



WELCOME TO YOU...

Hi there,

In the **next 57 pages**, you're going to share some of my trade secrets... my trial and error experiences that many people would pay dearly for.

It'll be a great read - but it is only the beginning.

There's a lot more to come in the next 350+ pages!

I am giving **eBook Secrets** away as a free download with the "The Complete eBay Auction Success How To Guide"...

If you're keen to get **your e-commerce business** going on the net, go now to my order form when you're ready. You could have the full manual in a matter of minutes.

Warmly,
Ken Silver

TO ORDER

To get my **eBook Secrets** Manual in a matter of minutes on your screen... 420 value-packed pages in total... just go to my website to order:

<http://www.auctionebook.com>

(Click the  icon in the Acrobat menu above to change your cursor to a text one, select the link, copy and paste it to your browser window)



How To Create & Sell Your Own Profitable eBook On The Web

...

**Using Free and Nearly-free
Programs**

BY KEN SILVER

We are at the beginning of an exciting new era,
like the gold rushes of last century.

Internet information is the gold of tomorrow...

And those equipped with this knowledge
will prosper.

The Tools are here, in these pages...

Let's Start!

KEN SILVER PUBLISHING
PO Box 22-183, Khandallah
78 Kanpur Rd, Broadmeadows
Wellington, New Zealand

for info contact: tim@veriboxnet
eBook Secrets is Officially Licensed to Tim Campbell

Copyright © 1999 Ken Silver.

Every effort has been made to ensure that this manual is free from error or problems. I'm selling it to you with the understanding that though I've worked hard and long to provide accurate information, I can't take any responsibility for loss or action to any individual or corporation acting, or not acting, as a result of the material presented here.

All Rights Reserved.

Reproduction or translation of any part of this work by any means, electronic or mechanical, including photocopying, beyond that permitted by the Copyright Law, without the permission of the publisher, is unlawful.

Small Print.

If you feel compelled to share this manual, send it to a **reputable newsletter for review**. Please don't copy it to give away - you're already getting it at a very reasonable price! Allow me to take my profits so I can live to write another fact and value-packed manual for you.

Ken Silver
Wellington

MANUSCRIPT NOTES:

This copy is Revision 1, completed 14 September 1999.

Navigating

.....

Your **Acrobat Reader program** may have already automatically opened your manual. Here's how to change your **viewing size** settings:

To change the size of your PDF page

You have 2 ways to do this:

1) Sizing

At the bottom of your Acrobat Reader screen, you'll see these sizing controls.



Click the one on the left (shown with the cursor on the control) to change the screen size more accurately.

2) Icons

At the top of the Reader screen, you'll see 3 icons.



Click on each one of these in turn and discover how the page increases and decreases in size. Choose one that's comfortable for your viewing.

Navigation Panel

Your screen may open with the bookmark panel open on the lefthand side of your screen.



If this takes up too much screen, you can close it using the **Navigation Panel** icon (shown below with arrow pointing at it).

Turning Pages

There are 4 ways to turn a PDF file page.

1) Use the **Arrow keys** on your keyboard. Use either Forward → or Back ← or Up ↑ and Down ↓.

2) Use the **scrolling bar** on the righthand side of your screen.



Notice that when you click your **cursor** on the **scroll button**, the page number is revealed in a small window close by it.

3) **Bottom panel operation.**



By using either side of the **page counter window**, you can 'turn' the page forward or back.

4) **Top icons.**



Click on these icons to move forward or back.

Returning To Previous Pages

Click on this icon. It will return you to the **previous page view**, keeping your original page size the same.



Contents



How to use this manual	3
Contents Pages	3
Getting About	3
Contents	6
Before we start	18
The Holy Grail	18
e-commerce income	19
Getting dollars daily in your email	20
Your electronic empire	21
No work, ever again?	21
The e-publishing revolution	23
Digital delivery is the key	23
The e-book advantage	24
Free graphics	25
Personality - your success link	26
Your Wealth Line	27
Working on your wealth creation	28
Automate your basics as quickly as you can	30
Orders automatically	31
Daily diligence	31
Operation internet!	32
A quick and easy business	33
Sparetime income flow	34

Creating manual money	35
Steps to start	35
More about PDF files	36
100 million people use PDF!	37
Digital duplicates	37
More about HTML	38
Making the move to internet publishing	38
Making the right move	39
Lifetime learning	40
The answer in selling information	41
First taste of success	42
A winner was born	43
The business modelling example	43
The How-To business and competition	44
Opportunity checklist	45
Should You Write a Booklet, or a Manual?	46
The little-known advantages of e-Information	46
Sell e-info from your computer	47
The perfect business unveiled	50
A haven from business problems	51
Invisible benefits of your home business	52
Common success traits	54
Choosing the right business name	57
Select your name	57
Think globally	58
Avoid initials	58
How's that spelt?	59
Names are high investment	59
How To Check A Name	64

\$1million For A Domain Name?	65
HOW TO FIND A NAME - Case Study.....	65
CHECKLIST for chosing a new name	69
Hints for successful names.....	70

Planning your e-book 71

Speedy connections	71
Solving the time problem.....	72
Voice is the future	75
Planning your eBook	77
Work when YOU want to	80
Do your cash and orders daily	81
Big or small e-book?	82
Sophisticated markets	83
Test before you start	84
Suggestion 1	85
Suggestion 2	86
How to stand out from the crowd	86
Niche marketing	88
What stage are your manuals?	89

The X Factor revealed 90

The Y factor explained	90
Proven, effective answers	92
The Five Pillars of Internet wisdom	92
The X Factor	93
The brand of you	95
Personalisation	96
7 Ways To Improve Your Credibility	97
The INVISIBLES that help your credibility	99

Pricing your product 101

Pricing - high or low?	104
Raising your manual's price	104
Low prices	105

Writing - getting ideas 108

Dreaming up ideas	108
Experience is the key.....	109
Developing quality ideas	110
The 3-step formula	111
Make a 1-hour Report.....	112
Avoid subjects people already know	112
A back-end?	113
The subject is the secret.....	113
The "secret" ingredient mix	115
How to find a winning subject	116
The Internet will find your niche subject.....	117
Look past the stories	118
16 manual ideas you can use.....	119
Selling ideas	119
Adapt an idea and bring it up to date	120
How to turn every scrap of knowledge to your advantage.....	120
Writing for different countries.....	122
Testing your manual idea.....	123
How much time should you spend on writing?	124

How to write a money-making manual 125

Casual style	125
8 Rules when writing for understanding	127

Rules of writing	129
# RULE 1: Big words must be changed to small words	129
# RULE 2: Confusing words must be changed to understandable words	129
# RULE 3: Use short sentence lengths. The shorter the better. Now	130
# RULE 4: Change Your Pace Often	130
# RULE 5: Use Interrupters For Variety	131
# RULE 6: Use Link Words to Provide Flow	132
# RULE 7: Use Conversational Words Often	133
# RULE 8: Avoid Useless Starters	134
How to overcome Writer's Block	134
The 5 step shopping list system	135
Automatic structure	135
You've finished!	140
A Two-Step Proofing Method	140
Writing e-book titles and headlines that sell	141
Attraction factor: the little-known wonder	142
E-book layout basics	143
Design rules of thumb	144
How to create your e-book	146
PDF - the answer!	150
The PDF advantage	151
Security and PDF	152
Using Acrobat Reader	153
Viewing PDF documents on the Web	155
Reading PDF documents in a Web browser	156
PDF help	156
Producing this eBook	157
Producing PDF's for your e-book	158
Can I produce my manual without a PDF program?	158

