

# MoneyPumps Money Making System

*Learn how to create a secure and ever-increasing income  
from the Internet.*

*By Dan J. Blackburn and Mari Peckham*

## Going “Viral” – Creating An E-Book That Will Be Easy (And Beneficial!) To Spread

### The MoneyPumps Money Making System – Part Three

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## Introduction

This e-book is number three in the training series. If you haven't yet read the first two e-books, please do so before you start this e-book! You can download the previous e-books free of charge from your MoneyPumps member's area.

Not yet a MoneyPumps member? No problem! You can join and have access to all of our training. [Click here to join MoneyPumps now!](#)

This e-book will teach you:

1. The importance of creating an "e-book". Why you need one and why building a mailing list without one is very difficult.
2. A "dead easy" way of creating an e-book.
3. How to make your e-book "viral" and get other people building your mailing list for you.
4. How to make money, even with your free e-book(s).

Although the e-books in this training series are FREE, you can make a LOT of money distributing your own BRANDED version of this e-book and the others in the series by upgrading your MoneyPumps.

There are several e-books in the MoneyPumps Money Making System training. Each one can be used as a highly effective marketing tool to build your own business, your MoneyPumps downline and other affiliate programs we recommend throughout the e-books. Most people who understand the power of this will upgrade.

How would you like the links in all of the e-books in the system promoting YOU and your programs?

**Will you be one of the few?**

Your website can be one of the few promoted inside every copy of this report that our FREE members receive. Paid members can add their own links here, but free members cannot!

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## Building a Good Mailing List While Avoiding All the Difficulties

In this e-book, we are going to teach you a very easy way of creating an e-book. In order to succeed with this system, you **\*\*need\*\*** an e-book. When you have an e-book, building a mailing list becomes a LOT easier and less expensive to do!

It doesn't matter if you got a big fat D grade in English at school. So did I...and I am English. lol It doesn't matter if you failed at English completely and the thought of writing makes you break out in a cold sweat. You CAN create an e-book with this system.

No matter which niche market you are targeting, there is ALWAYS an information product that can be attached to it. If you don't believe me, do this little exercise.

Think of 12 things that you know how to do that are specific to your niche market, or 12 questions that have been asked in a forum you are subscribed to.

Did you think of 12 things? Great! You just created the foundation for an excellent "How To" e-book.

See what I mean? No matter which niche you are targeting, there is a "How To" e-book waiting to be written (by you or for you).

As you follow the system, you will be publishing an e-book and an ezine, giving them both away for free and using them as a marketing vehicle to build your business.

If you would like to "sell" your e-book, you can still have it work as an effective tool to build your mailing list. Simply give away the first two or three chapters of your book for free via autoresponder, and then include a link to purchase the full e-book on your website and in your follow up messages.

## ***Why do you need an e-book?***

In order to be successful on the Internet, you have to build a mailing list and a strong relationship with your subscribers. Your subscribers have to know and trust you; they have to see you as an expert. Only then will they follow your recommendations and make it easy for you to make money online.

The purpose of your e-book is not to make money directly. The purpose of your e-book is to build your mailing list. You make more money through your mailing list, not by selling your e-book.

Gone are the days when you could slap a subscription form on your website and ask people to join your mailing list for “updates”. It just doesn’t work any more. In order to make money online you **\*\*must\*\*** build a mailing list. In order to get people to join your mailing list, you have to “give away” something of value for free.

### **A “How To” E-Book Is the Perfect Tool To Build Your Mailing List!**

Let’s say someone is searching for information on “how to rid your swimming pool of algae”, for example. They find 10 books on pool maintenance ranging from \$5 - \$47. How many people do you think would opt to get your book, if it offered the same information free of charge?

### **A “How To” E-Book Is the Perfect PayPerClick Landing Page!**

Paying for clicks can be a great way to get traffic to your site. You only pay for the traffic you receive and all the traffic you receive is targeted – these visitors are actually searching for what you have to offer. But it is still hard to make a “cold” sale, even when you use PayPerClick.

Imagine you were selling your e-book for, say \$10. You are totally unknown and you are not an expert in the eyes of your visitor. They have never heard of you. (Remember, this is your first product, which is why we are using it as a list building tool.)

