



HOW TO
CREATE & SELL

EB
OO
KS

FOR A LIVING



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INTRODUCTION

I sold my first ebook 2 years ago for just \$2.

I know it's not much. But, it gave me confidence. Confidence that it's possible. If I can sell one ebook, I can sell 1000's.

And that's exactly what I did. I've now sold 1000's of ebooks and made over \$100k in the last two years.

I'll show exactly how you too can sell ebooks and make money.

But, "ebooks are dead!"

I know a lot of you think that ebooks are dead, but that's far from the truth.

The first time I ever heard about selling ebooks online was around 2013.

But I didn't do anything.

Why?

Because, all the "experts" at the time were saying "selling ebooks is dead" It doesn't work anymore.

I believed them and wasted 4 years. I finally decided to give it a shot in 2017. And thank god I did.

Selling ebooks is not dead. You can still make some serious money selling ebooks.

I'm going to share the exact process I used to sell 1000's of ebooks online.

Now, I'm not someone who's only selling ebooks in a make money niche. I sell ebooks in men's fashion niche too (One of the hardest niche). So, I know what I'm talking about here.

There are many online business models and I've tried almost all of them. Dropshipping, Amazon FBA, Print on Demand etc.

However, I think selling ebooks is one of the best online business models out there. Especially when you're working a 9-5.

Ready to jump in?

Ready to make money selling ebooks?

Alright,

Let's go ...

WHY EBOOKS

As I mentioned above, there are multiple ways to make money online.

- Freelancing
- Dropshipping
- Affiliate marketing
- E-commerce brand
- Selling ebooks & courses
- Flip on eBay
- Build a social media following and then sell ads
- Build a niche site and sell affiliate products & ads
- Newsletter publishing
- Consult online
- And many more ...

All of these business models work. However, if you ask me, selling ebooks is the easiest and most profitable online business model out there.

Here's why ...

- You don't need any inventory
- You don't need a storage space
- You don't need to ship anything (It's automated)
- Less customer support required
- It's easier to create ebooks

- You never run out of stocks
- You can create as many ebooks as you want
- Higher profit margins

Creating an ebook is as simple as writing (or curating) words on a document and converting that document into a PDF.

Your ebook is ready to sell.

It's simple and trust me, anyone can do it.

I'm sure that at some point in your life you've written an essay or created a PowerPoint presentation.

That's all you need to do.

- Write what you know
- Convert it to a PDF
- Upload it to Gumroad
- Sell it

It can't get easier than this.

So, the bottom line is if you're looking for an online business model that's proven to work for the past 20 years, you should start selling ebooks.

Now, let's look at some of the benefits in detail.

95% Profit Margin

Let's say if someone buys your ebook for \$10, unless you go through affiliates, you get \$9.5 in your bank. You only have to pay a small transaction fee. Rest everything is your profit.

Location Freedom

You can be anywhere in the world and you can write and sell ebooks. There's 100% location freedom with this business model. Not all online businesses provide that flexibility.

You don't have to ship anything, There's very little customer service required on your part.

It's Automated

When someone buys an ebook from you, it automatically sent to the customer by the platform you use. You don't have to touch a thing.

No Inventory, No Shipping

You don't have to hold any inventory. It's all online. There's nothing ship physically. This saves you a ton of money and time.

Instant Gratification

Someone can go to your sales page, download the ebook and have it on their computer or mobile in seconds. No wait time.

Infinite Inventory

You produce one ebook, you can sell five or you can sell 5000, there's no extra cost or time commitment to you.

Affiliates At No Direct Cost To You

You can hire affiliates to promote your ebooks, when they make a sale they get 50% and you get 50%. Even though you're giving away 50%, there is no direct cost to you. It's just free money for you.

Almost No Set Up Cost

Most of the tools you'll need to start an ebook business are free to use. You only pay when you make money. And setting up this business is also extremely easy. You don't have to be a coder to build a sales page. It's all drag and drop.

You Can Publish It On Amazon

Yes, you can sell your ebook on Amazon! However, you have to sell your ebooks at much lower price, but there's an advantage of Amazon selling your ebooks for you. If your ebooks are good and get good reviews, Amazon will sell tons of them for you.

MINDSET

You're going to face some obstacles the moment you decide to write an ebook. Let's look at them and how you can overcome these common obstacles.

Common Obstacles

- I'm not a writer
- Writing an ebook is tough
- I've no idea where to start
- What the hell do I write about?
- I'm not an expert
- Who's going to buy my ebook?
- It's too hard
- It's not worth my time
- I don't have the right tools
- I don't know how to sell online
- I have a full-time job
- I've nothing to say new. It's already been said before

And the list goes on ...

I know these are valid obstacles. I faced them when I first started.

I also know these are easy to overcome. Most of these obstacles are a result of your self-doubt. Sometimes you're just procrastinating.

There're a few legit ones and I'll show how to overcome in the coming chapters.

But, for now, just know that overthinking will kill momentum.

So, stop overthinking, don't let self-doubts stop you. Trust the process and have the willpower to take action on the information I provide you in the next chapters.

There's no time for excuses. If you want to make money online selling ebooks, you've to overcome these obstacles and I'll help you do that.

Now, let's try and tackle each obstacle one by one.

"I'm not a writer" - You don't need to be one. There's a way around that and I'll show you.

"Writing an ebook is tough" - No it's not. I'll show you "nearly illegal" way to do it easily.

"I've no idea where to start" - I'll give you the exact system from start to finish

"What the hell do I write about" - Don't worry. I've got you. I'll show the exact niches that are extremely profitable.

"I'm not an expert" - Well, you don't need to be. You can still create an insanely valuable ebook that your readers will love.

“Who’s going to buy my ebooks” - Apparently a shit ton of people. I’ll show you how to attract the right people to your offer.

“It’s too hard” - No it’s not. It’s the easiest online business model out there

“It’s not worth my time” - What if you can make \$10k/month selling ebooks? Will it be worth your time then? Well, it’s very much possible.

“I don’t have the right tools” - I’ll give you all the tools you need to build your ebooks business and 99% of them are absolutely FREE.

“I don’t know how to sell online” - Fret not, I’ll give you the exact system to make your first \$ online.

“I have a full-time job” - It doesn’t matter. You can do this in your spare time. Just a few hours a day.

“I’ve nothing to say new. It’s already been said before” - You have to remember one thing, you are not in the business of inventing new things and ideas, you are in the business of reminding people.

It’s **how you say** more than **what you say**.

All you have to do is sit back, relax, grab a cup of coffee and take action on what I say.

You'll have your ebook business up and running faster than you can imagine.

Ready?

Let's go ...

DISCOVER YOUR NICHE

If you want to run a successful ebooks business, then the niche you choose at the start is one of the single most important decisions that you will make in your business.

This one decision will impact everything from the type of content you provide and the kind of customers you attract.

While there is no such as a wrong niche, there are ones that are much more profitable than others.

Ask yourself this question

Is my prospective customer experiencing pain and urgency, or irrational passion? Are they feeling strong emotions?

