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Introduction

I don't get it.

Since the time we first started school at 5 years old, we've been taught to respond to bells. We would go in to class... sit down in our assigned seat until the bell rang. Then we would go outside and play for a while, till another bell rang. We'd come back inside, and work on our assigned task until the next bell rang. Then it was time for lunch. Exactly 45 minutes or whatever later, another bell would ring and it was back to our studies.



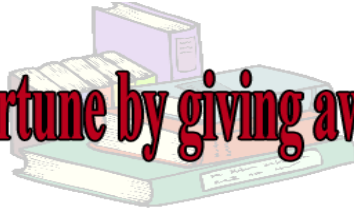
We've followed this same pattern all through school into our adult lives. We've been taught that we have to study hard, work hard and get a good job. That good job is supposed to fulfill us, provide for our families, and give us security.

I wonder if you would really even be reading this ebook if that system REALLY worked? No the reality is that most people are working at a job they hate, for a paycheck that barely covers their expenses. They spend many wasted hours each week commuting back and forth to work.

I was there! In fact had worked my way up into middle management in a computer manufacturing company. I was putting in LONG hours and really working hard, because I really believed in the potential of our company, and my future.

One day out of the blue, I was called in to the bosses office. I was informed that my services, and also the services of the entire department that I'd worked so hard to build, were no longer needed, and asked to pack up my stuff and leave. **JUST LIKE THAT!**

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I was in shock! Wasn't this the same company who just a few days earlier in the weekly staff meeting had rallied around my department and commended me for a great job I was doing? When I got home that day around noon... my wife met me at the door. She jokingly said "What did they do? Kick you out?" She said that because she knew the long hours I'd been putting in, and figured they just wanted me to go home and take a break.

I'll never forget that moment, as I faced my wife with tears in my eyes and told her that I was out of work.

Now of course, I look back on that and realize that it's probably the best thing that ever happened to me... as that was the day that I gained my freedom.

I vowed at that very MOMENT that I would never again allow anybody to do that to me.

And I never have.

My hope for you is that I can help you to stop depending on somebody else for your income. It's just too risky!

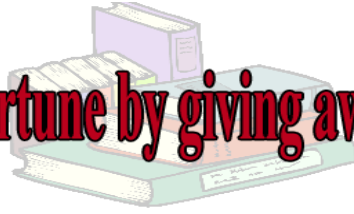
Today, I work from home. I commute down the stairs to my home office. One of the biggest joys in my life is working with my two sons, Joe and Tim, and my daughter in law Lisa. Tim is co-writing this ebook with me.

I have the freedom to travel, when and where I want. Just a few weeks ago, I decided that it would be fun to take the grandkids to an amusement park, so instead of working, we went and rode roller coasters.

I've been able to take them across country three different times to go to Disney World. When we go we always rent a villa with a private pool, and the kids have a ball.

The last time we took them was just a week after my wife and I had returned from a cruise to the Carribean.

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That is what freedom is all about, and that's what I want to help you achieve.

My goal in this ebook is to help YOU to get out of the Rat Race that I was in. I want to help you to build some simple reproducible things that can generate ongoing income for you, whether you work or not.

I will show you how you can create your own little branded ebooks which can be branded, downloaded and ready to go in less than 5 minutes. They will then go forth and create an automatic and recurring income for you for years to come.

That's the real secret. It's not JUST to work for yourself, but it's to be able to build individual sources of income that work for you whether you're working at your desk, or on a cruise. I travel a lot, and almost always come back from a vacation, a cruise, or a business conference with more money in the bank than there was when I left.

That is freedom. That's what life was meant to be.

My hope for you is that by following the steps in this book you'll be able to build a solid residual income. I want to see you build the kind of security that allows you to travel when and where you want, to live in the house of your dreams, and to just plain enjoy life.

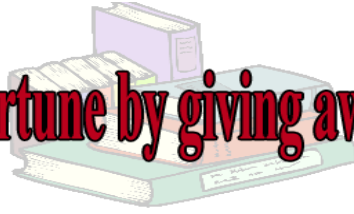


Throughout this book, you'll see this icon.

When you do, it is a reminder that this particular subject or idea is of MAJOR importance. Please be sure that you understand it thoroughly.

Be sure to check out the directions at the end of the ebook that will show you step by step exactly **how you can earn extra money by giving away THIS ebook.**

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Make money by giving away ebooks?

Did you know that you can make money online, by simply giving away ebooks? That doesn't make sense, does it?

But many people have made a lot of money in this way. I met a young home school mom who first introduced me to this concept. She was making a VERY good income, by giving away ebooks. When I say a VERY good income, I mean just that! More than most doctors or lawyers... and she was doing it from her home office, while home schooling her children.

In the first part of this manual, I'm going to be showing you mainly how you can generate income by giving away THIS ebook. In the second part of the manual, we'll show you how to create your OWN ebook to market almost any product you want.

It's called viral marketing.



Viral Marketing you say? What in the world is Viral Marketing?

Well it's certainly nothing new... it's the OLDEST form of advertising ever devised.

No... you don't sell germs!

You may know it as word-of-mouth advertising. It's the most effective form of marketing that you can ever use, and it's FREE.

You do this all the time, maybe without even thinking about it.



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Let's say you decide to try a new restaurant, and you find that the food is something right out of heaven, and the service makes you feel like a VIP. You'll tell your friends about it, won't you? If they like it, they'll tell other people about it, and they'll tell others, and so on.

Word about the restaurant spreads simply from people telling others about it.

Here's another example.

What do you do after you've just seen a movie that you absolutely love? What do you do when you go to work the next morning? You can't wait to tell your friends and co-workers about it. It's human nature to share things that they like.

That's all there is to Viral Marketing.... It's just passing on the message, information, or in our case an ebook, from one person to another.

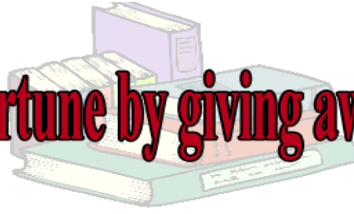
Selling products through viral ebooks is similar, although there are some techniques that we're going to teach you to "help" the process along.

Here's the whole process, step by step.

Let's use this ebook as an example... since it is a viral ebook. Later we'll talk about various ways you can (and SHOULD) use your OWN ebooks, and I'll give you sources to get some pre-made ones that you can easily modify.

Step 1 You change this ebook around slightly so that YOU can make money every time somebody buys one of the recommended products.. You use a very simple software program to make this happen. You insert special hyperlinks throughout the book where you'll make a commission when people buy from those links. That is called "branding" the ebook. Relax, I'll show you exactly how to do that... so don't worry about it. If you can use a word processor you can do this.

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Step 2 You give the ebook to everyone you can. Later in the book I'll show you ways you can easily find thousands of new people to pass it out to every week. Many of these sources are FREE!



Step 3 You sell the branding rights to the ebook, and we split the \$35 branding rights fees. See the link at the bottom of every page? That can lead people to YOUR affiliate link so that any time somebody you give the book to decides to brand their OWN copy you'll receive a commission of approximately \$17. THAT IS HOW THE BIG MONEY IS MADE BY GIVING AWAY EBOOKS..

Step 4 You collect commission checks when people buy from YOUR affiliate links that you branded into the ebook.

Step 5 Create your OWN viral ebook and repeat the process on your own. I'll show you where to get the materials for your ebooks and how to modify them to make them YOURS. You can complete the entire process in a day.

Also you can either write your OWN ebook, or have one written for you. In my ebook ["From an Idea to \\$37, 641.85 in just 24 days"](#) I show you EXACTLY how I used this method to create a new product that generated that amount of money in just 24 days from the time we first came up with the idea.

I show you how I had another ebook written for me on a subject I knew NOTHING about. I give you the actual sources I used, the letters that I used, and a ton of other idea on how to create your own profitable ebook. So don't you dare drop out because you think you can't write an ebook!

Step 6 You set up the ebook so that OTHER people will brand it, so that they will be marketing YOUR offers. The [Viral Cash Cow](#) software makes this very easy. There have been other branding programs in the past, but for the end user they can be very cumbersome. That chases away potential people who might otherwise work with you. You must make it as simple as possible for your Customers, and [Viral Cash Cow](#) makes it a *"falling off a log"* easy process.