Website success	160
The value of design	160
Clutter increases interest, but at a price	161
My answer	162
What your website needs to sell	164
Multi sites	164
Write a powerful website headline	165
Benefits	166
Believable benefits	167
Improving your headline response	168
Headline attraction	169
Set the scene	170
Your web sales letter	170
Long or short selling copy?	171
Selling points & benefits	171
Increase your web's sales copy readability	172
More ways to improve your web text	172
5 Ways to improve your website sales letter response	173
The P.S.	174
Sales Letter Workshop	174
Get your readers turning the webpages	176
The secret that Walt Disney used!	176
The Weiner principle in use	177
Deadlines as sales incentives	178
The 'golden buyers' prospecting tool	179
Get the address	180
The selling system	180
Permission-based lists	181
Sign-up persuasion	182

Free email listserver	183
Do-it-yourself administration	185
Your list	185
Commercial list problems	186
About AutoMail	187
Testimonials	190
Full testimonials	193
Get a never-ending supply	193
The form approach	195
Selecting the best	196
Website keywords	197
Keyword types	197
Titles	197
Top 10 placing	198
TITLE KEYWORD SECRET #1	199
TITLE KEYWORD SECRET #2	200
TITLE KEYWORD SECRET #3	201
Surprising Search Engine rankings	202
Counting your visitors	203
Finding and using traffic	204
Getting a free visitor counter	204
Analysis of visitor count	207
Website evaluation	208
Copyright And Piracy	211
Piracy statement	212
Processing the order	213
Credit cards	213

What are the barriers?	214
A free secure order form	215
My experiences with free order forms	216
Card merchant services	217
Free form setup	217
Making the order	218
FTP your files	219
The FTP software	220
Operation	221
Setting up your shopping cart	222
The order process	225
Get a demo	226
The call centre option	226
Alternative payment	228
The best answer yet	228
Can YOU use them?	230
Banking tips	230
Forums - community & credibility	232
Boards vs email	233
Advantages of boards	234
Why you need a forum	235
Free Discussion Boards	236
List of free boards	237
Board features you need	238
Forum Trials	239
How to promote your board	239
Forum headlines	240
Make your headline an ad	241

Sample headings	241
Revamp your headlines	242
Promote your board	243
Building encouragement	244
Getting responses	245
Controlling your board	246
Getting your message out on other boards	247
Other boards you can visit	248
More Free Boards	249
Ezines - your marketing weapon	250
Ezine signatures	251
Ezine launch	254
Titles that bite!	258
Promoting your ezine offers	258
Ezine samples	264
CLOSING DATES	264
I'VE ALMOST SOLD OUT OF INFO-PACK RIGHTS!	266
PRICING	267
PRICE RISE FOR INFO-PACK	269
GETTING \$\$\$ RESULTS WITH LESS EFFORT	271
I HAVE A CONFESSION TO MAKE TO YOU	276
IMPORTANT NEWS ON THE INFO-PACK OFFER!	280
OVERSEAS BUSINESS	281
IT IS THE BEST MONTH I'VE EVER HAD...	282
THE BIG SECRET TO SMALL TRAFFIC SUCCESS	285
HOW MANY WEEKS ALONG THE WEALTH LINE ARE YOU?	291
EXCLUSIVE OFFER!	294
TRAVEL THE WORLD WITH YOUR INFO-BUSINESS!	298
BIRTHDAY TREAT!	303
Marketing - THE hidden Key	306

Two simple words	306
True Story	307
The positioning solution	307
Focus site success	308
Revealing hidden content	311
Persistence pays off.....	311
Filling The Barges.....	312
Flouting the one-product rule	312
Asking for the sale	313
Learn from the Masters	315
Increase your profits while reducing your effort	316
Revealing your income	317
Free Offers	318
Banners - are they worth it?	319
The Guarantee goldmine	320
Refund test surprise	321
Returns - how to keep them at Zero	322
Refunding PDF files	322
Returns checklist	323
The Follow Up.....	324
The Email alternative	325
How to write ezine articles	326
Finding article ideas	326
Brightening up your article	327
Better article headings	327
Your article signature	328
Your article submission letter	329
Case Study - DEMC	330

Interviews - compelling & powerful marketing!.....	336
Newsletter Interview 1	336
Newsletter Interview 2.....	342

Pyramid your publishing profits..... 349

Spread the risk	350
Improving Your Hit Rate	351
Lifetime Value	352
Product Or Affiliate?	352
Authorised Reprint Rights	353
eBook Rights	358
Letter to Authorised Reprint Rights buyers	363
Bulletins.....	365
Selling The Rights	367
Rights follow-up emails.....	371

QuickTips Archive 378

QuickTip #1: Here's 7 Ways To Improve Your Writing.....	378
QuickTip #2: The Publisher's Letter	378
QuickTip #3: How To Find Best-Selling Products Without Effort.....	379
QuickTip #4: The Lowdown On Getting Testimonials	379
QuickTip #5: How To Word Guarantees	380
QuickTip #6: Two Ways To Get More Out Of This Forum	380
QuickTip #7: Are You Deliberately Abandoning Your Market?.....	380
QuickTip #8: How To Make Your Order Form More Effective	381
QuickTip #9: How A Handwritten Signature Will Increase Sales	381
QuickTip #10: What Size Should Your Newspaper Ad Be?	382
QuickTip #11: Give Your Website An Oil Change!	382
QuickTip #12: Make Every Selling Opportunity A Surprise Visit	383
QuickTip #13: Using The Filter-Down Theory To Make A Fortune	383
QuickTip #14: Are You An "Ideas Dinosaur"?	384
QuickTip #15: About Adult Writing.....	384
QuickTip #16: Double Your Promotional Output Without Extra Work.....	385

QuickTip #17: Weasel Words	385
QuickTip #18: Three Webpage No-No's	386
QuickTip #19: How To Profit From 'Unwelcome' Criticism	386
QuickTip #20: 5 Tips To Simplify Your Online Life	387
QuickTip #21: How To Keep Up In The Information Age	388
QuickTip #22: How To Write And Spell Better	388
QuickTip #23: Is Your Online Life Spent Hanging About?	389
QuickTip #24: Your Promotional Email Sign	389
QuickTip #25: How To Increase Your Ezine Readership In An Hour	391
QuickTip #26: Use The Power Of Association To Build Online Business	392
QuickTip #27: Talk Your Way To Success!	394
QuickTip #28: The Most Crucial Part Of Your Website Package	395
QuickTip #29: The REAL Secret To Selling Profitably Online	396
QuickTip #30: The 9 Rules Of Online Customer Service	397
QuickTip #31: How To Get Rid Of SPAM Automatically - FREE!	398
QuickTip #32: The One Big Problem That Halts Sales	399
QuickTip #33: The Prime Reason For Net Business Success	400
QuickTip #34: You Are What You Read	401
QuickTip #35: The Weak Link In The Sales Chain	403
QuickTip #36: Simple & Powerful Search Engines	404
QuickTip #37: Management Guru Tom Peters Speaks	405
QuickTip #38: Long or Short Text?	406
Index	408

- **Web page designers** asking for a critique of their **web page** (if they are experts, do they really need to do this?)
- **Experts** of all varieties asking how they can **increase their sales**.
- **Webpage gurus** looking for ways to increase their **traffic**.
- **More 'experts'** giving **advice** that is inherently flawed.

e-commerce income



So this is the reason for my manual... to be a real, living, breathing insider's example of **e-commerce success**.

