

Newcawl Marketing Presents

Niche Hunting for Newbies

Uncover the Secrets
to Creating Profitable
Products Everytime!



Legal Disclaimer

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This book is not intended to be a source of professional, legal, financial and/or accounting advice. Where these subjects are concerned, you are advised to seek competent advice from professionals.

This manual is written in Arial for easy reading. You are encouraged to print this manual for reading convenience.

Contents

Legal Disclaimer.....	2
Contents.....	3
We're Going on a Niche Hunt!!!.....	4
How to Be Sure That Your Product Will Make Money.....	7
The Secret to Creating Your Killer Product.....	12
Writing with Ease.....	16
Putting It All Together.....	21
Setting Up Your Online Payment System.....	23
E-Book Covers.....	25
Finally.....	26

We're Going on a Niche Hunt!!!

This is one of the most talked about subjects in IM and can be like the search for the Holy Grail! :)

The good news is it really does not have to be that difficult and you can find hungry niches with ease it just requires you to think a bit outside the box.

The Example I am about to give is the exact method I use to find hungry niches and is quite easy to do!

I have seen a lot written about how to select the niche you want to enter.

Many say write about your passion. That is all well and good but if your passion is training otters to ride bicycles I wouldn't go ordering that new yacht just yet!!!

However it is a good place to start. You may not find your hobby or interest is a profitable one but at least it gives you a starting point.

Just think of things that you enjoy doing like cooking, playing computer games, fishing, DIY, Ebay, collecting stamps etc...

The other thing I should mention here is try not to spend too much time thinking about this as it can prevent you from taking action!

Once you have thought of a niche that you have some interest in, start researching to see if it has possibilities.

If it doesn't move onto the next idea, and the next and the next and so on until you find one you think is profitable.

If it ends up being one you have no knowledge of what so ever, don't worry we will deal with that issue quite easily. Just go with the money rather than the passion.

I am going to look at a niche I am actually quite interested in, and that niche is "Dog Training".

I have recently acquired a dog from the RSPCA and have been going religiously every week to training with him and have really enjoyed it and have picked up a lot of hints and tips.

I think this is a good subject from the point of view that there are lots of different areas of dog training, and just as importantly I am going to enjoy researching and writing about it. Plus I have a little knowledge so I can add my own personal experiences to make it more interesting for the reader.

Ok, so once you have got your niche the first thing you need to do is see if it is profitable and people are looking for it!

Remember don't spend too much time on this just think of something you have an interest in and move on to the next step.

The next thing you need to do is go check out how many people are searching for your niche.

The site I use is <https://adwords.google.com/select/KeywordToolExternal> as it lets you see the amount of Google results and the amount people are paying per click on Adwords.

Keywords	Local Search Volume: September ?	Global Monthly Search Volume ?	Match Type: (Broad)
Keywords related to term(s) entered - sort by relevance ?			
dog training	301,000	1,500,000	Add <>
dogs training	27,100	135,000	Add <>
dog train	22,200	90,500	Add <>
dog obedience training	6,600	60,500	Add <>
dog training collar	14,800	60,500	Add <>
training a dog	5,400	40,500	Add <>
dog training collars	6,600	33,100	Add <>
house training dog	3,600	33,100	Add <>
dog training school	2,400	27,100	Add <>
dog training tips	4,400	27,100	Add <>
dog agility training	4,400	22,200	Add <>
dog training classes	9,900	22,200	Add <>
gun dog training	9,900	22,200	Add <>
train dogs	3,600	22,200	Add <>
dog potty training	1,300	18,100	Add <>
dog training club	6,600	18,100	Add <>
free dog training	2,400	18,100	Add <>
trained dogs	3,600	18,100	Add <>
training your dog	3,600	18,100	Add <>
dog training books	4,400	14,800	Add <>

Here is what the tool brought up for the keyword "Dog Training":

There were more results but for the sake of this guide you should be concerned with just the top 20 results.