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Step 7 They give your ebook to their friends, who can also brand it so that THEY can make money on it, and they send it out to their friends. You make money on the entire network of people reading the ebook, both from sales of back end products embedded in the ebook, and from branding rights.

This is called viral marketing, because it is spread from one person to another much like a virus is spread.

By being spread like that, just like a virus, the ebook spreads to dozens, hundreds, even thousands of people. So, obviously viral marketing can be a powerful tool.

Let's use a simple example. Let's say you give the ebook to 5 people. Each of them gives it to five people. What happens

5
25
125
625
3125
15625
78125
390625

Altogether that's 488,280 people. Almost a half a million. Now of course this perfect progression will never happen in reality. Some people will never pass it around, others will pass it around to many more than 5 people... but what I want to do here is to show you the **POWER** of viral marketing. Inside the word power is the word **POW!** Don't take this lightly! People have become millionaires this way.

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Take a lesson from the newspapers.

When newspapers talk to potential advertisers, they always like to talk about readership numbers, not circulation numbers.

Why?

The theory is that on an average each newspaper will be read by two or three different people per household. That is **EXACTLY** what would happen with your ebook.

It gets spread out to thousands of additional readers.

So now that we've talked about getting enough eyeballs in front of the ebook, the question is... How can you make M-O-N-E-Y from it?



The magic is a simple system called affiliate marketing.

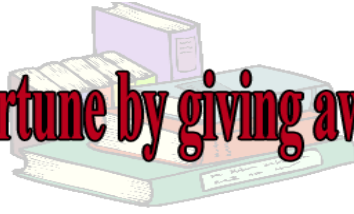
More than likely you've heard of this before, and chances are very good that you may have already tried affiliate marketing, but for the sake of those who are not familiar with this system, it's an amazingly easy and inexpensive way to earn money.

The premise is simple.

You send a customer to a merchant's website. If that customer buys from that merchant, you get a commission. That commission can range from 2% or 3% to 75% and even some times as much as 100% of the sale.

The merchant uses special software on their website. You are assigned a special URL that includes some kind of tracking code, so that every time somebody comes to the merchant through YOUR link, they know that the prospect came from you. If they buy, the merchant pays YOU a commission for the sale.

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As you'll see in this ebook, we'll have several different links to products that we recommend that can be used to help you get free or very low cost advertising, or software that might help you or any number of opportunities for you to make money.



Brand this ebook, and it becomes your viral money making machine!!!

When you BRAND this ebook, what you're really doing is removing OUR affiliate links, and inserting YOURS instead

As stated above, you can reach a large audience with a well written and popular ebook.

Let's say for example that 5,000 people are reading the ebook.

How many of them do you think would click on a link that makes YOU money? If they are targeted to the subject matter of your ebook, (and they wouldn't be reading if they weren't) probably quite a few of them.

Think of the potential here. You don't need to have a website of your own. I'm going to show you very shortly how you can "brand" the ebook so that the product provider's website now becomes YOUR website.

Although you will need to have a very simple website using the templates I give you so that people will be able to download your ebook.

It would take you less than a half hour to sign up for all the affiliate programs that we recommend in this ebook, enter them into the special online form, and then download your OWN private branded copy of this ebook that you can distribute to all your contacts.

The point is, do you think that the readers would be interested in products or services that relate to your topic? Most likely they would.

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Let's review this concept one more time, as it is a CRITICAL point that you must understand fully.

REVIEW....

In appropriate locations throughout this ebook, or actually any viral ebook, there are affiliate links, recommending products or services that the reader would be interested in.

Let's assume you had the 5,000 readers. It's very possible that you will get MANY more than that, but just for this example, we'll work with a readership of 5,000.

If just one percent of them purchased something from any of the affiliate links within the ebook, that would be 50 purchases. If the average commission was only \$10, you would get \$500 (50x\$10), just for passing out the one ebook.

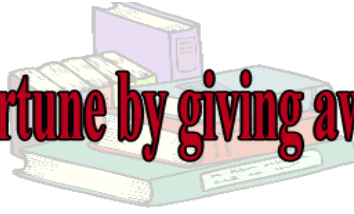
If the average commission is \$50, then you would receive \$2500 (50X\$50). And this is just for one ebook.

The EASIEST way to get started, and gain experience is to just brand this ebook and pass it out. See the section in this book about HOW to go about passing it out, using FREE and low cost advertising.

Passing out this ebook is a good place to start, but as you move forward, you'll also want to create your OWN viral ebooks, and/or your own ebooks to sell directly.

We'll discuss that next.....

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Writing your OWN ebooks

Just what can an ebook do for you? Writing an ebook can help you by:

- Establishing Credibility
- Driving Traffic To Your Website
- Generating Affiliate Income
- Generating Income From Resale Rights
- You can turn an ebook into a daily course, which brings your customer back to read the next chapter.
- You can use them as a free gift or bonus for making a purchase or for filling out a survey..



Writing an ebook can help you to establish yourself as an expert in your field, and build up trust with your target audience. People buy from somebody that they know, somebody that they like, and somebody they trust.




A viral ebook accomplishes this.

Your audience will read the ebook, and hopefully visit your site.

If you've given them some useful information both in the ebook and on your site, your audience will see that you know your subject. Once they trust you, then they'll be more likely to buy whatever product or service that you are promoting.

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You can also post product reviews and recommendations, and because your audience knows that you are an expert on the topic, they will respond and BUY those products.

As stated earlier, a viral ebook is an excellent tool for driving traffic to your website. Your ebook will be viewed by hundreds if not thousands of people, and if you include a link to your website, that link will be seen by those thousands of people.

If your ebook gives them some useful information, they will probably want to visit your site to find out more. Once on the site, you can recommend other products and services to them, or you can sign them up to your opt-in list. Just be sure that you have a quality site. The trust that you build up with a well written ebook will be shattered if you direct the people to a sloppy website.

How to make money with your ebook

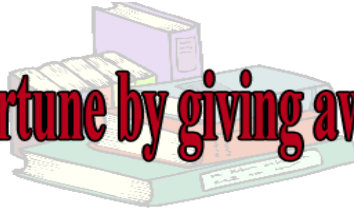
In your ebook, you can include affiliate links to products and services that may interest the audience. Don't overdo it though. Don't overload the book with too many links. If you carefully choose the affiliate links, offering quality RELEVANT products, you'll be putting them in front of a targeted audience, who may well click on the links, and generate a commission or two for you.

Affiliate links are also the heart of branding an ebook. When you offer the ebook to someone, you let them include their affiliate code in the link, rather than yours. The downside is, you won't get the affiliate commission from anyone that they distribute the book to. But on the plus side, they have more incentive to distribute the book, which means more traffic for your website.



You can also sell the resale rights or branding rights to the ebook.

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You can sell the right to re-sell the ebook, or you can sell both the right to sell the ebook, (resell rights) and the right to sell further resale rights to others. (master resell rights) This will work particularly well with a brand-able ebook.

Another solution is to sell the rebranding rights to the ebook, as we're doing here. That has proven to be a VERY powerful strategy. It's one I learned from a lady who became a millionaire by giving away ebooks. Much of her revenue came from selling branding rights. She couldn't shut off the income stream now if she wanted to, as the books continue to be passed around over and over again.



MARKET RESEARCH Choosing A Subject To Write About



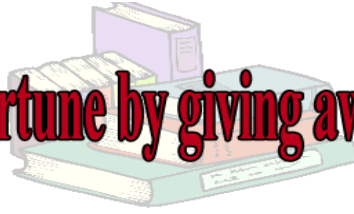
I cannot stress this enough. That's why I've put two idea icons above. This is the number 1 Factor in determining the success or failure of your ebook, so read it carefully!

The first thing you'll need to do before you start writing, is to choose a subject (a niche) to write about. In choosing a niche or subject to write about, keep in mind that your niche should be narrow and tightly focused.

For example, if you enjoy fishing, you may want to write an ebook that focuses on fishing. Fishing is an extremely broad topic, though. You'll want to take the broader topic, and narrow it down into a focused niche. Instead of fishing in general, focus on trout fishing or bass fishing. Instead of growing flowers, focus on roses or lilies. The idea is to choose a narrow topic to write about.

