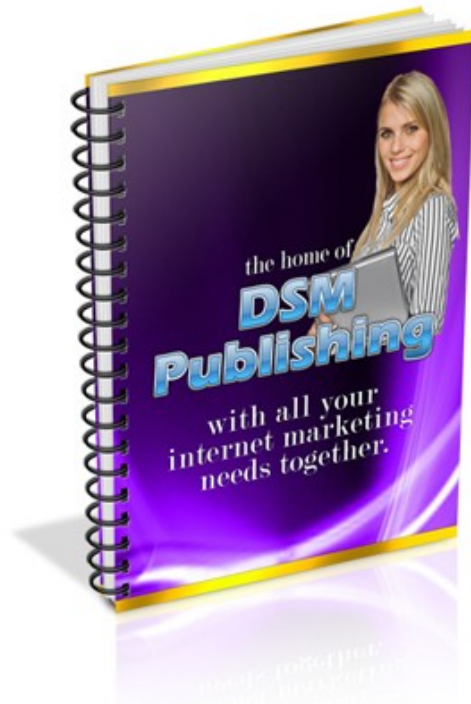


The DSM Publishing Ultimate Fast Track Tutorials

Giving you **HONEST** step by step instructions
so that **YOU** can make money online without
falling for the scams



Ebook Creation

**You Have Full Master Resale & Giveaway
Rights To This Product! Basically You Can Do
Whatever You Like With It As Long As It Is
Not Altered.**

**If You Would Like Premium Master Resale
Rights On This Product Please [Click Here](#)**

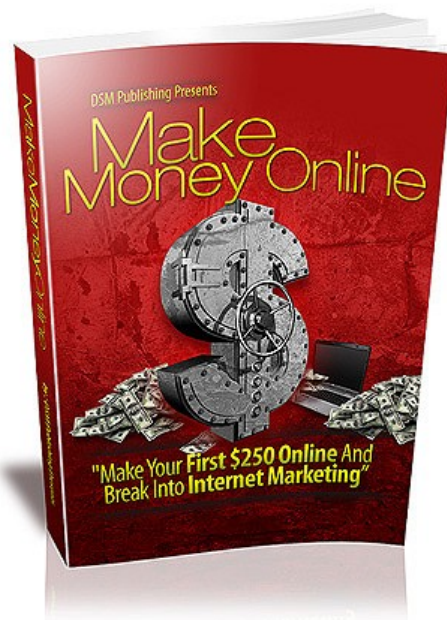
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Affiliate Program

We have this great recurring income program in place so that by sending people to our free report you can make an absolute killing. How it works is that when people enter their email address for the free report which you can see [HERE](#) they are then offered a package for \$27 a month that shows them how to make money online. This program is geared around the free report so the results are amazing. They will then be offered to buy other products through our autoresponder sequence.



If they sign up through your affiliate link on ClickBank you earn 60% on all the sales. All you have to do is send people to our free report and we will do the rest. It's so much easier to say "check out this free report" rather than trying to sell them something and the end result is still the same. You can sign up by [clicking here](#).

FOREWORD

Welcome to the latest issue of our monthly Fast Track Tutorials.

We're really glad that you gave us the chance to show you our way of doing things within Internet Marketing and we are really looking forward to helping you with your online business. Our ultimate goal is to see money floating into your bank account and if it is already improving on the current amounts.

We are going to start on some of the basic principles that even some experts fail to get to grips with so even if you do have a degree of experience I am sure that there will be content that you will not have thought about. We find that even after four years we come across methods from time to time that we had never even considered had tried out and thoroughly impressed us when it worked.

Most importantly we will include these methods to you in our tutorials so that you can implement them into your business!

All the monthly tutorials will be between 12-15 pages in length so that you can get to grips with all the information, take action on it and be ready for the next month's work. Where appropriate I will include screenshots so that it is even easier to follow.

We will always keep you up to date – so if we find something new that works better than an earlier method we will tell you all about it. We will also give you an overview with what it is all about so the experienced marketers can move on to the next bit if they wish. Within three months I can't see a marketer on this course not making money.

Obviously I'll start with the basics with the idea of getting you up and running as quickly as possible. We have had a wealth of experience online and we will provide you with all the information that you possibly need so that you can make a living online. Everyday I come across internet marketers that have been around for over a year and still haven't broken even after letting me put you through your paces you will not be one of them.

Let's get started

EBOOK CREATION

Today I will be chatting to you about creating your ebooks online and how to get the best out of them in the shortest of times. You may find that if you spend all your time on building your ebooks you will not have much time for anything else.

