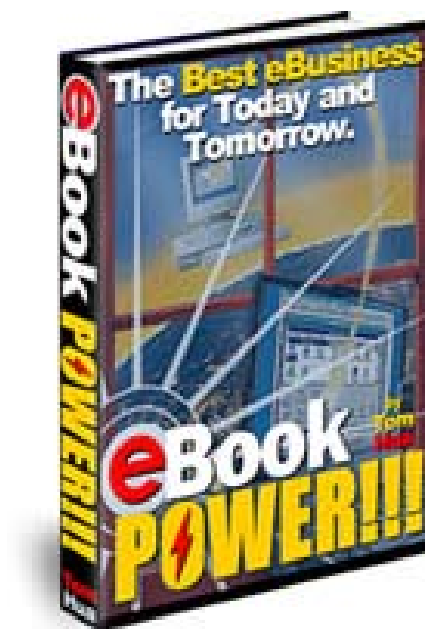


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“eBook Power”

Foreword

eBook POWER is the pot o' gold written by none other than the **Master** of info product sales, Tom Hua... **not** just another rehash by some "wannabe".

Tom gives you **all** (well, almost all) of his **insider secrets** about how to build an **info product empire** just like his. This book is written based on Tom's very own personal experience.

eBook POWER discusses various methods of driving traffic to your site as well as providing an analysis of just what is required to accomplish the task. You'll learn about ebooks from the guy who pioneered it:

- Why eBooks are so powerful
- How to find them
- How to create them
- How to sell them
- How to create income with them after you've sold them
- Five unique methods to bring your eBook to the market place
- Ten simple steps to creating you own eBook
- In-depth review of various eBook compilers
- How to turn your eBook into a viral marketing machine
- How to fire up your eBook money machine with almost no advertising.

~ **FREE SNEAK PEEK** ~

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ABOUT THE AUTHOR

Tom Hua



Tom Hua operates his amazing global internet business from his home office in Melbourne, Australia... proving that you can live anywhere and **SUCCEED BIG-TIME!**

Since late 1998, when he started his online adventure, Tom reckons he's made a lot of mistakes but he's also learned a lot of lessons. In **eBook POWER** he shares some of his personal experiences and business insights to help you to get started. Tom: continues in his own words:

"You can take the RIGHT APPROACH from the start, and avoid the time-consuming and expensive mistakes that I made in getting to where I am now. What I'm about to share with you is all TRUE. And, it's all completely POSSIBLE for you. I've done it, and I know You Can Do It Too! If you follow the steps to success I've taken."

Tom Hua doesn't just talk the talk. He walks the walk of **Online Success** and is reaping the rewards of a sound business plan. In eBook Power he shares his business insights and the "secrets" of his business success.

eBook POWER tells the remarkable story.

~ YOUR SNEAK PEEK INTO ~

"eBook Power"

By Tom Hua

Before Tom starts this eBook, he discusses what online business in general is about. In Tom's words; *"It might sound confusing to you if you are new to online business. Don't feel bad about it. To study what the problems are will help us to discover the solutions. If there is a problem, there is always a solution. It's only a matter of finding it."*

Qualified TRAFFIC is the lifeblood of any website. In offline Real estate the catch phrase is *location ... location ... location ...*

In an online business the catch phrase is *(qualified or targeted) Traffic ... Traffic ... Traffic*. You simply must have qualified TRAFFIC to not only survive, but also to prosper online.

There are so many ways of generating traffic to your web site. There are also so many 'experts' out there teaching how to get traffic. Let's take a brief look at some of the techniques being used for online traffic generating.

Ways to get Traffic to your web sites

There are many ways to get traffic. These are just some of them.

- Search Engine positioning
- Newsletters
- Joint Venture relationships
- Affiliate systems
- Referral systems

- Paid Advertising – banners, eZine ads, pay-per-click search engines
- Testimonials
- Viral systems

Let's break each one of these down a little.

Search Engine Positioning: This is definitely a very powerful way to get qualified traffic... if you can get position 1 – 20 on the premium search engines. However, this is a master skill in and of itself. It costs time and money.

There are search engine experts out there who've been doing their stuff for YEARS. You're competing directly with them for top placement and (in many cases) for the same keywords.

Search Engines regularly change their methods of indexing pages for a variety of reasons. Different Search Engine spider BOTS (they search and index your site) may only spider a few of your pages and/or only parts of these.

Requirements: Time, Money, Knowledge, and Commitment.

Newsletters/eZines: This is definitely a very powerful way to get qualified traffic. You create a newsletter of value and interest to visitors. They choose to subscribe to your eZine (this is called an "opt-in" subscription) and you then build a subscriber base.

Once people have subscribed to your list you have the opportunity to up-sell and cross-sell to them. You also then create opportunities to engage in Joint Ventures with other eZine owners.

eZines are a powerful strategy. Virtually anyone can create one. However, it requires time and consistent effort to build a list that will

generate an income. Regular publication is a necessity. You have to continually find and/or write material of interest to your subscribers.