Ideally, the niche would be in a topic that you have some knowledge about, or would like to learn. That isn't always necessary, but if you're interested in the topic, it will make it much more enjoyable for you to write about. Go ahead and brainstorm some niche ideas.

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Create an “IDEA” notebook. In that notebook, jot down some ideas. Come up with a list of about 10 possible niches you want to write about. I'll teach you to assess those niches shortly, but for right now just write them down.

There are many internet “gurus” who say that you should write about something you are passionate about. In general, that isn't bad advice, but it's not ALWAYS correct. Let me give you an example.

Let's say that you're passionate about eating bugs, grasshoppers, snails etc. Not only is it good for your garden to get rid of those pests, but you absolutely would eat them morning, noon and night. Get the picture? In this example you are PASSIONATE about them.

So you decide to open up a fast food restaurant on a busy intersection, selling grasshopper burgers. You've waited your whole life and invested your life's savings into this grasshopper burger business, because you're passionate about it.

Chances are that no matter how passionate you may be about eating grasshoppers, there are not enough OTHER people passionate about them to make it worth while. You might get one or two curiosity seekers but certainly you wouldn't make enough money to support the business.

While of course that's an absurd example, I brought it up to make my point. Passion is one thing, but you have to be passionate about things that people are looking for, and spend money on.



There are three primary things you'll want to look at in choosing your niche. You'll want to assess the popularity, competition, and profitability.

Popularity:

The first thing you'll want to look at, is how popular is your niche. There are several tools, both free and paid that will help you to determine the popularity of your niche. The tool of choice for us is [Wordtracker](#). When you type in a keyword, either of the programs will return the number of searches for that

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keyword, as well as a list of related keywords and their popularity. The higher the number of searches, the more popular the keyword is.

WordTracker offers a free trial, or a paid service. Word Tracker's paid service offers more flexibility than Niche Inspector, but at the expense of being a little more complicated to use, and also more expensive. You can [sign up for a FREE trial here](#).

The purpose of Wordtracker is to help you determine more keywords and find specific niches within a keyword topic.

For example, if you've chosen trout fishing as your niche, type that into the program. The program will come up with your keyword and the number of searches, along with a list of related keywords and their number of searches. (post an example here). Go through the list, and choose five or six keywords with 5000 searches per month or more, and jot them down. In the example above, I chose the keywords (list of keywords).

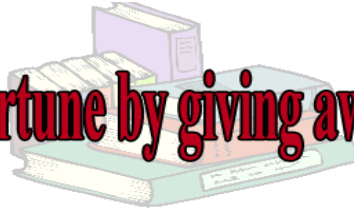
Write down the number of searches for your main keyword, as well as five or six related keywords, and their searches. Do this for each of the 10 niches that you chose earlier. If any of the niches you've chosen do not have many searches, then you may want to broaden the topic a bit. For example, if you've chosen the niche "bass fishing in Washington", you may want to expand that to "bass fishing". You want as narrow a niche as possible, but if your niche is too narrow, there may not be enough people searching for it.

Competition:

The next step in finding a good niche is to evaluate the competition. Finding out the competition is a simple matter. Wordtracker does this for you automatically, but assuming you don't have Wordtracker, go to Google, and enter your keyword in quotation marks. i.e. "trout fishing".

Now, take a look at the number of matches Google returns. In this case, it's 2,020,000.

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The screenshot shows a Google search for "trout fishing". The search bar contains the text "trout fishing" and a "Search" button. To the right of the search bar are links for "Advanced Search" and "Preferences". Below the search bar, there are tabs for "Web" and "Video". The search results show "Results 1 - 10 of about 2,020,000". The first result is a sponsored link for "Salmon and Trout Fishing" from "www.arundellarms.com". A red arrow points to the "Sponsored Link" label. Below the sponsored link is a result for "Trout Fishing Help & Tips Proven to Help You Catch More Trout!" from "www.troutfishinghelp.com/". On the right side of the search results, there are links for "More", "Rob", "Lanc", "www", and "Atla".

Do this for each of the keywords that you wrote down in the previous step. What you're looking for is a market with at least 20,000 competing webpages.

Go through the list of 10 niches that you've chosen earlier. By now, you should have 5-6 keywords for each niche, along with the number of searches, and the number of matches on Google.

However you need to remember too.... That you're not competing directly for Google listings. Trout fishing would be a good niche for a viral ebook because it's very popular, and if you could come up with a UNIQUE system of catching trout, you have a HUGE army of potential readers who will pass around your ebook.

Profitability:

This step will determine if there is money to be made in your chosen niche. To assess the profitability, you'll need a Google Adwords account. If you don't already have one, it will only cost \$5.00 to set one up. Once you have the Adwords account, log in to your account, and click on "Tools". Then choose the Traffic Estimator tool. Enter your list of keywords in the box. Enter a Max CPC of \$50.00, but don't worry about the daily budget. You're not really going to make the account "live".

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[Tools](#) > Traffic Estimator

Traffic Estimator

Get quick traffic estimates for new keywords without adding them to an account or using the AdWords sign-up wizard.

1. Enter keywords, one per line:

fishing
bass fishing
trout fishing
panfish
salmon fishing

keyword = broad match
[keyword] = exact match
"keyword" = phrase match
-keyword = negative match

Set optional individual CPCs using this format:
keyword ** 0.25

2. Choose a currency. Enter a specific Max CPC for your estimates, or leave the field blank and we'll provide estimates based on our suggested Max CPC.*

US Dollars (USD \$)

*Suggested value should deliver ads in the top position 85% of the time.

3. Choose daily budget (optional). See estimates for the amount you want to spend each day, or leave field blank to see all available clicks.

4. Select targeting.

a. Language

All Languages

English
Chinese (simplified)
Chinese (traditional)
Danish
Dutch

b. Location Targeting

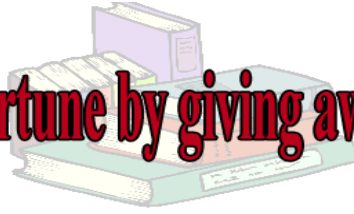
Countries and territories - choose countries

Regions and cities - choose states and regions and/or enter cities

Customized - enter a radius and address or coordinates

Under "Available Countries and Territories", select the United States. Click on continue. This will bring up a page with a list of the keywords and other information. Right now, the column that you want to look at is "Estimated Avg. CPC". This will give you an idea of what people are paying for ads. The more people are paying to display their ads, the more likely it is that they're making money.

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Traffic Estimator

[« Revise settings](#) | [Download as .csv](#)

All estimates are provided as a guideline, and are based on system-wide averages; your actual costs and ad positions' performance history, use the Traffic Estimator within the appropriate ad group. [Learn more](#)

Average CPC: **\$1.04** (at a maximum CPC of \$5.46)
Estimated clicks per day: **34 - 44** (at a daily budget of \$50.00)

Keywords ▼	Search Volume	Estimated Avg. CPC	Estimated Ad Positions
bass fishing	<input type="text"/>	\$0.73 - \$1.04	1 - 3
fishing	<input type="text"/>	\$0.84 - \$1.16	1 - 3
panfish	<input type="text"/>	\$0.68 - \$0.88	1 - 3
salmon fishing	<input type="text"/>	\$1.27 - \$1.91	1 - 3
trout fishing	<input type="text"/>	\$0.71 - \$0.94	1 - 3
Search Network Total		\$0.83 - \$1.16	1 - 3

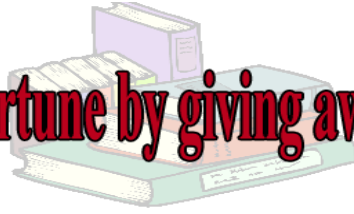
[« Revise settings](#) [Download as .csv](#)

By now, you should have a list of 10 possible niches. Under each niche, you'll have a list of 5-6 keywords. For each keyword, you'll have the number of searches, the number of matches for Google, and the estimated CPC. Ideally, you'll want a niche with a lot of searches, a low number of Google matches, and a high CPC. If you don't have any niches that fit that criteria, then look for the ones with the high number of searches and the low number of matches, or a high number of searches, and a high CPC.

All three factors are important, but the most important is the popularity. Even if the competition in the niche is high, you can still make money. If the CPC is low, well, that's just a rough idea of the profitability. Even if the CPC is low, you may still make money in your chosen niche. But if people just are not searching for keywords within your niche, then the chances of making any money are extremely low.