First you've to figure out who your ideal customer is and why he'll give you his hard-earned money for your ebook?

For example

I've a friend who was working with me at my last job. Suddenly he grew irrational passion about running marathons. He's now extremely passionate about running and all he talks about when we meet is running.

He's always looking for some information to improve his running techniques and best products to use. If i were to sell him an ebook, it would be about how to run marathons.

Like him, I know there are a lot of people out there who are passionate about running. Those become my prospective customers.

Remember, you're targeting people who experience very strong emotions (Pain / Pleasure) about particular things.

Here are some examples of niches where people are experiencing strong emotions.

- Getting out of debt
- How to stop smoking /drinking/drugs etc
- Weight loss
- Credit repair
- How to make more money
- Marriage problems
- Dating & relationships

I've included many more such niches in the attachment. **50 most popular evergreen niches**

What Is A Niche?

A niche is an area of interest. An example of a profitable niche would be "make money online". This is what people are looking

for on the internet. People have money problems and they're looking for answers.

A micro-niche niche is far more useful for your ebook business than a general niche. An example of a micro-niche would be how to make money with eBay.

Why Finding A Niche Is Important?

Before you start creating a product or service, you've to make sure that there's an audience out there that'll be willing to buy from you.

Working too hard creating a product in a niche that's too small is a waste of time and energy.

Finding a niche beforehand saves you a ton of time and efforts. You need to look for two things ...

1. **Willingness to pay:** Are people in a particular niche already paying for a solution.
2. **Ability to pay:** Do people in a particular niche have the ability to pay. I.e. If you're creating an ebook targeted to a teenager or broke people, they may be willing to pay but they're not able to pay. Waste of time & energy.

Don't even think of creating an ebook before you nail down your niche and target audience based on the above two criteria.

The eBooks Business Equation

Use this equation to find your ebook idea. I'll go into the further details on finding your idea in this chapter but start with this one.

A topic you're interested in + people you like & want to help + a problem they have + a solution you can provide to the problem.

Example

Let's say you're interested in dropshipping.

And you want to help people who want to make extra income outside of their 9-5.

The problem that they have is a lack of knowledge and lack of time.

So, you can create an ebook that'll teach them **“how to make \$100/day with dropshipping while working a 9-5”**

See how that works!

Save that equation in a note or email it to yourself, so you can refer to it when you need it.

Now, let's go deeper ...

If you don't really know what your interests, strengths and weaknesses are, I'll go through a few frameworks here that'll help you solidify your business idea

Figure Out Your Interests

Naturally, there are topics and activities that are more appealing to you than others.

There are probably specific conversation topics that you feel more enthusiastic about, and there are probably some subjects that you are curious to learn more about.

You need to think of a topic that you could write about every day, without growing bored.

Ask yourself the following questions:

- Which section of the book store (Online or IRL) do you head to first?
- When you're waiting for someone, what kind of magazines or blogs do you read?
- Which YouTube channels do you watch the most?
- What kind of news stories do you read online?
- Which classes did you enjoy the most at school?
- In your free time, which activities do you like to engage in?

Obviously, it's important to choose a topic that you're interested in since it'll become a part of your daily life.

Over time, you might discover that your interests are slightly different than what you initially thought.

Sometimes, there are activities that you enjoy more as a hobby, but not necessarily a job.

So what I recommend is, take some time to explore your interest and write about it for a couple of weeks to see how it feels before you choose to dedicate your time and energy turning it into a business you might not enjoy.

The best way to do this is by creating a new Twitter account around your interest and tweet 3 to 5 times a day for a few weeks.

See if you enjoy doing that or not. If not, you need to get back to the drawing board and look for a new interest.

If you aren't able to think of something that interests you, then it's time to get out, try new things, meet new people and read a few books.

Or an easier way is to pick one of the niches I provide below and run with it.

Finding Your Niche

Once you've determined a topic you're interested in pursuing, you'll need to be more specific as to which aspect of the problem you want to cover.

A niche topic is a narrower category within your topic. For example, if you choose "Make money online" as your topic, you might select "how to make money selling ebooks" rather than just "make money online".

Picking a niche will improve your chances of succeeding. Starting a business around a broad topic is a common mistake that many entrepreneurs make.

By choosing a narrower, more specific topic, you'll increase the likelihood of standing out and getting noticed.

If you aren't sure which topic to pick, go for one of these categories that have proven to be most profitable.

- Make Money & Finance
- Health & Well-being
- Dating & Relationships
- Personal development

Now, let's see some profitable sub-niches within these categories.

Make Money & Finance

- How to make money

- How to save money
- How to invest money

Health & Well-Being

- How to get lean
- How to lose weight
- How to build muscle
- How to build strength

Dating

- How to attract girls
- How to attract men
- How to respark your marriage

Personal Development

- How to be more productive
- How to meditate
- How to be more mindful
- How to live stress free

Note that these sub-categories are still very broad. You want to further niche them down and be as specific as possible.

These are evergreen niches and there will always be a space to enter these niches and make some serious cash.

Here's a list of the 50+ most popular evergreen niches. Note that not all niches are going to do well on Twitter, but they work if you're building a website around any of these topics.

(See attachment - 50 most popular evergreen niches)

Easy Ways To Create An eBook

Write Your eBook

This method is for all you write out there. If you can write well, you must write your own ebook.

Here are the steps:

- Decide a topic of your ebooks
- Go to amazon & find kindle books related to your topic
- Look up the index of those books
- Write down your sections (5 to 15 section)
- Write 300 to 1000 words within each section
- Your ebooks is ready to go

For example ...

Let's say you want to write an ebook about "How to make money in stocks". That's your topic.

Now go to Amazon. Search the exact term. Filter your search results with 4* and up.

Open the first few books in a new tab. Click the "Look Inside" icon and go to the index of the book.

List down all the chapters from 3 to 5 books in google docs.

1-16 of 644 results for Kindle Store : "how to make money in stocks"

Sort by: Featured

Kindle Unlimited
 Kindle Unlimited Eligible

Department
Any Department
Kindle Store
Investing Basics
Stock Market Investing
Investing
Business & Investing
See more