Taken from it what you need, and spit out the rest.

But always remember that the methods here are the exact ones that allows me to make an above average income on the internet.

And just by following and using my system faithfully, you may copy my success too. (*But no guarantees mind you... it depends on the effort you put in, and to a certain extent the skills that you use*).

Now that I've got that part over with - and **you're still with me** - then let's get on with it!

Ken Silver

The "How-To" Guru!

Wellington, NZ

Sept 1999.



Getting dollars daily in your **email**

So you want to make money in your own **internet business**?

Well, take my advice:

- Don't give up your **day job**
- Don't cash in your insurance for **start-up funds**
- Don't **anything else** that ultimately involves running up a hefty debt or overheads.

Without experience and a **good guide**, you'll lose heavily.

The chances of you - and indeed, most people - succeeding in ANY business from scratch without experience or advice is close to zero... more so on the internet.



.....
If you have little or no experience in any business, steer clear of the so-called **business opportunities** on the Internet. Many of them are directed at the inexperienced novice, and full of promise, but no backup.

.....
You'll pour money into them without any great returns... I see it all the time.

So what's the answer Ken, you ask patiently? How can **someone like me** make it on the Internet?

The answer is right in front of you... **you're reading it now.**

Your electronic **empire**

.....

Let me pose a question to you...

What if someone said to you that you could **make money** without any of the **risks** that traditional business has.

That you could run a business:

- **Without overhead** (or so small that it makes no difference)?
- **Without working** hands-on (because all production was automated)?
- **Without taking any risk?**

Even with just those 3 statements, you'd think twice, wouldn't you?

It's entirely possible.

No work, **ever again?**

.....

Here's an interesting scenario for you to consider...

In the next 5, 10 or 20 years experts tell us we are going to enter a new era... a **"Work-Free Society."**

And you could be among the wealthy **"princes"** and **"barons"** of this period... the people who earn a lazy income by owning **fully automated systems** that provide all the goods and services needed by people.

This is the scenario proposed by **Michael Dertouzos** in his book **"What Will Be."**

It's among many of the publications in my private library that discuss **the future** of the computerized world and our part in it.



What Will Be: How the New World of Information Will Change Our Lives
by Michael L. Dertouzos

In his fascinating book published in 1997, **Dertouzos** discusses all sorts of **electronic solutions** to our problems of health, **business** and play... though the emphasis is on business.

That's your interest, right?

And in one section he talks about these "barons" - as well as less wealthy folk - who are making their **living with a handful of automated machines**.



.....
Dertouzos says that the production of the world's goods and services will be largely in the hands of machines, which will be the principal property owned by most people. And these people will do no work because they will get all the revenue they need to buy their desired goods and services from the machines they own.
.....

Does this ring a bell with you? Do you think it has already happened?

Yes!

This very same future 'machine' that produces all my income in this way, exists right now and sits on my desk and **yours...** it is a **powerful PC**.

It is the same machine allows me to **buy** most of the **goods and services** I need, including:

- Banking
- Groceries
- Information
- Entertainment

We are already **living in the future!** And you have a head start on the **first wave** of this extraordinary way to do business...

The e-publishing revolution

.....

In just the last year, a **revolution in publishing** has crept up on us... and now we see it everywhere.

It is the **e-book**... an incredible opportunity for you as an **internet publisher**.

Look at the opportunity - once you have an **e-book** ready to sell, you immediately knock all other forms of publishing out of the water:

- You now have only the **smallest overhead costs**. For just the cost of an **internet connection**, you can be making more profit than in any other business - because little of your money goes in paying out others.
- You get to make **delivery fully automatic**. When you sell your e-book electronically, the whole process can be **fully automated**. You need never touch your computer again, let alone go down to the mail box every day.
- You have a **timeless work day**, because your computer is working tirelessly for you - day and night, reaching **all over the world** without your help - you need never be at your 'office' unless you want to be.

Digital delivery is the key

.....

I'm sold on **digital delivery**. After many years in mail-order, here's why I think all **paper-based enterprise** is **going the way of the dinosaurs...**

If you were to sell the same manual you are reading now by **direct mail** (mail-order), you would need a minimum of:

- Several week's **stockpiled** material
- Mailing and packaging **materials**
- A place to pack them - a **warehouse or garage**

- Extra **time** to make regular visits to your mail box
- Extra **time** to deposit checks, travellers checks and money orders into your bank account regularly

All **time-consuming, hourly-rated** consumption. While I enjoyed doing this with my mail-order business up till now, the **internet** is just so much **more efficient**.

And when you deduct the costs of mail-based businesses - both social and work-related - your **electronic business** situated just a few steps down the hall in the spare room is saving you a **small fortune**.

The e-book advantage

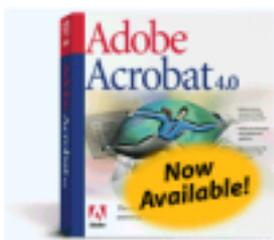
.....

So what is the secret in **e-publishing**? And especially in this, the most profitable area of all - the “**how-to**” **manual** business?

The digital information “how-to” manual e-business works best for you when you package either:

- Little-known
- Useful
- Hard-to-find

... information into an **Adobe Acrobat PDF** file.



 Adobe

Adobe Acrobat

<http://www.adobe.com/prodindex/acrobat/main.html>

It's delivered from your computer instantly, painlessly, to almost **anybody in the world with a computer**.

Think about it...

You don't need the expensive, fancy perfect binding or printed colour covers of the traditional book. Or all the **typesetting, editing** and **printing** costs and worry that go with the commercial paper-based publishing world.

You can even choose to have **as many** illustrations in your **e-book manual** as you can cram in.



Properly done, illustrations can be **extremely effective**.

And the best part is that illustration space is **free!** It costs you nothing except extra file space to include as many illustrations in your e-book as you need.



.....
Having **internet-resourced pictures** or **coloured line illustrations** are the most profitable way to produce your booklet or manual. They add to the professionalism and effectiveness of your manual.
.....

This situation is completely the **opposite of paper product** - which causes you to hire expensive artists and graphic prima donnas at outrageous prices.

Free graphics

.....

There are many **free** and **subscription graphics websites** you can select from:

TheFreeSite.com

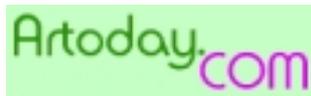
Freesite

<http://www.thefreesite.com/freegraphics.htm>

One of the largest subscription sites is **Artoday.com**, which cost about US\$25 per year for unlimited use of their graphics.



One point you should watch for is that many graphics in these programs are not for **commercial use**. “Commercial” means you will be using the graphics in media (your e-book) that you will be selling.



Artoday

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

There’s another secret I’m going to reveal to you in this manual, right at the start. The **little-known concept** that will allow your **e-book business** to blossom and flourish...

Personality - your success link

GOLDEN RULE: You’ll have the most success when you stamp your “how-to” e-book with your own personality.

