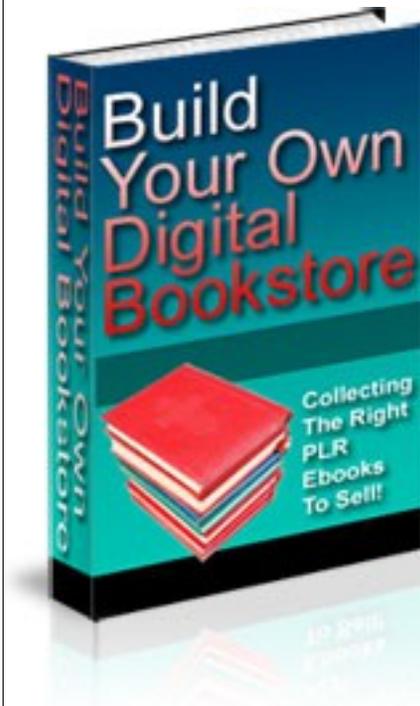


Building Your Own Digital Bookstore



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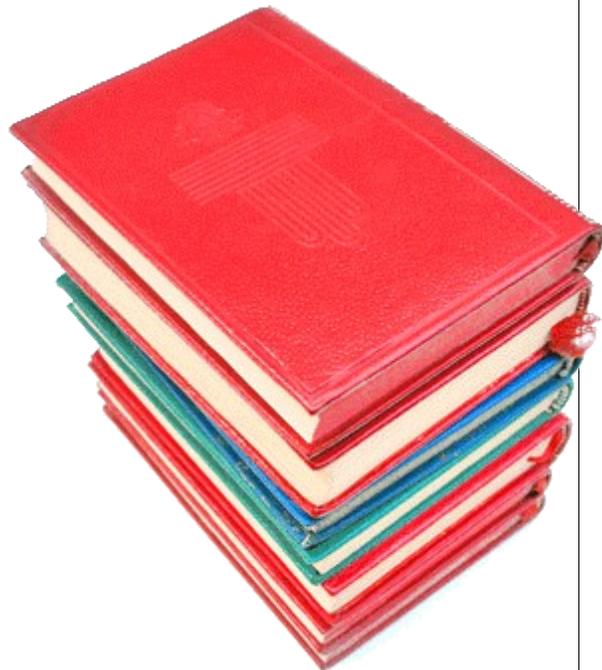
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INTRODUCTION

This special ebook was designed to provide you with practical tips for choosing the right private label rights (PLR) ebooks to add to your business' inventory.

This isn't a "how-to" sales manual, although some marketing issues may be addressed tangentially. Instead, it is focused purely on showing you how to make wise selection in PLR ebooks for resale.

Your website or online business may not resemble a traditional bookstore, but it does make sense to consider the analogy for a moment. Suppose you WERE running a bookstore and that you were personally responsible for selecting which books to place upon your shelves?



If you chose wisely, you would be sure to have a constant stream of happy, buying customers. If you chose poorly, on the other hand, you'd end up closing your shop and lamenting your foolish purchases.

Admittedly, you do have a slightly larger margin of error when your bookstore is of a "virtual" nature.

You won't be trucking in thousands of heavy copies of a particular title, after all. However, making the wrong decisions

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is still disastrous.

Not only is the money spent in the acquisition of the PLR ebooks wasted if you make the wrong call, you also risk wasting a great deal of your personal time and effort spent marketing the failed purchases.

A great salesperson can do wonders with a mediocre product, but the numbers are still better if the product is good.

Even an average salesperson, however, can sell a good product.

In addition, a wonderful marketer may be able to make ends meet trying to peddle a lousy ebook, but that same entrepreneur can make a fortune if he or she is supporting a tremendous PLR ebook.

That's what this ebook is all about: showing you how to make wise "inventory" decisions and empowering you with the kind of resellable inventory that will make produce great numbers.

We'll look at some of the ways you can stock your digital bookstore with PLR ebooks you can and will sell profitably.

You may get a head start by reviewing the nature of Internet marketing, which is perfectly summarized in the eBook, [Internet Marketing Cookery](#). You may also get an overview on the different products you can sell online by reviewing [Information Product Creation Manual](#), a resource for online businessmen who wish to start empires of their own.

First, however, let's briefly examine some of the benefits of reselling private label rights ebooks.

GETTING STARTED

WHY PLR EBOOKS MAKE SENSE

You could sell an ebook you wrote personally or one you had custom-written for you by a talented ebook ghostwriter.

You'd be the sole source for the product and would have complete creative control over the project. That might sound like a wonderful idea, but there are a few drawbacks to consider.



Limiting Costs.

First, there is the obvious issue of expenditure. Whether you devote your time and energy to penning an ebook or spend to have it written for you, there will be a fairly high cost involved in the project.

Private label rights ebooks avoid that cost, in large measure. You can purchase the resell rights to a solid

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PLR ebook for pennies on the dollar compared to the cost of creating an absolutely new product.

Targeted Products.

Second, there is the matter of market research. If you guess wrong about the popularity of your self-created ebook, you are stuck with the loss.

Now, if you can do good market research and successfully determine the approximate level of popularity for the product, you will be in good shape.

However, many marketers are more skilled in selling the right ebook than they are in dreaming up a new topic that will garner a great reception in the marketplace.

Again, PLR ebooks avoid the risk. If you are shopping for the right PLR ebooks, you won't need to be as concerned about the strength of the title in terms of demand.

PLR authors and suppliers specialize in isolating lucrative market segments and creating informational products to feed those hungry niches.

Writing your own ebook or having one made specifically for you can be incredibly lucrative and may be the right way to go for some marketers.

Those who either lack a great deal of up-front investment capital or who are more interested in immediately owning a resalable product, on the other hand will often prefer to

stock their digital bookstores with PLR ebooks.

In addition to avoiding some of the pitfalls associated with unique product creation, using PLR ebooks has other advantages as well. Let's examine a few of the benefits associated with private label rights content.

Long Term Viability

Although the initial cash outlay for the purchase of a PLR ebook is usually slight, you do gain the opportunity to resell the product again and again at a price of your choosing.

With only one purchase, you can make any number of sales. You aren't just buying a single product that you can "flip" once. You are buying a long-term income source.

Complete Packages.

In many cases, the reseller package will include more than the ebook itself, giving you a head start in your marketing. You may also get a solid sales letter, appropriate graphics and other materials to aid in your marketing.

If you "do it yourself," those add-ons represent additional expenses and can require a significant time investment, Do refer to the [Internet Packaging Strategies](#) resource for some amazing tips on how to come up with the most alluring sets of products you can sell.