I decided to do this tutorial this month because it combines the previous tutorials that I have done to take your marketing methods that step further and actually earn money online.

What out though I have been naughty this month and their a few black hat techniques included in this tutorial. None of them are illegal though so don't worry on that part of things.

I am running through this as someone that is writing their own ebooks and want them out their in the marketplace over one weekend. This is a really quick system that is great for anyone that is still in their 9-5 job and wants to have all the work done whilst they are not at work.

Not to mention you could also have your website live in the same weekend and be looking for joint ventures as you go. This really is the fast system that I have used in the past and still use from time to time now!

First of all you need to have decided what niche you want to be part of if you are in the make money online niche the following is really hot right now:

- ✓ Twitter
- ✓ All Private Label Rights
- ✓ FaceBook
- ✓ Social Bookmarking
- ✓ Break into Internet Marketing

Don't worry about competition as competition is great as you can see what others are selling and how you can do it better. An idea is not copy written just the actual text that they have written. Take Twitter as an example I was the first to do a "How To Use Twitter" style ebook and many more of them have followed since then.

Just like I have a successful Blogging ebook that sells on Clickbank everyday for \$27 but I was one of the late starters to Blogging.

So once you have found a product that sells well copy the sales page into a text editor something like Microsoft Word will do the trick.

Then when you have done this delete everything apart from what the product offers to provide the customer with. For example if it was about Blogging this could include:

- **What is Blogging**
- The basics on Blogging
- **Why you should Blog**
- The advantages of Blogging
- **How I started out with my Blogs**
- Promoting your Blog
- **A step by step guide to creating your Blog**
- SEO Blogging
- **Finding a niche to Blog about**
- Blogging for personal use
- **Creating Blog traffic**
- Planning your Blog

Then when you have finished you will just have a simple list of things to include in your product. If you are familiar with the niche at this point you will also have your own ideas about what else needs to be included making it better than the original sellers product. You could even offer it in a completely different format i.e. video course or specialised coaching.

Then instead of spending two hours tearing your hair out you now have all the chapters for your ebook. Then write half a page on each of the chapters that you have created. If one requires more information then set some extra time aside for it.

The best part of ebooks is that they can be personalised to you which is a great way of increasing your viral marketing campaign. When you hit the part of the ebook where you explain how you got started include lots of screenshots to your own work. People love the personal touch and at the same time you are unleashing your brand on the online community.

Also make sure you include a few affiliate links that are relevant to the ebook so that you can make sales from this product. You don't need to over load it just point them out to the customers in a subtle way. For example if you are doing a Blogging ebook mentioning Hostgator to them will not do you any harm at all.

If you feel like you don't have the confidence to write the ebook yourself you could always employ ghost-writers to do all the hard work for you and it's not as expensive as you would have thought.

You could go to elance.com and hire 10 article writers to do 500 words each and then you would have a 5,000 page ebook that will just need a quick edit from you. Most article writers on there will charge as low as \$5 for 500 words meaning that you could do the whole ebook for \$50. This is even cheaper than what you would spend on your graphics for the product.

You could also get some really good Private Label Rights content for around a similar price and then edit it and change the title to suit you.

Once you are happy with your ebook you need to choose a title for it. I find the ones that stand out the most effective. For example if it was about Blogging something like the following has maximum impact:

The Ultimate Blogging Blueprint
My Blogging Masterclass
Break Into The Blogging Niche
Blogging Genius

I am sure you get the idea and once you have chosen your title you need to get the domain to match it. If your title isn't available slightly change it for example with my eBay product to get the title I had to get the dashes in it like this:

<http://www.the-wiggly-worm.com>



The image is a screenshot of the GoDaddy.com website's domain registration page. At the top, it features a green banner with the text "\$1.99* Domains" and a "Buy Now" button. Below this, it lists "New .COMs per year & lower" for \$10.69* and ".COM Transfers" for \$6.99*. A search bar is present with the text "Start a Domain Name search:" and a "GO!" button. There are also links for "View Domain Options & Pricing", "Bulk Registration", and "Transfer Your Domains". A yellow box highlights "FREE EXTRAS! OVER \$100*". At the bottom, it says "#1 in Domain Registrations" and "Tune in Wednesdays @ 2 PM PT to hear Go Daddy CEO & Founder, Bob Parsons® and his fascinating quests." with a "Radio" logo.

I prefer to get the dot com domain but if you are on a budget you can always pick up a dot info. On GoDaddy.com you will be able to pick up domains from just over a dollar for a years service.

So head over to <http://www.godaddy.com> and pick up the domain that you have chosen:

Once you have set up a domain which takes up to 72 hours to transfer over you need to set up a hosting service.