So, now you have a niche to write about.

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But what specifically should you write about?



You want to give useful information in your ebook, something that the audience wants, and will pass on to their friends. If you already have a website dealing with your niche, and if you have a forum on that site, then take a look through it.

See what kinds of questions people are asking about the topic. If you don't have a website yet, or a discussion forum, then do a Google search, and find some message boards and discussion forums on the topic. See what problems people have, and what questions they are asking. Then think about how you can answer those questions. An ebook that will answer their questions is likely to be popular, and likely to be distributed.

If you have a website, you can post a survey on your site, asking people what their biggest question is, regarding your niche. For example... "What is your biggest question about making great pizza?", or "What is your biggest problem with flower gardening?" Collect the questions, and then answer them in an ebook. If you collect the e-mail addresses of those responding to the survey, you'll have a ready made audience when you're ready to distribute the ebook.

The best way to find out what people want is to ask them, and one of the easiest ways to do that is to use an [ASK Database](#). It's an online program that you set up do survey potential customers about what they want. You can have it set up and working for you VERY quickly.

In the next section we'll get into actually creating your ebook. It's easier than you think.



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Writing your ebook

YOU DON'T HAVE to!!!!!!!!!!

OK...If you were about ready to run away screaming because you're convinced that you can't write a book, then please come back...

..... close your eyes and take a deep breath
..... and read on... because I'm going to share with you another valuable secret.

You don't have to write an ebook. There are two other solutions. By far the simplest is to use an existing ebook where you have **PRIVATE LABEL RIGHTS...** or **PLR** for short. When you have Private Label Rights, it means that you can put **YOUR** name on the ebook, you can change it and make it your own. Add your own hyperlinks to the ebook. I really suggest that you sit down and rewrite the entire book pretty much paragraph by paragraph, so that the resulting text is unique and totally yours. Add your own personality, and also add images. Most of the PLR ebooks that I've seen do not have any images, screen shots, graphs or other kind of artwork inside of them... but it can really spruce up your document.

I'll show you **EXACTLY** how to produce the ebook later, but let's just suffice to say that you should use Microsoft Word, or any other word processor that allows you to make a nice looking formatted output. Also one that allows you to insert a constant header and a footer with page numbers like I've done here will be a big help.

Another way to get your **OWN** ebook is to have a ghost writer write one for you.

I like to use a service called Rentacoder. Rentacoder is like an auction in reverse. You submit what you want, and then people who want to do the job

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Learn how to earn money by giving it away on page 52 at the end of this ebook.



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for you will bid on doing the job for you. I've written a whole ebook about how you can have an ebook created for you inexpensively, quickly, and it's **TOTALLY** yours.

The ebook is called ["From an Idea to \\$37,641.85 in just 24 days"](#)



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Writing your **OWN** Ebook.....

While not the **EASIEST** way to get your ebook done, writing your own ebook is **NOT** very difficult either... read on and I'll show you how to do it quickly and easily.

The hardest part of writing is the first sentence. When you look at the whole project, it seems like an impossible task. (I know it is for me)

That's why you have to break it down into manageable tasks. Think of climbing a mountain. You are standing at the foot of it and looking up at its summit vanishing into the clouds. How can you possibly scale such an immense and dangerous mountain?

There is only one way to climb a mountain: **step by step**.

Now think of writing your Ebook in the same light. You must create it step by step, and one day, you will take that last step and find yourself standing on the summit with your head in the clouds.


Get organized

The first thing you have to do, as if you actually were a mountain climber, is to get organized. Instead of climbing gear, however, you must organize your thoughts. There are some steps you should take before you begin. Once you've gone through the following list, you will be ready to actually begin writing your Ebook.

You've already searched the forums related to your topic, or you've done some research, to find out just what readers want to know about your topic. Now, you need to decide just how much information should you give the readers?

Remember, the purpose of the viral ebook is to drive traffic to your website, or to get the readers to click on an affiliate link in your ebook. You want the ebook to have great value for the reader, but at the same time, you don't want to tell

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them everything, otherwise, they would have no reason to visit your site or click on the link.

Give the readers good, **QUALITY** information on the topic, with information about your “recommended products” and of course each of those recommended products would be a link that you’ll allow people to brand.

You might also drive people to your website for additional information so that you can sell more items from your website.

For example, if your site is about backyard ponds, you may want to write the ebook about keeping the water in the pond clean. Then, on your website you can give them more information about backyard ponds... building the pond, putting plants and fish in the pond, adding fountains, and whatever other information you choose to put, along with affiliate links to related products.

Another option would be to put the additional information into a larger ebook, which you can sell as a backend product.

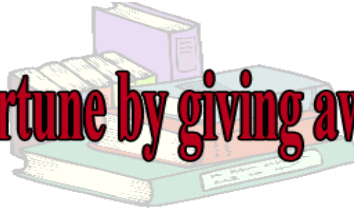
Beginning Steps to Writing an Ebook

First, figure out your Ebook's working title. Jot down a few different titles, and eventually, you'll find that one that will grow on you. Titles help you to focus your writing on your topic; they guide you in anticipating and answering your reader's queries. Many non-fiction books also have subtitles. Aim for clarity in your titles, but cleverness always helps to sell books as long as it's not too cute.

Next, write out a thesis statement. Your thesis is a sentence or two stating exactly what problem you are addressing and how your book will solve that problem. All chapters spring forth from your thesis statement. Once you've got your thesis statement fine-tuned, you've built your foundation. From that foundation, your book will grow, chapter by chapter.

Your thesis will keep you focused while you write your Ebook. Remember: all chapters must support your thesis statement. If they don't, they don't belong in your book. For example, your thesis statement could read: We've all

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experienced insomnia at times in our lives, but there are twenty proven techniques and methods to give you back a good night's sleep.

Once you have your thesis, before you start to write, make sure there is a good reason to write your book. Ask yourself some questions:

- Does your book present useful information and is that information currently relevant?
- Will your book positively affect the lives of your readers?
- Is your book dynamic and will it keep the reader's attention?
- Does your book answer questions that are meaningful and significant?

If you can answer yes to these questions, you can feel confident about the potential of your Ebook.

Another important step is to figure out who your target audience is. It is this group of people you will be writing to, and this group will dictate many elements of your book, such as style, tone, diction, and even length. Figure out the age range of your readers, their general gender, what they are most interested in, and even the socio-economic group they primarily come from. Are they people who read fashion magazines or book reviews? Do they write letters in longhand or spend hours every day online. The more you can pin down your target audience, the easier it will be to write your book for them.

Next, **make a list of the reasons you are writing your Ebook.** For this discussion we're of course assuming that you want to create a free ebook that people give away, but you could have other reasons too.

Do you want to promote your business? Do you want to bring quality traffic to your website? Do you want to enhance your reputation?

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Then write down your goals in terms of publishing. Again our main purpose for this discussion is to have people pass out the ebook.

But there are other reasons too.

Do you want to sell it as a product on your website, or do you want to offer it as a free gift for filling out a survey or for ordering a product? Do you want to use the chapters to create an e-course, or use your Ebook to attract affiliates around the world? The more you know upfront, the easier the actual writing will be.

Decide on the format of your chapters. In non-fiction, keep the format from chapter to chapter fairly consistent. Perhaps you plan to use an introduction to your chapter topic, and then divide it into four subhead topics. Or you may plan to divide it into five parts, each one beginning with a relevant anecdote.

Finding Additional Content for your ebook

Get Content. Make sure you obtain plenty of related PLR (private label rights) content to add to your book. You can easily rewrite the content, and create depth to your Ebook, increasing its value!

My favorite source by far of PLR content is [Wow Content Club](#). Wow Content Club has literally thousands of resell rights and Private Label Rights articles and ebooks that you can use. The owner of this site Gail is constantly scouring the net, and the quality of the books she provides are the absolute best available. Not only that, but she also provides many resell rights products that you can sell directly (but not rebrand) and many other articles that you could combine together into your own ebook.

Another site that I use constantly is [InfoGoRound](#). While not as complete as Wow Content Desk, there's still plenty of really good content to be had here.

Whether or not you know the topic that you will be writing about, you have a wealth of information available at your fingertips. Just do a Google search on your topic, and find a few websites with articles and resources. You can also read through relevant articles on one of the article directories.

