

Virtual Vending Machines – Automated \$10 Moneymakers!



by James Pearson

**How to *really* start an Internet moneymaking
business that truly runs on "autopilot".**

Table of Contents

<u>Notice!</u>	1
<u>Introducing the Incredible \$10 Virtual Vending Machine!</u>	2
<u>System Requirements</u>	3
<u>Overview</u>	5
<u>Creating Your Own Virtual Vending Machines!</u>	6
<u>Getting Started</u>	8
<u>Letter #1</u>	11
<u>Letter # 2</u>	15
<u>Letter #3</u>	17
<u>Letter #4</u>	18
<u>Getting Visitors To Your Vending Machine</u>	19
<u>My Secret Sales Weapon</u>	21
<u>Virtual Vending Machine Resources</u>	23
<u>Bonus – How to Write Wining Sales Letters!</u>	31
<u>Bonus – How to Get Guaranteed Traffic for FREE!</u>	36
<u>Bonus – How I Create Ebooks in Just One Weekend!</u>	39

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by James Pearson

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Introducing the Incredible \$10 Virtual Vending Machine!

Welcome!

Hello, my name is James Pearson and in the next few minutes I'm going to take you inside my web business. By the time you're through reading this, I'm betting you'll be so excited about getting your own **\$10 Virtual Vending Machine** up and running, that you won't be able to sleep! I know that's how excited it gets me most of the time!

Let me tell you a little about myself. First of all, I'm a computer geek. My day job is fixing, installing, and teaching people about their computers.

However, it's my side job that really gets me going every day!

It all started August of 2001. Things were going badly at the small computer company I work for. I was very close to "getting the ax."

But, instead of sitting around waiting for the ax to fall, I decided to do something very proactive. I started learning all I could about marketing and became the resident direct marketing "guru".

I began marketing our company using direct marketing techniques. The results were incredible!

I made a deal with my boss to allow me the rights to all the letters and marketing materials I had created for our company. Thus, my first virtual vending machine was born!

You can learn more about my first venture by visiting: <http://laserbeammarketing.com/computer>

Since that time I've created several other virtual moneymakers and every time I do my income just goes up!

The next several pages are going to show you the exact **inner workings** of my business. I'm going to show you, step-by-step how to get things set up and running.

Now, before you get intimidated by anything I've done, let me just tell you that there's absolutely no reason why you can't do the same. You don't have to be an author, writer, or anything else to get started.

Sit back and relax. Read this entire manual through and then put it to work. I've tried to present to you the absolute quickest and easiest, and least expensive way to get this plan into action.

Sincerely,

James Pearson

james@laserbeammarketing.com

<http://laserbeammarketing.com>

System Requirements

As I mentioned, I'm kind of a computer geek. That's why this section is called "system requirements". I want you to know exactly what you're getting into with this project.

Let me start by saying that you can do all of this **without spending a dime to get started** if you're creative, willing to do a little extra work, and can follow through with it.

Let's go over everything you'll need to get started:

1. A Web Site

This does **not** have to be an expensive web site! It can be hosted or even a free web site! If you are looking for a low-cost host check out <http://www.linksy.net> at just \$4.95 a month they are great. They are also excellent with technical support. If you sign up for their services, please mention my name, James Pearson (yup, I do get credit for referrals).

However, you can easily implement this plan with a free website from:

<http://www.bravenet.com>

<http://www.geocities.com>

<http://www.angelfire.com>

<http://www.tripod.com>

2. An Autoresponder

There are lots of autoresponder services out there. Do a search in your favorite search engine and you'll come up with lots! I have two recommendations however.

First, check out <http://freeautobot.com> This is the only free service that I know of that does **not** place ads in your outgoing letters!

Next, if you have the ability to run CGI scripts, then you should consider Jason Silver's **Auto Follow-Up**. **Auto Follow-Up** is a CGI script that you can install and run on your own server. Jason has been a great help and I can't speak highly enough of him. His script allows you to control as many ad-free autoresponders as you want, all for about \$30! You can check out his script at: <http://www.intelliscript.net>

3. A Way to Accept Payments

The only way to truly automate your business is to accept payments instantly. The easiest way to do this is with a service such as [PayPal](#) or [ClickBank](#).

Both services allow you to accept payments by credit card. However, I prefer PayPal whenever possible. It's simple and costs nothing. ClickBank will charge you \$49.95 to set up. However, ClickBank has a built-in affiliate program that you can use.

Regardless of which technique you use, **beware!** These services are not flawless and you could lose money! For complete details see my web site at:

<http://laserbeammarekting.com/encryptinator>

4. Something to Give Away Free

If you've visited any of my web sites you'll have noticed that most have an annoying popup window that asks people to subscribe to a newsletter or sign up for a report. Why? Because if they don't buy from me this time, they will in the future! I want to capture as many email addresses as I can (legitimately and without using SPAM) so that I can continue to market to these people.

You need something similar. This could be:

- ◆ A newsletter
- ◆ A report about your product or service
- ◆ A free piece of software
- ◆ A short training course

If you aren't interested in writing your own freebie, then you can look at using someone else's! More on this later.

5. A Product to Sell

You'll notice I left this for last. That's because it's often times the most difficult part and I didn't want to scare you off.

Your product must meet some simple requirements:

- ◆ It must be digital
- ◆ It must be downloadable from the Internet
- ◆ It must interest people enough to pay at least \$10 for it.

Some of the things that meet this requirement:

- ◆ An ebook
- ◆ Software
- ◆ A report
- ◆ Access to a "members only" web site
- ◆ An audio program or interview

Remember, **you** don't have to create this product, you just have to have the right to sell it. More on this later.