Customer Appeal.

If you had a digital bookstore that offered only what you could personally produce, the shelves might look a little

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bare!

PLR products allow you to add new inventory regularly and inexpensively, creating a well-stocked shop. That means that each individual visitor is more likely to find something that will appeal to him or her than if you were only offering a single title.

Affiliate Attraction.

If you are running your own affiliate program, having PLR ebooks with resell rights available can help a great deal.

Affiliate recruitment is growing increasingly competitive and those who offer the best deal to prospective commissioned salespeople are far more likely to attract talented marketers to their teams.

If you are offering a variety of ebooks to your affiliates, that superior inventory gives marketers a strong reason to prefer your network over those of the competition.

Read [Charlie Page's Affiliate Report](#) for some eye-opening secrets with regards to achieving success in affiliate marketing.

Quality Assurance.

Unless you are a talented writer or are able to find and hire one, producing your own ebook runs the risk of turning out a less-than-optimal product.

If you buy good PLR ebooks, however, you are assured of receiving quality material. The tips in this ebook will show you how to locate and sell quality material.

Quality Control.

One of the nicest features of PLR products is the fact you have editorial rights to them after making the purchase. If there's something about the ebook you don't like or something you feel needs some additional attention, you are free to make the changes as you see fit.

This gives you a level of absolute quality control lacking in other options.

Customization.

Would you like to turn the PLR ebook into a means of attracting attention to another product you offer or as a device to create backend sales?

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You can do that when you have private label rights to the ebooks. You can customize the books to include your affiliate or direct sales links. You can tweak the content to meet your exact needs.

The level of custom control afforded by PLR ebooks makes them a very attractive option for any online entrepreneur.

Safety Valve.

What if the ebook doesn't sell? Well, first, you aren't out a great deal of money, so any immediate losses will be slight.

Additionally, PLR ebooks often have a "safety valve" to further reduce the risk of any loss. If you own all rights to the content, you can "rip it up" or "piece it out" for use in other content contexts.

That unsuccessful ebook on "Widgets" may be easily separated into several pages of articles that you could profitably use as content for an AdSense-supported informational niche site, for example.

When you own the content, you have the flexibility to use it in ways that are profitable even if you don't experience the kind of ebook sales you might have anticipated. PLR ebooks retain tremendous value as a result.

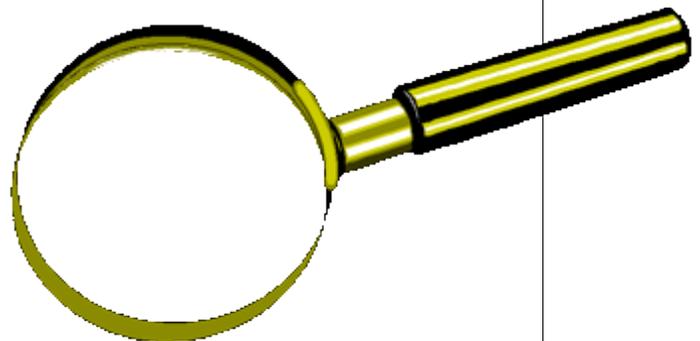
When one considers the long list of benefits associated with selling PLR ebooks, it's obvious why so many vendors are offering them to the marketing community. The right ebooks can make the right marketers a great deal of money.

The trick, of course, is learning to separate winning PLR ebooks from items that are unlikely to produce maximum earnings.

DISPELLING FEARS OF PLR EBOOKS

There are many marketers who remain a little nervous about using PLR content and ebooks. Even though PLR-based strategies have been proven successful by scores of marketers, there are some reservations that do warrant consideration.

Let's look at what might be holding you back from embracing the PLR ebook sales model and address those concerns head on.



Market Saturation.

Some marketers worry that PLR ebooks fall into so many hands that the market may become saturated, rendering them valueless.

That makes intuitive sense. Value is determined by supply and demand and if the supply of a particular ebook is massive, value tends to drop. However, a closer examination renders those concerns moot.

First, the nature of PLR materials insures originality. Your

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version of a PLR ebook will be different from that of another marketer who purchased the same raw material.

You'll have your own title. You will have made your own adjustments and edits. You'll be marketing it differently. No two offers will be identical and there will be no consumer recognition of the ebook as a PLR item owned by many. They will assume that it is your unique product.

Second, concerns about market saturation can be dismissed due to the exponential growth of the Internet. Every single day, millions of new users log on. Thousands of new prospective buyers arrive on the scene every day.

That means that the potential demand for any given PLR ebook will be consistently on the rise, helping to maintain value.

Third, although many people may buy the same PLR content, only a relatively small percentage of that population will actually put it to use online. The inability or unwillingness of other marketers to take decisive action decreases the likelihood of any market saturation.

Although the fact that many marketers leave tons of PLR content on their hard drive may seem unfortunate, it does reduce any need for concerns over market saturation for those willing to take action.

Duplicate content.

Some marketers worry that duplicate content will adversely impact their standing with search engines. Although there is some reason to believe that algorithm tightening at the major engines may eventually render duplicate content less valuable than original material,

f a few key paragraphs or any number of other easy –to-enact techniques will allow a private rights owner to a
there is no reason to worry with respect to PLR ebooks.

That’s because you won’t, in most cases, be using the ebook itself as content, per se. Instead, you will be marketing the ebook as a product. The actual content of the ebook will never be seen or indexed by the search engines.

If you plan to use a PLR ebook as a source of content for a website, you can reduce any risk of duplicate content problems by performing minimal edits to the material. A few adjustments and tweaks will eliminate any risk of the content being seen as a “mirror image” of what is offered at other sites.

Additionally, the search engines are not particularly interested in duplicate textual content at this point. They seem more concerned with duplicate pages. If your presentation varies from that of others, you shouldn’t have a problem.

Finally, the above-mentioned lack of use on the part of buyers cuts against the duplicate content argument. There really aren’t as many incidences of use as one might think.

If you logically consider the common objections to the use of PLR content, you will find that they really aren’t particularly persuasive. You can safely and confidently use PLR ebooks as a moneymaker.

If you’ve been holding back due to fears of market saturation or duplicate content, reconsider your position.

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BASICS OF PLR EBOOK SELECTION

MARKET FIRST, PRODUCT SECOND

One of the most common mistakes of many ebook sellers is that they approach the decision of which products to buy backwards. They see seemingly great ebook, purchase it, and then try to find a way to successfully market it.



a

Instead, they should start with an understanding of which specific niche markets they plan to target and then find the right PLR ebook to meet that need.