In this scenario, statistics show a 1-2% response rate would be considered good. That means for every 100 visitors you get to your site, you make a maximum of two sales, or \$20. In this case, you would have to pay **LESS than 20 cents a click to make a profit**. At that price, you are not going to get you much traffic in any niche market.

Statistics show that, by offering your e-book for free, you could get a response rate as high as 40-60% from PayPerClick traffic. That means that from every 100 visitors you get to your site, 40-60 join your mailing list. They read your book, they like it, they begin to think, "Hey! This person knows a lot about pool maintenance." As you follow up with these prospects (see later e-books), they start to trust you more and more.

This puts you in a very powerful position! You know what your subscribers want to buy and they see you as being an expert! When you recommend something that you know they want to buy, they buy and you make money!

In any mailing list, you will have people who are responsive, people who are **hyper responsive** and people who are not responsive at all. If you follow this system, you should be able to make an average of \$1 - \$3 per subscriber per month by offering products and services that you know they want to buy!

That means that each subscriber on your list is worth at least \$12 a year to you. So, who would you rather be? Would you rather be the guy who makes \$20 in sales from his 100 visitors and struggles to break even on the cost of his traffic or the guy who converts 40-60% of his traffic to subscribers?

Let's say that you only convert 40% of your traffic to subscribers and you only make \$1 a month per subscriber on average. Let's see how much better you do than the guy who makes 2 sales per month, if you both only get 100 visitors per month.

#### Statistics for Selling an E-book for \$10

100 visitors a month = 2 sales = \$20  
Cost per click = 10 cents (minimum)  
Net profit/ month = \$10  
Yearly profit = \$120

Oh dear, that is not very good, is it?

### Statistics for Using Your Book as a List Builder

100 visitors = 40 subscribers  
Net value/ subscriber = \$1 / month  
Cost of traffic 10 cents / click (\$10/ 100 visitors)  
Net profit month 1 = \$30  
Net profit month 2 = \$70  
Net profit month 3 = \$110  
Net profit month 6 = \$230  
Net profit month 12 = \$470  
Yearly net profit = \$3000

You blew them away! You made \$3000 from just 100 visitors a month, they only made \$120! This is the power of building your own opt-in list!

Now, you may be thinking that \$3000 a year is not a lot of money and you're right! But this example is working on just 100 visitors a month and just a \$1 average value per subscriber. Imagine you had 500 visitors a month and a \$5 average monthly income per subscriber. How much would you make then?

Do the math and you may be very shocked! It is WELL over \$200,000 for the year! Oh boy! How much would you make the next year? How much would you make if you repeated this system in five or more niche markets?

If you did not have an e-book and you were not using it to build your mailing list, you could not do this! So do you agree with me now? You **\*\*need\*\*** an e-book!

This system is going to teach you how to get at **least** 100 visitors/month without having to pay a cent for traffic!

We know that the system we're teaching you is effective, because we both use it! But as I have said all along, there is nothing effortless about making money online. It CAN be easy, but it is never effortless!

So the question is...are you ready to create your e-book?

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## Writing Your Sales Copy

Before you start writing your e-book, the first thing you should do (after doing research) is write the sales copy for the e-book you are about to write. This may seem a little backward, but there are good reasons why you should write the sales page, before you create the e-book. Let's look at some of the reasons:

1. Writing sales copy is a good brainstorming exercise. As you write the sales copy for the e-book you want to create, you will get ideas for things to include in your e-book.
2. Once you have written the e-book, it is easier to make changes to the sales page than it is to make changes to the e-book, since you may get ideas while writing your sales copy.
3. Writing your e-book will leave you emotionally and physically drained. Not a good time to begin writing sales copy! Before you begin writing, you will be inspired and excited. This enthusiasm will come across in your writing. You want to convey this to your readers!
4. If you are going to hire a "ghost writer" to write your e-book, writing the sales page first allows you to show them exactly what you want included in your e-book. This will make it easier for them to research and possibly lower the cost for you! Remember I told you to keep a record of the questions being asked in the forums in the last report... this data will be invaluable for creating a "how to" e-book that your niche market will want to read!

The sales page for your e-book does not have to be long, although it can be, if you prefer. A few paragraphs and benefit bullets listing the 12 articles you are going to write works well though.

Copy writing is a skill that you can constantly improve upon! We are not master copywriters, but we get better all the time. For this reason we are not going to try to teach you how to write good copy. Instead, we are going to put you in the hands of a true expert!