That's it for my "system requirements". I'll go over each one in detail as we get into the system itself.

For now go sign up for the accounts we mentioned above. Then, come back to the manual and I'll have you up and running in no time at all.

Overview

Before we go any further, I'd like to show you exactly how your virtual vending machine is going to work. From here on I'll assume that you're going to use this manual as your first vending machine.

Here's how it works.

As visitors see your web site, they have three options: a) they can order your product right then and there, b) they can sign up for your free report or c) they can leave and never come back.

Your **virtual vending** machine is made up of just 3 essential web pages. The first web page is the one you want to drive as many customers to as possible. It is your sales letter page. This page has one job only – to sell your prospects on your product.

Assuming a person actually is interested in your product they will click on the link to purchase it. This link sends them to the payment service you chose, such as PayPal.

After their order has been fulfilled, they are redirected to a page where they can download their product instantly and sign up for your mailing list.

If your prospect chooses not to order at this time, then hopefully they will sign up for your free report by clicking on the link at the bottom of the page or via the popup window as they leave the web site.

That's all there is to it!

Just like a real vending machine a prospect either inserts their money and receives a product, or they walk away.

The only difference is that in our case we want to capture as many e-mails as we can from our visitors. This way you can keep following up with your prospect until she either unsubscribes from your list or buys your product!

Also, as you acquire new customers, you will build a mailing list. Armed with this list of prospects you can now send out an e-mail announcing each new **virtual vending machine** that you create!

Creating Your Own Virtual Vending Machines!

One of the most exciting things I do is to create my own virtual vending machines. I would have never thought that I could be making money, automatically, using the simple reports, manuals and web sites that **I** created!

But, it's true! And I believe that you can do it to!

I want you to take a look at one of my virtual vending machines:

<http://laserbeammarketing.com/createfreepdf>

My manual ***How to Create FREE PDFs!*** was the second manual I wrote! Surprisingly it has been my best seller! People write me all the time and tell me how great it is and how glad they are that I wrote this book, mostly because I saved them about \$200 over buying Adobe Acrobat.

Here's what I want you to learn from that example. First, there is no "new" information in it! As a matter of fact, it is based entirely on 2 weeks of intense research. It really is nothing more than a book report! Of course I do have screen shots, reviews, and instructions in it.

What's important is that I've marketed it in such a way that people want to buy it. My target is people looking for a "deal" on Adobe Acrobat! My headline even reads ***Save \$249 Over Adobe Acrobat.*** This headline attracts people to my auctions and classifieds like crazy. Now, compared to \$249 it would cost to buy Adobe Acrobat, the \$16 I charge for my manual is a steal!

But, you don't have to be an expert in a topic to write a book or manual about it. You can always interview someone who **already is** an expert on the subject!

For example, one of the projects I have planned is to interview a friend of mine and record it on tape. She's been a jewelry sales person for several years and has a real insight on how that industry works.

For example, she knows exactly how to judge the quality of a diamond and how to get a good deal. The whole project will actually be made into an audio-based web site that teaches people how to buy a diamond ring without getting ripped off.

The great part about this whole project is that a) I don't have to write a word; b) It will go directly from tape to my streaming audio web site; and c) it's a project that I will be able to complete in a weekend.

You see, your project doesn't even have to be written by you! You can co-author a book, interview and record someone, or even just transcribe a recorded interview!

For details on a great way (for free of course) to get your audio on your web site without expensive equipment or software check out my other virtual vending machine at:

<http://laserbeammarketing.com/freeaudio>

What about other sources of information?

Well, if you really want to get started with lots of little virtual vending machines quickly, and you don't mind spending some money, you can by reprint rights – like this product, and resell

that!

There are lots of ebooks on the web that are ready for sale. You simply purchase them and sell them and keep all the money. Most of them even include ready-to-go web sites and sales letters.

Another source? Public domain information! This is material that is no longer protected by copyright law because of its age. Think there isn't any good material left like that? Wrong!

How about classic works of literature like: The King James Bible, The Scarlet Letter, many of the old Tarzan books and tons of other pieces of fiction and nonfiction.

Also, most documents produced by the government are not covered under copyright laws – that means that recordings of famous speeches and other documents are free for you to use.

Here's another great idea – put together a web site that shows people how to do something.

My friend Jason Silver that I discussed earlier has a really great web site called [Notation Machine](http://www.notationmachine.com) at <http://www.notationmachine.com>. Jason is a musician and found a way to take MIDI music files, which are easy to find on the web, and turn them into sheet music – automatically! The best part? He does this all with a few pieces of freeware and shareware software! He describes his techniques in his web site and includes links to the resources – and charges people up to \$20 for three months to do it!

The bookmark section of this manual has lots of my favorite resources.

Getting Started

It's time to put your virtual vending machine together! This process takes anywhere from 1 to 10 hours depending on your abilities and your Internet connection speed. You should be able to get everything up and going in a single weekend or over the course of a couple of evenings.

Preparing Your Autoresponders

If you haven't already, sign up for an autoresponder service. Autoresponders are programs that send a series of e-mails to people who sign up for your list. I like [FreeAutobot](#). You will need two accounts. One account is used for sending out your free reports to your prospects.

The second is for your newsletter or announcement list that you will use for your existing customers.

In the first autoresponder you need to install the letters titled **Letter #1**, **Letter #2**, and **Letter #3**. These three letters will continue to "hit" your prospect with your sales message over the course of several days. These letters came with this package and are in plain text format. You can open them with any text editor or word processing program that you like.

