vital to being able to REALLY tap the energy of your brain.

Okay...spend a few minutes...or as much time as you need...getting the ideas that are on the surface of your mind down on paper. Then we'll REALLY get about the task of drilling for ideas!

Now, let's start using the "Kumar Technique". First of all, you're going to HAVE to have a minimum of 30 minutes during which you won't be disturbed by anything...anything! No phone, no IMs, no TV/radio, no people! Just yourself...alone...for 30 minutes.

So figure out where the best place to do this is going to be for you. Then, you're going to need to get a few supplies.

You HAVE to have a blank writing pad of some sort. Almost everybody has a yellow legal pad lying around someplace...go get it.

You're also going to need a timer of some sort...one of those kitchen timers is great for this. You know, the type where you twist the dial and it counts off 30 minutes. Get that while you're getting the legal pad and a PEN!

You're probably wondering why I keep harping on using a pen, instead of a pencil, or a word processor, or your computer. Here's why. Your mind is pretty smart. It instinctively knows that if you use anything other than a pen, you have the option of erasing what you're writing.

The ONLY way to get the most out of this technique is for your mind to (1) feel completely safe in spouting out what may seem to be crazy ideas...that's why you made yourself the promise to keep your ideas private...and (2) be sure that you're taking these ideas seriously and intend to bring them to life. If you're using a pencil or an erasable medium, your mind knows that you can always edit things.

Okay, let's get this out in the open right now. I know you're probably thinking, "What a bunch of BS this is!". The problem with that thought is, you've probably already done this exercise and never even knew it!

Have you ever awakened in the morning with a great idea...or maybe it happened in the middle of the night while you were sleeping. It happens to some people while they're driving a long distance. An idea pops into your mind! Where do you think that idea came from? That's exactly what we're going to do right now...tap your subconscious in a controlled way...a way that allows you to capture the ideas easily.

If you're still taking this lightly, then I recommend you find out about sub-conscious writing. A good starting point is to read anything by Natalie Goldberg, author of *Writing Down the Bones*. She's the acknowledged expert on this technique. Her teachings are used by just about every big-time author you can think of.

You CAN skip this section all together. The ideas you'll be working with won't be as exciting to you...as powerful to you...and, probably, not as good...but you can still use the rest of this book. I do urge you to try this method...it's amazing how it works!

Back to the "Kumar Technique"! You've got a quiet place with no interruptions, a yellow legal pad, a pen and a 30 minute timer.

Find a comfortable place to sit and relax. Your first step is to breathe! That's right, big, slow deep breathes...in through your nose and out through your mouth while you relax your body. Go ahead and start the timer now.

The next thing is to picture the most relaxing place you've ever been. Get the smells, the feelings, the tastes of the beach, the mountains, a fluffy bed...whatever... embedded in your mind.

Now, just start writing! Whatever comes into your mind...write it down. Don't think about it...don't think about anything other than that relaxing place you're in. The words will start to flow out onto the legal pad. Pretty soon, you won't even know you're writing. That's when it REALLY gets good!

This technique works so well because you've done a few things here. You've promised to keep the ideas safe; you've shown that you're taking the process seriously, you've pre-programmed your mind to work on the ideas you've already been playing around with...and then, you've turned your mind loose on them.

You'll be amazed what comes out!

The really great idea people all use some technique like this. Edison and Bell used focused naps. They'd work like crazy on an idea and then, just take a nap! They almost always got some idea about how to proceed from that nap. That's basically what you're doing here.

Make a point to use this technique often, you'll be glad you did.

## **GO!!**

Up to this point, you've worked on yourself...the stinkin' thinkin' thing...you've found out that you've already "written" several dozen e-books in your life...you've also found out that it ain't so bad to fail! You've also learned how to work on your mind...or, rather, work with it a LOT better. That's a good little bit in just 15 pages or so!

The next 5 chapters are VERY task-oriented. They'll give you step-by-step instructions on how to actually turn an idea into a good, profitable e-book. You'll be working pretty hard during those 5 chapters.

But, if I had to pick the most important chapter in this book...it's this one!

In this chapter we're going back to working on you...and that's the most important part of this whole project.

Look, it's time to REALLY figure out if this is what you want to do...really do! If you're not willing, or ready, to set aside 4 hours for each of the next 5 days/nights to finish up your very own product...your very own e-book...then you need to take a minute and think about that.

Why are you even reading this book? Something must've struck a chord in your brain...something must've sparked a NEED in you...or you wouldn't have bought this book in the first place, right? Let's look a little deeper here.



What is it that you want? What do you want enough to give up time away from your family...time away from your TV or your video games or your newspapers or books...time away from sleep? Can you name it? Can you put a name to what you REALLY want, NEED to have?

You have to have a concrete goal or you're never going to get what you want and need. Setting a goal helps you turn that want of yours...I really want a brand new 2006 Ford Mustang...into a need...I NEED a brand new 2006 Ford Mustang. There's a world of difference between a want and a need. A person with a full stomach may say, "I want a piece of pie.", but a person who hasn't eaten in a few days says, "I NEED something to eat." You have to turn your wants into needs.

Here's how you do that in the case of this book.

Write down...on your yellow legal pad...with a pen...the following statements.

I NEED TO HAVE MY OWN E-BOOK!