As you can see this is a VERY popular niche with lots of people typing in some very profitable phrases. Don't worry if your niche does not bring up this many results, as dog training is a heavily saturated market.

Bear mind though you need a good number of searches to make this a profitable income stream for you. Different marketers will tell you different numbers depending on their own point of view. I try to stick to above 2,000 a month searches for a niche term in a local area, i.e. UK or US. You'll then find the global figures are much higher.

So as you can see the main phrases that would interest here are:

- dog behaviour training
- dog potty training
- dog training books
- dog training tips
- dog obedience training

So you should now do the same and pick the top 5 phrases that are being most searched for in your niche.

If you followed the above steps and your niche has less than 2000 searches per month then you will need to find another I'm afraid as it may not be worth putting the work in if there are so few looking for it!

So if you have a very small niche, try and think of another niche with more search results.

If you have found a niche with a decent amount of search results move onto Step 3 where we will find out if your niche will make you money!

How to Be Sure That Your Product Will Make Money

Ok, so you have your niche and have picked out the top 5 phrases that people are searching for in that market.

However as I said several are not going to be suitable, but in some niches you may not know that straight away.

So, the next thing you would need to find out is if the niche will make you any money!

Bear in mind that there is no guarantees that you will make money with your product, however if you follow this step it should make 99% sure that there is a market for the taking!

What you should do now as well is make a folder on your Desktop to keep all your work together.

Just call it your "niches name" product for example "Dog Training Product".

To find out if you will make money from your product we need to ascertain that all the people are searching for your 5 phrases are buying as well!

There are many different ways to do this but this is the way I do it:

First of all go to <http://www.google.com> and type in your top phrase (the one with the most searches) for instance I would type in "Dog Training".

This is what Google brought up for me:

Dog Training
www.stephenbullied.co.uk Professional **Trainer** since 1979 can transform your **dog**

Puppy Training & Dog Dog
www.dog-training-online.info/ For All Breeds And Sizes Of Dogs Effective **Dog Training** Methods

Dog Whisperer
BarkBusters.co.uk Private Home Service Fast Results Any **Dog** Any Age All Problems Solved

Sponsored Links

(Stop) Dog Aggression \$37
Use **Dog** Whispering For Amazingly Fast Results. All Aggressive Dogs!
www.DogProblems.com/Aggression

Training Puppy In 5 Days
No More Gross Smells On Your Carpet
Training a Puppy in 5 Days ..
HousebreakingMyPuppy.com

Positive Dog Training
Effective & Free From Force or Fear
Learn Yourself or Find **Trainers**
www.ClickerTraining.com

Do You Love Your Dog
A Well Trained **Dog** Is A Happy **Dog**
Train Him At Home
www.TheDogTrainer.com

Dog Training Problems
The Professional Solutions remote
Pac Collars & Electronic Fences
www.paccollars.co.uk

Discover Dogs
Health and **training** tips
from the experts.
www.discoverdogs.org.uk

Dog Training
All Over The UK. 98% Success Rate.
Expert **Dog Training** Schools In UK
www.DogTrainingUK.com

Dog & Puppy Training
Dog Behaviourist For Herts & Essex.
Any Problem Resolved. Home Visits.
Animal-Nanny.co.uk/Training

Looking for local results for **dog training**?

Remember this location

[How To Train A Dog, dog training tips and techniques for home ...](#)

Discover how to train a **dog** the right way yourself at home. Learn about clicker **dog training**, **dog** whispering, puppy house **training** and more **dog training** ...