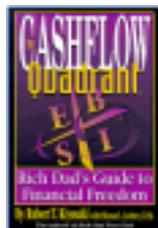
You’ll achieve enormous gains when you allow your **own character** to emerge through your **website and writing**. Your **individual style** allows you to produce original material - exactly what prospects are looking for the world over.

There’s no need to be a copycat.

You should resist the temptation to cut and paste other’s material.



While selling other people’s products has some advantages, it’s less profitable than products you create yourself. You may get only around 10-50% of the



Cashflow Quadrant: Rich Dad's Guide to Financial Freedom
Available from me at: <http://www.ksilver.com/Books.htm>

Here's how you can work out your own **Wealth Line** with this example:

My last week's income was \$2,100. My overheads are **modest** (my wife says I'm a tightwad!), and my **internet business** runs comfortably on expenses of around \$70 a week.

Now, if you divide the week's \$2,100 income by \$70, you get 30.

That's **30 internet-operation weeks** I can exist with that income.

Work yours out using the same formula.

eTip
The ultimate wealth strategy, according to Robert Kiyosaki, is to keep income ahead of your overheads by controlling a business that **operates without you...** then you're truly wealthy. You do it through selling e-books on autopilot.
.....

Working on your wealth creation

.....

So what can YOU do now **to improve your Wealth Line?**

The following is an important part of the **e-business success formula.**

One of the two ways to achieve that happy state of a **sizeable income**, is to do what I've been doing over the years, and what **Robert Kiyosaki** also suggests:

Reduce all outgoings and overhead to the smallest amount possible, while still having fun.

Examples:

- I only occasionally have the need for a **cellphone** (remember, this is an internet business I'm running). So I use a **prepaid call plan**. That means no monthly outgoings to worry about, and no unexpected cellphone call bills... and we all know about those.
- I have **no personal debt** or borrowings. The cash option is hard to maintain in this consumer-driven world we live in, but the **peace of mind** is worth every red cent I don't owe!
- I **prepay my business tax** as I go. This means no worrying times in the following year trying to scratch up repayments.
- I **ride a motorcycle** by **choice** - not necessity. And apart from being pure delight to ride, a motorbike is the most **economical** way of getting about... by cutting parking costs in the city to zero.
- I **sell mainly overseas**. Our country (New Zealand) charges a goods & services tax (GST) of 12.5% on every sale within our country. Because I sell my goods outside the country, this tax **doesn't apply** to my business.

The **best bit** comes next...

I get **GST back** on all **business expenses** by claiming all legitimate costs from suppliers to my business. And the result is always a **healthy refund** at the end of every 2 months when my GST is paid out by the Inland Revenue.



.....
Tax write-offs like these are also the best reason for owning your own info-manual business - even when you're employed.

.....

The other way to improve your Wealth Line is to **sell low costing items**... products that **cost a fraction** of your selling price.

As I've said before (and to everyone that'll listen to me), **info-manuals** in e-book form are **THE ultimate low-cost product**, because:

- There's **no overhead cost** because you **publish on demand**, with no cost to you except a local telephone call (in my country local calls are free. How much cheaper can you get!)
- You have **low production costs**... after you have spent capital to buy the

software, then digital products have the **highest return** on investment.

- You work **at your own pace** using **asynchronous communication**. (You'll find out what this means shortly). This method is also an **efficient and low-cost** way to run your business.

Another way to **boost your Wealth Line** is to have **several profitable income streams**. Once you have one, the rest are easy to start and run with the added experience you've gained.

eTip
If you have several info-manual lines selling well, like me, and the occasional **Authorised Reprint Rights**, you can live very comfortably indeed.
.....

What are you waiting for! So how exactly do we do it?

Automate your basics as quickly as you can

.....

It's time-consuming, takes **time and effort away from profitable marketing**, and yes - it's often boring.

What is this problem?

It is **fulfilment**... the essentials of keeping your moneymaking operation going on a **day-to-day basis**.

- **Replying** to email
- **Creating** new ezines
- **Checking** up on your banking

Here's some of the **useful items** I used to keep my little **mail-order** enterprise humming along in the past, and I use a few of them for my **internet business** too.

But the truth is, an **e-business** uses considerably less resources than a mail order business.

Orders automatically

.....

For **order entry**, I used a **Macintosh 1400c laptop** loaded with a database and personal information manager (PIM) program called **Claris Organizer** (now defunct), and I also used a macro utility available for both Windows and Macintosh called **QuicKeys** to automate all my daily functions.



QuicKeys

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

My software combination is a **good basic system** when you simply don't have the time to start from scratch. And I'd been running it daily for **several years** without any problems.

Daily diligence

.....

My mail-order operation was **simplicity** itself.

For example, after I entered all the **name and address details** from the paper order form, a single key press for 'cash' or 'check' filled in all these relevant details: date received, product, amount, follow-up dates. And the program puts the date a month ahead for a catalog drop or a further follow-up.

Or if I received an enquiry, another **QuicKeys macro** set up the customer records for a follow-up letter 3 weeks ahead.

As I opened the **Claris Organizer** database each day, my **daily To Do's** were waiting for me. Another **automated macro sequence** then checked off the appropriate detail - follow-up or catalog - dated each record, labelled them, added more detail, and printed out the envelopes.

All this while I am opening the mail or **planning more growth** periods.

There are untold variations, each as easy as running first through the sequence with 'record' set. Then the macro does it, even **repeating as many times** as I want.

Operation internet!

.....

That was my **mail-order** business.

Now that I sell directly from the **Internet**, this electronic side of my operation is now done on a PC loaded with **Windows 98 operating system** and **Outlook 98 email manager**.

I use both **Internet Explorer** and **Netscape Navigator** as my browsers.

I've got a dial-in flat rate account with a national (New Zealand) provider: **IHUG**. This service costs me about \$45 per month.



The Internet Group
<http://www.ihug.co.nz>

For order processing, I have a local call centre, **Corporate Call Centre** do the **credit card processing** and **bank deposits** for me.



Corporate Call Centre
<http://www.corpcall.co.nz/>



.....
Many **call centres** will do this important credit card authorization step for you. I pay NZ\$100 (US\$55) a month for this service, but it is a drop in the bucket when balanced against the inconvenience of constantly being **on call 24 hours a**

product information was sent to buyers within minutes.

A moneymaking system on autopilot. Marvellous.

Can YOU duplicate my success here?

Let me tell you, **it's easier than you think.**

You only need an **info-product**. In my case it was my **Info-Publishing Knowledge Pack** and this **e-book manual**.

Writing them has been **surprisingly easy.**



.....
Some of the material for the Info-Pack I already had in the form of **sales letters** and **manuals** for my other products. And about **30% of the manual** was in rough note form - material I had earlier researched and stored on my computer over a period of a year. Stored material makes for a quick output.

Sparetime income flow

.....

Back in 1997, after I decided that I was going to produce a **how-to information manual** on mail-order, it took just 3 week's part-time writing to get everything organized. Because I used my unique '**Shopping List**' writing method, the manual was pretty much in completed form when I finished.

Then I tidied it up and polished it. That took another **week** of nights and a weekend.

So, in merely a **month of sparetime work** (I was still working as a wage-slave at the time), I finished a 125-page manual.

I advertised it in a **national newspaper**, then later on the Internet.

Sales went **through the roof**, and have been strong ever since.

