

# Skyrocket Your Web Site Traffic Almost Overnight...

By Matt Lopilato

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Sounds too good to be true?

We'll think again because it is true and this article will show you just how it is done.

There is a little known secret in the wonderful world of Internet marketing, which if used correctly, can produce a dramatic increase in traffic to your web site which will also result in a dramatic increase in sales, at no cost to you.

It's called creating your own traffic virus through eBooks.

An eBook is simply an electronic version of an actual book (known as paperless or soft copy). The book can be a short, 50-page guide or manual or it can be a full size book, containing 300 pages. It's entirely up to you.

How it works is remarkably basic.

Let's take a quick look at the steps involved and then we will break it down into more detail so you can fully understand it so you can replicate the process for yourself.

- 1.) You write a book on a topic related to your web site's target market. It should compliment the product you are currently selling. The book should be of the highest quality with real value for the recipient or this strategy won't work.

- 2.) Next, establish a realistic price for the book as if you were going to sell it.

For example, \$19.95 or \$24.97.

3.) Now you market it using two different approaches:

For Free- It can be a free bonus that you throw in with one of your product offers or it can be posted to your web site for anyone to read and download to their site or pass on to a friend who has an interest in the material.

You can also give it away to ezine (electronic newsletter) publishers as a free bonus for their subscribers.

For Sale- Sell it as a product on your web site at a very reasonable price and provide the buyer with full resale rights to the ebook.

Both approaches come with the same rule.

Protect your property.

Print your copyright information in the book and state clearly:

This ebook is not to be altered in any way per international copyright laws and all contact information and URL links within it are to remain AS IS.

Are you starting to get the picture yet?

Can you see how this ebook could be distributed and passed on very rapidly and at no cost or effort on your part?

Let's continue now and reveal the details.

There are three primary objectives for marketing an ebook:

1. Dramatically and quickly increase traffic to your web site at no cost or effort to you.
2. Produce backend sales from people buying your main products mentioned throughout the ebook, and
3. Increase your customer base, which is where the repeat purchases comes from and we all know the big bucks and long term profits are in the repeat buyers.

The secret to this system is that contained within this ebook is multiple places where your business information is posted.

I'm not just talking about your name as the author of the ebook. I'm talking about your URL link smartly placed in many different locations throughout the entire book, as a reminder or simple reference for the reader.

Throughout the actual writing of your ebook you should be strategically mentioning your other products that can be of great additional value to the reader.

Don't make it a blatant advertisement.

Provide information about one or more of your other products in such a way that it blends (it fits) with the content and subject matter found in the ebook.

This is accomplished by educating the reader on other products (or tools) that can further help the person in some way.

Give them useful information not advertisement.

Every time you do this, place a link to your site where the person can go to get more information.

Let's look at an example.

Your ebook teaches people how to lose 10 pounds in 30 days without dieting. Within this book you let them know about a great training and nutrition manual that is currently available through your site, which teaches you dozens of training secrets from a host of professional athletes.

It also reveals newly discovered nutritional supplements that can produce astonishing results in 60 days, with half the effort, guaranteed!

Now, if the reader received value from your ebook, in other words, it helped them in some form, they will want more of what you've got.

It's simply human nature.

You need to fully understand that, at this point, the reader has now become your prospect.

Please re-read the last sentence again. It is critical that you look at this process from a marketer's perspective. This is the key to the entire process.

I suggest putting a one-page profile of yourself and

your web site as a preface in your ebook and something unique at the back of the book. Maybe a products review page or some testimonials from happy customers.

Make sure you provide your personal contact information in several places throughout so someone can get in touch with you if they wanted to.

Remember that this is where you receive all your free advertising for your business.

I have received ebooks from many marketers online and some of them have their web site URL and contact info at the bottom of every page. This is a good idea, although it is not vital to have it on every page.

If you are having trouble figuring out what your ebook should be about try the two most popular types found in just about any marketplace.

1. An ebook Resource Directory
2. A Hot Tips ebook

It doesn't matter what market your in, there is always a need for one of the above. The nice part is, both of these are generally short in nature so if your creating your first ebook this is a great place to start.

Good Luck and Best Wishes For Success

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Matthew Lopilato, Author & President  
Lopilato Publishing  
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