[Puppy Training - Problem Behavior - House Training](#)
www.dog-obedience-training-review.com/ - [Cached](#) - [Similar](#) - [Ⓞ](#) [Ⓜ](#) [ⓧ](#)

[Dr. P's Dog Training & Behavior Main Page](#)

Noncommercial, comprehensive site on all aspects of **dog training** & behavior. Arranged as a virtual library & emphasizes pointers to full-text articles.

www.uwsp.edu/PSYCH/dog/ - [Cached](#) - [Similar](#) - [Ⓞ](#) [Ⓜ](#) [ⓧ](#)

[Adams Dog Training and Dog Behavior](#)

Adam reveals which **dog training** techniques, methods and **dog training** approaches are most effective.

www.dogproblems.com/ - [Cached](#) - [Similar](#) - [Ⓞ](#) [Ⓜ](#) [ⓧ](#)

[Welcome to Cesar Millan's Official Web Site](#)

Cesar Millan Center - **Dog** Psychology Center for Dogs featuring **Dog** Whisperer ... SOLVING YOUR **DOG'S** BEHAVIOR PROBLEMS: Does your **dog** have behavior problems? ...

[Show map of 919 E 61st St, Los Angeles, CA 90001](#)

www.cesarmillaninc.com/ - [Cached](#) - [Similar](#) - [Ⓞ](#) [Ⓜ](#) [ⓧ](#)

[Dog training - Wikipedia, the free encyclopedia](#)

Dog training: the process of teaching a **dog** (*Canis lupus familiaris*) to perform certain actions in response to certain commands which the **dog** is trained to ...

en.wikipedia.org/wiki/Dog_training - [Cached](#) - [Similar](#) - [Ⓞ](#) [Ⓜ](#) [ⓧ](#)

Once you have typed in your main phrase the first thing you should look at is the number of search results the query has.

You can see from the example the search results and there are 39,800,000 results for the phrase "dog training".

This is a lot of results and that normally means there is a market there.

The next thing you should do is look at the number of Adwords (sponsored Links) the phrase has.

These are adverts people place on Google for certain phrases. What we are interested in is how many competing ads there are and what sort of price they are paying to be there.

Basically the more profitable a market the more people will bid to place their ads.

So all you need to do now is type each one of the five phrases you picked earlier and make a note of:

1. The number of search results
2. How many people are paying to be their on Google Adwords

The next thing we need to do as mentioned above is get a rough idea of how much people are willing to pay to be there on Google Adwords as this is a good indicator of how much money is in a niche!

Also make a note of what the Adwords are selling as this is a good indicator of **WHAT** people are buying in the niche and this can help you with your product creation.

For instance what is the top Adword Ad?

For the dog training niche it is:

Dog aggression
Training puppy in 5 days
Positive dog training

Bear in mind this is not necessarily the best product to copy although it will give you an idea of what people are selling in the niche.

However the above is just something to bear in mind, when you have checked out the search results for each one of your phrases and the competing ads we need to know how much people are paying and for this we will use a site called:

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

Spyfu is a site that lets you see what sort of money people are spending on Google Adwords for their phrases.

Once you go to the Spyfu site you will see this screen:

All you need to do is type in your main phrase into the Spyfu search bar and it will display the information we want.

You will need to do this with each of your phrases but I will go through the process with my example phrase "Dog Training".

This is the info that SpyFu bought up for the phrase "Dog Training":



You will receive more info showing the Google Adwords ads but we are only interested in the top bit as shown above.

Let me explain what this data means and how it is relevant:

Cost/Click: This tells us the average cost to the advertiser per click, so you can see that the average advertiser is spending .63p to £2.08 per each click. The higher amount is the better as if they are spending a lot of money per click they must be getting sales! (Normally anyway!)

Click/Day: This shows us the average amount of clicks per day an advertiser is getting on that phrase. If this is high it is better also as it means people are searching for information on that phrase.

Advertisers: This shows the number of advertisers bidding on this phrase. Ideally this number should be lower than 20 as it means that there is more than 20 different competing Google Adwords and if you can find a good niche with low competition then this is better. Don't worry too much about this though as if it is high you can get people to promote your product!

Cost/Day: This shows the total daily cost to all advertisers that bought this keyword/phrase this just shows you how much an advertiser is prepared to pay to stay at the top. Normally the more the better, as if the advertiser is willing to pay more then they must think the keyword is profitable!

