

A stack of three books is placed on a white, three-legged stool. The top book has a red cover, the middle one has a brown cover, and the bottom one has a red cover. The background is a plain, light-colored wall.

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Chapter One:

Expanding Your Horizons, From Digital To Physical

You may have been selling digital products for a good amount of time now, and you may have been quite successful with such an endeavor. You may have conquered one niche after another, moving to other, more fertile grounds once a market has become saturated. You may have mastered the craft of creating digital products and marketing them to an online audience.

My question is this: should you stop there?

Once you learn how to bake a pie, should your pursuit of culinary excellence end? Once you have graduated from high school, should you abandon your education? Once you have won the heart of a lady, should you stop wooing her and winning her affection?

Of course not!

Initial success is just the beginning of an amazing experience! And to go to the next level, you must be ready and willing to take that big step that will help you expand your horizons. You'll be exposed to new territories to conquer, new glories to enjoy, and new experiences to savor.

And for a seller of digital products, the next logical step, of course, is... transforming your goods to physical items and conquering the offline audience.

Easier Said Than Done?

The thought may be intimidating at first, but trust me when I say: it can be done, and it can be done with relative ease - or, at the very least, with more ease than you can possibly imagine.

Aside from this, if there's a will, there's a way, right? And what better inspiration that will motivate you to muster enough will than the prospect of increasing your profit by as much as 7,000%! That's how big the new market can be!

What's The Secret?

This strategy is two-pronged, really:

1. You have to transform your digital products into physical goods; and
2. You must be able to sell them.

The first part is fun. There are many, many mediums you can choose, and each have their unique set of advantages and disadvantages. Such will challenge your creativity, and if you have the imaginative flair, you will find the experience very stimulating and rewarding.

Much has been said about this subject in the e-guide [Digital 2 Physical: How To Transform Your Digital Products Into Tangible Goods.](#)

Don't have your own digital product to transform??

Don't worry. We will be discussing some tips on how to quickly come up with your very own product to sell in the next chapter. But if you want a comprehensive guide on the matter, I can only suggest the [Information Product Creation Manual](#), a repository of ideas that will have your mind exploding with fresh new concepts to explore!

The second part is, though more mechanical, is actually easier to accomplish. It involves a website: www.amazon.com. Amazon is one of the biggest, if not THE biggest, online store on the World Wide Web. It garners close to 3 million visitors per day. Considering that there are only 8 million Internet users at any given time, the visitors that Amazon is generating is indeed fantastic!

The Initial Intimidation

So, why aren't many online marketers focusing on Amazon? In fact, the number of online businessmen who are selling on Amazon can be counted on your fingers.

It's because of two factors: lack of education and intimidation. Both of them are not really exclusive of one another.

Selling at Amazon, and having to actually transform digital products into physical goods, intimidate a lot of people because they don't know how to

proceed with it. And as is usually the case, what people don't know, they stay away from.

Their loss is your gain, however. Once you discover how easy it is to turn your digital items into tangible products, and once you learn how, exactly, you can sell at Amazon.com , you'll be able to win a new kind of race... the race to secure the offline audience.

This will most definitely give you the edge and leave your competitors eating your dust. It's a novel field and you're at the forefront of this grand expedition.



Chapter Two: Coming Up With Your Own Digital Product

The beauty of Internet Marketing is that you can create products with minimal cash outlay. All you need is a little creativity and a healthy exercise of your imagination.

The way to go is through information products. These require some knowledge on your part that you can share for profit. Ask yourself the following questions:

- **What do you know best?** Were you a coach for a basketball team, for example? Have you devised some groundbreaking offensive plays that not even Phil Jackson can think of? Or were you in the pest control industry perhaps? Do you have some tips to share about do-it-yourself pest extermination? Basically, your knowledge is what you will sell, so make sure that it is something you really know by heart, because that is what will make it sellable.
- **Can you write?** You will only be able to convey your knowledge through words. It would be great if you've had formal training in writing. You also have to remember that writing for the

Net is different from writing for printed publications. If you're not confident about your writing, or if you can't afford the time to sit down and spend many hours on jotting down your thoughts, you could always hire a ghostwriter. There are many ghostwriting services all over the web. You could try [Rentacoder](#) or [Elance](#), but not before you study the [Outsourcing Survival Kit](#) to help you protect your interests!