Each autoresponder system has a way to set when to send its letters. For this first autoresponder you should set the following times:

Letter #1 0 Days (or immediately)

Letter #2 1 Days (the next day)

Letter #3 2 Days (the third day)

For the second autoresponder account you only need to install **Letter #4** and set it to send immediately. This is your "Thank You" letter and goes out to everyone that purchases your product and adds themselves to your mailing list.

You should add any additional letters that you want to either of these two accounts.

Be sure to personalize the letters with **Your name and web site URL**. This is the only change you are allowed to make to these letters. I've also included a suggested Subject line with each letter.

Next you will need a piece of HTML code for each of your autoresponders. Every system provides some way to generate the code necessary for you to actually collect information from your users.

There are a couple of things you must know in order to set this part up properly.

First of all, you will need to know the location of your web pages, so if you haven't already signed up for a web site, then you should do that first and then come back to this part.

Assuming you don't change the name of the web pages then you the page you want to send people to after signing up for your free report or your newsletter is the **thankyou.html** page.

The code for the the first autoresponder should be inserted into the **freereport.html** web page. The code from the second autoresponder should be put into the **signup.html** page.

Setting Up Your Payment Account

The next thing you'll need to complete is signing up for a way to accept payments. I personally like [PayPal](#) but you can choose any service you like. The only real requirement is that after your customer makes a purchase they are redirected to your download page.

You'll need to know that the page to send people to after their purchase is called **signup.html**. This page first congratulates your customers on their purchase and asks their permission to be added to your special "update" mailing list. After you customer signs up they are sent to the download page where they can actually download their copy of this package. The name of the actual download page is **download.html**.

Assuming you've already set up your PayPal account, you need to create a **Buy Now** button or link following the instructions that they give. I recommend the button, but you're free to choose what you like best.

Beware! Services like PayPal are easily "hacked" and people can steal your product t if you're not careful! Check out my web page <http://laserbeammarketing.com/encryptinator> for full details and a way to protect yourself.

After you've generated the HTML code for accepting payments, you need to insert it into the **index.html** page (your main sales page).

Finishing and Uploading Your Web Site

You have all the pieces in place at this point. You are free to "spice up" the web site if you like. For a truly quick and easy way to get started check out my favorite: <http://freesitetemplates.com>

You **may not**, however, make any changes to the actual content of the web site's sales letter except to put your own name and contact information in it if you like. You may not remove the copyright notice.

Upload your pages to your web host using whatever means you're most comfortable with.

Finished!

Setting up your virtual vending machine is the most technical aspect of the whole process. If you're uncomfortable with the process and cannot find someone to help you out, let me know.

I will set up and configure the entire process for you for a fee of just \$50. This fee includes the entire procedure of configuring and installing your virtual vending machine for you.

Before you contact me, you must have (and be able to share with me) the following information:

- Your web host information including : User Name, Password, and FTP access
- Your PayPal (or other payment information), including your user ID
- Your autoresponder service information including your User Name and password.

Because of the low cost of this manual I will not provide free technical support. There are plenty of publications out there on creating and editing a web page that you can use as a reference guide.

If you're interested in the installation service e-mail me at: james@laserbeammarketing.com

That's it! Now comes the tricky part! Getting people to visit!

Letter #1

Subject: Your free Virtual Vending Machine Report.

Your special report How to Create
a Truly Automated Virtual Vending
Machine Business that Collects \$10
Bills for You!

Imagine getting up in the morning and checking your email, only to find it full of money!

Sound too good to be true?! I would have thought so too, but I'm here to tell you that it is absolutely possible!

My name is James Pearson and I'm the owner of several virtual vending machines that bring me \$10, \$20, \$50 or more each, almost automatically!

Now, I'm not going to waste your time telling you about some get-rich-quick scheme or MLM or anything like that. I've tried dozens of things like that and they all left me poorer!

However, last year I practically stumbled on a way to generate an income on the Internet with so little work that it practically runs on autopilot! I'm talking about what I call virtual vending machines.

~~~~~

My Virtual Vending Machines Collect \$10 Bills for Me While I Sleep!

~~~~~

I know it may sound a little cliché, but my Internet business really does make me money while I'm sleeping, spending time with my family, or even out doing something I love!

Now, I'll admit that there is some work involved. You'll have to spend some time setting things up (but I show you how to do that), and time promoting your new product, but that's about it!

I average about 30 minutes a day and make up to \$150 an hour!

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Here's Exactly How My Virtual Vending Machines Make Me Money Automatically

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I have several digital products that I sell from 3 page web sites.

People visiting my sites make a purchase automatically using a credit card.

After their credit card is approved they are immediately taken to a special web page where they can instantly download their product.

Meanwhile I receive an e-mail letting me know that money has been deposited into my account!

It's that simple!

~~~~~

How to Have Your Own Income Producing Virtual Vending Machine Up and Running In as Little as an Hour!

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You don't have to write a word or be an author or anything like that to get started! As a matter of fact, you don't have to be a web site designer to get started.

I've recently written a manual describing my entire virtual vending machine business in detail for you. It's not fancy, but it's packed with all the details of my business and how I make an automated income with the least possible effort!

Plus, I've included all the tips and tricks I could think of to get started for nothing nada zip zilch zero investment!

I'm a real tightwad. Plus, since I didn't have a lot of money to get this business started I had to find ways to really cut corners! I've come up with several ways to get your own virtual vending machine making you money without spending any!

~~~~~

I've Already Created a Virtual Vending Machine Just for You!

~~~~~

I want you to get started making money right away. That's why I've included a special money making virtual vending machine with my manual!

After you're done reading it you'll see just how easy it is to get set up and you'll have everything you need to set up your very first virtual vending machine! I've done it ALL for you already!

Plus, I walk you through the process of getting your new money making machine up and running right away!

