



# How YOU Can Come Up With A Killer Twist To Jump Ahead Of The Pack

**By Tom Hua**

**This Report was prepared by Tom Hua specially for release at the  
World Internet Summit**

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## **Introduction**

I do not know how long you have been using the Internet or how well your on-line marketing efforts are going right now. I hope you are doing as well as I am but, if not, I offer you this brief look at how I built a very successful Internet business in just a few years.

I want to show you the methods and strategies that I use to make my offers stand out from those of other people who are selling similar, or even the same, products. You will also learn how you can build extra streams of income into each product that you promote to increase the return you can get from it.

If your e-business is thriving, then you may still find some of this material very useful – to help you grow more rapidly by standing out from others who are selling the same sort of product that you do.

I am probably best known for producing and selling digital products – ebooks. My Ebookwholesaler is one of the most successful ebook publishers on the Net.

But I started on the Internet, as most people do, with affiliate programs where I received commissions on sales that I promoted for other people's products.

The methods in this Report were developed to increase the return I got from those early affiliate sales and provide an on-going income even after I had spent the affiliate commissions that I received.

I can't guarantee that you will get similar results to me, but I believe that any marketer will find some valuable food for thought here.

I still use those methods with Ebookwholesaler and will show you that they can be successfully, very successfully, applied to any other area of Internet business that you may become involved in.

The first thing is something that Winston Churchill said, "Never, ever give up!" I was not an instant success and did not start selling heaps of products as soon as I got on to the Internet. Though, like you, I studied the methods of the successful Internet entrepreneurs and put in considerable effort, I did not make my first sale until seventeen months after I began. I got notification of that first sale on the day that my second daughter was born!

The need to increase my income so that I could provide the lifestyle that I wanted for my young family was my inspiration. I was determined to make my business extra successful so that I could leave my day job, working up to eleven hours a day in a computerized embroidery business, and spend quality time with my wife and children.

You may have other goals but you need to have goals, written ones, to push you to more success.

I'm not sharing what I *believe* is right, I'm sharing what I have done and proved to be right for me. The methods that I outline here are not the only way that it is possible to do as well, or even better than some other methods you may be using at the moment.

I know that I could achieve good results in just a few weeks rather than several months, if I found myself in a situation where I had to start from scratch again because, today, I have these proven techniques.

They are so simple that they could be used by anyone! You can succeed in Internet marketing even if you are not tall, good looking and even if your English is not very good – I've proved all of that.

And, of course, technology has improved and the equipment and software that most of us could afford, was much less powerful – floppy disk to CD Rom and DVD, Windows 98 to Windows XP and huge increases in the power of the average home computer and the speed of Internet connections. The longer time that a file, such as an ebook, took to download, the smaller amount of storage that was available on the average home computer at that time and the lack of knowledge that most people had about the benefits of buying on the Internet meant that sellers had an even harder time than today.

The improved technology; advanced software and devices and still rapidly expanding market that we have today means that this is the best time ever to start or develop an Internet business and I hope that you'll find these proven tips as useful as I do.

## **The Best Products Solve Your Customers' Problems**

More people use the Internet to find answers to questions, especially problems in their personal and business activities than anything else! Every hour of each day, seven days a week and from all around the world, people are constantly searching for information on an almost limitless variety of topics.

That's because the Internet is less restricted than most sources that are based in any particular country, so people can get a variety of views very quickly without leaving their own home in most cases. It doesn't matter where you live, or what time it is. The Internet is open and thousands of people are out there searching for information.

That means that people are most likely to want and be willing to pay for solutions to problems that affect them and that helps people to improve their personal and professional skills.

So, whether you offer ebooks, software or services, this is why I recommend that you concentrate on solving problems. And focus like a laser on the people that are hungry for your answer and also willing to pay you for it.

## **How to Find Your Twists.**

If you cannot find the particular advantage or special twist that you might use to make your offer more appealing than those of other people addressing the same group of potential customers, I suggest that you check out the most popular books (or ebooks) on the subject that your customers are interested in.

Look at the relevant magazines and see what topics, especially problems, that they feature in their articles and their covers.

Visit the relevant on-line forums and browse the archives to see what are the most important and hotly debated questions that the people ask. When you conduct your research you'll find (over a period of time) that these "hot" topics - remarkably - seem to hardly change.

Those are probably the aspects of that particular niche that would be most likely to attract customers to your offer if you had the relevant information.

The best chance to profit from the market is to follow where they are heading.. *"Don't give them what they need, give them what they want."*

Here's an example of this: One of the most financially successful books in recent publishing history is about "How to improve your life".

