Checklist: How to Create & Sell your Own eBooks

Is the thought of selling your own product intriguing but also overwhelming at the same time? Here is a checklist to get you started.

1. **Research your target market & come up with an idea for your product.**

   I could go into great detail on this step, but I'll make it short and sweet. The following three criteria must be met. Choose a topic where...

   - People are looking for information.
   - They are willing to spend money on that information.
   - You, personally, are at least moderately interested and knowledgeable about this topic.

   Although the third point is optional, I recommend it if you are going to stay interested and motivated to promote your ebooks for months and years to come. You have the option of choosing something you love or something that is popular. Make work fun by choosing a market that you enjoy.

   Here are some ideas for you...
   - Weight Loss and Dieting
   - Health (or fixing health problems)
   - Fitness and Exercise (lifting things that are drooping and tightening things that are sagging)
   - Looking good (reversing aging, removing hair, keeping hair, etc.)
   - Relationships (finding then, keeping them, getting over them)
   - Making Money (online or offline, small business, finding jobs, etc)
   - Saving Money
   - Parenting problems/concerns

2. **Purchase a Domain name.**
   Important things to keep in mind when choosing a URL are:

   - Make it memorable.
   - Make it short.
   - No numbers or dashes.
   - Easy to spell.
   - Descriptive of your product.
   - It should end in a .com (not a .net, .org, or .biz – unless you have a darned good reason to do so)

Also, if this is going to be your main site, be sure to buy any similar domains to protect your branding.

You can buy your domain names anywhere, but I recommend:
www.GoDaddy.com

3. **Purchase Hosting.**
   I recommend **www.MomWebs.com** for many reasons, including:
   - Excellent customer service.
   - Reliable uptime.

4. **Load autoresponder/set up squeeze page while developing product.**
   The best autoresponder, in my opinion, is **this one**.
   This autoresponder will manage multiple ecourses and lists, including your customers and affiliates. It will grow with your business.

   If you don't have a squeeze page, you can start with one at
   www.MostlySanePLR.com

   By setting up your squeeze page first, you can start to develop a list of people interested in your topic. That will help you later when you launch – you'll have an instant boost for your new product.

5. **Develop product.**
   Don't know how? Here are some options…

   If you can write 7-15 pages on your topic, I recommend that you grab the free report on this page - **www.SmallReportsFortune.com**

   OR

   Take a shortcut by buying Resale Rights products. You can find some here:
   www.srzone.com/rights.html
   www.FullTimeWAHM.com (includes resale rights)
   www.BeginnerCoach.com (also includes resale rights)
   http://easyplr.com/resale.htm (great reports with rights)

   OR

   Start with PLR content. Here are some places to look…
   www.EasyPLR.com
   www.JustPLRcontent.com
   www.easyplr.com/bestplr.htm

OR

Record an interview with an expert, have it transcribed and sell it. It's really easy if you use **www.audioacrobat.com**

OR

Hire a ghostwriter to create a custom product for you.

6. Order graphics or create them yourself.
You'll need, at the bare minimum, an ecover for your product and at least one banner and button to promote it. A professional header or mini-site design can also convey a professional image.

7. Create sales page.
This is a highly important piece.
For best results, unless you have studied copywriting, I recommend that you hire a skilled writer to draft it for you.

You can find skilled writers at elance.com or **www.Shelancers.com**

8. Create thank you/download page.
Your download page should contain a few basic pieces:
- Who you are
- How to contact you
- Download instructions
- Download links (of course)
- What company name will show up on their paypal statement or credit card statement.
- Any bonuses they were promised and how to claim them.

9. Load the sales page, thank you page, & product to site.
If you've never done this before, you can either outsource the task or use a free program like **www.smartftp.com**

10. Decide on payment processor. (Figure out how you're getting paid.)

Here are some popular options to choose from:

- Clickbank - **click here for info** (Very easy to use and popular for that reason.)
- Paydotcom - **click here for info**
- E-junkies - **click here for info**

- 1ShoppingCart - **click here for info** (Much more control & room for growth. More hands-on.)
- WAHMCart - **click here for info** (Similar to 1ShoppingCart, but more affordable.)

If all of those options sound overwhelming right now, then a simple paypal button will work just fine for now.

11. Once the pages are loaded, notify your lists. (Tell your friends.)

Contact the following people about the product:

- Your leads lists.
- Your customer lists.
- Your JV partners

If you don't have lists, don't panic. Just move ahead to the next step. Although…
I do recommend that you read the free report at **www.ListProfitSystem.com**
to learn more about list marketing.

12. Create affiliate tools and notify your affiliates. (Get your Sales Army on the March.)

If you have affiliates, TELL them about your new product and let them promote it for you. Why not have your team of affiliates promoting it for you?

Recommendation: Sign up for the free ecourse at
www.SalesArmySecrets.com right away if your affiliate program needs serious help.

The very basic tools that you'll need are…
1. Banners & buttons
2. Articles
3. Solo ads
4. Text ads

But, of course, there are many more tools that you'll wish to offer. Just get started with these.

13. Continue promoting your new product. (Market the heck out of it.)

Don't forget to promote the report like you would any of your other products.

- article marketing
- pay per click
- ezine ads
- forum marketing

Check out **www.OutsourceWeekly.com** to learn how to outsource every item on this list.

- SEO
- web 2.0/social networking

And anything else that you'd normally do to sell your products.

You can certainly outsource many of these activities and/or train your affiliates to do them for you!

14. Start researching your next product. (Rinse and Repeat.)
Go back to #1 and do it all over again.

Does this sound like an insurmountable task? Don't panic.

I recommend that you check out **www.OutsourceWeekly.com** for a step-by-step course that will show you how to easily and effectively outsource many of these tasks – and increase your income in the process.

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