So all you need to do is go through each of your 5 keywords and see the results using this tool.

Ideally you will be looking for all the figures to be high and the competition low (lower than 10 competing ads can be a goldmine!).

However as long as people are spending money and there is a market there you will make money 99% of the time!

Also you should now start thinking about narrowing down your niche for product creation using this tool.

For example I have been focusing on the keyword "Dog Training" however it is a good idea to focus on an **actual topic** within a subject like "Dog Potty Training" in my example.

This is not always the case but does mean you can focus in on one point and will be easier when creating your product and more targeted.

Here are the results for "Dog Potty Training":

Stats For: dog potty training		view cached page >>
Cost/Click:	£0.44 - £1.19 +£0.00 (0.56 %)	
Clicks/Day:	0.79 - 1.00	
Cost/Day:	£0.35 - £1.00 +£0.00 (0.55 %)	
Advertisers:	4 -2 (-33.33 %)	
Search Results:	896,000 +366,000 (69.06 %)	
Search Volume:	603	

As you can see from the example above this phrase is a lot more focused and is still very competitive.

However although it is saying we would only receive 0.79 clicks per day if you created a product on how to potty train your dog you would get more sales than if you created the same guide and bid on just the phrase "dog training".

Does that make sense?

You should find a niche this way that tells people how to solve a problem or offer some solution.

So for this example I will settle on the topic "Dog Potty Training".

Also don't get too caught up on this just take each of your 5 phrases type them into Spyfu and note the results and see how much people are spending to be there.

Then select a phrase that solves a problem or that is more focused!

So I have settled on the phrase "Dog Potty Training".

The next step will show you how to get started creating your product.

The Secret to Creating Your Killer Product

Ok, so by now you should have a market that is profitable and all you need to do is create a product.

There are lots of different products that you can create but for the purposes of this report we will create an Ebook and I will show you how to write a brilliant one even if you do not have a clue about the topic!

The reason that you should create an Ebook as your first project is it is without a doubt in my opinion the easiest product to get started with!

If your niche really takes off you can always come back and create an "add-on" product like educational videos, or an online course as an up sell but to start off with focus on an Ebook.

So let's get started:

There are 2 good ways to write an e-book;

Using Private Label Rights e-books which is definitely the easier way. All you have to do is change the title and check the grammar. I would advise adding your own personality to the book and you are done.

But in this guide I am going to show a different way.

The reason for this? Well good PLR may not always be available. Plus I wanted to get you thinking a little bit more than just plr and getting you to be a bit more creative. Doing this will ultimately help you produce a better e-book and will make you far more knowledgeable about the subject you are writing.

When you increase your knowledge you can then be seen as an expert in the field and when you come to produce video or audio at a later date you will find it easier as you are drawing on the knowledge you have gained rather than from reference sites or plr products.

So let's get on with doing it the alternate way;

First thing we need for our ebook is Chapters how do you know what chapters to put in your ebook?

Well you need to know what people want answers too within your niche so for this we head over to Yahoo Answers.

<http://answers.yahoo.com/>

Yahoo Answers is an excellent resource to see what people want answers to within a market.

It is an awesome tool to find out what the chapters or sections of your ebook should be.

So all you do is type in the market phrase you have decided on into the search bar for instance mine is "Dog Potty Training" so I will type this in, here is what comes up for me:

The screenshot shows the Yahoo Answers website interface. At the top, there's a navigation bar with 'New User? Sign Up | Sign In | Help' and utility icons for Yahoo!, Mail, and My. Below this is the 'YAHOO! ANSWERS' logo and a search bar containing 'dog potty training'. A 'Web Search' button is to the right of the search bar. Below the search bar is a green bar with 'ask.', 'answer.', and 'discover.' buttons. Underneath is another search bar with 'dog potty training' and 'Search', 'Advanced', and 'My Profile' buttons. The main content area shows search results for 'dog potty training' with 1 - 10 of 7,362 results. The first result is a sponsored link for '7 Day Dog Potty Training' from HousebreakingMyPuppy.com. Other results include 'Dog Potty Training' from lams.com, 'do the dog potty training tinkle bells really work?', 'How do you teach an adult dog potty training?', 'Are there any dog potty training tips?', and 'How to do dog potty training older dogs?'. On the right side, there are 'SPONSOR RESULTS' for 'Housebreak A Dog Quickly', 'Potty Patch Indoor Doggy Bathroom', 'Grass Litter Box For Dogs', 'Dog Training', 'Potty Patch as Seen on TV', and 'Potty Train Your Dog'.