It was basically a collection of positive attitude type stories written by other people. The "authors" of this book collected the stories, wrote editorial links

for the chapters and then gave the book an upbeat name. The book and the dozen or more associated titles that it spawned) sold millions, and made the “authors” very rich.

Now, do you think that might be a niche that you could build a web site around? The phenomenal success of these books and many that other people quickly produced to “cash in”, show that there considerable hunger around for up-beat stories and people are prepared to pay for that sort of material.

What about these perennial favorites;

- “How to make money” ...
- “How to do better in business” ...
- “Technology and its effect on our lives”
- “How to be better, thinner, richer, more appealing to the opposite sex”

How to... How to...

When you reduce all of these topics down they come back to the one perpetual human quest ... *“How to become a happier human being.”*

Successful (factual) books, all have this one thing in common. They solve peoples’ problems in new, interesting and inventive ways.

And that's exactly what your website should focus on. The problem or pursuit that you choose to help people with is up to you.

## **How to Use Twists in Your Marketing.**

The best way for me to help you to understand these methods is to tell you **exactly how I used these methods** to developed my businesses on the Internet in competition with many more experienced and better-resourced marketers.

The methods that I cover in this report can help whether you concentrate on affiliate sales, produce your own original products based on your knowledge and experience or sell products that you buy resale rights to.

These twists did not just pop into my head. That might happen occasionally, but most came from carefully studying the market and those who were already successfully marketing to the sort of people that I wanted to be my customers.

The best way to do this is to not just study their advertising and get their free newsletter (you notice that they all have one in some form or other) but actually buy their products. Then you will see how they treat their customers. This is very important because you don't usually keep your business growing with one-shot sales where the customer buys and disappears. The real profit is usually in the second and subsequent sales.

Use the same methods that you see the successful marketers that you buy from using to keep you interested in their future offerings, to build a relationship with your customers. All sales are good but the real value comes

from building a customer base and a reputation that adds value to your business as well as the products you promote.

I always have listened to customers and carefully gone through all the enquiries that come in because they give me the best indication of what people want and are willing, even desperate, to pay for. Some customers could become your affiliates and even some that don't buy but are impressed with the way you handle their enquiries will recommend your products to their friends.

Feedback from your customers and even enquiries is a valuable resource. Inside the emails that you got today may be the basis of a new product or a suggestion that you could use to improve something that you already offer which could bounce you up the ladder toward whatever sort of success you are striving for.

It's a good idea, at the start of your Internet adventure, to consider what expertise you may already have -, what training you completed off-line and what subjects, including hobbies, are especially interesting to you - what you are good at. These are the best areas to look at first. You can draw on your knowledge to sort through the available products that you can affiliate with and also you already know the sort of words that will most probably attract the attention of others that share that interest and, consequently, encourage them to buy from you.

## **Affiliate Success**

If you want to start your Internet business at the very lowest cost, you can just sign up as an affiliate who gets a commission for any sales that result from you referring other people to the actual supplier's site.

The main advantage with affiliate programs is that you don't have to develop a product or even lay out money to buy resell rights. Sometimes, the provider of the product restricts their affiliate program to people that actually bought the product, believing that they are the best placed to recommend it based on their personal experience and, perhaps, that it's an extra benefit that they can supply their customers at virtually no cost.

The other significant benefit of making sales through someone else's affiliate program is that they have to provide all the customer support. You just send the traffic through your affiliate link to the website, and you get commissions.

You set up a site with as much material as you can find about the problem or topic that the products you are affiliated with relate to. An example of how this might work is that you might create a site - your site is about exotic birds. You could produce or get related content from other people; articles that would help bird owners to better look after their birds, teach them tricks etc.

You could provide a section of your site where you let visitors post stories and maybe even pictures about their birds, tips that they have tried successfully and questions that you or other visitors may be able to help them with (if you see a particular topic getting mentioned frequently, this could be something that you might produce an information product about!).

All this creates “stickiness” for your site. That is, it’s a growing, valuable resource that will encourage people to return for more information and give you another chance to sell them something.. They also will be more likely to pass on your website address to other bird owners that they know.

Understand how this works with related money-making links? You could link to the sites of reputable bird breeders, bird food suppliers, government agencies that deal with birds etc.

Then, you promote your site through the search engines and promote yourself by visiting related Forums and discussion groups and answering questions you find there with helpful information – not blatant advertising.

You need to check out the various products and services related to the main focus of your website to see which ones are the best quality. If you refer people to a product or service that doesn’t fulfill their expectations and your promises, your business will suffer when you lose your affiliate commissions because the supplier gets refund demands and also because that customer and everyone they tell will not follow through any affiliate links or buy anything else on your site ever again.