I WILL HAVE MY OWN E-BOOK BY (5 days from now)!

I'LL GET MY OWN E-BOOK BY DOING THE FOLLOWING STEPS:

1. BY FOLLOWING CHAPTER 1 OF THE BOOK,
2. BY FOLLOWING CHAPTER 2 OF THE BOOK,
3. BY FOLLOWING CHAPTER 3 OF THE BOOK,
4. BY FOLLOWING CHAPTER 4 OF THE BOOK,
5. BY FOLLOWING CHAPTER 5 OF THE BOOK.

WHEN I GET MY E-BOOK WRITTEN, I'LL REWARD MYSELF BY ...

(Here you'll pick a reward...maybe not a new car, but a good book or a great time with the kids at an arcade, a great romantic meal with the spouse)

Then you HAVE to sign this sheet of paper, date it and hang it up right there beside your computer and anywhere else in your home that you see a LOT every day. Maybe your bathroom or on the ceiling above your bed!

But, before you hang it up, go on Google and find a picture that represents what you want. If it's the latest version of X-Site Pro, then get a picture of it and tape it to the sheet you just filled out. If it's a romantic dinner, find a picture of 2 gorgeous people having a fancy dinner with all of the trimmings.

Leave that piece of paper up until you get what you need.

What I'm after here is getting you to make a commitment to yourself...and your family...that you're going to do this. Without a commitment, you're really increasing the odds that you'll never get

that e-book done...you'll never have a product of your own...you'll never really be in control of your own business destiny.

This is such a tiny commitment to make...4 hours a night...for 5 days...that's not really so much now, is it? Don't you owe it to yourself and your family to REALLY do this?

It's YOUR decision! If you've truly made the decision to go on, then let's get going!

## Day 1

Okay, up and at `em! Time to get started. Make sure you have 4 hours today to work on this chapter and nothing else. It's important to focus on this one task till the end of this chapter. Go ahead and answer your emails and do your daily routines...then come back here and be ready to get going.

Alright, you're back! You've got 2 lists lying there someplace...the first was your list of ideas you had been consciously kicking around in your head...the second was the list of words, phrases, paragraphs that came out of your timed writing exercise...go get them and let's take a look at what we have.

When you look at your first list, and then compare it to your second list, do you see any words or phrases in common? You probably won't right off! But, look at each idea on your first list and THEN, try to apply the words from your second list to that particular idea. You'll be surprised at what pops out at you!

Somewhere in there, you'll run up on an idea that has a lot of interchange between the 2 lists... that's the one your subconscious was working on hardest!

Pluck that idea out of your first list, take all of the applicable words/phrases out of your second list and set them aside. That's probably a keeper!

You'll find that you probably know a lot about this subject already. It may be one of your hobbies or interests or something you've read or heard a lot about. The fact that your subconscious has called it up says that you need to take a greater interest in it and DO something with it!

So, you've spent 30 minutes and come up with an idea that means something to you, personally. Whether you know it or not, you belong to a niche. That niche covers the subject of your idea. That's pretty straightforward. But, now we need to find out if there's any money to be made in that niche.

You need to come up with one phrase...2-4 words...that sums up your idea. It may be something like, "indoor water gardens", for example. You have to make it as clear and concise as you can. A good trick is to think of what you'd type in to the Google search bar if YOU were looking for information on the subject. That's your keyword phrase for the next part of today's task.

Before you spend a bunch of time writing, you need to see if anyone is even interested in your subject. The whole idea here is to make yourself some money...not just write a book!

So, your next step today is to become a private investigator...a P.I. ...just like Magnum or Sam Spade! You're going to be doing some researching online...sorry, no guns or car chases today!...in the niche which covers your subject.

My good friend, John Taylor, has just written, what I consider, THE resource book on ways to investigate a niche in order to determine if it may be profitable or not. He really pulls out all of the stops and gives you very specific, very useful sites where you can do your research easily and quickly. The book retails for less than \$50 and is worth, at least, 20 times that in the time and effort it will save you! You really NEED to grab a copy right now since, for my readers, he's added 2 great bonuses that build nicely upon his book to thoroughly educate you in niche research. [Click Here To Check It Out.](#)

**That's something we need to talk about right now.** You ARE going to need to spend some money! Not much...but some! There are specific tools and resources you HAVE to have in order to have an ongoing e-book business. And, that's the whole idea here, isn't it? Having many e-books out there all selling 3-4 copies a day? THAT'S a TRUE business you can count on since all of your eggs aren't in one basket. The tools and resources I'll be recommending are the ones I use myself everyday. They save me time, effort and a TON of money! I've been able to arrange special pricing for my readers on most of them.

I'll always try to offer you free alternatives whenever I can, but sometimes, that just isn't possible, and others, the freebies just aren't worth a darn. I just want to be straight with you here. My goal is for YOU to have a growing and profitable online business, NOT to sell you stuff. I make my money from e-books...and I want you to be able to say the same thing one day soon!

Here are some great, free places to get started on your keyword phrase research. The easiest to use is WordTracker. It has a web-based free trial that use can use over and over. The free trial doesn't offer you the full statistics that the paid version does, but it'll allow you to get started with your research.