If you start with the product first, you risk being seduced by something that *seems* appealing to you but that might not have a solid following in the marketplace.

If you don't know the niche first, you risk investing in PLR products that don't serve a burning need within the interested population or you may end up spending on an ebook that will have to compete with a superior product.

Never buy that seemingly perfect title unless you already know that you can make it into a winner. Start with the market first, and find the product second.

That doesn't mean that you shouldn't explore the terrain covered by an ebook you discover in a niche in which you aren't familiar. If you see a seemingly perfect ebook, feel free

to take the time to investigate its niche(s) and whether you feel there is a real opportunity there.

However, don't make the purchase unless you are certain there is a market for the product and that you can successfully penetrate that market.

Some subscription services will offer a regular supply of PLR ebooks to members. These can be a great bargain source of inventory for your digital bookstore.

However, you will want to be certain that the supplier is backing its offerings with an understanding of the niches approached and not merely supplying you with randomly chosen topics.

If you can find a PLR subscription service you can trust, this is a great way to let someone else do the market research for you.

Do consult with the [Info Product Creation Manual](#) for some fabulous tips on how to easily come up with your own digital items. You can even refer to the [Online Video Marketing Manual](#) for some definitive steps on how to use videos for your digital offerings.

The easiest way to procure digital products, however, is by buying the resale, master resale, or private label rights of existing goods. This may sound confusing for novice marketers, so do refer to [All Rights Explained](#) for a comprehensive explanation on how these different rights work.

BUY FRESH

In the traditional book world, some titles are “evergreen.” You can bet that people will continue to read “the classics” for decades and decades.

That’s why you’ll find Shakespeare and Greek tragedies sharing shelf space at your local bookstore alongside the newest offerings from cutting edge writers.

“Evergreen” ebook titles are few and far between, if they exist at all. Informational product buyers are on the lookout for immediately useable and fresh material. They aren’t, by and large, interested in classic or “vintage” titles.

That makes it essential for you to focus your PLR ebook purchasing on new materials.

Don’t invest in old ebooks that have “been around the block.” Not only will a significant percentage of your potential target market already have the ebook, others will eschew it as “old,” preferring the newest releases and information. You will also encounter greater competition if backing an ebook that is already in the hands of thousands of other marketers.

Determining the “age” of a PLR ebook can be difficult. The fact that the information was sold with private label rights attached means that it may not be easy to clearly identify the “core” of the ebook among the many different offerings.

However, many sellers will rely on pitching the ebook without making significant changes, so it does make sense to look for the “base title” in use elsewhere. It also pays to ask the seller how long the material has been available and when it was originally released.

Market research also provides you with a means of “freshness testing.” If the contents of the specific ebook don’t appear to be in high demand, for instance, that may be an indicator that the PLR materials you are considering have “already made the rounds.”

PLR subscription services are a great way to obtain new PLR material and to capture the advantage of freshness in your digital bookstore’s inventory.

You will, as noted elsewhere, want to make sure the subscription service is supplying you with high-demand material. If they clear that hurdle, they can be a great source of winning ebooks that are “brand spanking new” and extra-appealing to the buying public.

If you own or are considering the purchase of older PLR ebooks, do so only after considering what your remedies will be if the ebook doesn’t successfully sell as a standalone product.

Do you have other related material you could bundle creatively into a package? Would you be able to use the “raw” content to support a niche site with contextual advertising? Is there some other way you could use the content if it does turn out to be a bit “stale?”

If you aren’t buying “fresh” (and you really should be), make sure you are buying with a backup plan!

THE OTHER GUY

[Get This - Recommended](#)

Choosing successful ebooks to add to your digital bookstore's shelves would be a lot easier if you had the only shop in town. You don't. You have competition and plenty of it.

Remember that long list of reasons why selling PLR ebooks is such a great idea?

The secret is out and there are plenty of would-be ebook sellers out there vying for your customers.

If you ran a traditional brick and mortar bookstore, you would take the time to scout the competition. You'd look at their stores, check their prices and evaluate their selections. You'd look for things you could do cheaper or better. You'd try to find gaps in their inventory that you could handle in order to "corner" sub-markets.

You won't need to walk downtown from store to store in order to operate your virtual bookstore, but you will need to scout the competition.

You need to know what others are doing and what their activities mean for you.

If the competition is selling similar material at one price point, you are going to need to find a way to offer added value or a lower price, all other things being equal.

If the competition seems to have a particular market segment "wrapped up," you'll need to take long look at your operation and whether you can penetrate that market.

You need to look at their titles and find out if they are selling ebooks related to the topics in which you have an interest and explore "gaps" in their inventory that you can exploit.

Those considerations will inform your decision calculus with

respect to choosing PLR ebooks. You want to offer unique material when possible and you want to be able to compete with others in terms of price.

You don't want to invest in material that will disappear into a huge selection of redundant ebooks and you certainly don't want to find yourself trying to push an ebook that is dramatically outclassed by competing options.

Scouting the competition is, of course, an integral part of any online effects marketing research. It also plays a role in ebook title selection.

Your knowledge of the competition will help you to decide whether a particular PLR ebook should make its way into your inventory or not.

PACKAGEABLE TITLES

Some titles might not be that attractive in and of themselves. For instance, it might be difficult to sell even a great PLR ebook on a particular aspect of a larger issue as a solo product.

An ebook on "how to effectively use cross-promotion for your eBay sales" may contain some wonderful information, but it might be tough to isolate and exploit the market segment that would have an interest in that level of specialized material.

A remedy for this problem can be packaging those more limited-interest ebooks together in a bundle.

When shopping for PLR ebooks, consider each title's viability as part of some larger bundle.

For instance, the "eBay cross-promotion" ebook might be a dud if sold alone, but could be part of a great "Advanced eBay

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Tactics” bundle featuring that ebook and a few other specialized titles could be a real winner.

By packaging the titles in a group, you are able to create a more appealing total package that covers more ground and offers buyers a more comprehensive information source.

The multiple-title package strategy has been effectively used with groups of books that cover specialized topics in many cases.

Packaging into bundles can also be a great way to increase the “shelf life” of PLR ebooks. Even if a specific title is “past its prime” in terms of solo sales, you may still be able to profit from it as part of a larger bundle.

Multiple-title groupings appeal to consumers looking for bargains and can be a great way to keep seemingly “spent” title profitable.

When you consider PLR ebooks, do so with an eye toward potential package deals. You don’t need to shy away from narrow subject matter fields if you can find multiple related titles to form a good package.