Avg. Customer Review
★★★★☆ & Up
★★★★☆ & Up
★★★★☆ & Up
★★★★☆ & Up

New Releases
Last 30 days
Last 90 days
Book Language
 English



Make your business lean

Shop Productivity Press >



Technical Analysis of Stock Trends
★★★★☆ 20

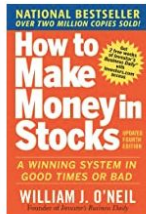


Understanding A3 Thinking: A Critical Component of Toyota's...
★★★★☆ 52
prime



Toyota Production System: Beyond Large-Scale Production
★★★★☆ 62
prime

Ad feedback

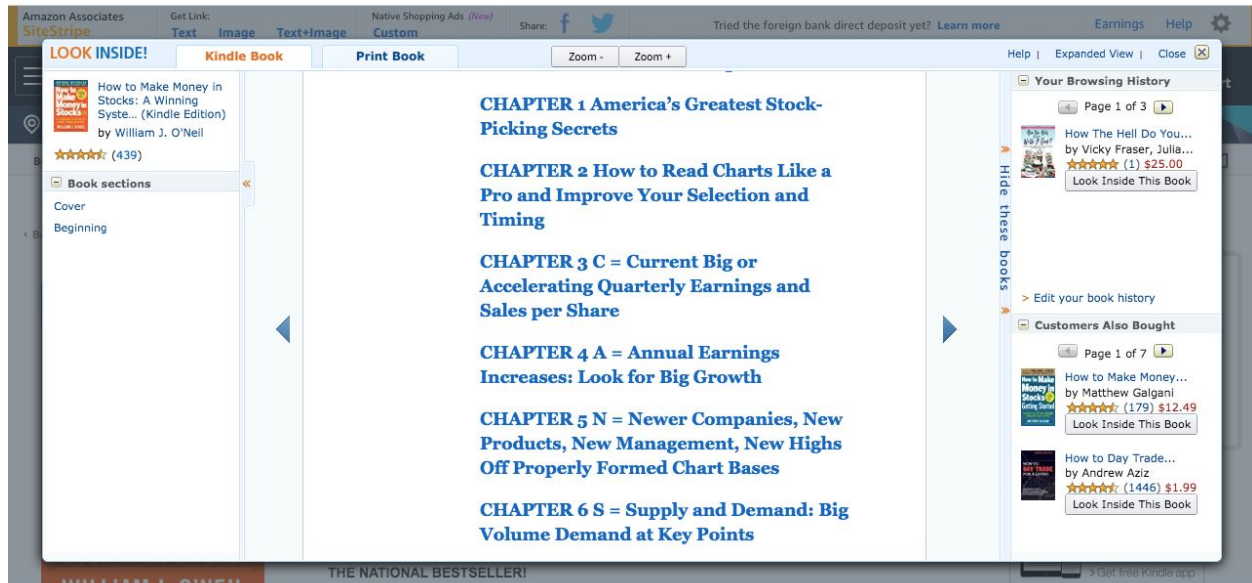


How to Make Money in Stocks: A Winning System in Good Times and Bad, Fourth Edition

by William J. O'Neil
★★★★☆ > 656

Kindle Edition

List Down Chapters



Now, list down the things you want to include in your ebook. And start writing in google docs.

Once completed, convert the google document into a PDF file, design a cover and your ebook is ready to sell.

How To Create eBooks When You're Not A Writer

Not a writer? Fret not, you can still create your ebooks. I'll show you a few ways.

I must admit, these ways are not 100% ethical. But if you don't end up copying everything, you're good to go.

I also know these methods are going to trigger a lot of people. But, trust me I know plenty of Authors and creators that use these hacks to write their ebooks, blog posts etc.

Method 1 - Steal Like An Artist

“To steal ideas from one person is plagiarism; to steal from many is research.”

As you might have guessed, we're going to steal from multiple sources and then re-write the content in our words.

Here are the steps.

- Go to [buzzsumo](#)
- Enter your search term
- Find viral articles (5 to 10)
- Rewrite them in your own words

Content Analysis		Sort by: Total Engagement 1,599 Results EXPORT					
Select All	Facebook Engagement	Twitter Shares	Pinterest Shares	Reddit Engagements	Number of Links	Evergreen Score	Total Engagement
<input type="checkbox"/> New Financial Literacy Curriculum Teaches Black Youth How to Invest in the Stock Market Dec 2, 2019 blacknews.com	33.2K	79	2	0	5	7	33.3K
<input type="checkbox"/> African American Stock Trader Hosting Seminars Nationwide to Teach Beginners How to Flip and Invest In Stocks Jan 15, 2020 blacknews.com	2.4K	8	0	0	-	0	2.4K
<input type="checkbox"/> How to know if you're invested in gun stocks By Kristin Myers - Aug 16, 2019 yahoo.com	1.3K	5	0	0	5	3	1.3K
<input type="checkbox"/> How to invest in stocks: 3 things you need to understand By Tanza Loudonback - Mar 19, 2019 businessinsider.com	1.1K	13	0	0	22	3	1.1K

Buzzsumo results for “How to invest in stocks”

Please make sure you don't completely copy these articles. Pick a few articles and strategies you like from the articles and rewrite them in your own words.

You can sell well-made ebooks with 20 to 50 pages for \$10 easily.

I don't recommend you follow this method if you have no clue about the industry. This method is for someone who understands the business but is not good at writing.

If you have never traded in the stock market, I don't recommend you write an ebook on stocks.

This method is just to help you better articulate your ideas on paper.

Like Buzzsumo, you can use this method by searching on Google.

Just enter your keyword in google and find a few good actionable articles and rewrite them in your own words.

Method 2 - Hire Someone To Write Your eBook

If you don't want to write your own ebooks, you can hire someone to write an ebook on Fiverr or Upwork.

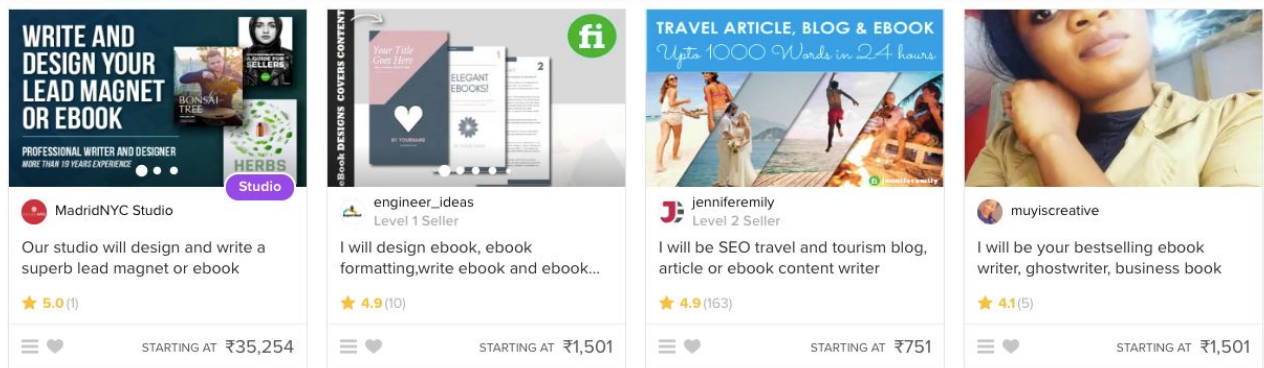
Here are the steps

- Choose your topic
- Go to Amazon and search books related to your topic
- Create an outline (Chapters name or sections etc)
- Write a 100 word description describing what you want the freelancer to include in the chapters for each section.
- Hire a freelancer from Fiverr or Upwork
- Receive your ebook, proofread it, edit it and sell it.

This is again a great method if you want to save time or you lack good writing skills.

All you have to do is find freelancers on those sites and hire them to write your ebook.