You also need to look into the conversion rate and ask the supplier of the product that you intend to affiliate to, “If I send you 100 targeted visitors, how many of them would actually buy the product?” Because, for you, it’s the same effort for you to send 100 people to that website. If they can convert five of them into customers, it’s much better than if they only convert three.

But the major drawback to concentrating just on affiliate sales is that the sales are made at the supplier web site and you have no guarantee of making future sales to the buyers - you have to keep finding more potential customers to keep sending through your affiliate links.

To make the most affiliate sales that I could and start to build an on-going future income from sales that I made as an affiliate, I used one of the most powerful methods ever devised; viral marketing.

## **Viral Power Gives Better Returns**

With affiliate sales and even most resale rights, you do not have any viral power.

You spend money and time to bring people to your website or subscribe to your newsletter and then send them away (through your affiliate link). Then you may never see them again. You get only that one small commission.

With the addition of viral power, your return can be much greater and even continue to trickle in to your bank account for years.

Using that viral effect has been an important factor in helping the rapid growth of my businesses – the same viral elements that propelled me to success with affiliate sales against a lot of more experienced and better resourced affiliates for the same products and services, are also in Free To Sell Pro, in every product of Ebookwholesaler and also in my Hosting business, [hostingbay.com.au](http://hostingbay.com.au) which has, despite fierce competition from established hosting companies, grown every month since we started.

Viral systems are possibly one of THE MOST POWERFUL traffic and profit generation methods available to you on the web today. They spread themselves, just as the name implies.

Viral marketing has been a vital part of many of the most famous success stories over the few years that the Internet has been publicly available. Hotmail, ICQ, Blue Mountain postcards and Geocities and many others used

viral marketing to increase their net worth by considerable amounts of money.

They require a little extra effort to start but the potential rewards in the short term and even years in to the future are worth it.

**The critical elements in a successful viral system are:**

- ✓ Create something of considerable value
- ✓ Give it away for free or, at most, a very attractive low price
- ✓ Make it very easy to get, to distribute or to pass on to other people that need 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 viralizes itself) such as ICQ or Hotmail, then what do you do?

You can create the mini-version of a viral system.... *an eBook*.

An ebook is, actually, an ideal medium for viral marketing.

One of the best examples is the phenomenal success of a FREE ebook titled “Idea Virus” by Seth Godin. Here are some very rough figures to get you thinking differently about the power in this simple concept.

“Idea Virus” was downloaded close to 1 million times within months of its first release. It is probably still the most downloaded book in Internet history.

An offline publisher approached Seth Godin shortly after he released “Idea Virus” and offered him a substantial advance for the rights to publish his book offline. Seth Godin probably made something near \$USD 1,000,000 from his little (*originally free*) book.

To understand the potential on-going benefit from a viral campaign like the “Idea Virus”, go to any search engine and type in, “Seth Godin”. Even today, you’ll probably be amazed how many sites pop up with this man’s name and that of his little book, “Idea Virus”, on them.

Seth had advantages; for instance, he was in a senior position at Yahoo, so other factors, including his existing reputation and knowledge of how to promote it, were involved in his success with the FREE eBook.

But I was still almost a “newbie” when I first used the same method to promote myself and massively increase the return I got from my activities with some affiliate programs. And I still use those same techniques in my various online (ad)ventures today. When I find something that works, I keep

it in mind and always see if there is some way to use the technique that was previously successful in any new venture that I consider.

One affiliate program that I signed up for was with ClickBank. Clickbank provides a service, handling credit card transactions for many thousands of Internet-based Merchants around the World. One significant point of distinction with ClickBank (their “twist” or “U.S.P.”) is that they provide an in-built affiliate program where the Merchants using ClickBank’s service can tap in to a huge army of people that will sell their products, depending on the popularity of the product and the commission that the Merchant assigns for affiliates, through ClickBank.

All payments of affiliate commissions are handled by ClickBank as a respected, independent third party which gives more confidence to potential affiliates and eases the administrative load on the Merchant. And all that encourages more merchants to use ClickBank instead of, or as well as, other Credit Card processors.

That’s a great example of what this Report is about. ClickBank stands out among a number of very good and strongly competitive Credit Card processors because of this feature. Also, they do not charge anyone who signs up just to be an affiliate and ClickBank vigorously supervise all transactions to ensure that every affiliate gets the commissions that they earn. That gives them lots of new affiliates joining every day who, in turn, will probably sign up and buy a Merchant Membership with Clickbank if they decide to start selling products on their own behalf over the Internet.

A couple of years after I started my Internet business, ClickBank had an affiliate contest that was open to ALL of their affiliates and Merchants- they had around 10,000 Merchant accounts (many of them were already among the biggest operators on the Internet) and probably more than 100,000 free affiliates at that time.