Likewise, consider whether you may eventually be able to use the ebook as part of a larger offering in order to increase its long-term value.

Choosing titles you can “package” is a great way to make sure you are spending your money wisely while building your digital bookstore’s inventory.

TRUSTWORTHY BOOKS

As the popularity of buying and selling ebooks has grown, so

t create a cause for concern among those who are suspicious of ebooks, your odds of posting sales will be high. It has the number of people hitting the market with hype-y sales pitches and lousy ebooks.

There have been so many people trying to push low quality ebooks on eBay and elsewhere that the industry is starting to get a black eye in some areas.

One reviewer at eBay.uk, for instance, wrote:

“Top rubbish item? It has to be Ebooks. Everything from 'Hypnotize your Dog' to 'How to make money from Calligraphy' to illegally scanned copies of novels, you have a choice far and wide and it's all rubbish. Most start at a penny and that's more than they're worth. Why? Nobody reads them do they? Dunderheads just buy them to re-sell them to quickly gain feedback. Feedback on an Ebook sale is worthless of course. Crooks like to get feedback quickly to establish some sort of worth amongst traders and Ebooks are ideal for that. If you're buying an Ebook on 'How to Make Your Business Grow and Make a Million in the Process' then you're going to find out that all the Ebook tells you is buy cheap Ebooks and sell them on Ebay. Duh...”

Unfortunately, that attitude isn't uncommon and as more people try to make a living with ebooks, it will be expressed with even greater frequency.

Obviously, you don't want to struggle against that kind of attitude in order to post sales. That finding trustable content a key component to your PLR ebook buying plan.

Let's look at how that might be possible.

Avoid Hype Titles.

That refers to the actual ebooks and the titles you place upon them. When people read "How to Make a Million Bucks Today," their "scam" sensors start going off. When people see ebooks called "Instant Riches" or "The No Effort Route to Success," they become instantly suspicious and are unlikely to buy.

Try to use titles that appeal to logical sensibilities. Don't rely upon excess hype to get the job done. It risks alienating a portion of your potential audience and may lead you to compromise your own integrity at some point.

Hit New Niches.

The reason that eBayer we quoted was so fed up with what he or she perceived to be lousy ebooks was repeated exposure to them.

If you can isolate and pitch to a discrete niche that may not already be inundated with ebook offers, you stand a greater chance of success.

That means you should select ebooks that appeal to particular underexposed groups when making PLR buys.

Information Focus.

Most of the ebooks that people distrust are related to the field of moneymaking. Trust levels for business opportunity ebooks is on the decline.

However, most people don't see ebooks related to specific practical topics as being of the same ilk. "Buy for Pennies, Sell for Millions" may rub people the wrong way, but an ebook detailing the "Ten Best Ways to Prepare Your Used Car for Sale" won't.

Hard, honest information sells well and one reason is the bias against hype.

Niche Materials.

Most of the lousier ebooks out there were written with the whole of the general public in mind. That's why material directed to those looking for more money and other common themes seem so pervasive--and upset so many critics.

On the other hand, ebooks directed at discrete niches tend to avoid being painted with the "scam" brush. It's easy for folks to believe that an ebook about "Making Billions while You Sleep" may be junk.

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When confronted with an ebook on a specific subject like, “Recognizing and Pricing Collectible Bottle Caps,” however, they don’t feel that way at all. Carefully tailored ebooks designed for specific niches avoid the anti-ebook bias.

Want to find a great niche you can capitalize on? [Jimmy D. Brown & Ryan Deiss' Niche Pay Raise](#), [Niche Factors](#), and [Products In The Rough Volumes I and II](#) are some of the best eBooks on the subject you can ever find.

When you purchase PLR ebooks for your business, ask yourself whether they will cause alarm bells to ring among those distrustful of the products. Try to stick with ebooks that don't raise those concerns.

Choosing the right PLR ebook is only half of the battle with respect to this concern. The nature of your marketing of the ebook will have a large impact on the perception of legitimacy, too.

Be certain that your marketing efforts aren't undermining the potential for the ebook you are trying to sell.

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THE QUALITY FACTOR

WRITER QUALITY

You may be scratching your head at the topic of this section. After all, when you buy PLR ebooks, you have the opportunity to edit the material and to become the author of the ebook yourself!

You don't need to really worry about who wrote the ebook do you?

When it comes to traditional bookstores, author recognition sells books. Stephen King could undoubtedly hit the best-seller list with a collection of his personal grocery lists! In the virtual world, authorship is less important.

Yes, there are "name brands" in the industry and their ebooks will command greater interest than others will, but overall the title associated with an ebook has little to do with its sales numbers.

So, why are we mentioning authorship? The writer of the book isn't important in terms of immediate sales, but if you buy your PLR ebooks from someone you recognize as a reliable source of quality materials, you will be helping yourself out tremendously.

Quality services for PLR ebooks do exist and you want to deal with these individuals whenever possible. You want to deal with suppliers who have a strong reputation in the industry for producing top-quality PLR ebooks.

A lot of the issues we will tackle here have been discussed in full detail in the pages of the Internet's first resource on the matter, the [Outsourcing Survival Kit](#).

Unknown and/or "fly by night" operations probably aren't a good investment. Quality may be subpar, necessitating extensive editing or (if you fail to get the product into great shape) multiple charge backs and lower sales.

Invest in PLR materials from good writers and services that hire them. Don't chase after a few dollars in savings only to find yourself holding on to inventory you'd be ashamed to sell.

QUALITY DOES MATTER... REALLY...

Quality is one of the most overlooked aspects of PLR ebook purchasing. Most marketers are primarily concerned with profitability and they tend to make their computations of product desirability on the basis of market research and price tags. That approach overlooks the incredibly important role of product quality.

When you buy PLR ebooks, buy "the good stuff."

Let's look at a few reasons why quality is so important.

Repeat Customers.

Those who sell quality ebooks are more likely to earn repeat customers. One sale to one individual might actually stack up to mean several sales to that same person over the course of several months if you give them a quality product.

If you deliver a sub par ebook, on the other hand, you can rest assured that you will never make another sale to that

same person.

Fewer Chargebacks and Refund Requests.

You might be able to use marketing smoke and mirrors to successfully peddle even the most atrocious ebook. However, you can count on cancellations to many of those sales if the product isn't good.

Chargebacks and refund requests are the bane of every marketer's existence. They take money back out of the seller's pockets and require extensive customer service work. If they happen too frequently, they can even create the risk of losing a valuable merchant account. One of the most common reasons for these activities is the delivery of junk to the buyer.