Creating manual **money**

.....

Many **hundreds have been sold** over the internet... a sure sign of a quality product.

To improve the response I added the actual manuals I had been selling for several years previously to make a Giant Bonus Pack. This brought the total number of pages - together with some newsletters - to almost 300.

Have you got a **month or less** to put your **work** or **hobby** experience together for a “**How-To**” manual?

Because once you spend this time (and it'll fly past, I assure you), the bulk of your work is done. The rest is **cruising on autopilot**.



.....
Creating the manual is the hardest part. For us the experience is fun, because we're writing about something we know. That's the nitty-gritty of the “**How-To**” manual business... do what you know and the creativity just **FLOWS!**

.....

The rest of the time you'll spend marketing - and it's a **VASTLY shorter time**.

I only spend a **couple of hours a day** on **marketing** my digital product - sometimes much less. That lets me take a **trip away** when I feel like, as I did for four days recently in Auckland, visiting my daughters and accompanying my wife as she attended a seminar there.

My laptop allows me to **answer mail** each day and keep **promotions** going.

Believe me, the thrill of NOT having to ask a boss for time off, and doing EXACTLY what I want still gives me a **daily buzz**.

Steps to start

.....

If you have some **in-depth knowledge** on any subject - and most people do - then I'll show you how - in a **step-by-step** way - to make a profitable business. Even while keeping your **day job** if you have to.

It's a great investment in **yourself**. And in just a few weeks you could be in the same position as Mike Murphy:

“I also wanted to congratulate you on your product ‘How to Write & Sell Your Own Home-Made Information Manual’. My wife and I followed your ‘Action Steps’ and in a very short period... produced a 96 page spiral bound manual on ‘Finding the Best Care for Your Elderly Loved One’. Thanks and keep up the great work!”

Mike Murphy, NJ

It could even take as **little as a week**, as another of my clients told me. That’s fast. I read the rough draft of her 100 page manual and it was good, because she knew her stuff.

It certainly helps when **you’re conversant with your subject**.

So, you can start to make a great income like me - \$858.00 yesterday... a day that I lazily spent shopping and researching internet satellite connection systems, enjoying my **personal freedom** in the sun...

...or you can spend the time watching TV after a “hard” day, and getting no closer to being **independently wealthy** or telling your boss where to go :-)

More about **PDF** files

To sell a **quality product** which you hope will command a **decent price**, you must have **quality design** and **graphics**.

Even though many marketers say that it is the **quality of the information** that is important - I don’t agree.

I think the perception and potential selling price of a **well laid out manual** is **many times higher** than the same information in an email, HTML (webpage) or in a bare text form.



A good layout is easier to sell because the end result looks more professional. And so people will presume the **information** it contains is of a higher standard too.

This is why I provide my manual in a **PDF format**. My manual is laid out in the same style as a **professionally produced book**, and PDF is the **most effective carrier** to

get this exact reproduction to the buyer.

What if you want to provide your material as an HTML file? Isn't that easier?

You could provide your material like this, to be viewed in a **browser** or on a **website**, but you'll have a few problems. One of the main concerns is the lack of quality.

That's a big issue... bigger than it appears on the surface.

You see, because a lot of information is **given away free** or sold at **low cost** on the net, you need to **differentiate yours** in some way in order to be able to charge a reasonable amount of money for it.

So generally you need to provide **high-quality output**.

It stands to reason the more professional your info-product, not only can you command a **higher price** - but because it looks better, you'll have **fewer returns**.

100 million people use PDF!

Adobe announced their financial results for the second quarter of 1999:

“Acrobat had an all-time record quarter, making it the company's fastest-growing product. This success, coupled with the worldwide distribution of over **100 million Acrobat Readers**, solidifies Adobe's Portable Document Format (PDF) as de facto standards for final form delivery and display of electronic documents.”

So what are they saying here in executive-speak? This: with **100 million** downloads, Acrobat Reader and PDF are your e-commerce solution!

Digital duplicates

But there's one other reason why I prefer to provide PDF's, as against HTML, and why I think you should too. And that is convenience.

As you know, when you order my manual it can be **sent digitally to you within minutes**. Not only that, but it appears **exactly** as if I had sent a printed copy to you

by mail.

My objective with PDF products is to **get it to the buyer as quickly as possible**, and allow them to print it out too if they want - maybe using **Kinkos** - so that in a matter of hours they have a perfect copy in their hands.



Kinkos

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

So speed plays a big part here too.

More about HTML

.....

While you can use HTML for your e-book - it's the way most websites are produced - there are problems when you use it...

HTML has these big disadvantages:

- There are **margin** problems when printing
- You cannot replicate **wordwrap** or gauge **paragraph length** accurately
- It often **prints** more slowly
- You lose page numbers, and subsequently cannot have a **contents page**
- It gives lousy **Kerning** (spaces between letters and words)
- It is generally **not as easy to read** onscreen or paper as a result of all these problems.

If you are producing a manual that needs some serious reading on or off screen, you would do well to stick to PDF as your medium.

Making the move to internet publishing

.....

How appealing is an **internet publishing business** to you? Do you dream daily about severing the corporate cord and making it 'on your own'?

I did. Here's how I **quit the rat race** for good.

Believe it or not, one of my prime motivations came from a **Hewlett Packard** printer magazine advertisement.



Hewlett Packard
<http://www.hp.com/>

All the ad showed was a door - some **executive's panelled door** - and it had a note pinned to it.

It was addressed to the boss in a **letter format**, complete with date. And in a bold, very large font that practically covered the page were the words:

I QUIT!

Ahhh! What a **satisfying action** to take. And what a clever ad... it must have stuck in the thoughts of millions of **office workers** at the time too. Whenever I saw that ad in the period I was working as a wage-slave, I smiled quietly to myself... imagining how that note would come across to my own bosses.

So **back in 1998** I took the step from full time work to a **home publishing business**. It has been the best move of my 30-year working life.

Now I preach to the unconverted, telling them there IS a way out of the rat-race.

But there's a secret to successfully taking this step to financial independence, and not many people know how to **do it right**:

Making the right move



Most **entrepreneurs-to-be** start by figuring out a business that they can run... one that's **aligned with their skills**. Invariably they look around them and see 'real-life' options like

- Retailers
- Wholesalers
- Manufacturers

So they think, “Well, it obviously takes substance to run a business.”

And so they run off to the bank and spend most of their **redundancy payment** or **savings** on all the visible trappings of business:

- Storefront
- Fancy desk
- Stock
- Staff
- Networking
- Advertising

... and so on.

Now, from my **self-employed years** (15 of them) as owner of two community newspapers, I saw how everyone else ran their businesses in the two towns I operated my papers in. From **home businesses** to **major chains**... all the businesses in the towns appeared in my newspapers either as **news** or **advertising** at one time or another.

And it was a eye-opener - like having a **lifetime’s business education** wrapped up in a quick couple of year’s **accelerated learning**.

Lifetime learning



I thought I learnt a lot about business during the time.

Wrong.

Did I take note of all the failures, the problems of overhead and staff I saw around me every day in the businesses my journalists reported on and my ad salespeople serviced?

No - not for a very LONG time! It took **many years** for me to suddenly wake up one day and think: I'm doing this completely wrong... and worse... so is everyone else!

Even after I sold the two newspapers I owned, it took another few years working for others to get the real picture. Yes, even up until then I was STILL not getting it right.