They had the contest. ClickBank asked all of their account holders to try their hardest and get more accounts for ClickBank. I didn't realize I was doing so well but I won that contest. I did it, beating top names including many, many Americans.

I loved it!

As you can imagine, it did not just fall into my lap. I employed viral marketing by writing a little book called "*Working With ClickBank*" - very simple.

Many think and some even say that it's not even a "real" book! I just went through the whole process of creating an account with ClickBank, showing clearly and patiently with screen-shots at every step, how anyone could put the ClickBank service to work with their website, step by step.

Then, I put it all into an e-book format.

Then, I gave that book away for free to as many people as possible.

That book was a solution to any questions that people might have had about setting up their website to use ClickBank's highly regarded service. Many people were asking me questions; how to do this or that, setting up their ClickBank account. I didn't mind answering the same questions over and over - those questions told me what people really needed to know about setting up a ClickBank account.

I put the answer to all their questions, as clearly as I possibly could, in my little book which solved that problem. It helped people save time setting up their website and get started selling through ClickBank.

My little ebook was free and I made it as easy as possible for anyone that wanted it to get hold of a copy. I let everyone that got my book give it to any other people – friends, customers, anyone they wanted to.

I showed them all how to “Sign up for your account with ClickBank. It's free! And, here are the steps ... one ...two ...three, and that's you have to do to get your account up and running.”

All that and I was giving that book *free*.

Of course, I put my affiliate link in that book; that's called backend sales.

Many people signed up for their own Merchant account with ClickBank through the handy link in my free book. Enough people, many of whom I didn't know and haven't ever met even to this day, signed up through that link that I won Clickbank's contest!

There was another major benefit for me with the viral explosion that spread my little free ebook so far and so quickly. Even today, you can find thousands of listings for the ebook (and my name too, in association with it) on every search engine. That builds credibility which transfers to other products and services that I offer.

This method of promotion is much more common now on the Internet. I'm not sure that it would work with anything like the same effect with an offline business; You give something with value to people for free. When they utilize the resource and information in that gift, you actually make money from the back-end.

The closest things are probably the advertising promotional items that many firms give out to keep the name and address of their firm and its services or products in the prospect's mind. However, few if any of those items have the potential impact and cost as little to produce and distribute so widely as something like my little free ebook, "Working with Clickbank".

It's still circulating, by the way, and the link still works!

After I won the ClickBank contest, I joined Host For Profit, an innovative company that provided a hosting service to online businesses, charging just \$USD25 a month for hosting a big business account which was a very good rate back then. On top of that, they gave back \$10 each month to their resellers as an affiliate commission for each account which came through the reseller's recommendation.

That was Host For Profit's "twist". This is another great example of a business that found something which they could use to set themselves apart from other good, but possibly more-set-in-their-ways, companies that also provided hosting services for online businesses.

Many experienced and well-resourced marketers in the industry promoted the Host For Profit basic website hosting service and the affiliate opportunity.

Again, I became number one reseller for Host For Profit.

Even today, I still receive \$2,000+ check each month in affiliate commissions for referring their hosting packages to other people who have businesses on the Internet.

My method was similar, but a real improvement on what I had done with the *Working With ClickBank* e-book to win the ClickBank affiliate competition.

Because I was (and still do) constantly looking for ways to improve on what was being currently offered to potential customers by myself and others, I had worked up an expansion of the viral ebook concept.

This time, I had an e-book package, **"Free To Sell"**

This package was a "twist" on what everyone else was doing with ebooks at that time. There were no packages like it around.

When I started my Internet “adventure”, I saw that ebooks were very useful and could be extremely profitable! People were making good money from selling ebooks and customers liked the instant gratification of getting the ebook onto their own computer in a couple of minutes and were also becoming more willing to use their credit cards on the Net .

I knew that the cost of producing and delivering ebooks was, even then, next to nothing, this was a growth area.

. I started like most people still do, by joining some affiliate programs and also buying the resale rights for ebooks that other people had created when my finances permitted.

Once I decided to sell information products, my next question was, “How do I get informational products?”

I couldn't write a book or develop any programs.

Then I found a workable solution; buy resale rights to books that others had originated.

But, then I thought, it would be great if I could sell MORE products to the same person instead of just selling one product! That would mean a greater return from just one sale on one visit to my website. I had to work hard in those early days to get each visitor to my web site.

I probably wasn't the only person at the time who dreamed of selling bundles of ebooks but the physical limitations of the computer systems that most people used then meant that no-one persisted with the idea beyond the wishing stage.