~~~~~

Guaranteed Income!

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Look, I know that anyone can do this. I've included everything I could to get you started immediately after you get my manual. However, I also know that you may be skeptical. After all, how many times have you heard make money while you sleep?

That's why I'm going to offer you an 100% money-back satisfaction guarantee. Purchase a copy of my

manual and put it to work for 30 days! If you're not completely convinced that this is the easiest way to earn an income from home, then just drop me a note and I'll gladly refund everything. No hard feelings.

Stop by my web site today and order a copy of Virtual Vending Machines – \$10 Automated Moneymaking Machines.

The address is: <http://laserbeammarketing.com/virtualvend>

Sincerely,

James Pearson

P.S. Virtual Vending Machines is guaranteed to be the easiest way for you to get started making an automated income. I'm so sure that you'll be able to make money from home using my techniques that I'm backing it with my 30 day satisfaction guarantee!

P.P.S. There are 3 incredible bonuses with my manual, but only if you order today! Stop by <http://laserbeammarketing.com/virtualvend>

right now to learn more

Letter # 2

Subject: I'm still holding your virtual vending machine

I've still got a Virtual Vending

Machine Waiting for You!

I just wanted to make sure that you got my last email about my new manual **Virtual Vending Machines Automated \$10 Moneymakers**.

Are you interested in a way to make money on the Internet that really works?

Are you tired of get-rich-quick schemes?

Would you like to get a first hand look at my virtual vending machines?

Stop by today for complete details. I've included 3 incredible bonuses for everyone that purchases a copy of my manual within the next 24 hours! You'll get:

- * An instant virtual vending machine of your own
- * A complete web site to start making money right away
- * Resell rights to my complete package (a \$97 value by itself).

See exactly how my virtual vending machines work at:

<http://laserbeammarketing.com/virtualvend>

Sincerely,

James Pearson

P.S. I can only guarantee the 3 incredible bonuses for the next 24 hours! They have a total value of over \$200 so I must ask you to stop by today to guarantee that you get yours!

P.P.S. My Virtual Vending Machine system is completely guaranteed to make you extra money! Try it out for 30 full days. If you're not completely satisfied, just let me know!

Letter #3

Subject: This my be your last chance!

This may be your last chance ever to start your own money making virtual vending machine!

Imagine opening your e-mail and having your inbox filled with money! I would have never believed it until I did it myself!

Now I've created a step-by-step manual *PLUS* incuded EVERYTHING (and I really do mean everything) you'll need to get started making extra money as soon as you've read my manual.

Stop by <http://laserbeammarketing.com/virtual> vend right now and take just 2 minutes to learn how you can make money with your own automated virtual vending machine!

Sincerely,

James Pearson

P.S. This may be the last letter I send you about getting your own virtual vending machine! Stop by my web site today!

Letter #4

Subject: Thanks for Your Order

I just wanted to drop you a quick note to say Thanks for ordering your copy of Virtual Vending Mahines Automated \$10 Moneymakers.

I'm sure that after you're done reading through all the materials that you'll be as convinced as I was that a Virtual Vending Machine is one of the quickest, easiest, and most automated way to make some extra cash.

To get the most out of your purchase I recommend that you immediately follow the instructions given to get your web site up and running.

After that you'll want to get as much traffic going to your new web site as possible. You can use the free technique described in the manual if you are short on cash but have some extra time.

However, you might also consider posting a couple of auctions on eBay. It costs nothing to get started and is a great way to test the waters.

Thanks again for your purchase.

Sincerely,

James Pearson

james@pearson.net

<http://laserbeammarketing.com>

Getting Visitors To Your Vending Machine

You may remember the movie *The Field of Dreams*. The voice kept saying "If you build it, they will come."

Well, I'm here to tell you that there is no such thing as a field of dreams when it comes to your virtual vending machines. Getting traffic to visit your vending machine is the hardest part about the entire business. It is also the one that you should spend the most effort on.

When I started my first virtual vending machine (the computer sales letters) I listened to several Internet "gurus". I spent hundreds of dollars promoting my website and had little to show for it!

Now, I've quickly come to realize that there are other, effective ways to promote my vending machines, and actually make money, without losing a fortune.

When it comes to traffic there are several things I've found that really just aren't effective any more. They still have their place, but things are changing pretty quickly on the Internet and what used to work isn't working as well these days. These include:

- Banner advertisements – unless your banner is somewhere prominent, banner exchanges and the like just aren't as effective as they used to be.
- Safe list mailings (you mail to a thousand people who also mail to you – everyone's just passing around the junk mail).
- Search engine submissions – yes, it's good to be found in search engines, and it's good to submit to them, but this is time consuming, there are lots of search engines, and each engine has it's own rules. Too much effort for my tastes.

After almost a year of experimenting I've come up with some almost guaranteed ways to get visitors to your web site, and how to do it **for free!**

There are plenty of ways to get traffic to your web site by paying for it. One currently very popular way is by paying for search engine results! Check out [Overture](#) or [Google's Adwords](#) these search engines allow you to bid on specific keywords. The more you're willing to pay, the higher your results are in their search engines.

Let's take this manual for example. I might bid \$0.05 each for the keywords: Vend, Vending and Vending machines.

Now, if anyone searches on those key words and I have the highest bid, my web site will be listed first!

These search engines, by the way, provide results for thousands of web sites all over the world!

It is this technique that I first tried to drive traffic to my web site. I spent a lot of money and got very little back for my investment. You see, many of the words I was bidding on were expensive! That is, other people were willing to pay a whole lot more than I was to be listed first.