Go to [www.wordtracker.com](http://www.wordtracker.com) and click on "TRIAL" on the top Nav Bar. You'll need to give them a name and email address. Don't worry, they don't swamp you with emails, as a matter of fact, I barely hear from them! You'll get an instruction page next...and then the page to start your work.

Type your phrase in the text box and follow the steps clear through. You'll come up with a page that gives you an analysis of your phrase. To understand it, let's hear what WordTracker has to say:

*"What does it all mean? This is where you spot your niches in MSN. The figure you want to take note of is the 'KEI Analysis'. The higher this figure, the more popular your keyword is and the less competition it has. This generally means that you will find it easier to reach the top of this keyword. Now you need to make sense of the KEI figure. Generally, a poor keyword to target will have a KEI of between 0 - 10. It's not wise to target keywords with this KEI as there is too much competition and you will probably end up on page 34 and no-one will notice you! Good keywords to target have a KEI of between 10 - 100. These are good value bets and you have a good to medium chance of reaching the top. Between 100 - 400 are your best bets and anything above 400+ is a gift!"*

The free version of WordTracker only lets you look at MSN search which only accounts for about 22% of the daily searches on the Internet. If you like what you've come up with, then great! If not, go back and try again by scrolling clear down to the bottom of your results page and clicking the "Give It Another Go" link.

You'll be using something like WordTracker almost every day as you're developing your e-books. It may pay you to buy a membership...they have several different price levels. I use mine every day at least 3 or 4 times!

Here's special PDF keyword research instruction booklet full of great tips and techniques that will help you a LOT with your keyword research. It's FREE! [Click Here!](#)

To sum all of this up, you need to see if your idea is being searched for...and if it is, how much competition is out there.

You really don't need to worry too much about competition. I know that sounds stupid! But, you really don't! You're going to learn a method that takes that competition and makes it work FOR you instead of against you!

So, your first day has been spent on research. You've found your best ideas and you discovered how often that idea is searched for each day. That's important stuff! Tomorrow, you'll learn how to pick up ideas that are already out there. Then, the next day will be spent on actually writing your book and the final day you'll learn how to put it all together and start selling!



## Day 2

Well now, you've learned a powerful technique in the last chapter. It allows you to tap into your subconscious and drill for ideas. If you use that technique consistently, it will only get more powerful...just like a bicep muscle does when you exercise it!

The "Kumar Method" is excellent for generating your own, original ideas...one's that may be VERY profitable...or ones that may be a big flop! That's why we spent so much time and effort on learning about niche research. With an original idea, you MUST find out if there is, not only a market for your idea, but if the market is willing to pay you for that idea.

I hope you're thinking..."There HAS to be an easier way to do that if I'm going to eventually have dozens of products out there for sale!"

Well, there is! But, please don't discount your subconscious. Even if you decide to use this second technique I'm going to teach you, that "drilling for ideas" thing...the "Kumar Method"... will help you refine it, put a new twist on things...and...make you a LOT more money!

A friend, and exceptional marketer, John Reese, is famous for saying, "Sell what people are buying!" Now, that's so simple, you may just miss the power of the statement. Let's put it another way: Don't re-invent the wheel...just make it roll better.

Today's work will help you do just that.

Think, for a minute or two, where you'd go to find out what people are, first of all, looking for...and secondly, what they're buying. The first part is pretty simple. There are several sites that will show you the top 100 or 500 or 1000 searches for that week. WordTracker has a free service that you can sign up for...they send you a great list once a week. The list has the "trendy" searches, as well as the searches that are continually in the top of the rankings.

The trendy list is highly influenced by holidays and news events. WordTracker calls this list its "Surge Report". If Brad Pitt and Jennifer Anniston are in the news, you can be sure they'll be in the trendy list. Same with hurricanes and mine disasters. All of these subjects spark very high search numbers, but they're almost impossible to predict...and usually go away so quickly that it's just as impossible to create a product and get it out in time to capitalize on them.

The second list is where the smart ones go to drill! WordTracker calls this their "Long-Term Keyword Report". These are the traditional, everyday top searches. That's the list you want to work with! If a keyword is continually in the top 200 searched for items, doesn't it make sense that a LOT of people are searching for it every day?

Let's take a look at a typical Long-Term Keyword Report...

4	159537	Paris Hilton
10	129888	eBay
11	129087	poetry
15	97960	dogs
22	90441	top 100 baby names

The #4 position goes to the keyword phrase Paris Hilton. There were 159537 searches were done for that phrase in a 130 day period. That means that each and every day 1227 searches were done! Since that phrase is a real person, writing a book with her name in it may get you in trouble, but the phrase is instructive because it shows you how to evaluate and interpret the list results.

The # 15 result is a good example for us to work with. Its in the top 20...it's a big, wide niche...and there are a lot of sub-niches there.

If you go to the WordTracker free trial and just type in the word "dogs", you'll find a gem! It has a KEI of 385! So, maybe an e-book about dogs isn't such a bad idea! That means that people are searching for information on dogs...AND, that there isn't a lot of competition out there in this case!

If you do the same thing with the word eBay, you'll find another gem...a KEI of 703...but with a BIG number of competitors...34

MILLION! Is that something that should scare you off?

Absolutely not! In this case, for a couple of reasons. First, the KEI is so high, and secondly, the number of searches in a 24 hour period is so high!

So look, out of those 5 WordTracker list results, we've found 2 gems...and maybe more! See what those lists can do for you?