Before you begin writing, download this free e-book on copy writing by Mark Hendricks. You will find the link below.

Mark is a master copywriter -- far better than most. This short, free e-book will teach you the basics of writing effective sales letters. If you follow this guide, your letters and website copy will contain the proper psychological pacing required for you to make a successful sales presentation and get orders. We know what Mark teaches in this e-book works! Our results have proven it!

[Click Here To Download The E-Book](#)

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## The Easy Way to Create an E-Book!

As we mentioned at the start of this e-book, this will work for everyone, every time! But it will never be effortless. Mari and I both work several niche markets. Not everyone knows me as Dan Blackburn (which by the way IS my real name) or Mari as Mari Peckham (which is also her real name). The reason we use different “pen names” in each niche market that we work in is to protect our perceived reputation as experts in other niche markets. If someone decides to “Google” mine or Mari’s name and sees that we are passing ourselves off to be experts in 20 or more different and unrelated niche markets, they will think that we aren’t experts in any of them. Being perceived as an expert is VERY important to making this system work for you!

I’m sure you’ve heard the saying “Jack of all trades, master of none”. The truth is that I am not a master of many of the niche markets I make money from. I just make myself appear to be so. In fact, the only thing that I AM a master of is making money from the Internet and I made a LOT of money in other niche markets before I really began making money from this one. Although MoneyPumps WAS the first site I set up back in 2002, I did not make a lot of money from this site until I had cut my teeth on other niche markets and learned how to make money online.

Just because I use a different “pen name” in each market I target doesn’t mean that I am ripping anyone off or lying to them (Steven King's name is not Steven King). Everyone who buys from me in any niche market is ALWAYS happy with their purchase or they get a refund. It just means that sometimes I use my marketing knowledge to make money in niche markets that I know nothing about and I hire people who are experts to create my content and products for me.

Don’t sneer at this. I wouldn’t be telling you if I were not fundamentally honest. The reason why I am telling you this is because you will probably want to do the same once you are making money from your initial niche market. I want you to see how easy (not effortless) it can be to create an e-book in any niche market!

Do I make a lot of money from every niche market I target? No! In niche markets where I am not an expert, I have set up a system to make sales on autopilot. I don't make a great deal of money at all, maybe just \$200 - \$1000 a month on average, but it all adds up and it all increases my bottom line and the money comes in without me having to do any real work!

When you know how to do this, you can make more money than you ever dreamed possible. If you are willing to do the work, that is!

### ***How to Create an E-book to Build Your Mailing List***

In my experience, the best e-books are "how to" e-books. People are always searching for information on "how to" do something! With this in mind, you need to create your book answering 12 "how to" questions related to your niche market and create an article explaining "how to" solve each problem.

#### **How do you do this?**

Well, first of all, you have to decide what the 12 "how to" questions are. This should be easy! When you have found your 12 "how to" questions, search Google or your favorite search engine for each "how to" question and you will probably find articles that have already been written on the topic. If you don't, you are probably (but not definitely) working in the wrong niche market. (The number of searches done a month and the price other webmasters are willing to pay for traffic will tell you if you are... see e-book 1.)

Read as many "how to" articles on each topic as you can, then take the best out of them and RE-WRITE your own article using the information. Just pick out the "bones" of each article and write your own "meat" around them.

Words are copyrighted, ideas are not. By doing this research, you will be able to create your OWN articles using the information you have digested.

If you cannot do this yourself, there is nothing wrong with hiring a "ghostwriter" to do it for you.

## How to Hire a Freelancer (Ghostwriter)

When you hire a freelance writer, or ghostwriter, you are paying them to write the articles for you, as if they were written by you. You can put your own name on them without having to write them yourself. As far as the world knows, you wrote them!

At websites such as [scriptlance](#) and [guru.com](#), you can have good quality articles written for you for about \$10 - \$40 each. I recommend that you post your project on both of these two sites (and possibly others) to get the most bids and the best deal. Just post a "job listing" saying you need high quality, UNIQUE articles written about "these topics" (list your topics) or a simply that you want high quality articles written targeting your niche market. (You will probably get lower bids if you actually list the topics.)