Most writers on Fiverr charge anywhere from \$40 to \$200 for a 30 to 50 page ebook depending on the subject and the length of ebooks you want them to produce.



eBook Writing Services On Fiverr

Make sure you read the reviews and negotiate on a price before you order on any of the freelance marketplaces.

→ [How to hire on Fiverr](#)

→ [How to hire on Upwork](#)

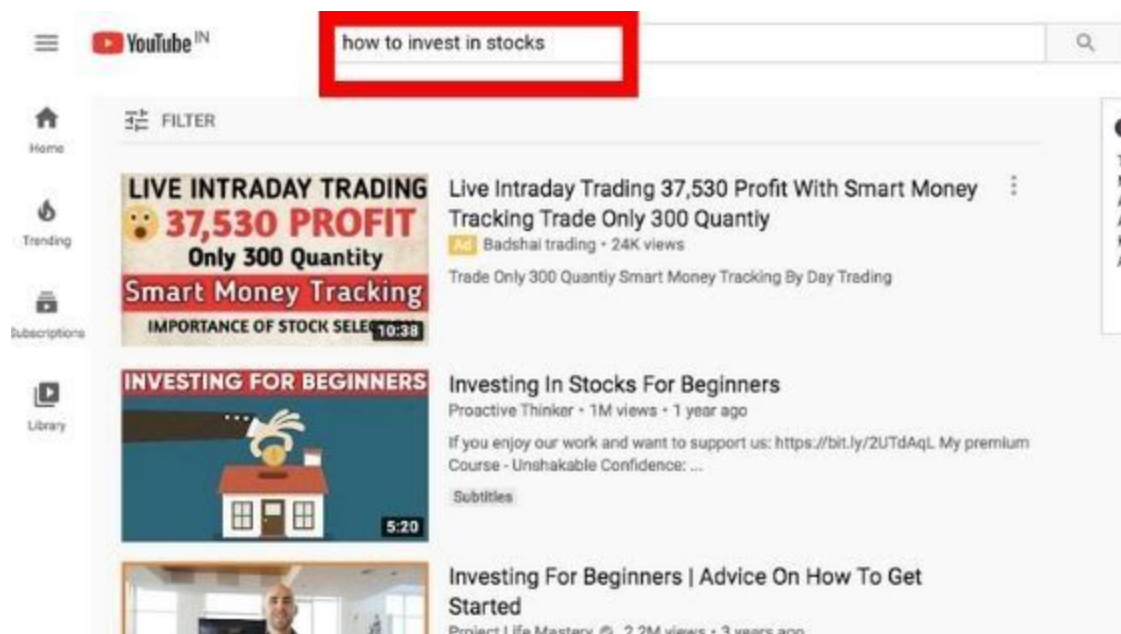
This is the easiest way to start your ebook business. If you have a little bit of budget then this is the fastest way to build and scale your ebook business.

Method 3 - YouTube To Text

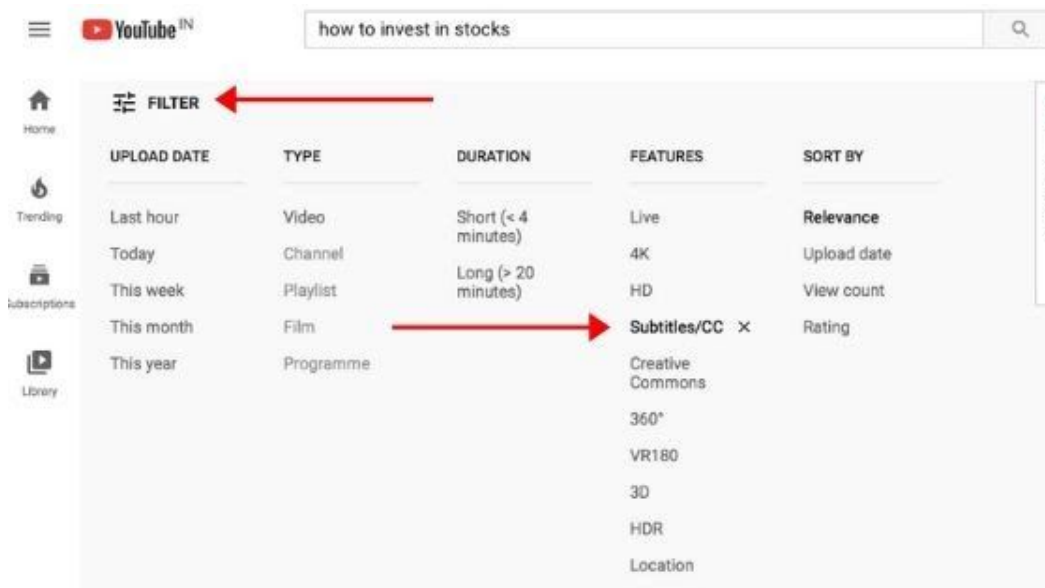
Here are the steps:

- Go to YouTube
- Enter Your Search Term
- Filter Results With Subtitle/cc
- Use Video to Text software
- Download the entire video in a Text format
- Edit the text, write in your own words
- Convert to PDF
- Your ebook is ready

Step 1 - Search On YouTube



Step 2 - Click on Filter & Filter The Results With Subtitles/CC



Now all the results will see will have a subtitle tag below the video title & description.



Step 3 - Copy the Video URL and paste it into a software

Go through the videos and pick the one you like the most. Copy the URL of the video and paste it in this software

<https://www.dvdvideosoft.com/free-youtube-subtitles-download>

Click the RED DOWNLOAD button after you paste the URL in this software.

The software will automatically download (.txt) file.

Open the file, copy the text and paste it google docs and start editing the text. Once you've edited the text, start writing the text in your own words.

DVDVideoSoft

Online YouTube subtitles downloader

Best way to download subtitles from YouTube to text or SRT file.
Also use [YouTube Downloader](#) or [YouTube to MP3 Converter](#) if you need to download music or video from YouTube with subtitles or without.

Paste URL and download subtitles.

Paste YouTube URL

Download

Click this button

By default, subtitles will be downloaded as .txt file.
Configure YouTube subtitles downloader to extract original SRT file with timestamps.
Set custom timestamps. Change language. Select specific time interval to download subtitles from.

STOCK MARKET FOR BEGINNERS How To Invest For Dum... — 49:15

If you can't one video that's good, you can download a few videos and then combine the texts from all videos to create your ebook.

Important: This method is not 100% legal. I recommend you don't copy the texts from the videos word by word. Understand the concept and write the text in your own words.

I don't want you to end up in legal troubles. So, be really careful with this method. Don't simply copy the text. Rewrite it in your own words.

Method 4 - Your Own Blog Posts To eBook

So, you've a blog? Good.

Pick 3 to 5 articles on the same topic you have written on your blog in the past.

Each article will become a chapter.

Combine all your articles in word doc.

Convert it to PDF.

Your ebook is ready to go.

That's all for this section. [DM me on Twitter](#) if you've any questions about any of these methods.

I'll be happy to help.