## Day 3

Good job so far! You've learned a lot and have started to put that knowledge into use. Hopefully, you've learned how to get ideas out of your mind and down onto paper, while at the same time, you've learned how to step back and take a look at an overview of what's actually being bought out there in the market.

Maybe, you've been smart enough to try the "Kumar Method" out on your market research. If you have, you're really way ahead!

Last chapter, you found out ways to see what people are buying. The chapter before that, you learned about tapping your subconscious. Let's put those two techniques together for a moment and see what happens.

Do a little market research and come up with 5 keywords or phrases that apply to things that people are already buying...and buying a LOT of! You just learned about how to do this...check WordTracker, check eBay, check the best sellers...all of those things! Come up with a list of 5 potential keywords or items, or topics. ONLY 5!

Now, just study that list of 5 for a few minutes. Think about each keyword or phrase and then write down ideas about each one of them. As fast as you can...with no editing (you ARE using that pen, right?). That's your conscious mind working. Now it's time to get your subconscious kicked into gear!

Use the Kumar Method to focus your mind on those 5 items...the last 5 things you were thinking about. Relax like we talked about earlier and just let things flow out of your mind and onto the paper.

Do a 30 minute session. Most people find that after 30 minutes or so, it becomes more difficult to keep their minds focused on just the things they want to work on.

Again, you're going to end up with 2 lists...your conscious list and your subconscious list. Compare them like before and find which one of the 5 items comes out with the most things scribbled down about it. That's probably the one you should pick to write about for your first e-book!

That's an important step you just took there whether you knew it or not. You did some good research, you put some quality conscious thought into it and then, you turned it over to your subconscious to work on. If you TRULY went through those steps, then you are definitely in the 5% of e-book authors (or soon-to-be authors!) who will turn out an excellent product...one that people will LOVE , get a LOT out of...AND, tell their friends about!

Pat yourself on the back and grab a cool refreshment, but, don't close this chapter yet. We have more work to do today!

The very next thing you need to do is go out and find everything you can on your subject. Let's say you came up with "diets for dachshunds" as your topic. You need to go out and find what's already

been written on that subject.

Here's an excellent FREE way to do just that. Go to Google and type in your keyword or key phrase. Take a look at the statistics there, but don't worry too much about them right now. The important part for you, at this point, is the bottom part of that page...all of the website URLs you'll see there.

Click on some of the top rated sites and see what information they have on there. See what they have to say...what they have to sell. See what price points they set for their products...if it IS their own product! See what affiliate products they're selling. If it's a popular product, don't you think that people may be interested in learning how to best...or better...use that product? Or maybe take care of that product?

What you're trying to do here is check out your competition...get the lay of the land...do some reconnaissance! Not with the idea of talking yourself OUT of writing a book about the topic, but with the idea of getting you excited about it!

While you're searching, make sure you find some sites that have free articles about your chosen topic. Copy those articles into a folder on your desktop entitled, "Resources"...we'll come back to them in just a bit.

Also, while you're searching, try to find forums that deal with your topic. That's easy to do. Just go to Google and type in forum: dogs or forum:dachshunds ...you get the idea. These forums are a treasure trove of great information! Make sure you bookmark the

ones that closely fit your topic...you WILL be coming back to them!  
Add them to your resource file.

Take a little time on each of the forums to read a few posts...see what questions people are asking...see what people are talking about. Find a forum topic that has a lot of responses and read through them. What you're doing here is getting a feel for your market...what they want to know...what they already know...what they buy...what they don't buy...how they talk. This will help immeasurably when tomorrow rolls around and you start actually writing!

Now, let's get back to that file you put on your desktop. You should have quite a few articles in there by now if you've been copying and swiping. That's why it's called a swipe file! Everybody who's really serious about marketing keeps one. If they see something that looks really cool or interesting or applicable, they just add it to their swipe file.

This is NOT a file to steal content from. That's just plain dumb...and illegal! It's pretty hard to make a decent living from the state pen! It's your resource file. A resource for ideas, methods, techniques that you may end up using in the future. The best way to use a swipe file for your first e-book is to read through the applicable content...articles, web pages, whatever ...and internalize that information. Think about how you could use that information in what you're accomplishing. Think about what the information means to you and how you'd tell your wife, best friend, mother all about it without any notes.



So, during this session, you should've spent nearly all four hours with your nose in Google. Getting a TON of information in your swipe file... and more importantly, in your brain!

Tomorrow, we'll get to work on getting all of that information you've just put in there back out in an orderly and readable manner. Remember what you've done here. This is one of the vital steps to writing a great e-book.

If you have any spare time tonight, get yourself buried in your swipe files and get your brain really filled up with information about your topic. Don't worry...we'll get it out of there tomorrow! Good job today!

## Day 4

Well...today's the day you actually start writing! Now's a good time...before you get all involved in the writing...to think back and see what we've covered since day one. You've covered a lot of stuff...learned some techniques that were new to you...and, probably were a little strange to you as well!

You may be getting tired of all of the review we do at the beginning of each chapter. I'm doing that for a very good reason! What you're really trying to learn here is the process...the process of how to write a book! Sure, this time around I'm sort of holding your hand through that process, but the next time, you'll be on your own.