Everyone sold ebooks as single items. Computers were much slower, with significantly smaller storage capacity on hard drives and floppy disks then. There was no Broadband or anything like that available to the general public, so there was a hurdle for anyone that wanted to offer a package of ebooks that people could buy and then download – it could take hours!

I developed a twist that made my [FreeToSell](#) Package and the hundreds of others that followed it practical.

I paid people to produce some books from my ideas. Sometimes they wrote the entire ebook and other times, I worked closely with the writer. I bought the entire rights for these books. My name is on them and these became the basis for my Free To Sell package.

They have also spread all over the Internet which helped my name to become well known with many thousands of entries in the search engines, even today.

I also searched through the Net and bought the resale rights to some other very good ebooks. My search continued until I bought or had written 12

quality information products with resale rights. I started to get excited when I had my hands on those 12.

I realized that it wouldn't cost me one cent to produce as many copies as I could sell and they could be delivered online without me lifting a finger! And I could make money while I was sleeping.

The products I bought with resale rights were selling for \$7.95 - \$14.95 each. I knew I had to offer some kind of discount if I was going to sell 12 eBooks with one hit. I packaged these products together and planned to offer the package for \$49.97.

This gave the customers a price incentive to buy my package but, if it hadn't been for the twist that I thought up, they still would have had to download the individual books soon after buying them. That, of course, took much longer at that time than it would for even the slowest computers that people are using on the Internet today.

But I created a very special, easy-to-download ebook which became the heart of the Free To Sell package. All that it had inside it were directions about downloading the products and the links through which people could download any or all of the contents of the Free To Sell package. The twist was that they could download them at their leisure, even months after they actually bought the package!

This feature was unique at that time and a very strong incentive that encouraged many sales.

I then added some *excitement* to the package because I gave resale rights for the whole Free To Sell package to everyone who bought the master ebook from me. (I could legally do this because the ebooks in the package came with resale rights themselves).

This is why I named it “FreeToSell”

You can see that this was an especially attractive offer, not only because they got \$49.97 each time they made a sale, instead of between \$7 and \$14 that they’d get from selling an individual ebook at that time, but all that they had to deliver when they sold the package was the same small ebook.

This master ebook saved them all the hassle of having to download all the ebooks from my site and then upload all the ebooks again to their website. All they needed to do was download and upload *one* ebook, and resell that ONE book.

Then their customers could also download the dozens of other books whenever they wanted.

The rest was my responsibility. I had made it incredibly easy for my customers AND their customers too.

I was very pleased with the sales of the Free To Sell package that I made directly but I also wanted people to sell as many copies of the package as possible to others.

That was because every copy that they sold also spread my name and my affiliate links ever wider.

This is called "Viral Marketing".

Next... When the package was ready to go, I purchased some e-zine ads, then bid heavily on Goto.com (now Overture.com) and some other Pay-Per-Click search engines.

Within days, and for the very first time, I started to make a good profit online with my [FreeToSell](#) package.

I saw that my approach was working so I kept upgrading the package by adding more and more products to it. The package grew over time to become at least 6 times its original size.

The authors of the original books that I bought resale rights to and put in the package were very happy with enormously increased exposure that they were getting which helped to improve their profile and the value of their other books. And more authors were submitting their new books for possible inclusion in updates of the Free To Sell package.

The best part of this is that the wide spread distribution of this package has brought me huge back-end sales.

This is a real-life example of the value of hyperlinks and how they can bring you back-end sales, even after you have sold a product.

Everyone who bought the Free To Sell package got more than a collection of good-to-great ebooks in that package. Free To Sell gave me an opportunity to recommend many programs and services

I gave them reliable resources, advice and information that I gathered while operating my own online business and searching for books and other items to offer in the Free To Sell package.

I checked everything out. I would never recommend anything to my customers that I did not have full confidence in for any incentive, however great. I only recommend the good stuff with, of course, with my affiliate links.

That gave me more and ever more backend sales! I still get checks every month from the links in the all the copies of Free To Sell that are circulating.

Now you can see why I believe that selling information products is one of the best businesses you could ever have online.

Many, many people quickly copied the concept and variations on it are all over the Internet today. Many of them don't last. Most are just me-too packages with a heap of ebooks gathered together. The copycats don't

bother to even try to find any special unique twist that will set them apart from the other copycats and set their name and that of their package in the potential customers' minds with anything like the strength of the original - FREE TO SELL.

I set a price of \$49.95 for the original package when I released it – there was a stated value in the prices of the individual products of much more than \$50 if they were bought separately - and every copy that I sold brought in that \$49.95!

Many other people tried to copy the format and some people started, even very early on, to offer it at ridiculously low prices or even give away all my work as a bonus with other products. Despite that, people kept buying the package from me for years and I never lowered the price in all that time.