Sites such as scriptlance work like a reverse auction -- you post your project and people who are interested will bid for the work. When posting your project, you must always make it clear that you want UNIQUE articles of 800 words or more that you own and that will never be sold again, delivered in PLAIN TEXT and WORD format.

**Always ask for samples of writing before you accept any bids and do not accept any bids unless they can give you samples.**

Everyone who bids on your project will have a rating, unless they are new and have not successfully landed a job yet. You will be able to check out the feedback that other employers have left about each person who bids on your project.

If someone does not have any feedback yet, it does not mean that they are bad or good, just new. These people will probably bid low just to get the job and some positive feedback. Accepting a bid from someone who does not have any feedback yet can be risky, but if you like the samples they give you, you can get the job done very inexpensively.

Always communicate with your bidder before you accept a bid. The great thing about this "reverse auction" set up is that the freelancers who bid on your projects may start competing with each other to get the work and lower their price, so never be in a hurry to accept a bid. Play them off against each other; they know who else is bidding and what price they are offering. Doing so will get you the best deal.

Another thing to keep in mind – don't let a person's nationality keep you from taking their bid seriously. Just because English is not someone's first language does not mean that they cannot write well. Judge them on their samples and feedback, not where they are from.

Make sure you know how long it will take to get your articles delivered. Longer articles are better than shorter articles. You really want articles that are 1000 words or longer. The longer the article, the more you can do with it.

When you have your articles, read them and make sure you are happy with them BEFORE you pay. If you are not happy, most freelancers will make adjustments until you are. Your happiness will result in positive feedback and future jobs for them, negative feedback will make it hard for them to land a job in future.

## ***Compiling Your Articles into an E-Book***

### **PDF Software**

The best way to deliver your e-book is in Portable Document Format or PDF for short. PDF creation software CAN be expensive. Adobe Acrobat is the most recognized PDF creation tool, but it costs around \$300. However, there are two great tools I have found that will enable you to create PDF files with clickable links for free!

The first is OpenOffice Writer, available from [OpenOffice.org](http://OpenOffice.org). This cool piece of software works very much like MS Word, only it has the function to create a PDF file from your documents. The great thing about this tool is that the PDF files you create with Open Office will have clickable links. Most PDF printers do NOT create PDFs with clickable "hot" links. Best yet, OpenOffice is completely free and it is just as good Adobe Acrobat in my opinion. (I usually write my book in word format then open the document in OpenOffice to create a PDF).

The second is PDFSuite available from [Software995.com](http://Software995.com). This software package contains a PDF printer to create PDF from your word documents and a separate piece of software called PDFedit to make text and links within your PDF clickable.

There are a number of PDF "printer driver" software programs available on the Internet, but hardly any of them will create a PDF file with the links contained within

“clickable”. A promotional PDF file without clickable links is like a rocket without fuel. It is never going to get off the ground!

PDFSuite is free to use, but an advertisement loads every time **you** open the software. This can be annoying. To stop this advertisement from loading, you must buy a “Suite Key” for under \$20. (My recommendation is to use Open Office, it is a lot less hassle).

### **Your E-Book Title**

The first thing you need is a good title for your book. The title of your book could be used as the headline of your sales page, so it is important that you get it right. Coming up with a good title is not easy. I would recommend you write at least 20 headlines in order to come up with a decent title for your book. You’ll know when you come up with a winner, but ask your friends for their opinion too! Better still, brainstorm ideas for your book title with your friends.

A few good headline starters are:

How to...

The secrets of...

Everything you wanted to know about...

The easy way to...

Nothing was working until I discovered....

They all laughed when I....

If you can, get together with a group of friends and brainstorm ideas for your e-book title. Take them to the pub and buy them drinks to get the creative juices flowing. After all, this is supposed to be fun!

### **Giving Credit Where Credit is Due**

Just below your headline, you should ALWAYS put a link to visit your website and join your mailing list for **free updates to the e-book**, in an “about the author” section. This is very important as you are going to allow other people to “rebrand” your e-book and sell/distribute it themselves. Not everyone who reads your e-book will be a subscriber to your list, so it is ESSENTIAL that you provide a means to visit your website and join your mailing list INSIDE the e-book.

In addition to a link to your website, place a “mailto:” link in your e-book attached to your autoresponder email address. This will automatically subscribe everyone who sends an email to the address to your mailing list.