It's sort of like when you were first learning to drive. You had to concentrate on each step as you took it. Put your foot on the brake, put it in reverse, check and see if anything's behind you...you remember having to think about all of that. After a while, you just jumped in the car and took off! That's what I want you to be able to do when you start your next book.

So, up to this point, we've talked about what you think about your writing ability...and given you some powerful reasons to think more highly of it. I've also given you an exceptional tool to grab ideas out of your sub-conscious and get them on paper where you can work with them and make them come to life. You've learned ways to work in niches, to find out if your ideas are profitable, and to start filling your head with the first thoughts of your new e-book. Man! That's a

lot in just 30 pages. Now it all starts to pay off...it's time to write!  
Let's get going!

First of all, wipe that sweat off your forehead, wipe those sweaty palms on your jeans and stop feeling that knot in your stomach! This is going to be a lot better...and easier than you think it is. Remember that "stinkin' thinkin'" thing and look up at the side of your computer monitor and see that piece of paper with those promises you made yourself back a few days ago. Relax! This is gonna be fun!

First of all, let's think up a catchy title for your new book. Grab that legal pad...and pen! For the rest of this book, we're going to say that your book will be about diets for dachshunds. Whatever your topic is, write it down at the top of a blank yellow pad page...right in the middle...and in BIG LETTERS.

## DIETS FOR DACHSHUNDS

Although that phrase alone may be a good title for a book, we're looking for a title that will make people want to read this book...not even want to...**HAVE** to read this book!

The best way to do that is to insert some other words in there to grab their attention. Words like, delicious, easy-to-do, cheap, healthy, ...can all go before the word diets. Words like your darling, your fat, overweight, older, ...can go in front of dachshund. Here's what you need to do.

Right below that big topic title write a list of descriptive words that will work with your topic...make it at least 10 words long. Then, right below the big lettered topic, start writing the new titles.

Delicious Diets For Your Darling Dachshund...Easy-To-Do Diets For Your Fat Dachshund...Healthy Diets For Your Older Dachshund...and so on.

Do that with your title. Have some fun with it. You probably will come up with some really funny ones, and some really smelly ones! Doesn't matter. Just put them down on paper till you've used all of your words.

Now, sit back and read each of them out loud! One or two of them will really sound good...really sound like the title of a book that

you'd probably buy. Those are the ones to work with. All you have to do now is pick your favorite and you've just come up with the title for your first book!

Here's a little trick that always gets me really going when I'm first starting a book. It may work for you as well.

Go to Google and type in your topic...dachshund, in our example book. Then, click on the "Images" link right above the search box. You'll find all kinds of pictures of dachshunds. Take a few minutes and pick one that really catches your eye. You have to know right here that you probably won't be able to use that exact picture for your book cover since it probably is copyrighted...I'll tell you a couple of places to get some great pictures that are copyright free here in a minute...but just having a picture helps this process along tremendously! Leave it up on your screen and continue.

Your next step is to start an outline. How do you do that? Well, the best way to show you is to refer you to the **Table Of Contents** for this book.

That's what we want to end up with...a list of chapters.

But for now, we need an outline before we get it in that shape. The first shape your outline will take is just a list of everything you want to tell me about diets for dachshunds. Do you want to tell me a little history of dachshunds? Do you want to tell me how many dachshunds are registered in the US? Do you want to tell me about the different kinds of dachshunds?

How about health problems that dachshund routinely suffer from?

Just write down everything you can think of to tell me about dachshunds right there on your legal pad. Put each thing on a separate line and leave a few...3-4...lines between them. We'll fill those spaces in momentarily. Don't edit yourself here! Just write everything down for now!

If you look at my Table Of Contents, you'll see that I ended up with 10 chapters. (There's more there, but I always use an introduction, a summary chapter, and a resource chapter in every book. We'll cover that tomorrow in greater depth.)

What you don't see there is that my list of things I wanted to say was about 30 lines long rather than 10. So, keep writing! Don't try to put anything in order right now. Just throw all of your ideas down on the page.

You should be able to come up with 20-40 things you want to say about dachshunds. If you don't have that many, go back to your resource file and read some more. Try to get at least 20 lines filled up on that legal pad. This will take you some time, so I'll go get a Pepsi while you're happily writing. I TOLD you this wasn't going to be so bad, now, didn't I?

That wasn't so hard...he said between chugs of Pepsi...now was it? You'd done your research, you'd read about your topic, you'd read articles on the topic, you'd visited forums that talk about the

topic...there was a LOT of stuff in your brain that you didn't even know was there!

If you're REALLY smart and really want to have a great first book, you'll use the Kumar method on your list of things you want to tell me to see if there is anything in your sub-conscious that needs to be added to the list. You might just be surprised here!

Okay, you've got a page full of things to say now. Each thing is on a separate line with several lines in between them. All you need to do is fill in those blank lines between each thing you wanted to say. Those are the details.

For example, if your first line was the history of dachshunds, then your detail lines would be something like, Came from Europe, Used for hunting, Hunting ferrets, used by royalty, brought to US in 1813, good natured dogs, loyal, protective, weak backs.

Now, you see that some of those things don't fit under the history of dachshunds, do they? Weed those out and put them under another main topic. Keep doing that until you have 8-10 things under each topic. Anytime you need to refresh your ideas, go back to the resource file or do the Kumar thing again. See why those things are so important now?

