

# "7 Days and 4 Sales"

by

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Let me start off with this: I'm an SEO guy. Its what I've been doing for the last 4 years and I've worked with several large companies and have my own SEO company.

Now...I've never sold an ebook before in my life. I was always a little too scared I guess. Scared of learning something new or maybe succeeding and then drowning myself in it.

Well, I might be on my way to drowning. :)

Before I get into the facts and figures and all the good stuff, I'm going to give you a quick background.

My partner, Robert, and myself recently launched [www.EbookNiches.com](http://www.EbookNiches.com). It's an excellent membership site and has lots of good value in it. I mean LOTS.

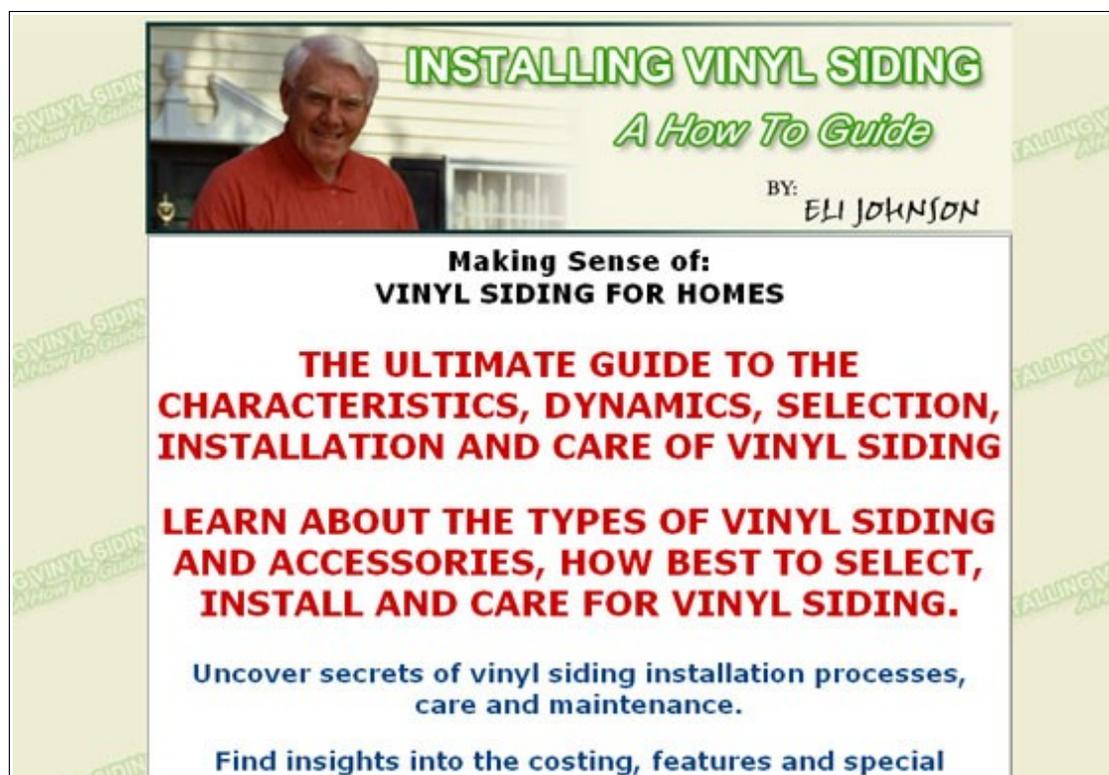
We publish 4 ebooks a month with resale rights, keyword lists, potential affiliates, salesletters, ebook graphics, etc... Pretty much a business in a box.

Robert has extensive experience with ebook marketing. He's sold several ebooks and knows what he's doing. I, on the other hand, am good with design and, of course, SEO stuff. It was a good combination for [www.EbookNiches.com](http://www.EbookNiches.com).

I thought I'd give this whole "ebook thing" a try, since Robert and myself

developed a no-hassle way to build a money-making ebook business. We recently published an ebook to our members at [www.EbookNiches.com](http://www.EbookNiches.com) on Vinyl Siding.

Here's a picture of the site:



**What You Need to Understand:** *This is a very basic design that anyone can do and that is provided with EbookNiches.com*

I changed some of the graphics and added my own "touch" to things, but not much at all. All I did was add a background and brand it with a "pen name". That's it.

Once I had it setup the way I liked it, with Paypal integrated as the payment option, I started an Adwords account. I DIRECTLY copied and pasted the keywords we provide in [www.EbookNiches.com](http://www.EbookNiches.com) and put them

into the Adwords account.

I thought to myself, "I'm the one who does the keyword research! These keywords should be excellent value for the members of EbookNiches.com, so I'll test the value and not do any further keyword research".

I set all this up around 11pm a week or so ago. Being that it was 11pm, I was kinda tired, so I just called it a night.

The next morning...BAM...I had my first ebook sale.

I was like, "WOW...that's quick!....I actually sold my first ebook!"

Then, a couple days later, I sold another one...then another...then another. So, far this week, I've sold 4 copies of the book.