Then, like the end of an **apprenticeship** where you finally realise the training you've been doing is starting to get you concrete results, I found **The Answer**. I suddenly discovered the solution to the common drawbacks of conventional business:

- Overhead
- Escalating costs
- Provisioning stock
- Huge communications bills
- Wasted time, and more.

The answer in selling information

.....

It was doing what I'm doing now - **selling information**.

Not just any old mail-order method, done by conventional and cost-crippling methods, but a **unique direct mail format** that actually cost

- **Nothing to set up**, and
- **Nothing to operate**

No **stock**, no **overheads**... no **costs** until the sale was made!

So I developed this special business with **multiple incomes** (very important, that part) that I started about a year and a half before making my career switch.

Having refined this concept, I worked on it for a while. The first year I didn't put much effort in... and results were good, but could have been better.

As I gradually realised that this business might be **the answer** to quitting my dreary day job for good, I began to put more and more time in.

Yes, I “slaved” away at it - until eventually I was spending almost an HOUR a night, mainly in fulfilment (packing orders and stuffing promotional letters), and a few minutes each week setting up my advertising. It was easy and satisfying work.

And best of all, it was bringing in **more money than my full-time job** some weeks.

First taste of success



I started small, back in 1994.

On a whim, I decided to try out **a project** I had left on the back burner for a number of years. I placed an advertisement for a successful **financial system** I had researched and developed. The small display advertisement cost me \$43 for national coverage in a Sunday newspaper.

Nothing happened for a few days, and I was ready to **write the venture off** as an experiment in futility.

Then, on my next visit to my **post office mailbox**, I discovered a small bundle of envelopes.

I was excited then, because my **one-step advertisement** had asked for payment with order. So I knew each one of those envelopes contained **money**.

It got better.

More **orders turned up** each time I visited my box.



I can estimate how many orders I will take from a weekly newspaper ad by using this formula: 50% of my total orders will come in within 5 days. Half of the rest of the orders will arrive within the next 5 days. The balance will come in over the following 2 weeks. So in the first 5 days I can quickly see my approximate totals, and that tells me how I should run my next advertisement.



The following week I found that the **mail delivery** had been delayed during my test period. So a week after my first small bunch of orders arrived, a **larger number** - 63 in total - crammed my mailbox.

Each contained cash or checks for up to \$39.95.

I set to that night and sent the material out. As the mail in my box **grew daily**, I started to collect each day instead of two times a week.

In less than three weeks, I received:

- 87 orders
- 93 additional enquiries
- Sales that totalled **\$1,632.00!**

A winner was born

.....

I was on my way. And the income flow showed no sign of stopping.

If you've ever sat down and looked at your **deposit forms**, and realised that for just a few hours in one week you had made as much as working **FULL TIME** in a job you hated, complete with a psychopath as a boss (they all are, aren't they?) you'll appreciate the depth of feeling I experienced at that time.

So by the time it came to move careers, it was a **painless action**, both emotionally and financially.

The exit from my day job was long and convoluted because I had marketing skills that couldn't be replaced quickly - it took a little while to find a replacement for me - but after a long 8 weeks I was **on my own** again.

Now I've made it my **full-time ambition to help others** get the same heady rush that comes when you're doing **WHAT** you want, **WHEN** you want, on an income that equals or **bettens** your past one.

The business modelling example

.....

No matter what you do, the first steps are to:

- 1) Select a **business model** that takes very **little time** to administrate. I started with mail-order, but **selling over the internet is perfect** now.
- 2) Make sure your enterprise incurs only a **little overhead** (the killer of all conventional business).

3) And finally, **test it** - without risk - alongside your job until, in a final joyful moment of truth, you discover your job is redundant! You are now earning more in your business than you ever did in your job.

I never say “I have to work now.” Instead - “I’m going to have fun now.” Quirky, but it typifies the attitude me and many other self-employed have.

The **How-To** business and competition

.....

Competition sometimes stimulates folks in business. But from what I’ve seen over the years, it can cramp them up too.

As you have read up until now, I’ve had **15 years of joyful self-employment**, along with a handful of recent years working at places like **Saatchi & Saatchi**, and a couple of other big companies.

I can tell you - the people there, my work companions - were NOT a happy lot.

The pressure to survive and get business by any method in a falling economy turned them into the typical disgruntled worker we see everywhere.



.....
 The human toll in a competitive environment is tremendous. Stress is prevalent in over 80% of all jobs, as employees fight for survival in a competitive workplace. You won’t have any of that in your stress-free internet business.

.....

Some **entrepreneurial types** thrive on competition. I did, in the newspaper world for a long while, as my staff and I were beating the weekly deadlines.

Then I figured that to **live longer, be happier** and therefore share a higher **quality of expression** to those around me, I should be looking for a business that was essentially **noncompetitive**.

I tell you - it took a LONG time to realise this. Years, in fact.

I did a lot of searching. At the end I could **count on the fingers of one hand** the businesses I came up with... that produced a **good income**, yet were so tightly niched that they had **no competition**.

Property was one of these. (“They don’t build land any more sir, buy now!”). Rightly

organized, property ownership gets you residual (read 'no-work') income, capital appreciation if you bought right, and a huge investment that is paid off by the tenants.

Add tax advantages to that too.

All in all it seemed a good option... but my heart wasn't in it. Maybe it was too slow-moving... I had to wait quite a few years before seeing any return - unless you were a wheeler-dealer.

What I did find (and I'll be brief here, because I'm not intending to blow my own business trumpet), was the '**how-to**' **info-manual**.

Opportunity checklist

.....

On my **checklist of opportunities** for businesses that required:

- Little time input
- Almost no capital
- No stock or overheads
- No worries

... came the **best advantage** of this type of earner as I've mentioned... **no competition!**

It's because as a **how-to manual creator** you're in a **niche market**, using your own brain stuff... and so you effectively have **no competition** or **duplication!**

My life has become SO much more relaxed now without the daily stress and grind... or the constant searching for opportunities... that I immediately break out into enthusiastic print whenever this subject comes up.

Why can't people figure it out, I don't know!

How many heart attacks and how much premature aging does it take to realise that the answer to a **pleasant and even profitable existence** is not increased competition - but LESS!

And the best way is through full control over your own circumstances.

Should You Write a **Booklet**, or a **Manual**?

What's the difference?

Size mainly. A **booklet** can be a shortened, condensed version of a manual.

There are a few important differences for us as successful **e-book** makers. For example, booklets tend to have abbreviated information. Often this is not enough to make a quality product.

But a larger **manual** can cover the whole area needed for your readers to become experts.

So, you can produce either product, but in my experience **manuals are better** income earners.

The little-known advantages of **e-Information**

Information and how-to **e-manuals** easily slip into the top slot for **successful internet products**. They are:

- **Very easy to produce.** If your interest or hobby can be made profitable, you'll love every minute of it.
- **Done in your free time.** What's the cost of sitting down for a week, or even a month, and tapping out a manuscript in your **spare time**? For most people who would normally spend this time lazing unproductively in front of a television screen - nothing! Information manuals are the **purest form of commerce...** straight from your brain to paper.
- **Very profitable.** Remember, your readers are paying for the rarity of the knowledge you present them. A **secret formula, hard-won experience, unique method...** these are all the best reasons why your e-book product will succeed where ordinary products - novels or other fiction work - barely make money for their authors.
- **Unstoppable!** Yes. No-one can break the "manufacturing" cycle because you have neither special manufacturing techniques, special dies, forms or patented procedures. Everything you need and use is **on your desktop**.
- **Unique.** Any marketer worth his salt knows that the best products for e-books or how-to manuals are unique... or at least **not easily available elsewhere**.