Ideally, you want to end up with about 10-20 main topics with about 10 sub-topics below each one. Do you see what you're doing here? You're actually writing the book!

Each of those main topics will probably end up being a chapter. The points below them will be the individual paragraphs in that chapter.

One last thing before we call it quits for tonight. You have quite a few main topics there. You need to get them in some kind of logical order so the reader...your reader... won't feel like you're jumping around all over the place. The absolute BEST way to do that is to read the topics out loud! See if the way you have them ordered makes sense to you when you're talking them. Pretend you're talking to your beloved Uncle Gus. Read him the topics and see what he thinks...he'll let you know!

Can you see this e-book thing starting to come together? Can you see how close you are to having it done? That ought to REALLY excite you! I know it excites me.

You did a good job today. By the way, have you forgotten those sweaty palms and that knot in your stomach? I thought you might!

Tomorrow, we put it all together. Be there!



## Day 5

Okay! Today's the day! By the end of this chapter, you'll have your very first e-book! Do you feel it yet? Do you feel like that guy who's running the mile and is coming around the final turn and can see the finish line? You should! You've done a LOT of work to get here. But, now isn't the time to slow down...it's the time to do what the milers call "kick it". That's where you suck it up, reach down and get all you have in you and run as fast as you can!

That's exactly what we're going to do in this chapter. We're going to cover a whole lot...in great detail and at a pretty fast pace. Why? Momentum! You're excited right now because you can smell, taste that e-book. I want that enthusiasm you're feeling right now to come out in your writing...it'll make a HUGE difference in the words you choose, in how you put those words together...in how your book sounds to your readers...in how well it sells!

So...let's get going!

I'm going to be talking a LOT about **Easy PDF Maker** in this chapter. You can use it as a word processor if you don't have Microsoft Office.

Now, you still have that yellow legal pad you were working with in the last chapter, I hope? The one with all of the things you wanted to say about your topic...and all of the explanatory details you added to those points.

Good, grab it and sit down in front of Easy PDF Maker (Word) and let's get going on your book.

Okay, the first thing we're going to do is actually construct your book. I've found over the years that this really helps me get everything straight in my head before I even get started doing a lot of writing...I'm sure it will help you as well.

Let's talk about the title of your report first because **the most important thing about your report is the title and the cover.**

People do judge books by their cover regardless of what your English teacher tried to tell you. Infact, several studies show just changing the cover and title of a report has resulted in massive increases in response rates. Some as high as 317 percent!

You can get ideas for great titles by scanning magazine racks. Notice how the articles are all headlines? That's what you want.

Now let's talk about getting images for your cover.

You can easily find just about any type of picture you want at a couple of sites I've found over the last several months. The first site will cost you a little bit of money...about \$1.00 a picture...but it is well worth it! It's called I-Stock [www.istockphoto.com](http://www.istockphoto.com) They have more pictures there than you can shake a stick at! The deal is that you have to set up an account with them and fund that account with, at least, \$20.00. Then, you can grab any picture you want...most are \$1.00...download it and use it till your heart's content. Well worth the money!

The second site, stockexchange, <http://www.sxc.hu/browse.phtml> has a TON of free-use pictures. You have to read the individual license, but you'll find a bunch of great pictures there as well as some paid ones. They work the money the same way that Istock does.

So, go grab you a picture, save it to your hard drive someplace where you can find it again and let's get back to Word.

What we're going to do is actually build the book first...before you even start writing it!

Your very first page is going to be your cover page with the picture you just downloaded, the title, your name and the copyright statement. Look at the cover of this e-book to see what I'm talking about here.

Remember that list of things you wanted to say about your topic...the one with the sub-topics written in right below each main topic? That's going to be your guide for writing starting right now. The first main topic will be your first chapter. The sub-topics underneath of it will be the paragraphs for that particular chapter.

So, go ahead and put your first topic at the top of your first REAL page and start writing. Now, you have 5-7 sub-topics there. Let's say your first sub-topic is "Came from Europe". All you need to do is write a paragraph that says just that. Something like: Dachshunds were first bred in Europe in the 1600s mainly by the wealthy barons of Germany.

The first written reference to dachshunds was... you get the idea. Write 3-4 sentences about each sub-topic and then, when you finished that idea, move on to the next sub-topic.

When you've finished your sub-topics, you've just about finished the chapter. Do a last paragraph that summarizes the chapter and then a sentence that introduces the next chapter and then you're done!

See how simple that is? It really cuts the BIG task of writing a book into much more manageable tasks...a chapter...a paragraph at a time!

One VERY important thing here! Unless you're a college professor who's writing to other college professors, don't try to sound like one! Make what you say sound exactly like what you'd say if you and I were sitting on your front porch or on your living room couch and just talking. Envision telling your Uncle Jim about dachshunds and then just write those words. Don't use a lot of big words or try to be fancy...just TALK to me!

One of the best ways I've found to do that is the use of contractions. You'll notice I use a lot of them. I don't say, you will notice...I say you'll notice. Isn't that how you speak naturally? This one little tip will help you get in the mood for typing like you talk.

Another tip: type EXACTLY what you think...don't try to put it in better, fancier words...if you think something, just type it! When you're typing, don't go back and proofread it right then.