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Bookmark a few of the sites that you find, then once you have a few marked, browse through them. While you are reading, jot down a few of the points that the sites cover which are relevant to your ebook. Browse through the sites and articles, taking notes until you have enough information to start writing.

You may also want to make a copy of the articles, and print them out, using a highlighter to mark key points. Keep in mind, you do not want to simply copy text from other sites... that's illegal. You want to write your own material, just use the other sites and other articles for research for your own writing.

Once you have done enough research to write about your topic, sit down and go through the articles you've read, and your notes. List the main points that you want to cover in your ebook, then take a look at the list, and see what secondary points you want to cover as well. When you have the main and secondary points listed, it's time to start writing. There are two different methods I use for writing. Keep in mind, this is what works for me, you may find other methods that work well for you.


The first method is just to choose one of the points off of the list, and then just sit down and write. Don't worry about editing, that comes later. Just write about whatever point that have chosen from your list. When you're done, then choose another one and write. You can either just go down the list, and write about each point in order, or you can just choose at random which point you're going to write on. If you choose them at random, you can always go in and put things into order later. Once you've covered all of the points, then take a step back. Save your writing, and just put it aside for a couple of days. We'll get to the editing later.

The second method is to go through each point, either in order or in a random order. Write a full sentence about each one. After you're done with that, then take each sentence, and expand it into a paragraph. ie.

"A good crust is the foundation to a good pizza."

May expand into something like this.

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"A good crust is the foundation to a good pizza. The crust is the base upon which everything else is built. If the crust is too thin, or too thick, or soggy, then that affects the entire pizza. The two keys to a good crust are ingredients, and proper cooking."

From there, you expand the paragraph to two or three or more, until each point is fully covered. Again, once you are done writing, save it and put it aside for a few days before attempting to edit. This gives you a chance to look at it from a fresh perspective.

After a few days, take a look at what you've written. Now is the time to re-arrange anything that is out of order. Then print off a copy, and read through it, looking for grammatical errors, and places where the writing just doesn't flow smoothly. Look for places where you can expand a bit or cut some writing out. Make notes on your printout for reference. After you've gone through the printout, then go ahead and make the necessary changes. An important thing to remember, is do not hold your words to be sacred. Don't be afraid to alter a sentence so that it flows better. Don't be afraid to expand on what you've already written.

Don't ever be afraid to remove a sentence or two if it will improve the writing. Once you've made the changes, then print it out, and read through it again..... again marking any changes that need to be made. You may need to do this three or four times before the editing is done. Or you may only need to do it once. When you read through your material, and the writing flows smoothly, and every point is explained sufficiently, then it's time to put the writing into an ebook.

How to make your Ebook "user friendly"

You must figure out how to keep your writing engaging. Often anecdotes, testimonials, little stories, photos, graphs, advice, and tips will keep the reader turning the pages. Sidebars are useful for quick, accessible information, and they break up the density of the page.

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Write with a casual, conversational tone rather than a formal tone such as textbook diction. Reader's respond to the feeling that you are having a conversation with them. Break up the length and structure of your sentences so you don't hypnotize your readers into sleep. Sentences that are all the same length and structure tend to be a good aid for insomnia!

Good writing takes practice. It takes lots and lots of practice. Make a schedule to write at least a page a day. Read books and magazines about the process of writing, and jot down tips that jump out at you. The art of writing is a lifetime process; the more you write (and read), the better your writing will become. The better your writing becomes, the bigger your sales figures.

In an Ebook that is read on the screen, be aware that you must give your reader's eye a break. You can do this by utilizing white space. In art classes, white space is usually referred to as "negative space." Reader's eyes need to rest in the cool white oasis you create on your page. If your page is too dense, your reader will quit out of it as soon as their eyes begin to tear.

Make use of lists, both bulleted and numbered. This makes your information easy to absorb, and gives the reader a mental break from dissecting your paragraphs one after the other.

Finally, decide on an easy-to-read design. Find a font that's easy on the eyes, and stick to that font family. Using dozens of fonts will only tire your readers out before they've gotten past your introduction. Use at least one and a half line spacing, and text large enough to be read easily on the screen, but small enough so that the whole page can be seen on a computer screen. You will have to experiment with this to find the right combination.

Of course, don't forget to run a spell and grammar check. You are judged by something as minor as correct punctuation, so don't mess up a great book by tossing out semicolons randomly, or stringing sentences together with commas. (By the way, that's called a "comma splice.")



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Last of all: **create an index and a bibliography**. That's it! You've written a book! Now all you have to do is compile and publish your Ebook online, and wait for download request from your website visitors!

Make it easy for people to read. You may have the most relevant and useful information in your ebook, but it won't do anyone any good if it's hard for them to read. Make sure the paragraphs are short and concise, and use plenty of white space to keep each section separate. If you have lists, use bullet points to draw attention to them. Use your word processor to make everything look nice, and easy to read. Then use a program like PDF Printer Pro to create the .PDF file.

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HOW to give away your ebook

The number one question in most people's minds is "how do I find people who will download and read my ebook"? While there are many sources both on the Internet and off the Internet, I'll try to cover some of the basics.

Once the ebook is written, you need to distribute it. You need to get the ebook out to people who will then pass it on to their friends.

Several avenues for distribution of a viral ebook exist.

- Give It To Your Friends
- Distribute It To Your Opt-In List
- Have JV Partners Distribute It To Their Lists
- Give It Away With Other Info Products
- Advertise On Forums & Discussion Boards

Let's look at each of these in more detail.

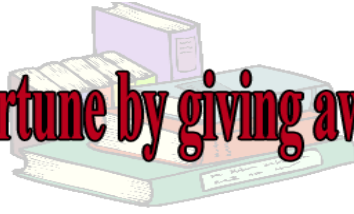
Give It To Your Friends

Chances are, you have some family members, friends, or acquaintances who share your interest in the topic that you've written about. You can give them the ebook, and encourage them to give a copy to others.

Distribute It To Your Opt-In List

If you have an opt-in list on your site, you can distribute copies of the ebook to the people on the list. Even with a small list, this is a good method for distributing your book, and having them distribute to their friends. Remember if you can give it out to only 5 and have them do the same, then you'll make a LOT of money with it.

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Have Joint Venture (JV) Partners Distribute It To Their Lists

You may have some JV partners with mailing lists that they can send the ebook too. If you have a JV partner with a large list, this method could have your ebook distributed to hundreds or thousands of people quickly. If you don't yet have any JV partners, you can look for sites in your niche, which have an opt-in form. Sign up for the list, and take a look at the mailings that the webmaster sends out. Begin to develop a relationship with the webmaster if possible, and ask if they would be interested in taking a look at your ebook. If you offer a brand-able ebook, that gives the webmasters some incentive to send it out to their list.

Look through the Internet for websites offering similar content as your ebook. Contact them and show them how they can earn additional money by giving away your ebook for FREE on their website. This is especially good if you mention their site within your ebook.

Give It Away With Other Info Products

If you're already marketing other info products, you can give away the viral ebook as a free bonus. People always like to get something extra, especially for free. If you already have a list of people who have bought a related info product from you in the past, you can give the book to them as a thank you for their previous purchase.

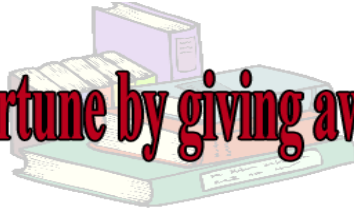
Advertise On Forums And Discussion Boards

Earlier, I suggested looking at discussion forums to find topics to write about. These same message boards can be used to advertise your free ebook. Just be sure not to blatantly spam the boards. Go ahead and post on the boards, but don't make the post an advertisement for your ebook. When you sign up for the board, create a signature file, which contains a link to download your ebook. Every time you post on the boards, this signature will show up at the end of your post, leading people to the download page for the ebook. Just be sure that the board allows links in the signature. When you do post on the board, make sure the message is meaningful, not just a lame "Me Too!" post.



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Free Ebook Directories



If you get your ebook distributed as quick as possible you'll want to use as many different strategies as possible. One of the EASIEST and least expensive things you can do is to submit your information to various ebook directories. This technique is often overlooked, but can be very profitable.