After several months of watching money go out the window, with few results, I started looking for alternative ways to make sales. I've included two of these techniques in this manual. The next chapter **My Secret Sales Weapon** details my favorite technique. Plus, I've included a

bonus report that details a system that I love, and really does work.

My Secret Sales Weapon

Imagine for a moment, having a "real" vending machine – one filled with gum balls or goofy toys. Where would you want to put it?

I hope your answer was "in the busiest mall on the planet". Of course, you need traffic to sell toys out of a vending machine. The same is true of your virtual vending machine. Without traffic you'll never make sales.

I began my virtual vending machines with some marginal success. I was paying for traffic, mostly from pay-per-click search engines. However, there were a lot of big names competing for my key words. This meant that I either had to pay a higher price for my visitors, or I had to tolerate being way down on the bottom of the list.

I quickly spent a lot of money without making a whole lot. Part of the problem was that I was trying to sell my product at a reasonable price. If you've looked around at many of the ebooks being sold on the Internet, you'll notice that they average about \$27 in price and go all the way up to about \$100.

Since my product *How to Create Free PDFs* (<http://laserbeammarketing.com/createfreepdf>) was priced at just \$13.27 I found that I wasn't getting a good return on my investment.

Now, there are some other traffic techniques out there, such as submitting articles to e-zines. However, I wanted something that would work fast, and with little effort (I was pretty burnt out at about that time).

I'm not exactly sure what made me think to try and list my products on the world's largest Internet auction site, eBay, but it worked! And it continues to work **very well!**

I had sold some products (mostly real books) on eBay a couple of years back, but hadn't visited the site in quite some time. I don't even think I took the idea seriously at first. I remember saying to someone "My ebooks aren't selling too well off my web site, I should try and sell them on eBay. Heck if someone can sell a piece of cardboard for over \$13, I should be able to sell an ebook or two".

So, I posted my sales letter on eBay, and within a week's time I knew I had a winner. It only cost me a couple of dollars in listing fees and commissions and I made a great profit!

Ebay is one of the most visited web sites and boasts millions of hits a day. It is, for our virtual vending machine purposes, one of the busiest "malls" on the Internet. The best thing about a mall is that people are coming there looking to spend money and get a good deal. Provide them with that and you'll make sales all day long.

Now, let me tell you that the eBay technique does have its drawbacks. It's not nearly as automated as just paying someone to send traffic to your site where everything happens automatically. I do spend more time answering emails and with follow up sales than I do with sales directly from my web site. However, I have quickly been able to streamline the process using a database of form letters and listings. Today's sales, for example were just under \$50. I spent approximately 20 minutes sending out my emails and posting new listings. That turns out to be about \$150 an hour!

Now, some days are better than others, but every time I add a virtual vending machine to my product line I make more money. You can check out my current auctions by visiting <http://members.ebay.com/jdpauctions>

There are **lots** of people now selling digitally delivered products on eBay. Some of these include:

- eBooks
- software
- Access to members only web sites
- Web sites
- Audio presentations on web sites
- Web site templates
- recipes
- reports
- training manuals

After successfully using eBay as a business opportunity, I cannot recommend it enough. What other business gives you guaranteed traffic for free, doesn't charge you for 30 days for your listings, gives you as much room as you need to make your sale, provides ways to accept payments, and a whole ton of support options?

Virtual Vending Machine Resources

Affiliate programs

[Affiliaetracking.com](#)
[Affiliate Tracking Network](#)
[AssocTrac](#)
[Automatin wiz – Does Everything!](#)
[Create or join an affiliate program with clickX...](#)
[FuzionQuest – affordable affiliate programs](#)
[http://www.myaffiliateprogram.com/solutions.asp](#)
[My affiliate program](#)
[Paypal Affiliate Program](#)
[Reviews of Affiliate tracking software](#)

Autoresponder Scripts

[Auto Follow Up Script – Free download of CGI an...](#)
[AutoResponder2000](#)
[Direct Marketing Pro \(TM\)](#)
[Envex Developments – Your CGI Script Specialists](#)
[Follow Up Email Autoresponder – SellWide.net](#)
[Free Autoresponder Script](#)
[http://itishere.net](#)
[InternetBusinessFollowup.com – Make Money While...](#)
[InternetBusinessFollowup.com – Thanks for your ...](#)
[Postmaster is the most powerful and easy to use...](#)
[PromaSoft AutoResponder Comparison Chart](#)
[The ASP Emporium – AutoResponder Object v3.0](#)
[The Master Series:: Master E-responder V1](#)
[Xtreeme FollowUpXpert Order Form](#)

Autoresponders – List Managers

[AUTORESPONDERS.COM \(TM\) – Learn About Autoresp...](#)
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<http://drive.to/lists>
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[John's Ezine list](#)
[Lifestyle Publishing. The Best Source of Ezines...](#)
[ListChannel.com – The Easy Way to Manage, Subsc...](#)
[New Way To Announce Your New–Lists: The New–Lis...](#)
[New–List.com, Your Source For Free Targeted New...](#)
[Noozletters.com Free Newsletters](#)
[Opt–Influence.com / Co–Registration](#)
[Places to Announce your Ezine](#)
[Topica: Learn More. Surf Less.](#)

Hit Generators (Guaranteed Hits)

[ePower Promotions we deliver the hits your onli...](#)
[Exit Exchange : The Free, Targeted, Exit Traffi...](#)
[Guaranteed Traffic On Your Site](#)
[Guaranteed Traffic to Your Website Fast!](#)
[Guaranteed traffic and unique visitors for your...](#)
[Guaranteed–Hits.com: Affordable and guaranteed ...](#)
[http://www.trafficjammarketing.com/](#)
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[SearchEngines.com – Introduction to search engi...](#)
[The Ad Net! –FREE Classified Ads](#)
[Tools For The . Net by JimWORLD](#)
[TrafficZilla.com](#)

