

# How to products" account for 80% of internet sales

By Robert Puddy

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One of the things I am constantly asked about is how can I create my own e-book to give away. It's surprisingly easy to do with the right software and some trial and error.

First of all you need to gather together the reports and articles needed for your e-book, these can be downloaded from all over the net for free (there are 650 to download in the members area). It would be ideal if you can write something of your own especially if you intend to write about your own specialised subject. A hobby perhaps or something that's interested you for a while and you have a lot of information to copy from.

When you sit down and think about this, all you have to do is write it just like you are telling somebody how to do it. Get yourself a tape recorder, and just say what you want to write and then start typing on your computer. when you have it all down just keep reading it through and changing it here and there until you are happy. Ask a friend to read it and give you their opinion and change it some more. you will be surprised at what you can do if you try.

next copy and paste each pre-written report into your favorite html editor just like a web page, set up each page of your e-book exactly the same as setting up a web page. Make sure that all your files including graphics files are in the same folder, and then open up your e-book compiler, follow the instructions to import your pages and there you have it one new e-book. Here is a good compiler to use and you can download a free trial version here: [E-bookedit pro](#) Once you have experimented with this, and it doesn't matter how many attempts you make, eventually you will succeed with it.

To make it much more appealing to your visitors you will need an e-book cover. This is just a picture or front cover like the ones opposite, it is intended to make your e-book a more tangible product that your visitors can see. Much better than just a text link.

Here is the bottom line. No matter what products or services you sell or give away, you will have a higher conversion rate if your customer can see it, and understand it. It has been reported that a good package or cover design increases your sales by 300% or more. What would a 300% increase in sales mean to you? What would happen to your bottom line?

Now before we get carried away, I can't say that you will increase your sales by that much, because there are many more factors involved than a cover. But I can say you will increase sales, or in the case of an ezine, your subscription rates.

As an example I have put together a free e-book for you to download and read, Hotbobs complete marketing strategies (Our new e-Book)

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Why you should create your own e-books

The biggest selling commodity on the net today is information, "how to" products account for 80% of internet sales. how to repair your car, how to treat your pet goldfish, how to repair televisions, how to earn income on the internet, how to!!!!!!!.

By now you probably got the message, It doesn't matter what the subject somebody, somewhere will be searching for it. Infact there are people making a living from an expertise they didn't know they had until somebody pointed out to them that they could publish an e-book.

Learn how to "make your knowledge sell" is a good product to invest in, it will give you step by step tuition on what you can and should be doing. And for the extremely low price that you can buy this product for, It should be your first stop on the road to e-book success. Out of the same stable as make your site sell by Dr ken evoy, this e-book is recognised as the market leader. Check it out before you go any further, I highly recommend it.

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