From the example it is hard to see, but there are 7,362 results for the phrase "Dog Potty Training".

What you need to do now is search through the results and see what the main questions or subjects that are brought up are.

For instance for my example one of the topics that comes up a lot within "Dog Potty Training" is the question "Should I smack my dog when potty training?"

The answer to this question by almost everyone is a big resounding NO!

So taking the example I would think about entitling one of my chapters "The 4 Reasons Why You Shouldn't Smack Your Dog While Potty Training!"

The amount of chapters you pick for your ebook is dependant on how many different questions are being asked but you should aim for about 5 or 6 chapters with good content.

More on how to get the content next, for now find 5 or 6 questions that are being asked and make a note of them as these will be some of the chapters of your ebook.

The top 5 issues I found for "Dog Potty Training" was:

- Should I Smack My Dog When Potty Training?
- Is It Right To Shout At My Dog When Potty Training?
- Should You Use A Crate When Dog Potty Training?
- What's The Best Routines To Potty Train My Dog?
- What Is The Best Way To Potty Train An Older Dog?

There was actually a lot more for "Dog Potty Training" but for your first product just focus on 5 or 6 main questions and save the questions in a notepad file and put them in the folder you made earlier.

These will be the main subjects or chapters for your ebook and all you need to do now is make a good title for each chapter and obviously add content to each chapter.

For the start of your book always start with an introduction where you can tell them who you are and what you are going to tell them.

This does not have to be too long however a nice little story will go down well.

For the title of your Chapters I find that catchy titles following the top reasons routine works well.

So for instance you could entitle the first chapter

“The Top 10 Reasons Why You Should Not Smack Your Dog While Potty Training and The REAL Secrets You Must Know for Successful Potty Training!”

As with every other step do not get too caught up on the titles of the chapters as you start to put content in your Ebook you can always go back and change them.

I find these three guidelines help:

- **Try to think of a catchy title that grabs their attention**
- **Use words like “Secrets” or “Never Revealed Before” to spark Interest**
- **Also use the top 10 reasons methods or 10 things NOT to do when training your dog, as it is easier when you go to write your book!**

So to recap you should now have 5 or 6 questions that your product is going to answer and have thought of how to put them into catchy Chapter names.

As I say this does not have to be a masterpiece just think of 5 or 6 chapter headers that you are going to tell them to answer the questions, as it will give you a focus for your content that you are going to do next.

Once you have your chapter titles you are ready to start writing your guide and the next step will show you how with ease.

All being well, you are now ready to begin writing your first product.

Don't worry it isn't as hard as it sounds!

Writing with Ease

Ok, you are now ready to begin writing the content for your Ebook.

A lot of people find this very daunting but it does not have to be!

This step will explain how I find good solid content for my e-books and how you can get them written and have a superb product within one day!

Want to know the secret to creating your own product super fast?

ALL THE RESEARCH HAS BEEN DONE FOR YOU!

You do not need to spend hours of painstaking research to write your next best seller as all the research has been done for you!

All you need to do to find good quality content for your Ebook is know where to find it!

The first place you should is Ezine Articles

<http://www.ezinearticles.com>

Ezine Articles has thousands of articles that you can use for the content of your product.

Bear in mind **you should not copy people's articles** but you can by all means take the main points from an article **and re-write it in your own words.**

Easy huh?

The only hard part is a lot of writing but stay on track and you should be fine!