Keyword Search, Suggest, & Bid Tools

[7Search.com – Get Related Keywords Page](#)
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[JimTools.com Webmaster's Toolkit Command Center](#)
[Overture – Get Current Bid Tool](#)
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[http://www.gotcrush.com/](#)
[hyperTracker.com – ad tracker](#)
[IdeaMarketers – Free Content, Articles & Ezine ...](#)
[Jay Abraham](#)
[Joe Sugarman – Psychological Triggers](#)
[Lycos top 50 Search Words](#)
[Marketing Forum. Nice articles](#)
[NicheChallenge – newsletter](#)
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[PostcardPower–Full Color Postcards! Design. Pri...](#)
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[Robert Collier Letters](#)
[sales coaching, sales training seminar, how to ...](#)
[Target Marketing Magazine](#)
[Ted Nicholas – Magic Words](#)
[The Six Simple Principles of Viral Marketing](#)
[Y2Marketing.com](#)

PDF Creation

[HappyFreebies Pdf Generator](#)
[NLM DocMorph](#)

Pay Per Click

[271 Pay Per Click Search Engines Reviewed](#)
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Payment / Billing Options

[CCNow](#)
[CLICKBANK.COM:](#)
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[your business can accept credit cards online – ...](#)
[PayPal](#)

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http://www.nedstat.com/uk/f70006e70004_index.htm
<http://www.wundercounter.com/howitworks.html>

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[Google Directory – Computers Internet Web D...](#)

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<http://www.100best-free-web-space.com/>

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

[Linksky 4.95](#)

[Surpass Hosting – Leaders in low cost Unix Hosting](#)

[Web Hosting & Ecommerce Solutions by Server101](#)

[Web Hosting and Free Domain Names – Elite-Domai...](#)

Bonus – How to Write Wining Sales Letters!

Your web site must be nothing more than a sales letter. If you can master the art of writing a good sales letter, then you can make money with your very own personal virtual vending machine.

I am not going to teach you everything there is to know about writing moneymaking sales letters. in this section.

Why?

- There are thousands of books, volume already on the subject
- There are other, more qualified people to teach you
- I don't have the time or space to dedicate to just that one topic

But Since the sales letter, whether it be delivered by the postal carrier, web, or e-mail, is by far the single most powerful income generating, business building tool I have encountered I feel it is my duty to share with you some simple techniques to get you started.

So let's begin.

Hey! You There! Read this letter or else

You did didn't you?

By far, the single thing I spend most of my time on when I write a sales letter is the headlines. Headlines in a letter you say? Yup. And lots of them.

Right now, go out and buy up a bunch of Get-Rich-Quick and Business Opportunity type magazines. Look at the ads. You'll find that these ad, the ones that appear over and over again, are simple sales letters. – with lots and lots of headlines!

Your headline's job is to draw the reader in, and then keep her reading throughout the whole thing.

So, brainstorm as many possible headlines as you can about your product. Fill them with benefits (not features) about your product or service. You must get the reader's attention and maker absolutely have to stop whatever she's doing and read on. A tough job.

Once you've finished brainstorming ideas, you'll find that you've practically created an outline for the rest of your letter.

Here are just a few "fill in the blank" ideas I typically use. Just try and plug in your product or service.

- **How to** _____
- **Give my just 5 minutes of your time and I'll show you how to** _____
- **11 Secrets to** _____
- _____ **while you** _____ (make money while you sleep ...)
- _____, _____, and _____. **3 Ways to instantly** _____
- **Attention** _____! **You may be at risk for** _____

- **Warning! Don't _____ until you _____** (don't hire another computer company until you read my in-depth report).
- **101 Ways to _____**
- **Everyone laughed when I told them _____ but not when I _____**

Benefits

Your sales letter must be full of **what's in it for me** stuff. This is, after all, what your clients really want. For example, I'm working on a project to sell memory upgrades to our computer clients.

Here are some of the "headlines" and topics I've brainstormed so far:

- The easiest way to get more work done fast
- Our memory upgrade will help you get your work done faster so you can take the afternoon off
- Absolutely the least expensive way to increase your computer's speed – and breathe new life into that old machine

Do you see the benefits to the user? They don't care about ECC or whether it's a 100 or 400 MHz bus speed. They care that their Excel document opens at "the speed of light"

Pack your copy with benefits.

Frustrate Your High School English teacher!

OK, I did great in school. I was always in the top of my class, even in English.

But now that I write sales letters. most of the time, I could care less about everything I've ever learned.

You must talk like you write! If you do, you will connect with people in a personal way. Your letters will be more interesting. And, you'll make more sales.

Here's a trick I love. I've gotten in the habit of carrying a small tape recorder with me. I travel in my car a lot, so I have lots of time to think and "pre-write" my letters and offers. I will often speak my sales letter. I just record what comes to mind.

I've found that if I can hear it I can really quickly find out what is working or not.

If you don't like that idea, read your letters aloud.

The Offer

This by far the most important part of the letter. You have to actually offer your customer something. If you don't then there's really nothing you can ask her to spend her money on and all you've done is write her a nice letter.

You must come up with some package, some irresistible offer that your customers just cannot refuse.

Back to my antivirus letter. I spent a **great** deal of time telling my prospects about all the possible horror stories and disasters that viruses cause. I went on for several pages actually. Then, I make the offer. Give me a call and I'll give you a free analysis of your current system and tell you exactly what you need to do to remedy it (which of course would be for us to install a protection system for them).