Now, get to creating your ebook.

Tools Of The Trade

Here's a list of tools you'll need to run a successful ebook business.

Google Docs - To write your ebooks. Sure there are many other tools to write your ebook, but I recommend Google docs over others.

Mainly because it's simple, user-friendly and you can access it from anywhere in the world.

Canva - To design your ebooks cover and graphics. I also use Canva sometimes to format my ebooks. [My Twitter guide](#) is formatted with Canva.

It's free to use. However, if you need more advanced features, you can subscribe to the paid version.

Gumroad - To host your products. I use gumroad to sell my ebooks. It's free, easy to use and you can start selling in a matter of minutes.

There are many other platforms such as Podia, SendOwl, Shopify, Squarespace etc.

I use Gumroad. It's the best.

Grammarly - To check grammar and spellings. It's a free Chrome extension. This is really useful when writing your ebook.

Mailchimp - Email marketing. When you're building an ebook business, email marketing is your best friend. Mailchimp will help you collect emails and send emails to your subscribers for free for the first 2000 subscribers.

Landing Page Builder - To collect emails. You need to have a landing page builder. Your landing page offers something for free (a free report or a small 5 to 10 page ebook) and collect emails for you.

I use Squarespace and it's great. But, if you're just starting out and looking for a free landing page builder, here are a few options.

<https://carrd.co/>

<https://mailchimp.com/features/landing-pages/>

<https://welcome.ly/>

All of these landing page builders are good and I've used them in the past. Pick the one that suits your needs and run with it.

DripScripts - To build your email sequence. Not sure what emails to send to your subscribers? DripScripts will help you craft amazing email sequences for your business. It's a simple plug-and-play fill in the blank platform to help your write better emails.

Sure there are many other tools that you can use. But I like to keep things simple and easy to manage.

All the tools you need to build and scale your ebooks business are listed above.

You can go from \$0 to six figures with these tools. And the good thing is that all of them are free to use.

That's all for this section.

Now, if you've any questions related to any of the tools, feel free to [DM me](#).

How To Design Your eBook Cover

The cover of your ebook is one of the most important parts of your ebook business.

You want the cover to convey your message very clearly and it should look attractive.

Good design is good business.

You have two ways to design your ebook cover.

1. Do it yourself
2. Hire someone to do it

Let's look at each one in detail.

Do It Yourself

It helps if you're a graphic designer, but if you're not. Don't worry, there are plenty of free tools available online today that'll help you design professional cover for your ebook.

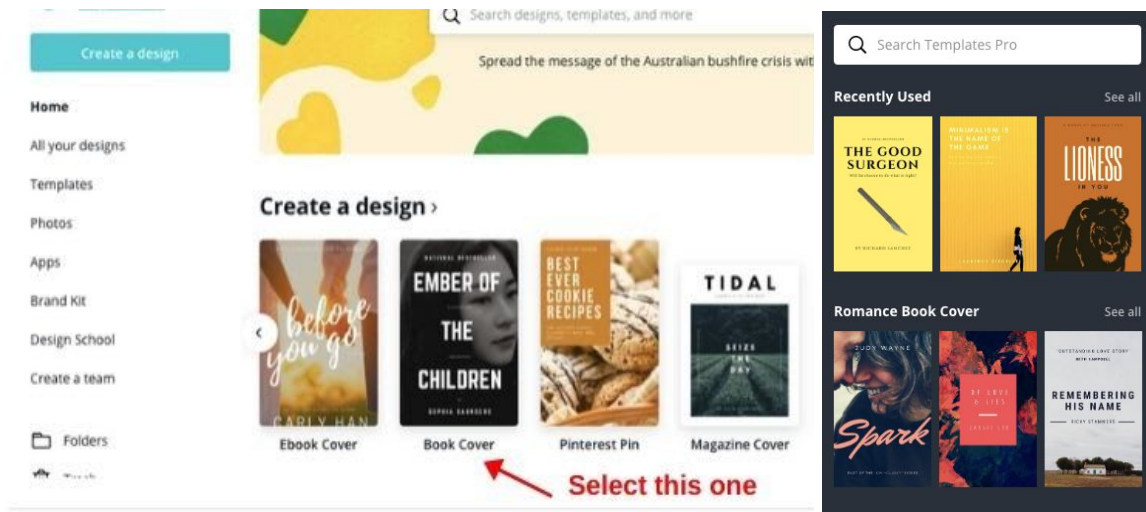
I love Canva. It's simple, easy to use and the results are nothing short of amazing.

Open [Canva.com](https://www.canva.com)

If you don't already have an account, sign up for a free account.

Once you've signed up, you'll land on a Home Page. Where you'll see a ton of different templates.

You want to click on the book cover template. Well, if you can't find a book cover template, simply enter "book cover" in the search bar and it'll pop up.



Once you click book cover, you'll see a ton of free template you can use. Pick the one you like the most and start designing your ebook cover.

When your ebook cover is ready, download it in a .jpeg format. Now, we're going to design a mock up.

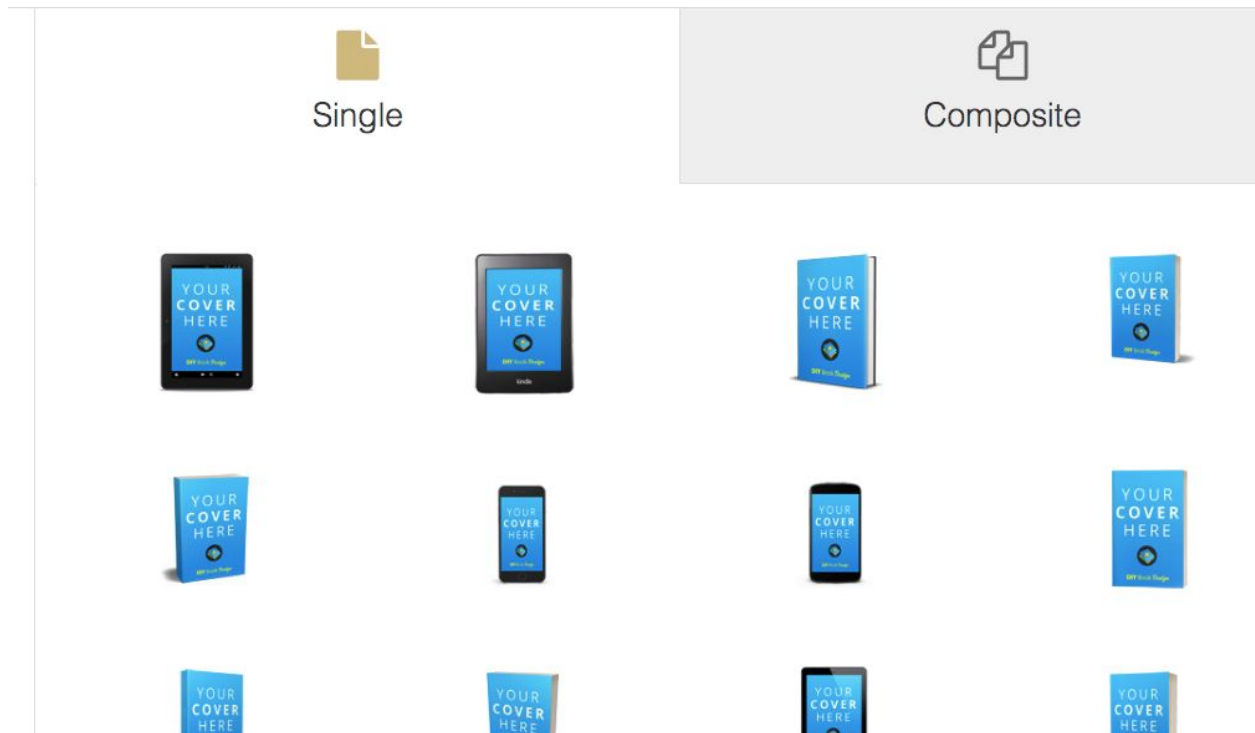
There're many tools to design books mockups, but I like this one the most.