Here's a look at my Paypal account. I've highlighted the sales that were related to the ebook:

Payments Received from Jun. 6, 2006 to Jun. 14, 2006							
Date	Type	To/From	Name/Email/Phone	Status	Details	Action	Gross
Jun. 13, 2006	Payment	From		Completed	<a href="#">Details</a>	<input type="button" value="Ship"/>	\$19.97 USD
Jun. 10, 2006	Payment	From		Completed	<a href="#">Details</a>		\$97.00 USD
Jun. 10, 2006	Payment	From		Completed	<a href="#">Details</a>		\$86.33 USD
Jun. 10, 2006	Payment	From		Completed	<a href="#">Details</a>		\$86.33 USD
Jun. 9, 2006	Payment	From		Completed	<a href="#">Details</a>	<input type="button" value="Ship"/>	\$19.97 USD
Jun. 9, 2006	Payment	From		Completed	<a href="#">Details</a>		\$97.00 USD
Jun. 8, 2006	Payment	From		Cleared	<a href="#">Details</a>	<input type="button" value="Ship"/>	\$19.97 USD
Jun. 7, 2006	Payment	From		Completed	<a href="#">Details</a>		\$150.00 USD
Jun. 6, 2006	Payment	From		Completed	<a href="#">Details</a>		\$150.00 USD
Jun. 6, 2006	Payment	From		Completed	<a href="#">Details</a>	<input type="button" value="Ship"/>	\$19.97 USD
Jun. 6, 2006	Payment	From		Completed	<a href="#">Details</a>		\$97.00 USD

**What you need to Understand:** *I sold 4 ebooks in one week and I'm a complete newbie!*

At this rate of 4 ebook sales a week, I'll be making \$319.52 a month. Now that doesn't sound like a lot...but that's just for **one book!** What if I started marketing all the ebooks provided at [www.EbookNiches.com](http://www.EbookNiches.com)?

Hey...let's do some math :)

EbookNiches.com provides 4 books a month. Let's conservatively suggest we'll price them at \$19.97 a month for each book. Let's also say we only do 2 book sales a week per book (as you can see, I think that's a conservative number, as I've done 4 book sales a week so far in the above picture).

So, here's the breakdown:

2 book sales a month x 4 books received a month = **8 sales a week**

8 sales a week x \$19.97 a book = **\$159.76 a week**

**OR**

**\$639.04 a month!**

Now you might ask, "Ya, that's great Adam...but how much did you spend for your adwords campaign? We see how much you did/can gross...how about what you actually netted?"

I'm glad you asked, because I've got pictures of that too!

Here's a snapshot of my Adwords account:

Jun 7, 2006 to Jun 13, 2006 1 - 1 of 1 Ad Groups											
+ Create New Ad Group View All Ad Groups											
last 7 days											
Jun 7, 2006 - Jun 13, 2006 Go											
Edit Bids Rename Pause Resume Delete											
<input type="checkbox"/>	Ad Group Name	Status	Default Bid Max CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos	Conv. Rate	Cost/Conv.
<input type="checkbox"/>	Vinyl Siding	Active	\$0.40	90	4,666	1.92%	\$0.28	\$25.34	7.1	1.11%	\$25.34
Total			-	90	4,666	1.92%	\$0.28	\$25.34	7.1	1.11%	\$25.34

**What you Need to Understand:** *Even with low click-thru and conversion rates, I still turned a healthy profit.*

As you can see...my Adwords campaign isn't even that great. I mean, c'mon...only 1.92% click-thru rate. That has more to do with me needing to work on my sales copy on that specific adwords campaign. I'm also sure I could beef up the sales page, but I really wanted to just copy and paste what is provided at [www.EbookNiches.com](http://www.EbookNiches.com) and see what happens.

Conclusion: I spent \$25.34 for a week on my Adwords campaign. I made \$79.88 (gross) so I actually netted \$54.54 of pure profit.

There are also so many other aspects of this ebook business that I'm not taking advantage of at all. Let me give you a couple of them:

**Autoresponder/List Building:** Within each ebook package at [www.EbookNiches.com](http://www.EbookNiches.com), a 5 email mini-course on the ebook subject is provided. This is an excellent way to build and gather email addresses of people interested in the subject, but just aren't too sure they want to purchase the ebook yet.

After they get all your emails via the mini-course, that's when you hit them with the ebook. At that point, you've built up some trust by providing excellent **FREE** advice on the topic and they'll be more inclined to purchase an ebook from you. This will help conversion rates, and at the same time, you'll have list of people on a specific topic. Big companies will pay BIG MONEY for targeted lists. That's just another revenue stream in itself and I'm not going to go into that in this report.

**Affiliate/Backend:** Also provided with each package is an affiliate list. This list shows affiliate programs related to the subject that you can become a publisher for and "push" their products/services. An excellent way to make some "backend" cash is to drop a few affiliate links within the ebook. They're obviously interested in the subject and are going to want sources to purchase other products/services.

Those are just a couple additional ways to pull even more revenue. There are lots more, but I'm trying to keep this report concise and to the

point.

Like I said before, having a list of targetted individuals is worth money to advertisers. I've seen big money being thrown around for targetted email lists. So it's never a bad thing to have good niche lists.

And that's pretty much it. I don't want to make this some long, drawn out process of how I made a few bucks, because a) I hate reading those types of reports myself and b) What I did was really simple and there isn't much to say; straight to the point is how I like to play the game. :)

Anyone can do this. You just need to get your butt in gear and start doing it. I hear all the time: "How do I get started?" This is one way.

Take that first step. Stop reading everything you come across. Stop thinking you're not ready, because you'll never be ready. Experience is the best teacher! Go experience.

To your success!

Adam Maywald

Owner

[www.EbookNiches.com](http://www.EbookNiches.com)