This is an offer. Here's what I have that will solve your problem. All you have to do is call (order, email, etc.).

It's too good to be true!

Whenever possible I like to "sweeten the deal" as much as I can. In addition to the core offer I throw in as many freebies and bonuses as I possibly can. This adds value to your offer.

Stay up until 4 a.m. watching infomercials tonight. I especially love the ones about kitchen gadgets. If you're really lucky Ron Popeil will be on and he's a master at this.

Here's how it works. First you pitch your customer on the problem. How awful their life is with this problem. How painful it is.

Then, you say "I have the solution".

But then you add "In addition to the solution, I'm going to give 3 choppers, 4 dicers, and Extra super knife and an orange peeler. All for the low price of just \$19.95.

Another example. Dan Kennedy (the marketing guru I told you about earlier – you have bought his books haven't you?) sells a newsletter. His newsletter is really, really good. Yet, it's \$149 a year. So, his headline read:

"I'm going to bribe you just for saying Maybe to my newsletter"

His bribe?

- Several additional back issues
- 6 Tapes from a \$2000 per person conference
- 4 Tapes of some other interviews
- A couple of "marketing critique" certificates he values at \$500 each.

So, he's throwing in a few thousand dollars worth of free bonuses just for trying out his newsletter. Now his newsletter seems like a steal doesn't it?!

The best part, it costs him next to nothing to throw in these extras. Since they are all informational products his cost to give them to you is very low. The perceived value is very high.

Guarantees

Give one. A guarantee always helps your offer. Always. Your guarantee should:

- Be interesting
- Be unconditional
- Be long

Give your guarantee a name.

- My \$10,000 guarantee (you'll make \$10K with my stuff or I'll send you a refund).
- Triple-satisfaction guarantee
- 5-Star Guarantee

Longer guarantees usually do better than shorter ones, so do the longest you possibly can.

Deadlines

Have them.

A deadline is a must. "I must hear from you by midnight on Friday January 4th, or I'll be forced to give your reservation to somebody else."

Another way of giving a deadline is by the number allowed. "I've only got 13 of these precious products left so order now and avoid disappointment."

Nuf said.

P.S. I love you!

Most people will skim a letter and at the very least read a P.S. So include one. Include 2 or 3 even.

Use your P.S. to restate your offer and remind your prospect about deadlines and such. Also, use it to add more bonuses, or give additional bonuses.

How to really master the art of "salesmanship in print".

OK, I'm not going to tell you again. Go and get Dan Kennedy's "The Ultimate Sales Letter" right this minute. He has a proven, step-by-step formula for writing sales letters.

From Barnes and Noble:

[Ultimate Sales Letter: Boost Your Sales with Powerful Sales Letters. Based on Madison Avenue Techniques](#)

[The Ultimate Marketing Plan: Find Your Most Promotable Competitive Edge. Turn It into a Powerful Marketing Message, and Deliver It to the Right Pro](#)

From Amazon:

[The Ultimate Sales Letter by Dan S. Kennedy](#)

[The Ultimate Marketing Plan by Dan S. Kennedy](#)

Also, check out Yanik's InstantSalesLetters.Com. Here you have a whole slew of letters you can model.

Last, here's the absolute fastest way to get started. Dan's got a whole system on marketing. As a matter of fact, if it weren't for this product I wouldn't be here today.

Check out [Magnetic Marketing](#). I guarantee it'll be the best investment you've made in your business in a long time.

Bonus – How to Get Guaranteed Traffic for FREE!

System Instructions

Intro: This system has been tested and works unbelievably. Make sure that you follow the instructions exactly, in order for it to work properly.

Step 1:

First you are going to sign up with 2 banner exchanges (you could add more but that would slow your page down and defeat the purpose) that will let you upgrade to 1:1 ratio (this is important – it double your number of banner impressions). You can upgrade for \$27 at the first link and \$25 at the second one.

[Linkbuddies](#)
[BannersGomlm](#)

Step 2:

Next we want to add an Exit exchange program, what this does is for every 2 people that leave your site, 1 more will visit.

[ExitExchange](#)

Step 3:

Ok, your website is ready to go – now let's get into the heart of it

Next you are going to sign up with the hit providers – if you are already a member of some of them you don't need to sign up again. Make a note of your referral IDs as you go – these will be important. When you sign up for these programs, I recommend creating a website for this program and promoting it for the first week or two – as you get more people signed up under you, your hits are worth more credits. With no one under you these are all 1:1, with people under you, you get a % of their hits also. Once that gets built up you will be able to generate a ton of hits in a very short time.

There are more hit programs here than you will probably be able to use at one time – I highly recommend alternating use of them – that will make sure your website get seen by the largest amount of customers.

Click on each link below and sign-up for their free click generating programs. (pages will open in a new window)

- [hitharvester](#)
- [trafficg](#)
- [nomorehits](#)
- [iloveclicks](#)

- [clixswap](#)
- [ezhits4u](#)
- [adswappers](#)
- [ezytraffic](#)
- [clickthru](#)
- [fastfreeway](#)

Single setup hit generators – these you do once and as you get this program out to more people, your website will get more hits

[ultimatetrafficsystem](#)
[massivehitsgenerator](#)

Step 3

This step is optional but I do recommend it. Go to <http://www.download.com> and get a "popup killer" program – this will prevent you from having to close a ton of extra windows every few minutes when you are earning hits.

Step 4

You have the banners in place, you have the info from all the hit programs and you have your autoresponder set up – we are ready to go!