<https://diybookcovers.com/3Dmockups/>

Click the above link, and pick the mock up you like the most. Click next. It'll ask you to upload your cover. Click "browse" and select the cover you downloaded from Canva, click upload.

Once uploaded, click the next button again. Go to the bottom of the page and click on "PNG" or "JPG" button to download your 3D mockup of the ebook.

Now, you can use this 3D mockup on your sales page and you're ready to sell.



This method is super easy and anyone can do this. However, if you are not comfortable doing it yourself, you can hire someone else to do it for you.

Hire A Freelancer To Design A Cover

If you're good with design, then hire a freelancer on Fiverr to design a cover for you.

I've used Fiverr in the past for some of my ebooks cover designs. And it has always worked out well for me.


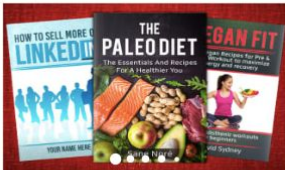


Before you hire a freelancer on Fiverr, make sure you want to pick the highest and best-rated seller. Even if you have a pay a little extra.

Go to <https://www.fiverr.com/> and search "ebook cover design" you'll find a ton of freelancers. See their previous works and reviews and order a cover design from a freelancer you like the most.

Results for "ebook cover design"

Category ▾ Service Options ▾ Seller Details ▾ Delivery Time ▾ Budget ▾ Pro Services Online Sellers

6,907 Services Available Sort by **Relevance** ▾

 <p>James_gdesign Level 2 Seller</p> <p>I will design professional ebook cover, ebook cover design</p> <p>★ 4.9 (820)</p> <p>STARTING AT ₹376</p>	 <p>pro_graphics360 Level 2 Seller</p> <p>I will design professional ebook cover, ebook cover design</p> <p>★ 5.0 (595)</p> <p>STARTING AT ₹752</p>	 <p>ebookcover_xper Level 2 Seller</p> <p>I will do book cover design, ebook cover</p> <p>★ 4.9 (1k+)</p> <p>STARTING AT ₹376</p>	 <p>perfect_designx Level 2 Seller</p> <p>I will design a unique kindle cover or ebook cover design</p> <p>★ 4.9 (448)</p> <p>STARTING AT ₹376</p>
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If you have something very specific in mind for your cover design, make sure you download similar designs from Google and send it to the freelancers.

You can also use other freelancers platforms such as 99designs, Upwork etc. But most of them are a little expensive.

And I don't think you should spend anything more than \$30 to \$50 to get a design.

Fiverr is cheap and there are a lot of good freelancers who'll do the job within your budget.

Again, if you have any questions related to this, feel free to DM me.

Platform To Sell Your eBooks

Now that your ebook is ready, you've designed a cover, it's time to choose a platform to sell your ebooks.

Here's a list of platforms you can use to sell your ebooks

- SendOwl
- Podia
- Gumroad
- Shopify
- Squarespace
- Selffy
- Simple Goods
- Selz
- E-junkie

If you're just starting out, I recommend you go with Gumroad. It's the easiest. It's free. You only pay a commission when you make a sale.

I use Gumroad and a lot of creators on Twitter use Gumroad.

You can set up your account and start selling literally in a matter of minutes. All you need is a PayPal account.

In case you don't have a PayPal account, check out some of the other platforms I mentioned above.

How To Collect Emails

Emails are the lifeblood of your online business. Your number one focus should be to collect emails. You own your email list. No one can take it from you.

Twitter can suspend your account, Instagram can shadow ban you but your email list is yours. So, you must collect emails no matter what social media platform you use.

Here are the steps

- Create a lead magnet (free ebooks)
- Build a landing page
- Get traffic to your landing page
- Collect emails

Create a Lead Magnet

Lead magnet is nothing but a free offer that you give to your readers in exchange for their emails.

Don't complicate this. Write a 3 to 10 page ebook related to the product you're selling, convert it to PDF and upload it to your landing page builder or email platform.

For example,

If you're selling an ebook about "How To Invest In Stocks" your lead magnet can be "10 mistakes all new investors make"

Keep it simple, actionable and valuable.

Build A Landing Page

The copy (aka text) on your landing page is super important. A well-designed landing page will convert anything from 30 to 50%. Which means if you bring 100 people to your landing, 30 to 50 of them will give you their email.

But, if your landing page sucks, and it converts at around 5 to 10% then for every 100 visitors you'll only get 5 to 10 email addresses.

Don't mess this step up. Your landing page is very important and you want it to convert at 30 to 50%.

Now, let's look at the main elements of landing page

- Headline
- Body Text
- Call To Action
- Subscriber Form
- Call To Action Button

Now, let's look at each in detail.

Headline

This is 90% of the game. Your headline is most important. You want the headline to grab your reader's attention and make them take action.

It should entice people to do something. In this case, that something is filling out the form on the landing page.

The headline can't be "Join my newsletter"

The headline should communicate very clearly why someone should give you their email.

The 4 Rules Of Great Headline

- Urgent
- Unique
- Ultra-specific
- Useful

Here are a few headline templates you can use for your landing page.

How To <benefit> ...In Less Than <timeframe>

How to lose 15 pounds in less than 2 months

<no Of Steps/tips> To <benefit>

10 steps to make money with dropshipping

Free ebook ... Tells You < no. of step > To < Benefit >

Free ebook ... Tells You 10 Ways To Lose 15 Pounds

< benefit > In As Little As < timeframe > With These < no of. Steps >

Lose 15 Pounds In As Little As 2 Months With These 10 Simple Steps

You get the point.

Headlines are super important. Spend as much time as possible to perfect this.

Body Text

Think of your sub-header as a more practical extension of your headline. Your headline should be flashy yet indicative of what people will get by filling out the form.

Your subheader is a much less flashy tagline -- it's very clear on what the benefit is of the offer.

Bullet points work best for body text. Just list down 3 to 5 benefits of getting your free ebook. And that should work very well.

Subscriber Form

I only collect email addresses. But, if you want you can also ask for a first name.