Just type...you can always go back and correct things...PLUS, Word will highlight things that aren't right for you! Get the chapter done and then, if you need a break, go back and see what Word has to say about what you did wrong...spelling, grammar, that stuff...fix it, read it out loud to yourself and then go on to the next chapter.

At first, you're going to feel a little strange typing this way, but after a while, it'll actually start to be a fun way to communicate! And, truthfully, a very profitable way to communicate! People like to have you...the author...talk WITH them, not TO them...and, especially not DOWN to them. If you imagine you're talking to a favorite uncle...good old Uncle Jim...your best friend, your wife...whoever...you'll be a long way to communicating...to writing...in a manner that people will like and buy more of!

Okay, you've got your first chapter done. Go ahead and move on to chapter two and repeat the process again and again. One great thing about writing like you talk is that you don't have to spend a lot of time trying to come up with just the right word.

Things just flow out of you better and go onto the page better when your thoughts go right to your fingers rather than being edited before they ever make it there.

Keep trying to make your fingers type exactly what you're thinking. It gets easier as you do more of it. I believe that, as you re-read your chapters, you'll be surprised at just how GOOD you've done.

Why's that, you ask?

It's because your language is fitting well with how your brain works and seems very natural. It'll be the same with your readers. They literally hear each word or phrase as they scan it with their eyes, so your natural writing style will definitely please them!

Keep up the process of topics...sub-topics... chapters... paragraphs... until you've finished your whole outline. Take some time between chapters to re-read and correct the little things, but keep on typing...the end is near

## **Now, What Do I Do?**

First of all, you need to reach your arm up over your shoulder and pat yourself on the back! You've just accomplished something that very few people ever do...you've written your own e-book! You have your own product now! Welcome to the big leagues!

Your book still needs a little polishing, but you're nearly finished!

All you need to do now is go back through the entire book and READ IT OUT LOUD! That may sound really stupid to you and you may feel REALLY stupid doing it, but just do it! Here's why: The average reader actually "hears" the words in their head as they read. If what you've written doesn't sound right to you when you read it out loud, it probably won't sound right to your readers either.

So, don't skip this step! Read it out loud and change things that need changed. One of the things I do is use a LOT of contractions. I'll instead of I will...don't instead of do not. You get the idea here. Think about how you talk and try to write like that...as we discussed in the last chapter.

Make sure you check your spelling. Word does a pretty good job of this, but has some built-in errors. For example, if you forget to put an "r" on "your" and write it as "you", Word won't display that as a spelling error because "you" is spelled right. That's the second reason for reading it out loud...to save yourself from some embarrassing spelling errors.

Now's the time to watch for paragraphs at the bottom of a page. Try not to split a paragraph between pages. Our testing over the years shows that this REALLY bugs readers! Just slide that last paragraph down to the next page and your readers will thank you for it!

If you have links in your text that you want to be clickable, now's the time to check them as well. Word will make anything you tell it to into a link...even if it's spelled wrong! Nothing is as frustrating as wanting to click on a link that your book has gotten me really interested in and it doesn't work! Check them!

What you're working on here is the reading experience. This is a HUGE issue! Your goal is to write a book that people will buy...that's a given. But, what you REALLY want is for those initial buyers to become long term customers... your long term customers! If your books are pleasant to read, are laid out well and are written in a way that sounds like you're talking with them...you WILL make them long term customers...and have a long term business! This is an important lesson for you to learn right now, during the preparation of your first book. Put some time into it, it'll pay you dividends for years!

Okay, you've read your book out loud, changed sentences that didn't sound right, checked ALL of your spelling, checked your links if you have any, and paid attention to where the paragraphs land on the



page. You're ready to transform your book into a format that will allow your readers to easily enjoy and learn from it.

The most popular way to distribute ebooks is with PDF files because they can be used by people using Apples and Windows based machines. There are two major formats for distributing an e-book to your customer.

When it comes to turning your Word document into a PDF document, Adobe Acrobat is the gold standard of the entire PDF field. Two things stand in the way of everyone using it. Its cost...expensive...and its learning curve... pretty difficult! If you already have Adobe on your computer...good on you, just use it.

If you don't have Adobe, then use Easy PDF Maker. It's only \$17.00 and it blows the doors off all the other PDF creators except for Adobe Acrobat.

## **Okay, It's Done. How Do I Make The Money?**

Yep...you're finally done! It's ready to go to market and make you some money.

Marketing an e-book is an entire book all in itself, so I won't even attempt to do all of that in just one chapter. I WILL, however, give you a quick list of what's worked for me over the last 6+ years and let you decide what's best for you.

First of all, if you don't have web hosting, you need to get signed up with someone. You HAVE to have your own PAID hosting...no two ways about it! When you're looking at hosting, you don't have to worry so much about the storage space...at least for a while...or the bandwidth. What you DO have to look at is the types of scripts that will run on the hosting companies servers...PHP, CGI, that sort of thing. You also DO have to look at any extra scripts the hosting includes.

Even if you have your own paid hosting now, it's worth it to take a look at hosting companies that have a built-in affiliate management script. You're going to be using one here very shortly and if you have one built in you're way ahead of the game in time, support and money.

You need to have a good...no, very good...website to sell your book from. Just some basics here: (These have all been tested thoroughly, by the way.) You need to have either a very unobtrusive header or no header at all. That varies with your target market and is something you'll have to test for yourself.