I added more ebooks to the package as I found them in my searching of the Internet or when they were offered to me for possible inclusion.

I still welcome submissions for the next update of the current version of my package which is now called Free To Sell Pro.

Free To Sell Pro is offered in a different way. It can only be bought through the [Freetosell.com](http://Freetosell.com) site. There are no resale rights available but you can be an affiliate for a small fee and refer people through your special affiliate link.

The price is a bit higher - \$99. That's just over double but there is even better value because the number of books has been increased substantially and the other information updated and improved.

Sales were good and my income kept rising.

But we don't stop, do we? We must keep looking for ways to improve the value for our customers and also look at how we can develop new or better offerings based on what others are doing, new developments in technology and customer feedback.

Some of my Free To Sell customers, especially those that were selling the Free To Sell package themselves, wanted more ebooks that they could sell and they wanted to be able to put their own affiliate links in those ebooks.

From this feedback, I started to develop Ebookwholesaler. It was an extension of my previous offerings.

There were significant differences to other offerings that surfaced from time to time on the Internet. I offered Memberships on a monthly basis.

For their monthly payment, Members got;

- ✓ A regular supply (2 each month) of exclusive, quality informational ebooks.
- ✓ Support through a Forum that was only available to Ebookwholesaler Members. The forum was (and is) moderated by Teresa King, a successful and very experienced Net marketer in her own right.
- ✓ Brandable links in every one of the Exclusive books, through which the Members could promote their own choice of hosting, marketing and affiliate services or products.
- ✓ An affiliate program, exclusive to Members, which paid them an affiliate commission for each Member that joined Ebookwholesaler through their link for the entire time that the new Member remained with Ebookwholesaler.

As the Membership grew, I provided more services and benefits to the Members, including extra bonus ebooks that they could use as incentives to

encourage their customers to buy the main Ebookwholesaler products from them.

I always want to make my offers stand out from any current or potential competitors. It may be just something simple and very low-cost. But the next development was a major and expensive step - to change the format that the Ebookwholesaler ebooks were supplied in.

All the early ebooks were in .exe format which meant that they could not be read on Macintosh computers. The reason for supplying that way was that there was no software available that would enable me to provide the Ebookwholesaler members with ebooks in the main Macintosh compatible format (pdf) and still have the option for them to brand the ebooks with their own affiliate links.

So I “bit the bullet” and paid a substantial amount to have the necessary software developed exclusively for Ebookwholesaler.

This was revolutionary when I announced it and remained unique for a long time even though many people were desperately trying to develop their own methods.

Was the investment worthwhile?

I knew there was a significant untapped market of potential ebook buyers who owned Macintosh computers, but the benefits that came to me and the

Members of Ebookwholesaler have gone far beyond what even I had originally expected.

My investment opened an enormous new market for Ebookwholesaler Members to offer the new ebooks to and gave people, especially those that owned Macintosh computers, a much greater incentive to become fee-paying Members of Ebookwholesaler!

I also had some of the most popular .exe format ebooks converted to pdf versions which meant they also were able to be offered to the new, wider customer base.

There are now other membership sites on the Internet where they offer ebooks for their Members to sell. But Ebookwholesaler continues to grow because I still add more improvements to the system and more value for the Members.

I have offered awards (voted on by Ebookwholesaler Members only) from time to time for the most popular book we've released in the previous year.

Every ebook which is submitted for possible publication as an Ebookwholesaler Exclusive ebook is vetted by a Panel of experienced, successful Ebookwholesaler Members. That helps to ensure that Ebookwholesaler members only get quality ebooks with good content and strong sales appeal.

An interesting fact is that putting a picture that shows how your ebook would look if it were actually a “real” printed book will significantly increase your sales so I give Ebookwholesaler Members professionally prepared images of the ebook and header graphic for every Exclusive ebook that we release.

They also get a sales page written by a professional copywriter.

I started with affiliate programs, then sold information-based ebooks, brought out Free To Sell (the first ebook package) and developed Ebookwholesaler from there.

Ebookwholesaler is a Membership site and my next major venture was to start Hosting Bay, my hosting business, just under two years ago.

Although a Hosting business may seem quite different to any of my previous ventures, I had been dealing with many successful Hosting companies and the people that operated them throughout most of the time on the Internet. After all, reliable hosting is critical for the continued success of any online business.

And a hosting company is really a specialized kind of Membership site. I had plenty of experience building and running a fairly large and thriving Membership site with Ebookwholesaler.

There were already some very good hosting companies elsewhere but I knew from my own experience and from talking with many, many other people

who had their own large or small businesses in Australia, there was a growing but largely un-met demand for affordable, feature-rich hosting to serve Australian small businesses.