## **Table of Contents**

You are going to be compiling all 12 of your articles into an e-book, so your table of contents is simply a list of the titles of your articles. Microsoft Word allows you to automatically create a Table of Contents out of your “heading” tags. By using this feature in Word, you can update your TOC quickly and easily, if you make changes to the order of your e-book. The TOC of this ebook was created using the Word feature.

Before you make your Table of Contents, you need to decide which order to place your articles in the e-book. The contents of your book should flow as much as possible with one article leading into the next.

Make sure the title of each article is set as Heading 1. Use the Microsoft Word Help feature if you are unsure how to do this. If you have subheadings throughout your article, set them as Heading 2 or 3.

While on your desired TOC page, choose Insert > Reference > Index and Tables. Click on the Table of Contents tab, then click Okay. When you need to update your TOC listing, simply right click on your TOC and select Update Field, choosing to update the entire table. That’s it!

Alternately, you can type your own TOC.

Note: You can easily turn a word document into a PDF file either by using PDFSuite or opening the completed file in OpenOffice writer and simply clicking the convert to PDF button.

## Compiling Your Content

Now it's time to paste in your articles in the order they are mentioned in your table of contents. Linking articles together by referencing the next article at the end of each article will create flow. You can also write a short intro before each article, if you'd like. Your primary objective is to make your ebook read easily and not appear to be jumpy.

Try to work in recommendations for affiliate products that earn you a commission throughout your ebook. You can find great affiliate products at [ClickBank](#), but you should also be able to find good products to recommend simply by searching the Internet. If you are going to use ClickBank, we highly recommend you use [this software](#) to get more from your time. It will pay for itself usually within 1 or 2 sales.

## The "Viral" Exponent

Building traffic to your website costs time and money, but by making your e-book "viral" you can leverage other people's time and money to build your mailing list through your book. All you need to do is give them an incentive to give away your e-book themselves. You do this by making your e-book "brandable".

Making your e-book brandable means that you allow people to place their name in your e-book, promote their website through your e-book and allow them to make commissions on every product you offer within the e-book by making the affiliate links inside your e-book go to their affiliate links.

You can charge for a re-brandable version of your e-book. You are giving away a lot by allowing other people to make those affiliate links their own and promote their own website and name.

A fair price to charge for "re-branding rights" to your e-book would be \$10 - \$200. But, the fact is, you still benefit even if you allow anyone and everyone to re-brand your book for free, provided you have a link to join YOUR mailing list and visit YOUR website in the e-book.

Remember, the purpose of your e-book is to build a mailing list of targeted prospects that see you as an expert. By allowing others to re-brand your book, you give an incentive to promote your e-book to others and you leverage their time and money to build your list!

They benefit because they can promote their name, website and all the affiliate products recommended inside your e-book. You benefit because your mailing list is built through other people's traffic!

You are giving a lot a value by offering re-brand rights; your rebrand clients can make their money back VERY quickly. And the money you make by offering this service is 100% pure profit!

People will be more likely to promote your product if they have paid for the right to "re-brand" it, since they will want to make their money back quickly. Just by charging \$10 - \$25 for a re-brandable copy of your e-book, you can open up a very lucrative income stream and you will probably get more people promoting your product than if you offered "re-brand" rights for free!

That said, offering free branding rights can be a great way to get everyone who reads your book to join your mailing list. All you have to do is place a link to "Get your own re-brandable copy" inside the book and link it to a page which requires them to join your mailing list. Whether you charge for a re-brandable version or give anyone a re-brandable copy is up to you.

Make it as easy as possible for your rebrand customers to promote your e-book by giving them a list building sales web page and a list of keywords to use to promote your e-book on PayPerClick search engines.

### **How Do You Actually Make Your E-Books "Re-Brandable"?**

We have developed a very cool piece of software that enables you to make as many "re-brandable" e-books as you want for free! It's called [PDF-Power-Brand](#) and you can get you free copy by [clicking here](#).

Making your e-book brandable is an essential part of the system, so you NEED this free software. It is completely free of charge with upgrade options that can help you make even more money.

[Click here to get your free PDF Branding software](#)

Full training and support is given in your PDF-Power-Brand member's area.

## **Selling your e-book!**

If you think that your e-book is worthy of a price tag, which you should, you can use the following system to make money on the “front end” of your website, as well as the “back end”. However, if you are very new to this, I would recommend that you begin by giving away your entire book for free. Use it solely as a list building tool; you will make a lot more money later by making offers to your list.