Your sales page must be very focused on your product...no other distractions, no AdSense, no extra links...just the product.

You must have a good headline...one that immediately tells the visitor what your book will do for them.

You must have a list of benefits that the visitor will reap if they buy your book. 7-10 bullet points seems to be the consistent winner in testing. Make each bullet point answer the question "What's In It For Me?" WIIFM.

This is important! You already have quite a leg up on others since you've just learned how to write effectively...communicate effectively... during the process of working with this book! Keep that conversational tone...keep using those contractions...talk WITH the reader, not TO them!

Get a professional e-book cover done for you! Please, unless you're an e-cover pro, don't try to make your own! You've worked too hard on your book to ruin it with a cheesy looking e-cover.

Your sales copy needs to be written in Verdana font. Break up the copy with relevant sub headlines.

There are a TON of other things you can do to a website to make it sell better for you. The absolute most important thing you have to do is...GET THE WEBSITE UP AND OUT THERE! You won't make a dime unless the website is live and trying to attract visitors, so don't study it to death or design it to death...just put it out there and THEN work on it. Most people don't do this. You need to be different than most people!

Here are the EXACT steps I take to market a new e-book.

- 1 Write the sales copy while the book is still fresh in my mind. I even start on the copy while I'm writing sometimes, especially if I'm really in to the topic right then.
- 2 Make a sample chapter...the introduction that you did as a separate PDF...and publish it to my server. I'll use that as a free sample of the book...of course, I try to get a name and email address for the privilege of downloading it...but I DON'T require it! I always give them a small link somewhere at the bottom of the signup form that will take them directly to the download. My main objective is to sell an e-book...the sample chapter will do that for me. So I want as many people as possible to download it. It's a lot like seeing people in Barnes and Noble skimming through the books before they buy.
- 3 I always put the Table Of Contents on the sales page. Tests show that this action alone can boost sales as much as 28%! I also offer the TOC as a download as well.

4 I always have a professional e-cover done for the book. I'm very picky about this and only use the best e-cover creators.

5 I always use a "buy" button, that says something like..."Grab Your Copy Right Now!"...or..."get Your Copy Today!" instead of "Click Here To Buy"

6 I always use a 30-day money-back guarantee, worded as strongly as I can to put all of the risk of buying the book on my shoulders and NOT the customers.

7 I usually don't offer bonuses...but in the rare cases that I have, I made sure that the bonuses were relevant to the topic of my book...not just a bunch of junk!

8 I ALWAYS offer an affiliate program! I started out using ClickBank to gather affiliates, but have since moved to using my own affiliate manager. That's where selecting the right web host makes all of the difference...my affiliate manager is built in!

9. I always send FREE copies of the book to friends for their

Testimonials...and I always use 5-7 testimonials on every sales page.

As I said before, this has all been well tested and continues to be tested periodically to make sure the techniques are still working.

All of this should give you some good ideas for your first sales site. The KEY is to get the site up and running! Don't hesitate! Go ahead and do it...right now! If you wait until it's perfect in your eyes, you'll never make a dime, because you'll always find something else to change...to make better. Put it out there, check the stats, change things as needed, but, PUT IT OUT THERE!

That's a really short marketing course, but it's enough to get you started in the right direction. Just take action!

We'll wrap everything up in the next chapter and get out of here!

## **Wrapping It All Up**

Well, this has been quite a journey! You started out being a little afraid...c'mon you can admit it now that we're friends...of writing. You started out wanting a product of your own, but only had...maybe...an idea, but NO idea of what to do from there.

You learned some great ways to get your ideas down on paper as well as get ideas out of your sub-conscious. That Kumar method will serve you well in many areas...not just writing! Use it, you'll be amazed at what your brain can come up with.

You learned about niche research...how to do it quickly and efficiently. You learned to sell what people are already buying. AND...you learned how to merge your ideas with your niche research to come up with an idea for your first e-book.

You made an outline of your book...topics and sub-topics...and learned how to turn that outline into an actual book, which you then learned how to market!

All in all, that's a LOT of stuff to learn! You should feel pretty good about yourself about now...you've accomplished a lot!

I hope the main things you take away from this book are the facts that you CAN write anything you want and you CAN learn to effectively write in a way that gets your ideas across to others in a way that is pleasing to them. If you've learned that, you're many steps

ahead on the way to being a successful e-book writer.

Keep using the Kumar method...keep writing exactly as you think... keep writing like you're talking to a good friend or Uncle Jim...just keep writing!

Your next book will be a LOT easier. The one after that will be even easier than the second one. You've made a great start here! Learn how to make money from your books and then just write a TON of them. Now, THAT'S the way to have a truly BIG online business!

I'd like to thank you for reading this book. It's been a pleasure to write it for you. It was sort of like a brain dump for myself...a chance to look at how I work...and how well my process works for me! And, you know what? It works pretty well...I LIKE it!

I'd love to hear about your first e-book and how the process worked for you. I'd love to hear about your successes, big or little...as well as what didn't work for you.

The main thing is...DO SOMETHING! Take action. Make a goal and jump in there and achieve that goal. You can do that, I have no doubt!

Wishing you success in everything!

Frank Salinas  
<http://easypdfmaker.com>