There were features that were hard to find in Australia and I continued to improve services and other benefits for my customers.

That was the main focus when I set up [hostingbay.com.au](http://hostingbay.com.au) and the response was everything I believed it would be. I didn't write "that I *hoped* it would be" because I researched the market, gathered the necessary resources and prepared everything carefully so that I was ready for success from day one!

### **E\*Vision – My Electronic Newsletter**

How many times have you heard or read about the importance of creating your own e-zine or electronic newsletter and using that to keep in touch with your customers and also promoting extra sales?

Now, you continually hear about new laws restricting how we can communicate with people by email and new software – an amazing array of spam filters - and of Internet Service Providers making new rules and taking action to filter or block emails.

You may ask yourself whether it is worthwhile to start or continue with your own e-zine when you add all these new factors to the workload required to produce a good e-zine – one that the vast majority of people on your mailing

list will read, even look forward to, and that will provide a reasonable addition to your income.

Time that you put into building and nurturing your list will always be repaid - probably many times over.

Where do you get the list? Please don't buy a list. I also never advise anyone to put your subscriber sign-up forms on to anyone else's website.

The best way of getting and building your own quality list is to get your customers to put themselves on your list when they buy something from you and to provide them with only quality information, even occasional nice freebies and, of course, very good offers that you make money with..

These points are simple common sense. How can you get your e-zine more recognition quickly and at fairly low cost?

A great way to dramatically increase the number of quality names on your list is to Joint Venture with a major player.

They all get offers every day, probably far more than they could ever accept and many from people they've never heard of. They have to be careful who they Joint Ventures with. They must be careful to protect their reputation as it is a valuable business asset.

So, get on to their radar; join their list and buy some of their products.

Become their customer because **customers come first.**

Now, when you write to him (or her), they'll reply to you - they reply to probably hundreds of e-mails every day. Make sure that the offer you put in front of them is the best you can manage, an offer that they would be silly to refuse.

Now, when you joint venture with those big players, big companies, people who already have big lists, they are going to send those people to your website. Right? Don't forget, ask them to leave their e-mail address and name with you, so you have your own list built up very quickly, with quality leads.

Only those who are interested in your product will come to your website.

My list isn't huge at all. I have only 30,000 on my list. Compared with some other lists, it's relatively small. But it's very good quality, because the only way they can come to my list is by visiting my website.

My newsletter does not take very much time to prepare. I get articles offered to me all the time but only use in E\*vision those that are, in my opinion, the best so my readers know they will not be wasting their time reading MY newsletter.

And that helps build credibility which ensures that many people will follow my recommendations and affiliate links in the newsletter.

I am also careful to send E\*vision out on the same day and send it out every week. I have rarely missed an issue or my personally imposed deadline over the years since I started it.

A small point that many people worry far too much over is whether to write e-zine or ezine. I always use e-zine because it is an electronic – magazine but it doesn't really matter as both versions are commonly understood. And you can make enough money with your own e-zine or ezine to repay you many times over for the required effort provided that you only use quality content, always check any offers thoroughly before putting them in front of your readers and, most important, focus the entire newsletter on the needs that are most important to your readers – the ones they'll pay you money to solve or improve.

I also maintain an on-line archive with every issue of e\*vision and the link to the archive is in every issue. That attracts quite a lot of focused traffic as new subscribers are encouraged by the quality of the first few issues they get to seek more good content at the site.

There's another benefit – that growing pile of quality, focused information is very attractive for search engines spiders too!

Some marketers just send a short email to their subscribers with a link to an on-line version of each new issue of their e-zine. The method that I've outlined works well for me and, to quote an old advertising slogan, "when you're on a good thing, stick to it!"

I would add that you also must keep an eye on new developments and what others are trying so you have enough knowledge to make the decision at an appropriate time to do something differently.

## **Testimonials**

Testimonials are third party endorsements. These work well even when they're from people that the visitor has never heard of. The anonymous kind, though – Mr J.V. of Croydon – are too vague and easy to fake to be credible with most web surfers today. Make sure that you have permission to post a bit more identifying information than that.

We humans, by nature, all tend to trust the words from a third person in preference to the words of a sales-person (sorry, but that's what most of your visitors regard you as being.)” It's a strange quirk of human nature.

Testimonials can be a type of Joint Venture; “You endorse my product/site and I'll endorse yours.” You've got to be confident about the quality of everything you endorse though, so that you don't cause irreparable harm to your own reputation and business.

One way that you could get some value from association with a site with excellent growth potential if you're just starting out and maybe don't have a product or service of your own to promote, is to post them a sincere testimonial with a link to your site.