Ebook directories are similar to article directories in that you submit your content and in return you receive free listings, traffic and readers but with ebook directories the content is of course in the form of your viral ebook.

I have included a list of mostly free ebook directories that you can use to publicize your ebook. They allow you to submit your ebook and include a title and description about its content. Because the content is not available upfront (as with articles) you will need to write a compelling title and description to actually get people to download it.

We suggest that instead of sending people directly to a download page you instead send them to a squeeze page. If you're not familiar with that term, a "squeeze page" is simply a website where you can capture the person's name and email address before you actually send them to the download site. We include a professionally written template that you can use with the Viral Cash Cow program that helps you to distribute viral ebooks.

Some sites will have a separate category for ebooks that can be branded or customized.

As you already know, allowing affiliates to customize your ebook will motivate them to actually promote it, and that will result in more free traffic for your website.

If people use it as a bonus on their website it can be passed around for many years and generate consistent traffic over a long period of time.



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Ebook Directories

mindlikewater.com (charges \$29.97 one time fee)

wisdomebooks.com

jogena.com

ebookdirectory.com

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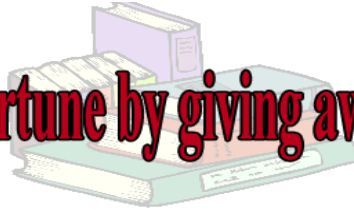
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FREE ADVERTISING



One of the first things you'll want to do is to use some of the FREE ADVERTISING sources that are available to you on the Internet. Some of them are better than others...

Let's look at **Synergy Advertising** Or... How To Take Your Ad for a Piggy Back Ride

Getting your site seen on the net is critical to your success.

If you are invisible, you will never make any sales.

There is a way to have your cake and eat it too.

We call it Synergy Advertising.

It simply means you join advertising sites that are synergistic or work well together or piggy back on each other or have reciprocal advertising so...

That whatever site you join, you have a shot of getting maximum exposure for your website.

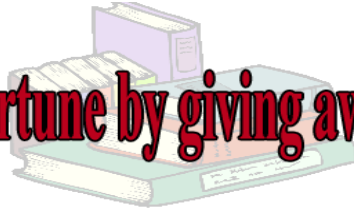
Maximum Exposure =More Sales

And that's the name of the game.

Let's Take an Example.

Suppose you put up an ad on the net for free at a site that has 30,000 members. Now suppose that site lets you put up additional ads for your site to another 100,000 members. Now suppose those sites are advertised daily by the owners to over 1 million people.

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Zowie! Zingo!

You are going Viral very quickly and getting a large network spread for your ad. Your little ad goes from no one seeing it all to a potential viewing by 1 million people or more.

We call this...Synergy Advertising or Piggy Back Advertising because your ad is riding on the back of a bunch of different sites all working for you to expose your ad to a large audience.

It is a very powerful form of viral advertising.

Let me show you how that works.

Free Advertising Step 1

I want you to go to the site Free Ad Depot and sign up here:

[Free Ad Depot](#)

Don't worry it won't cost you a dime and it will just take a minute so go ahead sign up so you can see how this works

Once you sign up, I want you to go the main generic page that the owners of the site advertise

[Free Ad Depot](#)

I want you to click on the above link and then hit refresh a few times. You will see the sponsor names change at the top

Those are the names of the paid members of Free Ad Depot (FAD as we call it) and those members who names appear are getting their ads shown every day to at least one million people.

Now I want you to log into your FAD members area and go to the links on the left hand side of the page.

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You will see a link called "Members Ids

Click on that.

It will take you a group of advertising sites but the ones I want you to pay attention to are these.

[Target Ads Depot \(TAD\)](#)

[1 Minute Ads \(IMA\)](#)

[Build Referrals \(BR\)](#)

You can join all of these sites for free and when you do, you will get an affiliate link for each one.

You put your affiliate id in the members area of FAD.

Then you go into your TAD members area and put your affiliate link for FAD and the two other sites in the members area of TAD

And you follow this procedure with 1 Minute ads and Build Referrals.

All of these sites work with one another to give your ad exposure.

Collectively these four sites have over 100,000 members and they grow at about 1000 members per week.

Are you beginning to get the picture here?

You started out putting your ad up at one site FAD. You spread that ad around by becoming a member of TAD and 1 Minute Ads and BR all advertising sites.

Now when those sites are advertised, your ad is being advertised too.



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Depending on your membership level your ad is now can now be seen by over 1 million viewers per day since the owners are advertising for you to their network of subscribers.

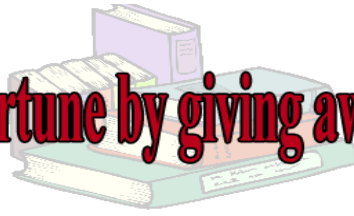
Synergy advertising is one of the most powerful tools you can add to your advertising arsenal and you can't go wrong. The price is right. It's free.

Try this.

You will find you are taking your ad for a piggy back ride and it's almost as much fun as grabbing you kid and tossing him or her up on your shoulders.

When you join large networks on the net. You are standing on shoulders of powerful marketers and that should be one of your primary aims for your site.

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How to set up your ebook for branding

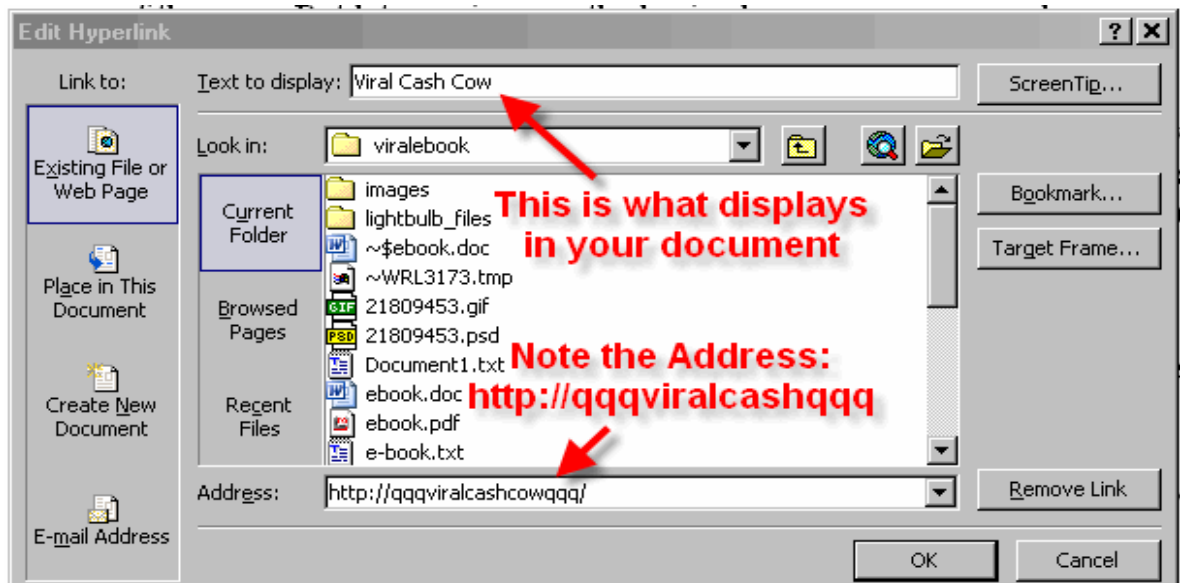
If you can use Microsoft Word or any other word processor, you can create a powerful, money sucking, 24 hour a day automatic cash machine!

In my “How to build your own Viral Money Machine”, I explain the steps in more detail, and I lay out for you STEP-BY-STEP with screen shots every step of the way. But let me give you the basics here, so you can see how easy it is.

The first thing of course is to either write an ebook or use a Private Label Rights ebook. With the Viral Cash Cow program is a course that shows you how to take a dull, ordinary Private Label Rights ebook that somebody else has already written for you, and research and include the products that you can recommend. I show you how to find them, and how to insert them. But let’s use [Viral Cash Cow](#) as an example.

I want to give my reader a chance to insert their own affiliate link into the ebook.... Notice that there is a hyperlink above to the Viral Cash Cow.

When we are writing the ebook in Microsoft Word, we highlight that text, and then type ctrl K. That opens a screen that looks like this:



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This ebook may be freely passed around, or used as a bonus as long as it is not modified.