If you supply quality ebooks from your digital bookstore, you won't have to worry about nearly as many episodes of customer dissatisfaction and their attendant costs.

Sense of Fulfillment.

This is a practical guide to selecting the right ebooks for sale, so we will spend more time on "nuts and bolts" than on a somewhat "touchy-feely" topic like this one.

However, you are likely to feel better about yourself and your business if you are really providing a service than if you are merely chasing after the cash. If you vend superior ebooks, you will appreciate the sense of fulfillment and satisfaction that accompanies your efforts.

Word of Mouth Sales.

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Book laser-targeted to a hungry niche with amazing appeal will perform much, much better if it is actually

If you are selling a quality product, people will find out about it. Customers will recommend the ebook to friends or, at the very least, will recommend you as a source of ebooks.

If you get into the habit of selling quality material, it will build a stronger foundation for your digital bookstore's long-term success.

How can you determine whether an ebook actually meets quality standards?

Read a Little.

In many cases, you will have the opportunity to read at least part of an ebook before buying it. Take the time to carefully assess whatever excerpted material is made available to you.

If the vendor isn't offering any, ask for some. Read it and evaluate it in terms of writing quality, accuracy and value of information and presentation. Make sure you are investing in quality inventory.

This isn't always possible and in many cases, you will have to make your purchase "sight unseen." Make sure you check the material closely after purchase, however, before using it. Buying before reading can be a good gamble, at times, but it

does require caution.

Testimonials.

There is a common perception that testimonials shouldn't be trusted. That's understandable. There is a lot of quid quo pro going on in the marketing industry with respect to testimonials and some people are willing to plug even a lousy ebook for the sake of some exposure or as a "trade."

Most testimonials, however, are honest and they do deserve your attention. If you see names you can trust throwing their weight behind an ebook offer, there is a higher likelihood that the ebook itself is decent than if no one but the supplier has anything nice to say about it.

Take testimonials with the proverbial grain of salt, but take them nonetheless. You don't want to rely upon them for your decision-making, but they are a factor worthy of consideration.

Reputation.

If you are dealing with a reputable and recognizable supplier of PLR ebooks, you are more likely to receive quality goods than if you are rolling the dice with a complete unknown or someone who may be more interested in generating some quick cash than in maintaining his or her already-successful business.

Try to purchase your PLR ebooks from trusted sources, whenever possible.

That doesn't guarantee quality, but it does increase the odds of receiving superior ebooks tremendously.

[Ewen Chia and Dan Lok's Underground Sales Letters](#) present guerilla techniques on how to craft the most potent sales pages possible. Both the authors are super affiliates, the best in the industry, and a great part of the success lies on how well they reach their audience through the sales pages they churn out.

FINE LITERATURE NOT REQUIRED

We started this ebook by drawing an analogy between traditional booksellers and your virtual ebookstore. That analogy may help to focus our perspective, but it isn't an entirely accurate comparison.

There are some big differences between selling ebooks and selling the latest bestsellers from the latest ebook release.

Understanding what makes ebooks popular can give you an upper hand in selecting winning titles. Once you know why real ebook buyers want the information, you can do a much better job of determining which titles you should add to your inventory.

Ebook Readers aren't Literary Critics. They don't check out the bestseller lists or read extensive reviews about the writing quality of the ebooks they buy. They aren't interested in character development, whether the plot entranced them or other concerns more often applied to traditional books.

Ebook readers are searching for information.

Let's say that again. Ebook readers are searching for information.

If you remember that, you will be one large step closer to consistently making wise PLR ebook buying decisions.

Ebook buyers, overall, aren't interested in picking up novels or poetry chapbooks. They aren't concerned with some of what makes people buy traditional books. They aren't necessarily in search of a new distinctive voice or wowing literary style.

They want to know something. They want the ebook to provide that information. The end.

If you can find people clamoring for a specific sort of knowledge and can provide it in a convenient and manageable format, you can post substantial sales. If you hope to peddle a novel, it will be an uphill climb.

YOUR UNIQUE APPROACH

MATCHING YOUR STYLE

When selecting PLR ebooks for resell, you should make an effort to choose and present material that matches the overall tone and style of your efforts.

An ebook may be a great seller for one person and a poor match for another. Finding ebooks that will meld with your approach will help you to sell more.

Here are a few considerations to keep in mind:

Topic Area.

Is the ebook consistent with the subject matter/genre in which you are primarily involved? Your list will respond better to an appropriately targeted ebook, of course, but the need for topic consistency runs even deeper.

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You will be engaged in an uphill struggle if you choose an ebook that addresses a dramatically different subject matter to that which with you are accustomed.

If you focus on your areas of expertise and development, you will be able to sell the book more effectively.

Style.

Although you are able to edit the PLR ebook to match you and your customers' expectations, trying to transform an academically written tome into a friendly conversational guide will take a great deal of work.

If your customers expect scholarly material, you will want to shy away from informal ebooks. If your customers demand research-intensive material, a handy "quick guide" may not interest them.

You will want to tweak the materials in most cases, but you don't want to be forced into a complete overhaul.

Price Point.

You get to set the price point for the ebooks you sell. However, it can be hard to justify a high price tag for a readily available and brief ebook customers might find elsewhere for less.

It's also hard for many marketers to recoup the cost associated with an expensive PLR product if their customer base consists of buyers who aren't prepared to part with more than a few dollars.

Make sure the price you'll need to ask is consistent with the expectations of your customer base.

Once you have determined that a particular PLR ebook matches your "style" on a general level, you will need to make adjustments to the raw text to maximize performance.

Here are some suggestions for tweaking the PLR ebook to match your overall approach.

Title Adjustment.

A picture may be worth a thousand words, but a title can be worth several thousand sales. Make sure your title engages your core audience and will be attractive to buyers.

If you deal primarily with "hands on" buyers looking for quick guides to performing certain tasks, choose a title that emphasizes that. "Seven Ways to Improve Your Widget" will be more compelling to that audience than "The Big Book of Widgets," for instance.

The reverse, of course, is also true. If your audience is looking for wide-ranging or comprehensive information, make sure the title expresses that. Additionally, try to come up with a pithy and memorable title that will capture attention.

The title is key to an ebook's first impression, but too many PLR ebooks come with "generic" titles that won't inspire action.

Other Editing.

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You want to be certain that your ebook will be well-received by all buyers and the best way to do that is to custom-tailor the PLR content to the anticipated needs of your buyers.