If they put it up on their site, your testimonial might stay for a long time so many people will read it and (if you've got your URL attached) then you'll get a decent amount of free traffic from that site.

## **Twists That Don't Work!**

### **Dropping Prices Reduces Your Chances of Success!**

Everyone, whether they are in business or not, wants – even needs – to save money. So, we look for bargains.

That makes many people think that the simplest way to get more sales is to just reduce the price of the products they sell. They can get some quick sales but that's a very short-sighted approach.

They have to work harder and make more sales to get the same amount of gross income while their overheads remain the same or even rise with the extra bandwidth of the larger number of downloads.

People build an expectation that they will never have to pay regular prices with that seller and the merchant will find it harder to get a reasonable return for his efforts.

Customers that were only attracted by the low prices, will leave as soon as they find someone willing to sell even cheaper. And there is always someone willing to do that.

People that supplied the products to them may be less willing to offer them their new and better items because the discounting damages the perceived value of the products in the market and that affects everyone's business.

## **Freebies**

We've all got some freebies as we've surfed (sorry, ... researched) the Internet. Is it worthwhile to put some on your site?

People often value whatever they get for free at that amount – *zero!*

And those people who habitually look for freebies and grab every one they encounter, are not inclined to push their plastic credit card at you just because you provided some fodder for their freebie obsession.

But, as discussed – targeted freebies with valuable content and your affiliate links can, like my ClickBank ebook, give a substantial return.

## **Don't get Side-tracked.**

Many people have great ideas and real enthusiasm for their business and great customer relationship skills. Unfortunately, many of these people never reach anything like their potential because they magnify, in their own minds, the importance of some negative factors.

### Stolen Products

It's a fact that every marketer of digital products can expect some people will steal or otherwise mis-use their products. Each person has to decide what level of effort and expense they will put in to preventing and detecting this sort of thing, realising that that effort and expense could otherwise have been used to produce new and better products, improve the equipment you use or just "wasted" enjoying yourself with family and friends.

Also, remember that your affiliate links that you use to create the viral effect will still work in the illegal copies, so you may still get some return and that can continue for years.

### Overcrowded Market

You may think or have been told that there are too many people selling your sort of product or even giving it away. If you research the Internet, you will quickly realize that thousands of new, hungry potential customers are coming onto the Net each week.

The market is not only huge already – you can offer products to people in almost every country – but it's still growing. There are unlikely to ever be too much competition, especially when you use the techniques I've discussed here.

## **Common Traits Of Successful Net Marketers**

Some important factors that I have found apply to all of the most successful business people both on the Net and off-line;

### **Plan For Greater Success**

All successful businesses are run by people with a plan. If you do not plan where you are going, how long it will take you to get there and what you need to do it, you will waste time, money, energy and other resources while watching more organized people pass you on their way to greater success.

If you don't know where you're going, then any destination will do.

Every business that survives and thrives is run according to a plan. That's not just my view, it's borne out by statistics about why small business succeed or fail (and most do fail) in every country.

### **Do You Really Believe That You Can Be Successful?**

Something that can help to keep you motivated when you hit some bumps in the electronic highway (and we all get them) is to harness your subconscious mind and visualize the lifestyle and experiences that you are working towards from time to time.

It has been proven that many people put limitations on how successful they can be by the way they think.

We're all affected by what we hear from parents, teachers, employers and friends. If they constantly tell us that we aren't good at something, that it's not worth trying too much, that the system will "get" us if we aim higher than our current situation, that we can only expect to ever reach the same levels of success as our family and friends do - it can mould our thinking and our actions so that we never achieve the heights that we really are capable of.

I keep saying, "You don't have to speak perfect English, you don't have to be good-looking, you don't have to be tall and you don't have to be a genius to reach whatever level of success you dream of".

That is even more true when your path to success involves making money on the Internet. Nobody needs to know what you look like except your Bank manager so that you can cash the checks!

If there is anything that might hold you back because you don't know how to do it, the information is probably available in a Forum, website or an ebook, or you can contact people through the Internet and pay them to do it. until you have got enough knowledge and experience.

It's better for your financial prospects and, probably, your health as well, to feed your mind positive messages; to guard against being held back by negative conditioning that people around us put into our minds. Tell yourself that you can achieve whatever success you desire and even create your own mind "movies" of how it will feel to get where you know you are heading.

This is not just day-dreaming but conditioning your mind to accept that you can and you will achieve the goals that you plan for and work to reach.

Of course, the visualization will not be enough in itself without action and a written plan.

I hope you will refer back to this section from time to time. But remember, however you use the pointers from my hard-won experience that you've read about in this report;

You will reach greater heights faster  
when you ***ADD YOUR OWN TWIST***

***Tom Hua***

***World Internet Summit***