Copyrighted information products that you've created fit into this category. When you have **exclusive rights to a product** in this way, you have your own little 'monopoly.' Copyright laws give you exclusive control over information you've written. To get your unique delivery of the information, people must go through you - directly or indirectly - to obtain it. Either way, **you profit**.

You can make a **good living** in this little-understood business. My product profit margins are huge. That's right... I can produce a \$20-\$90 **e-book** that sells like wild fire for not much more than **my time** over a few weeks.

You have no competition from anyone. You can even take my ideas and wring every last drop of value from them - use them fully to your heart's content - without it affecting **my income** one bit.

You'll discover that my style of business works well, undeniably. You can work comfortably, and...

- Spend as much or as **little time** as you like, knowing that all your work will be productive
- Work **part-time** until you can afford to splash out, or
- Make the fascinating business of e-books your own **full time enterprise**

Each day I sit down at my computers in my home office, still surprised at the **SIMPLICITY** of this unique business. It can be a:

- Zero start-up cost
- Zero overhead
- Zero investment business

... like no other I know.

Sell e-info from your computer



E-information selling is easy and profitable to do:

#1. Instant e-orders! You can start receiving money as soon as you go on-line. After emailing out one of my promotional ezines, I started getting orders only **15 minutes** later.

#2. You may not even need a sophisticated computer. Do you think you need a **Pentium III** with speech recognition? Not so. You can produce an e-book with a low cost, bare-bones 486 and a 14.4 modem. It is not the equipment you have that makes the success in this fascinating business, but the **value of the information** you give.

#3. Untapped markets are out there waiting. If you're writing a "how-to" e-book about an area in which you have gained a **lot of knowledge**, and furthermore there is very little out there on your subject, then you have an **enormous marketplace**. Millions upon millions of prospects. You can be sure that your information will be welcomed by the people you are trying to reach. And they will **tell their friends** and acquaintances. On the net, **word travels fast**.

#4. E-books are simple to produce. Producing a **digital information product** requires **research and time**, but very little money. What you are really selling is your skills. The medium you use is the least costly of the process. You are putting years of **acquired expertise** in files.

#5. E-books cost nothing to test. That's the best reason of all!

#6. You have no real competition. Do you know how I can confidently promote this manual and help you along too, even while we are in the same type of business? It is because our markets are so diverse, our **information product so specialised**, that we will rarely clash.

You'll quickly find you have **more ideas** for an e-book than time to produce it. In 10 minutes, and with my manual, you can come up with a **dozen ideas** that will each easily find a new market, and enough sales to last a lifetime.

#7. New ideas never stop coming! Every day I think of a **new idea** for a how-to manual. With my help, you will too. Whether you write it from **your own experience**, or research and write from someone else's, it doesn't matter.

#8. E-books produce income almost forever. Simple information products produced at your home computer can provide a **stream of income for years** and years.

All you need to keep your output current is to look through them occasionally and **update** any affected pages. The next file save will make your manual **fresh** to your next round of readers.



.....
Maybe a phrase is not popular any longer... so just write it out of your manual and it's **updated** on the next file change. And this 400+ page manual takes

just over 1 minute to convert into a new PDF e-book. Already I have done one large revision and added an extensive index just a fortnight after publishing it.



Unlike published books that have a short shelf life, your **e-book manuals** coast on happily for years, giving **up-to-date information** whenever it is sold.

If you create a **sought-after product** that meets the wants and needs of a growing market, update it periodically to keep up with changes in the field, and continue marketing it, it's possible to **continue earning income from it for years** after creation.

Information products **you create and copyright** are yours to **profit** from for life. (Or until you decide to sell the rights to someone else - more on how to do that later in this manual). The only reason your income will dry up is when you decide to stop marketing.

#9. It is the ideal moonlighting income. Keep your day job. This e-business can be operated in just a **few spare hours a week**, if you so desire. It needn't interfere with your main job or occupation. The **extra income** is a real bonus if you want to spend time elsewhere.



If you want to get bigger, you use the extra money you receive to **build your business quickly** by buying new equipment - without needing to draw on your daytime job wages.



#10. You can operate anywhere. It doesn't matter where you live... city, town, village, or in the mountains. This business can be **operated anywhere** there's a phone line. What other business do you know that can be run freely in any country, **around the globe**? You could never expect a restaurant business, or any other of the thousands of other small business types to succeed while you were absent. The beauty of the internet enterprise is its portability.



I went halfway around the world to Britain a couple of months ago, taking just my trusty laptop. I was able to operate my business **flawlessly** using just a phone line.



If you shift house or district - or even country - then your email and orders follow you there. Want to **operate from another state**, or country? Not a problem.

#11. You have total control. You control everything. There's no need to depend on **anyone else** except your ISP.

Even then, finding and signing up a with another Internet provider is normally not a problem.

You have no boss, no employees. Just YOU, making all the decisions and keeping ALL the profits.

#12. You work your own hours. Most **entrepreneurial types** like to work their own timeframe. You and I are no different. Only your **customers matter** when it comes to how long and hard you spend at your computer. If you need a holiday and have a laptop, you can continue working **wherever you are in the world!**

The perfect business unveiled

.....

In my search for the **perfect business**, I came across many close-runners. These businesses appeared to have **more advantages** than not. But they always fell apart when I tried to match them to my **ethical and organisational template**.

Get-rich-quick schemes are everywhere on the net. But almost all of them fail in a major way to provide any sort of **true, honest, lasting value**.

Not the **e-book manual** business.

This **home-based computer business** beats virtually every other type of enterprise for the solo entrepreneur:

I'm a late night AND an early morning person, and it's amazing how much I can complete this way. But sometimes I need a break, and take it when the fine weather beckons.

Sometimes I climb the **small mountain behind our place**... other times I may take a motorbike ride for an hour to clear my head. The business doesn't demand I work today - I do! And that's infinitely better.

If you want the advantages of working alone, **free** from office politics and rush-hour traffic, you'll love this business.

- You have **no boss** - at last.
- You **make ALL the decisions**.

- You'll **work your own schedule**, have complete control over all aspects of your empire.
- You chart the course of your own enterprise... AND **reap the rewards**.



.....

Did you know most traditionally-published authors receive less than 5-10% of the book's retail price for all their years of work? **That's barely \$3 for a book that sells for \$30.** All because they leave it in the hands of others. When you - a solo operator - do the work (and easy, comfortable work it is too), you get to keep the **lion's share** of the profit. My e-book net mark-up - money in fist after costs deducted - runs as high as 99%!

.....

A haven from business problems

.....

Many people, particularly writers, fear personal selling of any kind. Some find the act of persuading others to buy a chore. The **true number** of people skilled in selling to others on this planet is very, very few indeed.

In your **e-book business**, you never need physically interact with a customer if that's your wish. All your communication can be controlled so that you never have to speak to them... by putting only your email address on all your correspondence and advertising.