Ok, the first thing you should do is go to the Ezine Articles homepage which is:

Navigation menu for EzineArticles.com including links for Authors, Publishers, and Readers.

Main content area with article categories and a list of 'Recently Approved Articles' with titles and authors.

Author Spotlight section featuring profiles of authors like Mary Schaefer, Sherry Sims, and Joshua Estlin.

Ok, it is a bit of a bad picture (and an old one I had on file, but it hasn't changed in a few years) but you should see a box on the side of the page about halfway down that has a search feature.

Click on the "Advanced Search" feature and it will take you to a screen like this:

EzineArticles.com Advanced Search Options

Enter Your Search Term Here:

Search these fields

Which Category do you want to search in ?

Which Country do you want to search in ?

- Look in Articles **ONLY** By Platinum Quality Authors
 Exact Match Only

Limit Word Count To Words

All you have to do then is type in your search term in the box and it will return all the articles in the database.

Try to use the exact phrase of your main keyword for instance I typed in "Dog Potty Training" and Ezine articles returned these results:

Search Results for: dog potty training

Showing results 1 - 50 of 46,109 for dog potty training - (0.04 seconds)

[Potty Training After a Divorce or Separation](#)

Many parents share custody of their children, which presents a unique problem when it comes to **potty training**. It's best to discuss **potty training** and agree on a strategy before you start. Both paren...

<http://ezinearticles.com/?Potty-Training-After-a-Divorce-or-Separation&id=16695> - Feb 25, 2005

[Potty Training Techniques That Don't Work](#)

Your attitude and actions have a huge impact on your child's **potty training** success. The following **potty training** techniques don't work and should never be done: Punishing your child for accidents ...

<http://ezinearticles.com/?Potty-Training-Techniques-That-Dont-Work&id=16692> - Feb 25, 2005

[Dog Potty Training Made Easy](#)

When **dog potty training** there are a few tips that can help you reach success easier. Take into consideration what your **dog** is eating. If your **dog** eats food with lots of sugar or fiber you will find that this produces more defecation than normal.

As you can see where I have highlighted on the picture above there are 46,109 articles on this topic!

I could write thousands of chapters if I wanted too, but you only need 5 or 6! :)

Already in this search we can see articles entitled "Potty Training Techniques That Don't Work" and so on.

You should search through and find 3-4 articles for each chapter and copy them each into a separate notepad file.

As I say **you should NEVER copy someone's articles word for word**, the author has laboured hard to produce the article so never under any circumstances plagiarise their work.

To use their article as research is fine, this is what regular journalists do everyday in the course of researching an article. My brother in law is a journalist and he spends hours on the internet looking at different sites and articles.

I cannot be any clearer than this. **NEVER PLAGIARISE ANOTHER PERSONS WORK.** This is only acceptable if you have their permission.

With Private Label Rights you have that permission.

Sorry to drive that home but it is something I feel very strongly about.

So in the folder you created earlier create a separate sub folder for each of your chapters and copy and paste 4-5 articles for each chapter that you can use content from!

All you need to do is start writing your ebook using the articles that you have found.

If you did not find much on Ezine articles here are some more top article sites:

<http://www.goarticles.com>

<http://www.articledashboard.com>

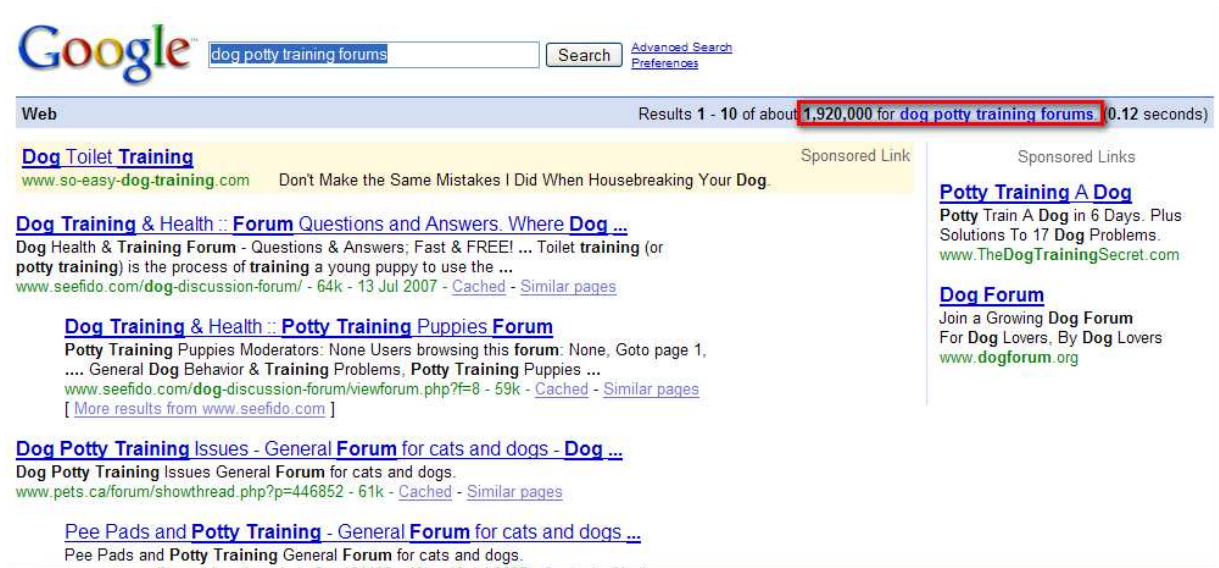
<http://www.searchwarp.com>

You can also find more specialist info by performing a forum search in Google for your niche.

This will bring up all the forums to do with your niche so if you are looking for some more in depth info you can find it there here is what you do to do a forum search:

- Go to <http://www.google.com>
- Type in your phrase/chapter and forums in the search box

- For instance I typed in “Dog Potty Training Forums” and this is what Google bought back:



As you can see there is 1,920,000 results which should be plenty enough for every chapter for a Dog Potty Training product!

You can also use forums if you need a specific answer to a problem that you cannot find anywhere else.

All you need to do is sign up as a member of the forum and ask your question and you will get answers!

P.S It is a good idea to say Hello and introduce yourself first and add a bit of content.

It does not need to be anything special just tell them about your “dogs” or what ever subject it is.

Using the above methods you should have more than enough info to write your book and in the next section I will give you a few pointers on how to put the info together!

Putting It All Together

Right you are just about there Congratulations!

See it wasn't so hard was it?

This section will give you a few pointers when you are putting together your product.

So you have allocated a folder for each of your chapters and put a copy of the articles you are going to use in each folder.

4-5 articles for each chapter.

All you need to do is put it all together and to do this the best advice I could give you is just start writing.

The product does not have to be a Charles Dickens masterpiece, just write how you speak, as long as you are putting in good, solid content people will appreciate that more than any fancy words or "filler" content.

All you need to do is take 4-5 articles for each chapter that fit the title of the chapter for this example my first chapter would be something like:

Chapter 1: The Do's and Don'ts of Dog Potty Training

All you need to do then is take the **MAIN** points of your 4-5 articles and start writing.

So for this one you would find 4-5 articles on "Dog Potty Training Tips" and take the main tips and put it in your own words.

Of course **you** do need to write the ebook so like mentioned below you could start off with

"In this chapter I thought I would cover the main Do's and Don'ts of Dog Potty Training so you can get a rough idea of what you should (and shouldn't!) be doing!

These tips are from my own personal experience and can really help you get started on the right track.

Here are the things you should make sure you are doing for effective dog potty training

and an explanation of each method, and how it helps:

Tip 1/ Explanation

Tip 2/ Explanation

Summary of chapter”

So as you can see from the example above, all you need to do is arrange the information and make sure **it is in your own words** as well!