This can be the most time-consuming part of “repairing” PLR ebooks, but it is incredibly valuable.

You want to fix obvious editorial problems (grammar, spelling, etc.), but it is just as important to make sure your “final product” is appropriately organized and consists of factually accurate and valuable information.

Even the best PLR ebooks may need some adjustment. Don’t be afraid to “dig in” and “fix” the ebook to match your buyers’ needs and expectations.

If you lack the necessary time or skills, consider seeking professional help with this part of the process.

MATCHING YOUR SUBSTANCE

The ebooks you choose to sell should match your style, but it’s even more important that they match “your substance.” That is, they should address topic areas in which you have a strong knowledge base and or interest.

There may be a market out there for an ebook about the failures of negotiation prior to the beginning of the War of 1812. However, unless you are a historian or have a very strong interest in that part of American history, you are going to have a very difficult time wrestling with that ebook.

It will be hard for you to make additions or changes that are

valuable or meaningful if you don't know the topic inside and out.

Even if you hire someone else to make necessary edits, it will be difficult for you to ascertain whether the shifts were appropriate.

It will be hard for you sell an ebook about something with which you're are unfamiliar, too.

You won't "speak the same language" as your potential customer base and it will be hard to concoct an authentic and successful marketing plan. You won't "sound" compelling and it will be amazingly difficult for you to formulate a pitch that works.

If you are dealing with a topic in which you have little interest, it will also be difficult to remain sufficiently motivated through the process of designing and implementing a marketing plan.

If the very idea of studying the War of 1812 makes a nap sound good, just imagine devoting a great deal of time and effort to the topic!

You have to think about ebooks in terms of their subject matter on the market research front.

Demand is a critical part of the equation and if you aren't targeting material for which adequate demand exists, you are going to be in trouble.

However, topic area matters for other reasons, too. It has to match with your skills, knowledge and interest in order for you to be successful.

Make sure you choose PLR ebooks that match nicely with your skills and background. The difference will be noticeable.

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YOUR OPINION

We've approached the matter of choosing the right PLR ebooks to sell as something of a science, rather than an art.

We've supplied a variety of considerations one should keep in mind when adding an ebook to inventory and have provided some bright line distinctions between "good buys" and ebooks upon which you should probably pass.

However, choosing your next bestseller isn't a science. It's certainly not a matter of pure luck but there are certain intangible characteristics that can spell the difference between big profits and disappointment.

That's why your own opinion of an ebook should be part of your decision calculus.

No one knows your customers quite like you do. If you are a talented marketer, you'll probably have something of a "sixth sense" about what kind of ebooks are going to move and which ones will end up collecting "digital dust."

Your opinion matters and it's an important factor to consider for another reason. When all is said and done, you are going to be attached to each and every sale.

Every customer will be making a transaction with you or your business and that means that every ebook is an extension of your operation.

You want to choose and offer PLR ebooks with which you are comfortable. You want every sale to support your positive reputation and to help in your branding and marketing. Every sale should serve as a reminder to the buying public of what you do and what your business is all about.

Therefore, when you make decisions regarding which ebooks to offer, don't discount your personal opinion. You may not want your assessment and "gut instinct" to trump all of the more concrete factors we've discussed, but it should play a role.

If you are "on the fence," your knowledge of your customers and your own personal skills may be what makes a good decision possible.

Consider:

Did you learn from the ebook?

If you don't feel like you learned anything from an ebook, you probably don't want to pass it on to others. The exception, of course, would be if an ebook is designed as something of an introductory text on a subject in which you have a great deal of expertise.

In those situations, you wouldn't expect to learn a great deal and would assess the book with a different criteria in mind.

Would you recommend it?

If your friends or family members asked you to recommend an ebook on the topic, would you proffer that title?

If you aren't willing to freely recommend the book to others in all sincerity, it probably isn't a product you want to market, either.

Would you back it up?

Remember, once that PLR ebook falls into your hands, it is yours. You are, in theory, the author and responsible for all of its content. After reading an ebook, ask yourself if you feel comfortable guaranteeing the book and its contents plus their accuracy.

If not, shy away from it. It's going to be "your" ebook and you want to be completely comfortable with all of its aspects.

Do you like it?

Let's get beyond the "nuts and bolts" of whether it was a good book. Ask yourself the simplest question of all. Did you like it?

If you found the book informative, readable, engaging and entertaining, you might have found a potential winner.

If the book left you disappointed or lukewarm, you probably don't want to put your marketing weight behind it.

In all cases, customer feedback, be they from old or new patrons, is essential. You can use the [Turbo Feedback Manager](#) or the [Turbo Form Generator](#) to make it convenient for your visitors and customers to leave their comments for your attention.

THINKING BROADLY

BUDGET AND COST CONCERNS

Purchasing PLR ebooks for resell is an investment exercise. You understand that you can resell the material again and again and hope to post a reasonable profit after a consideration of the expenses related to ebook acquisition.

At the same time, that initial expenditure is an expense. You may not recoup your initial investment in short order and you need to be sure your business can handle the cost of the purchase.

Most PLR ebooks are available at a reasonable cost, so that may not seem like much of an issue.

In fact, those low per unit costs are exactly WHY you must consider expense carefully. It is all too easy to amass a substantial inventory of PLR ebooks that you may never get around to selling profitably. The per unit costs are so low that accumulating more and more inventory is just too easy!

You can improve your bottom line and reduce the waste associated with unnecessary purchases by carefully considering the real expenses of purchasing PLR ebooks. Let's evaluate some important factors.

Base Cost.

This is the most obvious consideration--the sticker price of the ebook in question. In most cases, the cost of the PLR ebook will be quite reasonable and you should be able to recoup your investment after only a reasonable number of sales.

However, you do want to keep a close eye on this line item. There's no reason to overspend or to run up your total costs.

Make sure that if you are paying a little more than the norm that you are getting extra value for your money.

Supporting Material Cost.

Just owning an ebook doesn't position you to make sales. You will need supporting materials, too. You'll undoubtedly want a sales page for the ebook. If you write it yourself, consider how much time it will take and what that is worth to you in financial terms.

If you will, instead, rely upon the services of a copywriter, factor that expense into the cost. You may want articles for a marketing effort. You may want auto responders. You might need custom graphics.

None of that is "free" and it has to be factored into your expense considerations.

That's one reason why it's so nice to purchase PLR ebooks that come with supporting materials.

Some of the best PLR ebook suppliers offer buyers a comprehensive bundle that includes a variety of “extras,” streamlining the marketing process and decreasing total expenses.

Editing Costs.