Yes, you will have to face certain people occasionally... your bank, sometimes. But if I choose to - (and I often do) - I can:

- **Bank** by automatic teller machine or the Internet
- Get my **daily balances** by the bank's voicemail or Internet system
- Have all **payments** made from my credit card

The advantages for you here are not for breaking contact with the rest of the human race, but more for operating as - and when - YOU want.

A kitchen table, a spare bedroom, the garage. Any of these locations **don't add a cent** to your operation's overheads... unlike a storefront, an office or a warehouse, which eats hard-earned money day and night without cease.

Forget the “real world.” Don’t worry at all about:

- Balancing your unpaid statements and invoices
- Entering customer invoice detail
- Printing invoices and statements every month

These standard business practices are not for you when you run an Internet business. Many people look without success for an **easy-to-run business**. You have found it!

And you get payment in advance. This surely must be the best reason of all for taking up the e-book business.

- No **credit** problems
- No **invoice** queries
- No **cash flow** upsets

Invisible benefits of your home business

.....

Here’s a small - but to me, important - benefit of having a **home-based Internet business**.

I’ve had **conventional small businesses** for many years, including:

- Art gallery
- Pizza parlour
- Community newspapers
- Photo portrait gallery

But all of these businesses had a serious flaw for me... I couldn’t do what I liked, when I liked. Oh yes, I went away for trips and seminars and the like, but when you have staff there is a **SERIOUS** obligation. If you’re a lazy boss - so will be your staff. If you’re sloppy... ditto.

When you are a boss, you have **big obligations**. You are subtly forced to:

- **Show by example.** That means you have to dress as you want your staff to dress, show up early and leave late. (But never in the digital Information Manual business!)
- **Smile often.** A boss with a frown strikes fear into worker's hearts. They don't know whether their job is on the line - or just that you are suffering from an upset stomach.
- **Solve daily people problems.** No matter how efficient your other business runs, when you have staff there will always be bickering and problems. Office politics and different personalities combine to make most workplaces a hotbed of unresolved hiccoughs.
- **Work at the pace you expect your staff to.** Lazy bosses and their businesses usually don't last long. Mine was successful because of my perfectionism and hard work practices. But what a personal cost!

Fortunately I was a workaholic during these times... no problems there.

Other bosses could put up with these responsibilities as a trade-off for getting business done though others... but I was never happy being top dog under these conditions. No real freedom. Many obligations.

OK, what's my point?

Well, I've had my own businesses, and I've worked for others... (And NEVER again!)... but I am getting the **most excitement ever** from this simple, seemingly simple invisible advantage in my own **home enterprise** which I'll describe to you now.

Our country has a **Daylight Saving** regime. You probably know the thing... twice a year everyone turns their clocks **back or forward** an hour in order to gain extra daylight.

As well as not seeing any great advantage in doing this, I had the equivalent of **jetlag** every time it happened. I got **headaches, listlessness, fatigue**. And I'm no skinny weakling either.

These were real ailments that affected my life for at least ten days, twice a year.

So, here's the big thing.

In my life now as an **independent home business publisher** - relying now on no-one else's timetable - my delight is being able to **ignore Daylight Saving!** Almost completely!

My watch is set to '**normal hours**' which I use to wake and sleep and eat. The rest of the clocks in my house are set to '**daylight saving hours**' so that I can conduct business at the right times with the rest of the world. (And my wife can get to work on time after I cook her breakfast :-)

No pain, no problems.

If you were to ask me what constitutes the **best example of freedom** in your own business... I would say for me now, **this does**.

Common success traits

Over the years I've been fortunate to have rubbed shoulders with a **lot of successful people**, in many different fields.

As a journalist for 15 years, I can tell you this occupation gets you to some strange places, and you meet a whole bunch of different folks.

And because business has always been my hobby... I had a more intense interest in this area. I noted that many **people successful in business** had **common characteristics**... not the typical "I wanted to know what made people successful and asked them to tell me why" style you see in many get-rich books.

No, subtle - not mainstream or obvious - attributes.

Here's a few of the **successful traits** that caught my attention over the years. All of them can be learned... you just need to recognise what they are:

1) They do the detail stuff no-one else likes to do. Successful people:

- Keep up-to-date accounts
- Cover their legal butts
- Acquire knowledge outside their field to speed things along

It's part of a controlling process that lets them **steer their ship** in the direction they want it to go.

Many years ago when I was doing business with one of our country's richest property investors, I observed he **always paid my account** within a couple of days

after my bill was sent to him, without fail. And the check was always written in his own hand. No slipping it off to his accountants... this man **made sure I got paid**. He took control over the dirty details.

This fact still makes an impression on me after 20 years!

2) They're sharp on detail. In almost all cases **successful people have dotted their i's and crossed the t's**. There are not too many typo's in their writing. Which brings me to an important factor about successful people...

3) They are literate. They can twirl the English language around in writing and speech to **get their message across**. Compare this to many discussion posts you read with loose spelling and grammatical burps.



.....
I'm not saying all writing has to be perfect - we're in a wholly **casual media** here with different rules - but you need to know how to use words to your advantage You can **learn** it though - isn't that a relief! :-).



4) They act fast. The best of the bunch are responsive - they **answer emails within a few hours**. In contrast, I'm still waiting for a simple yes/no answer from two emails send to another big name. (In fairness, email's not that reliable... I have to give the benefit of the doubt here).

And that **speed trait** also means...

5) They are pro-active. This is maybe the biggest success factor in my observation. They are DOERS. Rarely spectators. They keep **moving, testing, trying, reactivating old events** and **trying new ones**.

It's not something forced on them as an external motivator. These guys move as a result of a force within themselves.

6) They bounce back. I've taken a few hits in the past... crashed a business, had to swap my Mercedes (the only car I owned that I sold for MORE than I bought it for!) for a Honda Civic, and then climbed back up again. **Stronger than before**.

A friend of mine owned 125 residential homes in Wellington, then was caught by the early 1990's property crash and lost the lot. You guessed it - **he's back**.

Failure is not the killer for successful people - their attitude to it is.

7) They are intensely focused. I've seen evidence of phenomenal drive (and tunnel

vision) in successful people. Good? Bad? Who knows... but what's the alternative?

Shall we stop talking about **your potential success** and **get moving along** on how to do it?

You bet! :-)

A PERSONAL NOTE TO YOU...

Hi again,

Now you have read this far, you will have a good idea of the content to come in the “**eBook Secrets**” full manual.

In the **next 350 pages**, you’re going to share my trade secrets... my trial and error experiences that many people would pay dearly for. It’ll be a great journey.

E-commerce has just gotten very affordable!... I am only charging **US\$39.95** for this ebook and much more... but many marketers say it’s worth more than 3 times that.

This is a test price... I’m using it to gauge responses, and I don’t know how long it will stay at this level.

If you’re keen to get **your e-commerce business** going on the net, why not go now to my order form from the link below? It’s easy to fill out, and you could have the full manual in a matter of minutes.

If you have the PDF free Acrobat Reader already, there’s nothing more to set up...

Looking forward to hearing from you soon,

Warmly,
Ken Silver

TO ORDER

To get my **eBook Secrets** Manual in a matter of minutes on your screen... 420 value-packed pages in total... just go to my website to order:

<http://www.auctionebook.com>

(To copy the link... Just click the  icon in the Acrobat menu above to change your cursor to a text one, select the link, copy and paste it to your browser window)