You can sell your book and still use it as an effective mailing list builder by giving away a sample of your book for free, say the first two or three chapters. This can give you the best of both worlds. It can also make things more complicated.

There are several ways of doing this. You can use one of them or all of them.

1. Have a “drop down ad” appear (so it does not obscure your copy) five to ten seconds after your page loads offering the “sample copy” for free. (Give your visitors a chance to read your headline at least).
2. Have an “exit page” load, if someone does not click the link to order.
3. Give your visitors an option to pay or get the free version when they come to the order button. Giving people a choice of two options will usually make them choose one of them.
4. Create an initial “squeeze page” that offers the sample copy and collects email addresses before going on to your main sales page (see later report on working with autoresponders). If you do this, then obviously you shouldn't implement any of the other options on your sales page, since they will already have the sample version.

Selling your report can make your offer of a “re-brandable” copy more attractive and expensive. It also allows you to create a basic and deluxe version of your book.

The basic version of your book would simply be the book itself, but with the deluxe version, your customers would get “re-brand” rights and master resale rights. You could not conceivably sell re-brand rights without master resale rights for a paid product, as they would not be able to distribute their branded version if they could not sell your book.

Your basic version would simply be your entire book. No rights to resell it, just the information. This is your free, or low cost, version if you are charging for your book.

The deluxe version would include a “re-brandable” copy of your book that allows your customers to edit the affiliate links promoted in the book with their own information, a re-brandable version of the sample version that allows them to direct visitors to their own order URL within the book and build their own prospect list with it, a copy of your sales web site so they can enter their own payment buttons and other information along with instructions on how to sell your product themselves on their own website.

Remember, there are advantages to allowing other people to re-brand your e-book so you should make the “deluxe version” attractively priced. Anyone who reads your e-book will see YOU as the expert, regardless of who they purchased the book from. If you make it clear that they should join your mailing list to get free updates of the book, they will likely do so, regardless of how they purchased the book!

BUT... It would be wrong of you to deliver an updated version of your book (if you ever release one) to everyone who ordered the book from one of your customers.

Why? Because the updated version would not contain the “re-branded” information of your customer, so in effect you are negating the value you sold them.

I told you that selling your book could make things more complicated! This is only a problem if you actually DO release an updated version of your book, which you probably won't. But you have to give the people who order your book from someone else an incentive to join YOUR mailing list.

There are two ways to get around this problem:

1. Allow anyone who ordered your “re-brandable” copy time to give the updated version away to their list before you do. If you ever release an update, you send all your customers a re-brandable version of the e-book first and instruct them to deliver it to everyone who purchased the book from them. Let them know that they have to do it quickly, because you will be mailing everyone on your list with the updated version soon.
2. The better way, which requires more work, is to set up a separate autoresponder for each of your customers (the customers who purchased the deluxe version) and place the email address, subscribe page for that autoresponder inside their copy of the e-book. In this way, if you do release

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an update, you can send them a copy to rebrand and upload to their website and then ask them to send you the URL of where it is. So when you broadcast to your list(s) about the update, you send them to a link to get the update from the customer who first ordered the deluxe version from you. (Yes, this can be a lot more work.)

If you choose MoneyPumps to provide the autoresponders and hosting you need to run this system, we allow you to set up unlimited autoresponders. Prices start as low as \$24.50 a month! [Check out your MoneyPumps member's area](#) for more details.

# MoneyPumps Money Making System

***Learn how to create a secure and ever-increasing income  
from the Internet.***

*By Dan J. Blackburn and Mari Peckham*

## Homework!

Yes! It is that time again; time to do your homework...

If you do not do the simple homework tasks, then you might as well not read these e-books. This stuff DOES work, you know!

1. Write or have written at least 12 “how to” articles that target your niche market. (We will be doing more with these articles later.)
2. Create an e-book from your articles.
3. Make a “re-brandable” e-book using [PDF-Power-Brand](#).

In the next report, we are going to show you how to use the articles you have written to build a stronger relationship with your subscribers, make money and drive traffic to your website.

Keep Pumping,  
Your Friends,

Dan & Mari

Click the link below for the next report in the series.

[Set Up Your Website](#)