Learn how to earn money by giving it away on page 52 at the end of this ebook.

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That's how you insert a brandable hyperlink. You just highlight the phrase, and hit ctrl K, then just enter the text.

Typically when you type in the URL at the bottom you would use the normal convention like <http://www.viralcashcow.com>. But in this case I surround the "field name" viralcashcow with the letters qq on each side.

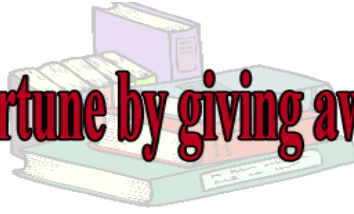
Viral Cash Cow does the rest of the magic for you. It's a program that resides on your web hosting account. If you're not familiar with installing server side scripts, you don't have to worry, they'll even do that for you too....

It's very simple to set up and in no time at all you'll be distributing your own ebooks.

The best way to see how the whole process works is to just go in and brand this ebook for yourself. You can register for all of the programs we recommend here, and have your very own branded copy of this ebook in less than a half hour. (ok an hour if you're a really slow typist).

Just go to the branding form which is [located here](#):

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OFFLINE Advertising



Another overlooked source of “eyeballs” to download and read your ebook is print advertising. Print advertising has been around for centuries, and will continue to be a very viable option as long as we print onto paper.

Classified Ads

Classified advertising is probably the simplest and cheapest way to begin. You certainly don’t want to run out and spend thousands of dollars in advertising, you just want to get things started.... Then when you know exactly how much you can make from your small classified ads, you can easily expand.

You want to get the best value for your advertising dollar. . In order to do that effectively, you do NOT want to go directly to your local newspaper.

Let me repeat that. Do NOT go directly to the advertising department of your local newspaper. Those are the most expensive rates you’ll pay. Instead, you should utilize the power of “wholesale” advertising networks.

Much like the online advertising networks we talked about above, these advertising networks work with hundreds, or thousands of individual newspapers, and they will give you rates FAR better than you could get with the individual papers.

The best thing to do is to go to a centralized source that specializes in Classified Advertising. Such is [Nationwide Newspapers](#). They can place your ad in small local papers for as little as \$10, or give you advertising to over 32 million subscribers, or a readership of over 80 million people. You’ll find the rates much better than the local advertising rates if you were to call the papers directly.

Each state has what is called a Statewide Classified Ad Network (SCAN.) The SCAN is a centralized location that can place ads in all of the local papers in that particular state.. Each SCAN has its own flat-rate fee schedule for publishing your ad to papers within it’s network.

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You get a much better reach, and the costs are far less than they would be if you were to place the ads individually.

Here is a list of the networks for each of the states.

Remember.. circulation is the actual number of newspapers or magazines printed and sold either by subscription or at the news stands. Readership is their estimate of how many people per household read the paper, and it's generally 2.5 times the circulation....

So if a circulation figure is 1 million, you can estimate VERY ROUGHLY that 2.5 million people will read the paper. How many of them read the classified ads? It will be a lot less, but could be very significant for the right offer.

Here is a list of the various networks for each state:

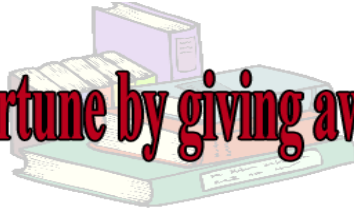
Alabama Press Association
Total Circulation: 850,000
Number of Publications: 118
www.alabamapress.com/

Arizona Newspapers Association
Total Circulation: 1,102,080
Number of Publications: 88
<http://www.ananews.com>

Arkansas Press Association
Total Circulation: 975,000
Number of Publications: 115
<http://www.ArkansasPress.org>

California Statewide Classified Advertising Network (Cal-Scan)
Total Circulation: 2,705,000
Number of Publications: 200 +

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<http://www.cal-scan.com/>

Colorado Press Association
1336 Glenarm Place
Denver , Colorado 80204
Phone: (303) 571-5117, Fax: (303) 571-1803
1st 25 words: \$200, Extra words: \$7.00 ea.
Total Circulation: 461,262
Number of Publications: 250

<http://www.coloradopressassociation.com/Advertising.htm>

Florida Press Association
Total Circulation: 2,413,266
Number of Publications: 150
<http://www.flpress.com>

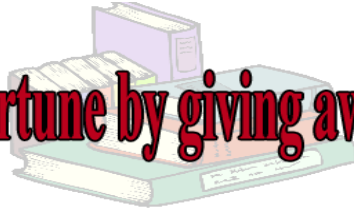
Georgia Press Association
Total Circulation: 1,900,000
Number of Publications: 101
<http://www.gapress.org>

Idaho Newspaper Association
Total Circulation: 315,000
Number of Publications: 45
<http://www.idahopapers.com>

Illinois Press Association
Total Circulation: 1,400,000
Number of Publications: 212
<http://www.il-press.com>

(Indiana) Hoosier State Press Association
Total Circulation: 1,015,000

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Number of Publications: 130

<http://www.hspa.com/main.asp?SectionID=1>

Iowa Newspaper Association

Total Circulation: 972,239

Number of Publications: 315

<http://www.inanews.com>

Kansas Press Association

Total Circulation: 500,000

Number of Publications: 140

<http://www.kspress.com>

Kentucky Press Association

Total Circulation: 1,000,000

Number of Publications: 66

<http://www.access2media.com/PrintAdvertising/lists/kystatewidesmalldi/>

Louisiana Press Association

Total Circulation: 1,267,511

Number of Publications: 121

<http://www.lapress.com/flyers/SCAN.pdf>

Maryland/DC/Delaware

Total Circulation: 2,317,471

Number of Publications: 126

<http://www.mddcpres.com/advertising/can.htm>

Michigan Press Association

Total Circulation: 1,700,000

Number of Publications: 122

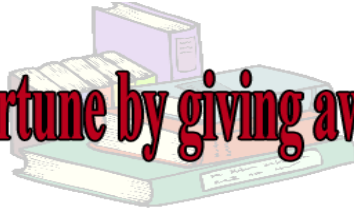
<http://www.michiganpress.org>

Minnesota Newspaper Association

Total Circulation: 1,000,000

Number of Publications: 240

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<http://www.mnnewspaper.net.org>

Mississippi Press Association

Total Circulation: 1,000,000

Number of Publications: 104

<http://www.mspress.org/index.html>

Missouri Press Association

Total Circulation: 1,021,286

Number of Publications: 209

<http://www.mopress.com>

Montana Newspaper Association

Total Circulation: 240,112

Number of Publications: 66

Deadline: Wednesday/5 p.m.

<http://www.mtnewspapers.com>

Nebraska Press Association

Total Circulation: 401,639

Number of Publications: 174

<http://www.nebpress.com>

Nevada State Press Association

Total Circulation: 380,000

<http://www.lasvegasnewspapers.com/advertising/CAN>

(Connecticut , Maine , Massachusetts , New Hampshire ,
Rhode Island , Vermont)

New England Press Association

Total Circulation: 1,972,241

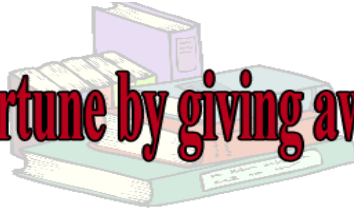
Number of Publications: 230

<http://www.nepa.org>

New England Newspaper Association, Inc. (Daily Newspapers)

Total Circulation: 910,000

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Number of Publications: 45

<http://www.nenews.org>

New Jersey Press Association

Total Circulation: 2,000,000

Number of Publications: 145

<http://www.njpa.org>

New Mexico Press Association

2531 Wyoming NE

Albuquerque, New Mexico 78112

Phone: (505) 275-1241, Fax: (505) 275-1449

1st 25 words: \$115, Extra words: \$5.00 ea.