This really depends on you. However, having a first name is always good because you can then address your subscribers with their first name in your emails.

And that has proven to convert well.

Call To Action & Button

Look at the bottom of your form. Does the button that submits the form say "Submit?" STOP. This button should have an action-oriented language, too.

For example, on a landing page for an ebook, you could change that bottom copy to, "Get Your Free Ebook Now." Much better than the generic "Submit."

You follow these instructions and you're good to go.

However, if you have any questions related to this section, feel free to [DM me](#).

How To Sell Your eBooks

Alright, so that now your ebook is ready, it's time to sell.

First thing you need to write an effective sales copy. Your copy is basically going to present your product and argue why the person should pay you money.

I know a lot of people love to write 1000's of words. But, I particularly don't like it. I like to keep my copy simple, straightforward and short.

Here's a formula you can use.

- Headline
- Benefits of the Benefits (5 to 15 bullet points)
- What's Included (Chapters of the ebook)
- Testimonials (2 to 5)
- Call to action

That's all I do.

Now, let's discuss each point in detail.

Your Big Idea (aka Headline)

This is going to be the title of your ebook or headline of your sales page. The title of the ebook and headline can be different.

As I said earlier, You want the headline to grab your reader's attention and make them take action.

Let's say you have an ebook about investing in the Stock Market.

Your headline should not be

“Stock Market Basics For Beginners”

But, you can write something like this

“Don't invest in stock market before you master these basics”

You see the difference?

Use the headline formulas I've given in the “How to collect emails” section.

Write Benefits Of The Benefits

If you want to convert your sales page well, you've to understand the difference between features & benefits.

Your prospective customer cares more about him and how whatever you're offering will solve his problem. So, talking about yourself or the features of your products will not convert well.

For example, one of the features of your stock market ebook is “**stock analysis strategies**”. This is boring and there’s nothing for your customer here.

So, the benefit of this feature would be ...

“Learn how to never invest in a bad stock with our unique stock analysis strategy”

You get the point.

Now, let’s go one step further and see how to write a benefit of the benefit.

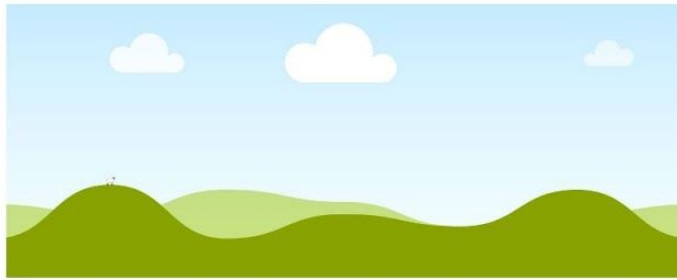
For example, if you are selling diet pills, the **benefit is weight loss**, but the **benefit of the benefit** could be that **you’ll be more confident**.

Got it?

Now, think through the benefits of your products, write down all the benefits you can think of no matter how small or big the benefit is write it down.

Pick 5 to 10 core benefits from the list and add them to your sales page. Always write your benefit in bullet points.

Now, add other parts of the landing page I’ve mentioned above and you’re good to go. See image below.



HEADLINE

- **BENEFIT 1**
- **BENEFIT 2**
- **BENEFIT 3**
- **BENEFIT 10**

WHAT YOU'LL GET

- **CHAPTER 1**
- **CHAPTER 2**
- **CHAPTER 3**
- **CHAPTER 10**

2 TO 3 TESTIMONIALS

- **TESTIMONIAL 1**
- **TESTIMONIAL 2**
- **TESTIMONIAL 3**

CALL TO ACTION

Now that your landing is ready and you're ready to sell, let's see some of the ways you can sell your ebooks.

Method 1 - Email Marketing

Remember, we built your landing page above to collect emails. Yes, you are going to use it.

So, if you've less than 500 followers on Twitter or any other social media platform, you should use this method to sell your product. Don't try to directly promote your products, you'll burn your followers.

Here are the steps

- Give away something for free
- Collect emails
- Send value based emails (minimum 3 times a week)
- Add a link to your product in every email you send.

The conversion rate on Twitter is really good. So, let's say if you manage to bring 30 people daily to your landing page and your landing is good, you should get 10 to 15 new subscribers every day.

Within a month you should have 200 to 300 subscribers.

Email them three times a week. Don't hard sell. Means don't only talk about your offers. Send value based emails. Teach them

something and then plug your product link in-between the email or at the end of the description.

If you want to learn how it's done, subscribe to [Jose Rosado's email list](#).

Study what he does and model that.

Method 2 - Sell On Twitter

If you've more than 500 followers on Twitter. You should directly promote your offers on Twitter.

Your sales pitch on Twitter should have three thing

- Benefit
- Urgency
- Scarcity

Here's a template you can use ...

Learn how to make \$100/day selling simple ebooks even if you're a beginner **(This is a benefit)**

I'm letting next 10 people get my (your ebook name) for just \$10 (Original price \$30) **(This is scarcity & urgency)**

\$10 for next 10 orders only

Get it here

(LINK)

Once you start getting sales, do a countdown thread. Here's an example.



Run sales every week if you want to maximize your income from Twitter. Don't be afraid to sell.

Also, promote your ebooks daily on Twitter without the discount. I see a lot of creators that don't promote enough. You should promote your products daily.

Method 3 - Pay A Big Account To Promote Your Offer

I've tried this method on Instagram in the past and have got great results.

So, how this works is, you find big accounts in your niche (100k+) pay them to promote your offers.

It's not guaranteed to work, and it depends a lot on the influencer you're selecting.

But, you should definitely give it a try.

Here's the math

- Your ebook price = \$20
- Influencer cost = \$30/one retweet
- Sales you should get = 5
- Total income = \$100
- Profit = \$70

Yeah, it looks very good on paper. But it doesn't always work that way. However, if you've a \$100 budget you should definitely try with 3 to 4 influencers.

Sell On Reddit

Reddit is extremely hard to crack. But, it's worth giving a try. If you can figure this out, you'll drive an insane amount of traffic to your landing page or sales page.

What you need to do is find a subreddit related to your niche. Join the subreddit. Now, don't post your offer immediately after joining. You'll get banned.

So, start with engaging in the community. Comment on posts, add value, teach something.

After a few days of doing this, Publish “Ask Me Anything” post.

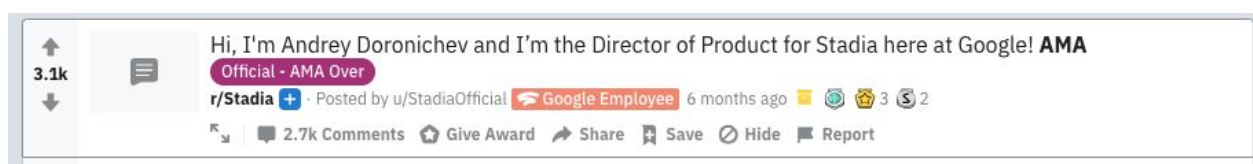
Something like this ...