My personal favourite is Hostgator.com I have been using them for some time now and they only cost \$9.99 a month and you can have up to 1000 domains on one account.

Once you have your domain registered you can simply forward it to your hosting account. When you open your hosting account they will give your nameserver details and when they do enter them on to GoDaddy.com:

Set Nameservers

* Required

If you are hosting your Web site with us (you have a hosting account with us associated with this domain) or you want to Park or Forward your domain, we will automatically set your nameservers for you.

I want to park my domains.

I want to forward my domains.

I have a hosting account with these domains.

If you are hosting your Web site with some other company (you have a hosting account at another provider that is associated with this domain), then enter your provider's nameservers (you must enter at least two nameservers).

I host my domains with another provider.

Nameserver 1: *

Nameserver 2: *

Nameserver 3:

Nameserver 4:

At least 2 nameservers are required.

At least 2 nameservers are required.

[Add more](#)

[Cancel](#)

Once you have changed your nameserver details the domain will now point at your new hosting account.

After you have done this you need to sort out your designs for your sales page. If you are offering an affiliate program with this product I would thoroughly recommend getting banners so that people can place them on their Blogs for extra exposure as it all helps.

Now the next step is to put together the sales page that you need. If you are worried about size for a sales page when you see these huge ones on the internet there is no need to be.

I have had great success from sales pages that have been the equivalent of just four pages in length. So next time you see a sales page that is 20 pages long don't think you have to copy an example. Highlight the key benefits of the product, talk a little about you and have an amazing headline will win the sales any day!

Once you have completed your sales page and uploaded it on to the internet you will have created your own product in one simple weekend. I wouldn't recommend doing this every weekend as you will soon reach

burn out and resent all the hours you spend in front of the computer or laptop.

Having products out there that are perfect isn't important either. What counts is that your product is out there FAST!

Testimonials are a good example of this – it's very rare you see products available on the market without at least six testimonials. I find though that instead of going looking for them get your product out there and people will send them straight back to you without you needing to ask for them.

If you are obsessed with perfection your product will never make it in the internet marketing world. Don't get me wrong don't send out a load of rubbish that isn't readable but at the same time don't feel you need each paragraph to be a certain length etc.

I was working with a client in the food niche recently and because of her obsession with perfection she missed the boat with her seasonal product. If she wants to continue selling this product she will have to wait nearly a whole year to do so.

If new information comes out on a product you can always recycle an old version without feeling like you have to put in a lot of work. You simply call the new version version 2.0 and you have a great product to work from.

This is a great idea especially with social media as it is constantly changing and new products need to be added to the portfolio.

Don't worry if you mess up on your latest ebook because the costs involved in creating one are so low it won't hit you too hard. With graphics and getting an ebook written like I've suggested in this tutorial the full costs of your ebook will be just \$175 so if it does bomb move on to the next and don't lose any sleep over it.

I've had two or three bomb over the past nine years and it does happen. But I've written a lot more in this time that have brought in at least five figures so concentrate your mind on the successes.

I thought I would finish this month's free tutorial with the most blackhat method that I know. Morally it is wrong but legally there is nothing

stopping you from doing this and many successful marketers follow this method though I would never personally go this far!

What they do – instead of following a sales page and creating their own product above they do the exact same with the actual product.

They will buy the product then pass it on to a ghost-writer to completely re-write keeping the ideas but making sure the content is completely different so they are not breaking any copyright laws.

Many people re-write PLR products as it an easy way to have a certain product turned into their own but this blackhat method has become very common.

When you are the person that creates the original product and has the niche you expect for it to be taken over by others as it's just the way that internet marketing works.

We were the originals for creating items on eBay showing people how to make money online and many people followed our lead and released similar products. When this happens and the sales dive you simply move on to your next idea or income stream.

PUT INTO PRACTICE

1. Create a plan of action for your weekend ebook.
2. Plan what is going to happen with your ebook – are you going to write it or are you going to get someone else to do it on your behalf.
3. Decide which niche you want to be involved in and go for it – don't let competition both you as if they can do it so can you!
4. Buy the domain of your ebook and set up hosting ahead of the launch.
5. Write your first sales page or if you are using PLR re-write it from your prospective.
6. Now you can say that you have completed your ebook over one weekend!

And last but not least.....

7. Go and implement it!

See you next month

Samantha Milner

Samantha Milner
Author – The Ultimate Fast Track Tutorials

Sign up at <http://www.dsm-publishing.co.uk> and receive the new fast track tutorials direct to your inbox.