Requirements: Time, Money, Knowledge, Copywriting ability and Commitment.

Joint Venture Relationships: These are very common on the web. In fact JV's are much more common than you may imagine. Webmasters with compatible interests come together and cross sell each other's products to each other's customer base. To engage in a JV of any benefit to you you'll need a LIST in the first place. JV arrangements are usually "like for like."

If you don't have something to trade (either a large subscriber list or some very special deal/hot product) then you're not going to command much leverage with a JV.

Requirements: Time, Knowledge, Something of Value to Trade, Connections, Promotional mechanism, and Commitment.

Affiliate Systems: This is where you enlist an army of folk to sell your product. Affiliate programs are very powerful ways to generate qualified traffic fast. There are many different versions of affiliate programs (pay-per-click, pay-per-referral, pay-per-sale etc.) However all affiliate programs have one thing in common. You get

to pay people *after* the sale has been made.

To run an affiliate program effectively you'll need an online or offline program to run it. It will cost you some time and/or money to set it up, and it will cost you time also to manage it and promote it effectively.

And most importantly, you will need a 'killer' product that is Unique before other web masters will take part in your affiliate program.

Requirements: Unique Killer Product, Time, Knowledge, Software and Commitment.

Referral systems: These are where you use some online system to "refer a friend." These systems are excellent for generating qualified traffic through word-of-mouth promotion. However, with the free versions of these programs what you're effectively doing is creating income for the referral system itself, because they always use some method of gathering email address for themselves. If you use these systems then use the paid version. Promote yourself, not someone else.

You need some initial traffic to your web site plus a hot product that is worth the effort for your visitors to recommend before the traffic could be built up.

Requirements: Online system or Software, Hot Product and Initial Traffic.

Paid Advertising: Do you pay much attention to advertising in the offline world? "Yes" you do... if you're actively looking for something, but most likely it's "no" for the rest of the time. We've all become immune to it, and in many cases it's become a type of familiar background noise.

The same applies with online advertising (e.g. banners) in all its forms. To have any real effect you'll have to do a lot of advertising and you'll have to do it consistently. Again, it costs you money and time.

Requirements: Time, Money, Knowledge, Copywriting ability, and Commitment.

Testimonials: Third party endorsements. These work well because, by nature, we all tend to trust the words of a third person in preference to the words of a person who wants to “sell us something.” It’s a strange quirk of human nature. Testimonials can be a type of JV “You endorse my product/site and I’ll endorse yours.” OR (if you’re smart) you’ll go find a site with excellent growth potential, and you’ll post them a sincere testimonial.

If they put it up on their site your testimonial will stay there for a long time. People will read it and (if you’ve got your URL attached) then you’ll receive traffic from that site.

Requirements: Time, Copywriting ability, Connections and Commitment.

Viral Systems

Now, viral systems are possibly one of THE MOST POWERFUL traffic generation methods available to you on the web today. And, just like the name implies, they spread themselves.

If you think about it viral systems have been the creators of some of the web’s greatest success stories; Hotmail, ICQ, Blue Mountain postcards and Geocities. Each of these examples is now worth considerable amounts of money (into the multi-millions.)

The critical elements in a successful viral system are:

- Create something of considerable value
- Give it away for free

- Make it very easy to distribute, or to pass on to another [“to virilize it”]
- Have something in the “back-end” which generates income or an action

Now, if you haven't got the considerable start-up capital that's required to create and then sustain a system (while it virilizes itself) such as ICQ, then what do you do? You can create the mini-version of a viral system.... *an eBook*.

This is what this eBook is all about.

END NOTE

Just imagine what You could do if you had the Key that opened the treasure trove of a true Internet Marketing Visionary. Well, here's your chance.

Tom describes exactly what he did step-by-step to build his epublising business and reveals how **You Too** can build your own **eBook POWER** Future! In his words, "surf the net and you'll find the seeds of change spreading across it at the speed of a bush fire."

Information in electronic form is being given away free, bought and downloaded at astonishing rates and there's no sign of the demand abating. It's only going to increase. People are constantly searching for information.

It doesn't matter where you live, or what time it is. The Internet is open 24/7 and there are people out there searching for information. The Internet NEVER closes and neither should YOU. Get your **eBook POWER** today!

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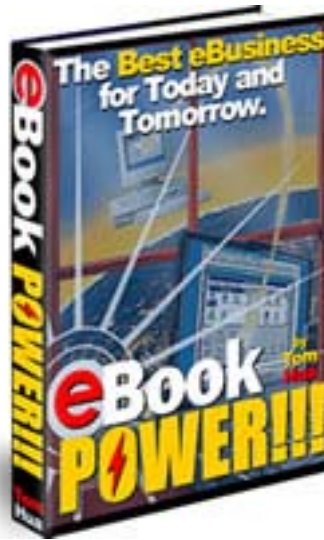
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