Hi,

“I’m a 25 years old man from NewYork running a 6 figure ecommerce store. Ask Me Anything”

A lot of people will ask you questions related to e-commerce. Now, you can strategically plug your ebook in one of your answers.

If everything works out well, this can be a goldmine. Try it.



Sell On Quora

It’s basically a Q & A community. Find communities related to your niche and provide super valuable answers to questions posted in your community.

Add a link to your landing page at the end of your answer. Collect emails, sell them via emails later.

Here's an example ...

Results for **how to make money with dropshipping**

How do I make money by drop shipping?

85 Answers · View All

Fitness Food — Drop shipping can be very profitable, BUT you can also lose a lot of money if you do not know what you are doing. **Don't be one of those people that blindly goes into drop s...** (more)

If you're selling an ebook related to dropshipping, you can answer this question and plug your landing page in your answer.

Make sure your answers are super valuable. Don't just promote your ebook, your account will get suspended.

Hutler's Methods

If you're just staring out and you don't have enough subscribers to sell to but you want to make money from day one. Try one of these methods.

These methods need a lot of hustling on your part, but if you've reached this far in the book I know you can hustle.

So, let's go.

Twitter DM Method

First, find a few big accounts (10 to 30k followers) in your niche. Then go their recent tweets, look at the comments and DM your offer to everyone who've commented on the tweet.

But, make sure you're not sending DM's to other big accounts. Always send DM to someone who has less than 500 followers.

Instagram DM Method

Basically you're going follow the exact same DM method I showed you above but on Instagram.

Find a few big pages in your niche. DM people who've commented on their recent posts.

Facebook Groups Method

Find a few big facebook groups in your niche. Join the groups. Engage in groups. Add value to people.

Write a 50 to 100 word value based post, add your **Landing Page** (Not Sales Page) link at the end or in the first comment. People will see your link, click on it and join your mailing list.

Now you can sell them via emails in the future.

Note that the conversion rate for this method is going to be super low. Anything between 1 to 5%.

Also, never post your sales page link. You'll get banned from the groups.

Facebook & Twitter Comments

I've to admit this method is borderline shady. But there's no harm in trying it out.

If you're using this method on Twitter, make sure you don't use your main account. Create a new account and use that account to comment.

Here's how this works

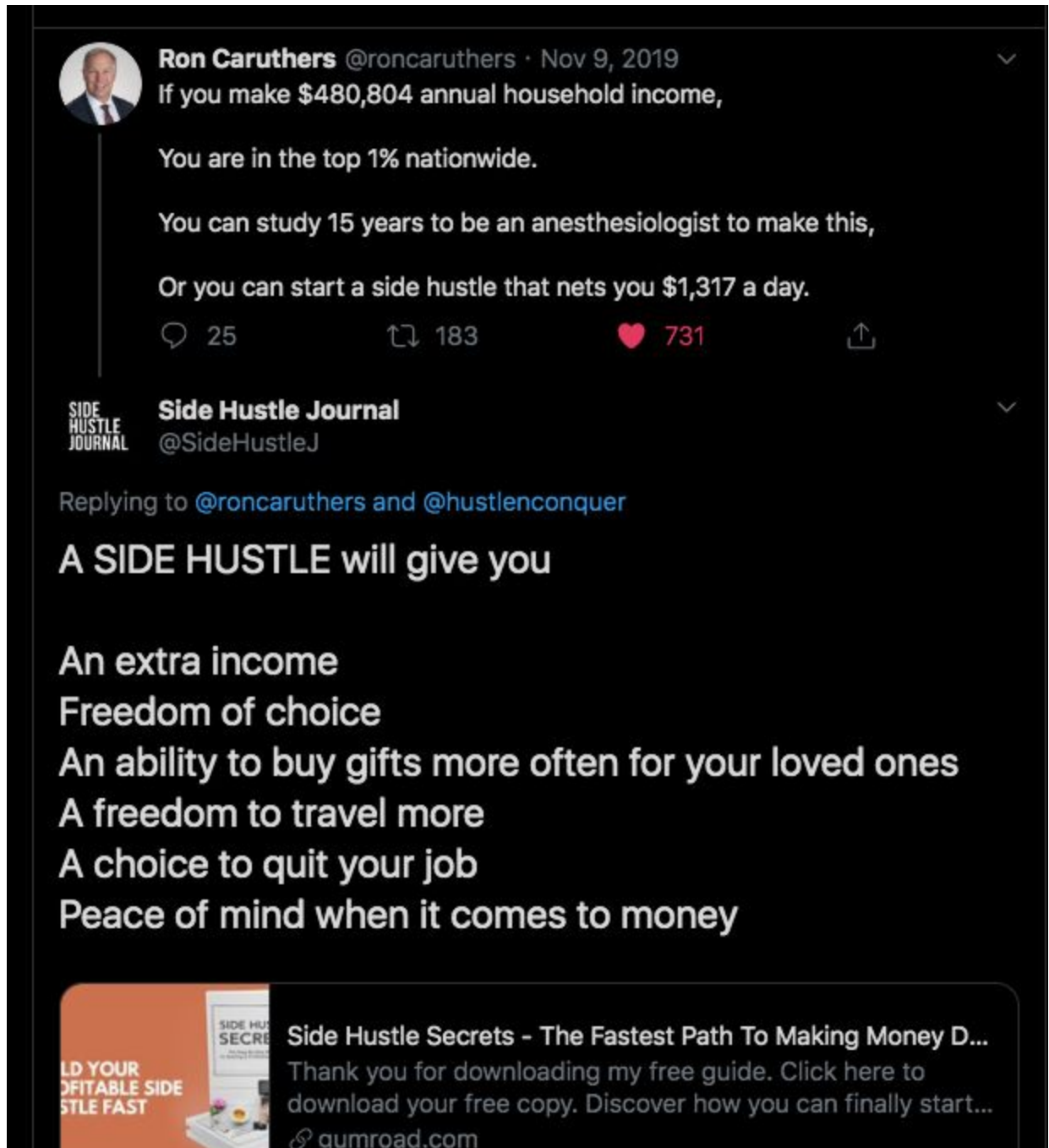
Follow really big accounts (50k+) (or pages on FB) in your niche, turn on notifications. When these accounts tweet or post a new update on Facebook, you'll get a notification.

Immediately jump on the post and leave a comment related to the original post and add a link to your product.

I've tried this method in the past and I got 4 sales (\$40) from one comment. If you do this right, there's a good chance that you'll get a sale.

However, there's a great risk that the author of the post may block you. That's why I said don't use your main account to do this.

Here's a screenshot ...



That's all for now. I'll be adding more resources, hacks and techniques in the future.

You'll get all the future updates for free forever.

If you've any questions related to selling ebooks, feel free to [DM me](#). I'll be more than happy to help you.

Did I miss something? Send me an email at hustlenconquer@gmail.com

Thank you very much for your support. Hope this guide will help you start your own ebook business and make a lot of money.

Thank you ...

Hustle & Conquer