A good way to construct each chapter is:

- Start off telling them what you are going to tell them.
- Then tell them and put your main content, tips and advice.
- At the end of the chapter tell them what you have just told them (summarize) and tell them what you are going to tell them in the next chapter.

The best thing to do is just get started and write down your first thoughts and then go back over your work and improve afterwards.

So there you have it!

If you have followed the steps above you will be well on your way to having your very own profitable product!

Now as you are aware I am giving 21 free e-books with this course that are based around your niche.

Setting Up Your Online Payment System

For my money the most cost-effective way of doing this is through a payment provider like Clickbank (<http://www.clickbank.com>)

For a one time set up fee of around \$50 you can offer up to 20 or so different products!

Clickbank has the added advantage that it comes with a built in affiliate programme so you can get others to sell your product for you on a profit share basis.

ClickBank customers can pay by Visa, Mastercard, American Express, Discover, Eurocard, Bravo, Diners Club, Carte Blanche, and JCB cards. Customers in the US can also pay by online check.

How ClickBank Works

ClickBank is a God send to internet marketers. They have an army of affiliates ready and willing to sell your electronic products.

After signing up Clickbank will:

- Sell real-time access to your digital product.
- Enable their 100,000 affiliates to promote your product.
- Enable you to recruit new affiliates to promote your product.
- Provide you and all affiliates with real-time sales reporting.
- Send you and all affiliates a pay cheque twice each month.

You can set the suggested retail price for your products.

How you go about linking up a particular product to Clickbank is very straightforward indeed.

All you need to do is allocate a product code to your ebook (for example coaching1) and then that will generate a link that you put on your website.

Once your client has pressed the link they then get transferred to Clickbank's payment system and then after they have paid for the goods the client is directed to a download page!

You are then immediately notified of the sale through email.

It's is brilliant you can wake up in the morning and see you have sold dozens of products while you where sleeping.

It's just great and exciting at the same time!

The Audio in Module 6 tell be how to make the most from Clickbank.

I would suggest surf around; get a feel for the site and what they offer.

E-Book Covers

If you are going to offer e-books and e-courses then I strongly recommend that you get yourself a cover to promote it on your site.

It is crucial you get yourself the best cover you possibly can.

We all judge books by their covers and buy products that are well presented.

Smart marketers know that a 3D visual representation of their software, e-book, e-zine, or service is **crucial in closing sales, retaining customers and increasing sign-up ratios.**

The **right** e-cover will do much more than that though.

Forrester's research has shown that if your product is presented properly, you can expect to see increases in page views, increased visitor retention, more repeat buyers **and** a lower return and refund rate!

A site that I think is good for covers is <http://www.coveractionpro.com>

There are also plenty of software packages that will allow you to create your own e-books.

Ultimately the choice is yours as to whether you want to use a cover for your product or not.

If I were you I would not hesitate to use a cover. You will find that it will be one of the best investments you will ever make.

Finally

I hope you have found this book of use and you now feel more confident in creating your own products to sell on the internet.

The final piece of advice I can give you may well be the most important in this book, and that is to just go for it.

It is understandable if you are a little unsure about creating your own product. Whether people will like it or not.

There is only one way to find out and that is to just do it.

You could spend years worrying that you can't do it, or will it be good enough.

You must just create something and put it out there. If people like it great, if they don't...So What.

Just chalk it up to experience.

Listen to the feedback of your customers and make any necessary changes. If they have purchased it and have asked for a refund, when you have changed it give it to them free as a gesture of good will.

If they criticise it but don't ask for a refund, send the updated version to them as well.

Do everything you can for your customers. If you do something like this, when you contact them again there is a good chance they'll purchase.

Or give them a free copy anyway, to build those broken bridges even further, they will definitely purchase after that.

If you like this book please feel free to pass it on to any of your friends or customers as a reference.

Also please feel free to drop me a mail at info@newcawl.com and visit my site

www.newcawblog.com

Thanks

Anthony Tilley