You will have to do a little experimenting at first to see how much your PC and your internet connection can handle – I normally run 6–8 programs at the same time but that can be difficult sometimes – you may find 3 or 4 is as many as you can do at one time – just find which ones you like the best.

Go to one of the hit generation providers in each window and go to the part of their site where you can do your surfing (after you log in most sites will have something like "earn credits" or "get clicks" or for hit harvester it says "harvest") Each program requires you to be on a site 20–30 seconds so once they are all started you simply go from one window to the next and click on next site (watch to be sure the timer has run down on each site first or you won't get credit). Once you get rolling you'll find you probably won't have to wait for the timers at all – they will have run down by the time you get back around to them. If you have all 7 windows going and keep at it, you can generate about 800 visitors an hour (they won't all be sent to your site during that hour – it may take several hours for all the sites to send you all the traffic).

Once you get a good number of people under you in this program you can go back to the admin page for each traffic generator and change them to point at whatever opportunity you want.

What happens:

One of the key things in website promotion is getting the most from every visitor to your site. Which one of these do you think would be best for your site:

1 visitor = 1 visitor

1 visitor = 1.5 visitors + 4 banner impressions

Doesn't sound like much at this level but you are going to generate 800 hits an hour to start with – that could be 1200 visitors and 1600 banner impressions. When you really get into this you may be generating 10,000 hits at a time or more and that would be 15,000 hits and 20,000 banner impressions!

Additional Options:

You can now open more than one start page or "surf-to-click" page by using a web browser that uses tabs and is able to save "groups" or "layouts". Such browsers include:

[Netscape](#)

[Opera](#)

and

[Broadpage](#)

[1Tabview](#)

There are others out there as well.

Bonus – How I Create Ebooks in Just One Weekend!

After writing 3 ebooks now (and working on a couple more) I've come up with a great method that allows me to create my ebooks in just one weekend.

Step One

The real secret to my method is that my ebooks have a **very specific focus** in mind. Before I start writing a word I've already come up with an extremely specific topic. Take my manual, *How to Create Your Best-Selling eBook for Free* (<http://laserbeammarketing.com/freeebook>) for example. I've only focused on one PDF technique and my focus is specific to creating an ebook!

I know of at least 15 other ways to create PDF files, but I've left them all out because my goal with this manual is to show you 3 very specific, simple, and free ways to create PDF files.

This allows me to:

1. Greatly reduce my writing time
2. Narrow my audience so I can charge a reasonable fee for a small amount of information
3. Keep my manuals short and to the point (less writing)
4. Make sure I stay "on track"

Just this step alone lets me knock out my ebooks quickly.

Step Two

The next step is my outline. I learned this technique way back in writing and speech classes many years ago. Since I write "like I talk" and don't worry too much about grammar (I want my ebooks to make money – not win awards), I don't have to spend a lot of time on editing my ebook after it's written.

I use a simple outline to start "fleshing out" my ebook. This keeps my thoughts focuses, and practically writes the ebook for me! By the time I'm done with a good outline I've got almost half the book written. Adding a few extra details, examples, and images are all I need to do after that!

Here's a sample outline of one of my manuals:

How to Instantly Create Your Best-Selling Ebook for FREE!

1. Introduction

1. About me.

- a. My Name is James Pearson
- b. My background is in computers. I've sold, fixed, and taught my clients about computers for about 10 years now.
- c. I decided to write an ebook to supplement my income.
- d. I needed a way to do it that wasn't expensive.

2. All about ebooks

- a. What are ebooks?

- `. Ebooks are electronic books that people can download instantly from the Internet.
 - a. Not to be confused with ebooks that require special e-reader hardware (Rocketbook, etc.)
 - b. Ebooks are hot!
 - c. Ebooks can make you money!
- 2. Why create an ebook.
 - 1. For me it was the need to make a product that I could sell and deliver electronically.
 - 2. For some it might fulfill an need to create or express themselves.
 - 3. It's a great way to share your documents with others, even if it's not for profit.
- 3. Creating Your Own Best-Selling Ebook for Free!
 - 1. Choosing your format.

- a. Choosing what format to publish your ebook is an important first step. Even before you write a word you should decide how which format to use since this may determine how you need to format your book in the first place

There are three very common formats that ebooks currently come in.

b. PDF

`. Pros:

- `. Compatible with any computer system.
 - a. Only requires free Adobe Acrobat Reader.
 - b. Very commonly used and accepted.
 - c. Can be secured with passwords

a. Cons:

- d. Acrobat is expensive (but that's why you bought this manual)
 - e. Sometimes creates large file sizes.

c. Compiled

b. Pros:

- f. Great looking ebooks.
 - g. Because it's "software" you can promote it on shareware web sites.
 - h. File sizes are small.
 - i. Lot's of features can be built in like passwords, link tracking

c. Cons:

- j. Programs are specific to a computer system.
 - k. Many people are afraid of viruses and won't use a "program"
 - l. Can have other "software errors"

d. HTML

d. Pros:

- m. Accessible by anyone with a web browser.
 - n. Very commonly accepted.
 - o. Usable on any computer system.

e. Cons:

- p. Lots of little files instead of a single file
 - q. Easily "stealable"
 - r. Very little security.

2. Selecting an Ebook Creation Tool

- a. Now that you've selected a format, we can look at how to actually get your document into that format.
- b. Let's go through each of the formats and my suggested tools.
- c. PDFs
- e. Assuming your going to use PDF then

As you can see, by the time the outline was completed, I had practically written the book!

Step Three

Now that I've finished my book, in just a few hours or so, I'm ready to convert it to my Ebook format of choice!

That's it! This simple process let's me "bang out" an ebook in just a few hours of spare time!