Consider the adjustments you will have to make to the text of the ebook and how long that will take to effectuate. If you plan to utilize a professional writer to handle those responsibilities, be sure to consider the fees they will charge.

Learning Costs.

If you are going to need to do extra research and learning to gain satisfactory mastery of the niche, you should consider this one of the costs associated with the ebook.

Your time does have value and if “getting up to speed” on a topic will take you an extended period, you need to assess the “price” of the book and its potential investment value accordingly.

Anticipated Sales Volume.

If you have a large list of prequalified customers and a red-hot ebook to sell them, you can expect a fairly rapid influx of sales.

On the other hand, if you plan on selling the ebook via search engine traffic and it has appeal for a smaller market segment, you should anticipate fewer sales in the short term and overall.

The likely volume of sales should influence your

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perspective on the value of an ebook both in terms of near-term cash flow and overall sales figures.

Advertising Costs.

One of the most popular ways to sell PLR ebooks is buy using a PPC advertising campaign like “Adwords” and directing visitors to a sales or landing page for your book.

If that’s the system you plan to use, in whole or in part, make sure you consider the costs associated with the advertising as you approach an ebook.

The cost of marketing will influence the price tag you place on the ebook and will also help you to decide if the PLR ebook is a project you can currently afford.

You need to consider all of the expenses related to owning and marketing a PLR ebook. If you focus exclusively on the sticker price of the ebook, you will give yourself a false impression of your real investment.

When you select ebooks to add to your bookstore’s digital inventory, be cost-conscious. Take a long list at what you expect to make and how much it will really cost to go from receiving that PLR ebook to successfully selling it at those levels.

THINKING ABOUT ALTERNATE USES

We’ve mentioned the potential flexibility in terms of multiple uses for PLR ebooks in passing. Now, it’s time to consider the matter in greater detail.

There are times when it may make perfect sense to purchase a

PLR ebook even if you have **no intention** of selling it as an ebook at all!

That might seem counterintuitive at first glance, but part of the attraction of PLR materials is their flexibility and keeping that potential for “multi-tasking” in mind can help you to get the most out of a PLR ebook offer.

You might not be excited about a particular ebook in a vacuum, but if you approach it from a broader perspective, you might decide that it is worth the investment.

As you evaluate potential inventory, consider some of the alternate uses the ebook may have for you.

Let’s look at giveaway strategies first.

Marketing Giveaway.

We’ve discussed ebooks primarily as items to sell. That business model can work wonderfully, but it isn’t the only potential means of utilizing a PLR ebook.

Many marketers have used ebooks as a means of virally promoting themselves and their other efforts. They edit and assemble the PLR ebook and then distribute it freely, allowing recipients to do the same.

The book itself, of course, is branded with the name of the

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marketer and may include some promotional materials, a lead-in for another service (which will hopefully result in eventual up-sells), etc.

If the assembled ebook is good, it could spread like wildfire, increasing attention and serving as a powerful marketing device. A free ebook about “eBay,” for instance, might expose thousands of interested online auction aficionados to a marketer whose primary interest is in selling something other than the book itself.

Back-end Giveaway.

The free giveaway model can take another, more directly profitable form. The marketer can distribute the ebook with a series of links to his or her sales pages or programs with which he or she is affiliated in place.

The viral distribution of the ebook puts those sales opportunities in front of countless potential customers. A reader may follow that ClickBank link to a touted related product or find himself checking out one of the marketer’s other offerings.

You can turn the PLR ebook into a free catalog of sorts, allowing you to profit as it continues to move into new hands day after day, week after week.

List-Building Giveaway.

Any experienced marketer will likely repeat the time-tested cliché that “the money is in the list.” It can be hard to sell “blind” to new prospects, but if you can interact with those interested parties repeatedly, you can groom them to become buyers.

Marketers covet email addresses and build lists for that very reason. They then supply the list members with valuable information and interesting material in order to build a relationship that may eventually result in substantial sales.

Free ebooks can be a tremendous way of increasing the size of one's list.

The marketer offers the free ebook via email, for instance, to anyone who signs up for his or her regular newsletter. The PLR ebook becomes "list bait," attracting prospective customers to the list.

You can learn much about this method by reading the [Ezine Publisher's Manual](#) as well as [How To Flood Your Newsletter Instantly With Subscribers](#).

These various giveaway approaches aren't mutually exclusive. In fact, all three can be used in combination. It just goes to show you just how flexible ebooks can be.

Giveaways aren't the only reason to keep an open mind when looking at PLR ebooks. There are other things you can do with the content of an ebook to increase your profits.

Consider a few additional possibilities.

Autoresponders.

Many marketers have been successful in selling products and services by first offering potentially interested parties a free "mini course" or series of "information-rich" articles via email.

Those messages, usually sent by an auto responder, work to increase topic interest and to subtly prepare the recipient to make a purchase at the conclusion of the "lessons."

That strategy can work wonders, but it does require one thing: Something to send!

A PLR ebook might be the answer. Let's say you have a great piece of software or a unique ebook on "Advanced eBay Tactics" to sell. You then encounter another PLR ebook on eBay topics, but don't have any interest in marketing it in place of your own original material.

Nonetheless, that second ebook might be just what the

doctor ordered. You could cull content from its pages to create a spectacular auto responder series in aid of your planned marketing event.

You get to provide solid information to prospects, whetting their appetite for your eventual offering. In addition, you don't have to take the time or effort to write the material yourself.

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I have only one recommendation when it comes to an autoresponder service, and it's the best one out there: [TurboResponders](#).

Content Sites.

One of the most popular means of online passive income creation has been building content sites in particular niches and monetizing them with contextual advertising, related affiliate links and other moneymakers.

That strategy has made a great deal of money for many online marketers and the beauty of the technique is that once it is set into place it continues to generate revenue without necessitating much additional effort.

The set up itself, however, can be time-consuming. In order for these sites to work effectively, they need content--and plenty of it.

These sites feed off of search engine traffic and the best way to convince Google, et al., to take an interest in the site is to load it up with quality content.

That content is also necessary to compel AdSense or other contextual advertising options to serve up the right advertisements.

You could write the content yourself. You could hire someone to do it. Alternatively, you might want to take a second look at that PLR ebook you just passed over.

You could "tear it apart," using individual sections or chapters as "articles" for your content-based site. It's a great way to gather additional content without a great deal of effort. With a little editing to insure originality in the eyes of the search engines, you'll be in business.

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Check out the [AdSense Almanac](#) for more tips on the matter.

Article Marketing.