Total Circulation: 200,010

Number of Publications: 27

<http://www.mexconnect.com>

New York State Community Newspapers Association (weeklies)

Total Circulation: 1,962,441

Number of Publications: 282

<http://www.nynewspapers.com>

New York Newspaper Publishers Association (dailies)

Total Circulation: 1,201,239

Number of Publications: 52

<http://www.nynpa.com>

North Carolina Press Association

Total Circulation: 1,616,030

Number of Publications: 99

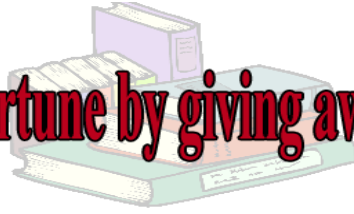
Web Address: <http://www.ncpress.com>

North Dakota Newspaper Association

Total Circulation: 272,962

Number of Publications: 87

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<http://www.ndna.com>

Ohio Newspaper Association
Total Circulation: 1,258,684
Number of Publications: 100 +
<http://www.ohionews.org>

Oklahoma Press Association
Total Circulation: 1,084,309
Number of Publications: 207
<http://www.okpress.com>

Oregon Newspaper Publishers Association
Total Circulation: 875,000
Number of Publications: 81
<http://www.orenews.com>

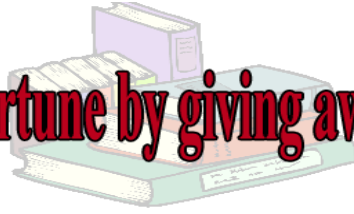
Pennsylvania Newspaper Publishers Associations
Total Circulation: 2,514,846
Number of Publications: 165
<http://www.pnpa.com>

South Carolina Press Services
Total Circulation: 1,125,961
Number of Publications: 82
<http://www.scpres.org>

South Dakota Newspapers Association
Total Circulation: 303,000
Number of Publications: 128
<http://www.sdna.com>

Tennessee Press Association
Total Circulation: 629,791
Number of Publications: 79
<http://www.tnpress.com/>

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Texas Press Association/
Total Circulation: 1,750,000
Number of Publications: 299
<http://www.texaspress.com>

Utah Press Association
Total Circulation: 340,000
Number of Publications: 45
<http://www.utahpress.com>

Virginia Press Association
Total Circulation: 1,400,000
Number of Publications: 95
<http://www.vpa.net>

Washington Newspaper Publishers Association
Total Circulation: 808,319
Number of Publications: 103
<http://www.wnpa.com>

West Virginia Press Association
Total Circulation: 642,085
Number of Publications: 70
<http://www.wvpress.org/SWC.asp>

Wisconsin Newspaper Association
Total Circulation: 1,250,000
Number of Publications: 183
<http://www.wnaneews.com>

Wyoming Press Association
Total Circulation: 277,874
Number of Publications: 38
<http://www.wspromotion.com/Wyoming.html>



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Most of these organizations will accept major credit cards as payment for classified advertising.

You can place ads in Alaska and Hawaii through Noble Pacific, Sea to Sea Advertising, and phone: (360) 568-5314. Alaska rate is \$470 (first 25 words), extra words \$14.00 ea; Hawaii rate is \$510 (25 words), extra words \$9.50 ea.



Create **YOUR** fortune by giving away **FREE** ebooks

HOW to make money by giving away THIS ebook..

You have now... a very simple, easy and quick way for you to make money simply by giving away THIS ebook, just as I've taught you throughout the ebook.

For only \$35, you can have complete branding rights to distribute this system. You'll also see exactly how simple and easy the Viral Cash Cow can be.

Use it as a FREE incentive with any offer you make. Add it as a free bonus on your web pages. Give it to friends.

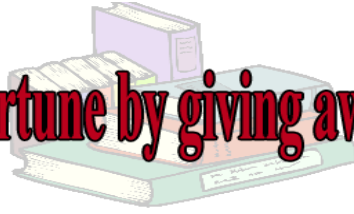
There are 13 branded links within this ebook. If you brand the book with your own links, every time somebody brands their own copy you'll make \$17.50. Every time somebody signs up for ANY of the branded links in the ebook, including the Viral Cash Cow you'll make money.

Just go to the [branding sign up page](#) and within just a few minutes you'll have your very own branded copy to send out to everybody.

This is how Stephanie, that young millionaire that I talked about early in the book made her money.... .

Now you have the exact same opportunity. Then you can go on to create your own ebook empire.

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So where do YOU go from here?



I've tried hard to give you enough information to really get this whole process started. I've shown you a system that can be worth an extra \$50 a month, \$500 a month, \$5,000 a month, or \$50,000 a month. It's up to YOU!

If a person really worked at it, you can actually create an ebook a day, but I'd suggest creating one a week, using PLR niche products from a source like [Wow Content Club](#).

I learned these techniques from a woman who literally became a millionaire by following these steps. While I haven't reached that level yet, I continue to bring in revenue every single month from ebooks that I've put out there onto the net.

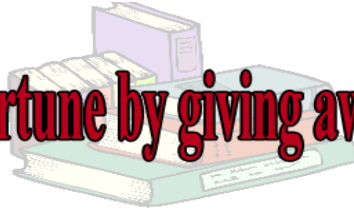
The Viral Cash Cow does almost all the back end work for you, so basically you can set it up and forget it.

I want to leave you with one last thought...

Remember how I started out talking about how we respond to bells? We're told the only way to get ahead is to work hard. No... if you study the people who have gotten rich, both on and off the net, they don't get rich by working hard, they get rich through passive income. That can be a company with a lot of employees (yuck), a stock portfolio, real estate, web sites, or VIRAL ebooks.

But the basic idea is that you build something ONCE, and it continues to make money for you whether you're at your desk working, sleeping, or taking your grandkids to Disney World. If you build an ebook that generates only \$50 a week, and create a new one each week, at the end of the month you have an oncoming income of \$200. The next month if you continue to do the same you'll have \$400, then \$600. At the end of one year in this example, you'd

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have \$2,400 a month coming in with NO extra effort on your part. However you'll find some that do better and some that don't.

Are you afraid that you're going to have to LEARN something?

Look.... I have doctor friends who spend 8 to 10 years of their lives in medical school and they've spent hundreds of thousands of dollars in tuition, countless hours in residency, to be able to earn a low 6 figure income.

You have the potential to do BETTER than that, and you can do it in a short period of time. So what if you need to spend a day to learn how to copy files to a hosting account? Actually I can teach you that in less than a half hour.

If you'll spend at least an hour or two a day at this, you CAN be a success. The cost is VERY minimal... and as I've said many times, you can START just by giving away this ebook.

So now it's up to you. Do you move on this and create that extra income? Or do you sit back and continue to look for the "magic bullet"? Friend there is no magic bullet!

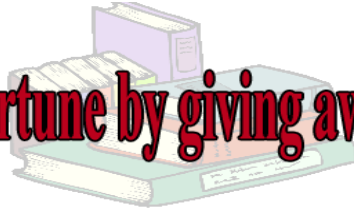
I've shown you a system that you can use to build your Internet Empire. Viral ebooks have been very successful in promoting all kinds of online training courses, affiliate products of all kinds, MLM programs, weight loss products of all kinds, investments, services and MANY other things. The potential is unlimited.... But it won't happen to YOU unless you make it happen.

So make a promise to yourself that TODAY is the day you get started... and that you'll NEVER LOOK BACK!!!

Blessings to you,,

Frank and Tim Sousa

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Resource Guide

Make sure you checkout the following resources that I use all the time.

[Wow Content Club](#)

Get all the content you need to create your ebooks and websites!!

[Master Resale Rights Empire](#)

Master resale rights and PLR rights for PLR profits!

[Infogoround](#)

Yet another good source for PLR ebooks. While I can't say that the quality of the ebooks aren't quite as good as the ones in Wow Content Club, if you modify them as I suggest, then it won't matter, because you'll be editing them and making them YOURS anyhow.

[IdeatoDollars.com](#)

How to have somebody ELSE write your ebook for you quickly, easily and inexpensively. How I went from an Idea to \$37,741.85 in just 24 days..

[Wordtracker](#)

Another very popular and very powerful Keyword tool.

[Ask Database](#)

A simple to set up surveying form. Find out what people WANT to buy and help to solve their problems.

Free advertising sites



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You should sign up for each of these...

[Free Ad Depot](#)

Great source to start out to get free advertising.

[Target Ad Depot](#)

Similar to Free Ad Depot, you should use them both.

[1 Minute Ads](#)

Free advertising site (very popular)

[Build Referrals](#)

Newspaper Advertising

[Nationwide Newspapers](#)

They can place your ad in small local papers for as little as \$10, or give you advertising to over 32 million subscribers, or a readership of over 80 million people.