Article marketing is a proven way to increase traffic, backlinks and exposure.

The idea is simple. You supply free articles to various directories that others can visit in search of information for use on their websites. Your article appears on other sites, then, with a “resource box” in place.

That resource box includes backlinks to your websites and online moneymaking projects.

The whole process is “free” and it can produce amazing results when done correctly.

However, there is one step in the process that often prevents marketers from using the method--the articles themselves.

They don't feel as though they can write the articles. They don't have time to write them. They don't want to pay someone else to do the job for them.

One can, however, “rip up” a PLR ebook to create series of articles suitable for distribution. The ebook you passed over because you didn't feel like it warranted shelf space at your digital bookstore could become the basis for a series of powerful marketing articles.

Of course, one must be careful to edit the content substantially. You don't want to submit an identical article and you want to make sure your efforts are custom-tailored to your particular needs.

Even though that process may take a little time and effort, it's negligible when compared to what is required to write the material "from scratch."

Most of our analysis of ebook selection centers upon choosing titles you can sell as a stand-alone or bundled product. However, PLR ebooks do afford some additional opportunities you should keep in mind when making your decisions.

RESTRICTIONS

Not all PLR ebooks are created equally. Different vendors offer different rights packages with the ebooks and the nature of that rights package can have a truly massive impact on the value of the material.

"Private Label Rights" is something of a "term of art" and can have different meanings to different people.

In some cases, you can sell the resell rights to the PLR ebook to others. Other providers don't allow that right to attach with your purchase.

Some offers won't allow you to change the title of the book. Some ebooks sold as "PLR" products don't even include editorial discretion.

You can't assume that because it says PLR you can really do whatever you want with the material. This ebook approaches the topic based on the assumption of a relatively generous

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rights package, but not everyone takes a similar perspective.

Obviously, the nature of the rights you own upon purchasing a PLR ebook will have a dramatic impact on your approach and marketing strategy.

Understanding the rights to which you are entitled can be the difference between a hugely successful campaign and a frustrating experience.

Check the rights package carefully and develop a strong understanding of what you can and cannot do with a purchased PLR ebook.

If the supplier doesn't make the exact nature of the rights package clear, take the time to contact them and resolve the issue before making a purchase.

There's no need to hamstring your efforts by accidentally purchasing a restrictive rights collection. There is also some risk of faster market saturation when one is dealing with ebooks that provide generous rights.

Understand what you are getting into before making a purchase and be certain that you can profitably function under those circumstances.

CONCLUSION

As the owner of a digital bookstore, you will have to make a series of decisions about which ebooks to stock. Those decisions will be guided by numerous factors.

It's impossible to tell any one marketer which PLR ebooks he or she should buy. People work from different strengths, target different audiences, and have a diversity of interests. There is no "one size fits all" solution for ebook selection.

Regardless of one's personal preferences and tendencies, however, there are some basic guidelines any smart digital bookstore operator will consider.

We've outlined those factors here and strongly recommend that you consider them seriously before investing your time and energy into PLR materials that won't really help you reach your goals.

The cost of any individual PLR ebook will usually be relatively slight. However, the time, effort and ancillary expenses associated with the decision to market any single title can be significant. Thus, it doesn't make sense to grab possible titles "with both hands."

Besides, if you purchase a slew of titles without a good idea of

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what will really work for you, it's likely that you'll end up watching those individual title costs add up as they collect digital dust on your hard drive.

PLR ebooks represent one of the greatest possible internet marketing opportunities. They are flexible and they target the one desire that most of the web's buyers hold in common--they provide information.

PLR ebooks can be used profitably as a product or as a marketing tool in aid of some other opportunity or offer. In order for you to profit from that potential, you must make wise buying decisions.

Running what we've called a digital bookstore can be quite lucrative. If you combine quality marketing skills with a strong understanding of which PLR ebooks warrant your attention, the opportunity is fantastic.

PLR EBOOK PURCHASE CHECKLIST

We covered a great deal of territory with this ebook. In order to make the PLR ebook selection process easier, some of the most valuable lessons of the book are condensed into a handy checklist you can use when assessing PLR ebook offers.

That checklist follows this page.

Optimally, you will answer “yes” to all of these queries when considering an ebook purchase.

If you find yourself wondering whether a “yes” is possible repeatedly or if you find yourself saying “no” to some of the questions, you may want to consider looking for an alternative to add to your digital bookstore.

This checklist does touch most of the basics, but it is by no means comprehensive.

Remember to consider all aspects of potential ebook purchases when making your decisions to increase your likelihood of eventual success.

PLR EBOOK PURCHASE CHECKLIST

Is there a market for this ebook?

- *Does my market research prove the ebook's viability?*

Or, if buying from a subscription site...

- *Does this service do credible market research I can trust?*
- *Does this service supply market data or tools to help me ascertain the demand?*

Is this ebook fresh?

- *Is this a new subject area or does it cover "old territory"?*
- *Does the ebook offer a new perspective or tackle a hot, developing topic?*
- *Is the PLR offer itself new or has it been around for a long time?*

Are other people selling this material?

- *Does it look like others are actively marketing this ebook or their own version of it?*
- *Can I distinguish my offer from theirs?*
- *How powerful is the competition? Can I penetrate this market successfully?*

Are there other uses for this ebook?

- *Could I bundle this with other products to make an attractive package?*
- *Could I use this as a “free” promotional tool?*
- *Could I use the raw content elsewhere?*

Is this ebook credible?

- *Does the ebook tackle a legitimate topic in a reasonable manner?*
- *Is there anything about the ebook that is likely to create distrust in potential buyers?*
- *Am I willing to stand behind this ebook and the information it presents?*

Is this a quality ebook?

- *Does it appear to be well-written?*

If buying from a subscription service...

- *Is this service known for quality products?*
- *Is the ebook well-designed and attractive?*
- *Is information presented directly and clearly?*

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- *Am I willing to attach my name to this ebook?*

Does this ebook fit with my business?

- *Does this ebook address a topic I know and understand?*
- *If not, do I have sufficient interest to market this ebook?*
- *Does the tone and direction of this ebook match my overall perspective and angle?*
- *How do I really feel about this ebook?*

Is the price right?

- *Does the sticker price match my expectations?*
- *Does the ebook include valuable “extras”?*
- *What will it cost me to get a marketing strategy up and running to support this ebook?*
- *Does this ebook provide a “safety valve” to cut my losses if sales aren’t as good as anticipated?*

Can I use this ebook the right way?

- *What rights come with the purchase?*
- *Will these rights be adequate to meet my needs?*

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