- **Can you market it?** After completing your masterpiece, you wouldn't want it to rot on your hard drive collecting dust, right? You have to get it out there so that people can know about it. There are many strategies that can be used to convert exposure into sales, and we will discuss them in later chapters.

If you have some favorable answers for the questions above, you're on the right track! Creating an information product should be easy for you!

Now, to give you an idea of what information products you could actually create and sell on the Internet, here is a list of tried and tested suggestions:

1. **Informative E-books.** You could write electronic books about something that you know by heart. You'll be surprised by the number of people who would be interested in what you want to share.

Most people think that writing an e-book is a pretty daunting task. This is not true. Take a look at [Ewen Chia's Resale Rights Secrets](#). This guy's a PLR genius, and his work will show

you the many, many, MANY ways by which you can come up with your own information product by using existing ones that come with fantastic private label rights.

You can also try to search some of the works I have published online. You'll be surprised to know that the one entitled "7 Viral Marketing Articles" is literally seven viral marketing articles that I put together to form an e-book package!

You can also study [The Essential Guide to Public Domain Profits](#), where you will learn how to harness a wealth of materials written by the most credible personalities in history, without having to pay anything for their commercial usage.

There are so many ways you could use to come up with an e-book product:

- A. You could write one yourself.
- B. You could hire a ghostwriter.
- C. You could collect articles you've previously written and combine them into a congruent whole that you could package as an e-book.
- D. You could collect articles that are freely distributed on the web (like public domain information, which we will discuss later on) and present them in a distinct and refreshing manner in the form of an e-book.
- E. You could be on the lookout for e-books that are being sold with master resale

rights. Don't have a clue about the different kinds of rights in Internet marketing? Do check out the excellent [All Rights Explained](#), a crash course that will help you understand these rights and teach you how you can profit from them.

There are more ways to produce a profitable e-book that you could easily sell. If you want to study some advanced strategies, then I strongly suggest this [guide written by viral marketing guru Jimmy D. Brown](#).

- 2. Special Reports.** Special reports are just like e-books, but shorter in length. Whereas e-books can run from 30 to 300 pages, special reports are shorter than the minimum.

Special reports have taken a semblance of reverence as of late, however. People generally view them as credible, investigative pieces. If you want information on the newest way to exploit E-bay, for example, chances are you'll find it in a special report circulating somewhere.

- 3. Outside-the-box ideas.** Sometimes, we become too fixated with established methods that we forget to innovate. The fact of the matter is knowledge can be conveyed in methods other than the written word.

Do you have an audio or a video recording device that can transfer data to your computer terminal? You could prepare some tutorial lessons about something you know a lot about, and record yourself. You could sell this multimedia product online as well. Or you

could deliver it on a digital disc via a carrier service.

These are just some of the more popular information products available today. More are bound to be invented. Who knows, you might come up with an innovative product that would revolutionize the playing field! Don't laugh, my friend. Nothing is impossible. The limit, really, is your imagination.



Chapter Three: Why Amazon?

When transforming your digital products into physical goods, your ultimate goal should be to sell them to an offline audience. This, however, does not preclude using online tools to reach such a market. The World Wide Web has become deeply entrenched in our everyday lives that people who are looking for tangible items also use the Internet to find them.

And one of their primary stops is www.amazon.com .

Hence, when transforming your digital offerings into physical items, your end goal should also include selling them over at www.amazon.com .

It must be noted, however, that Amazon is not similar to eBay. The latter is an auction site. Basically, just about everyone can sell whatever they want to sell, for as long as they sign up to the website. The seller will take care of accepting the orders and delivering the products to the buyers.

Amazon works in a different way. Amazon serves as the depository of your products. You will ship your items to them and they will store them in their warehouse. They will take care of orders and deliveries thereafter.

You will become the publisher. Amazon will serve as the seller.

A Battalion Of Agents

Amazon was the first to introduce the affiliate program on the World Wide Web. Basically, an affiliate program is one where the merchant (Amazon, in this case) invites people to help them sell the products being offered. These people will be paid commissions for every sale they manage to refer.

And since Amazon has established an affiliate program from a while back, and since this affiliate program is carried out by an automated system that contextually broadcasts products (including yours, if ever) with minimal intervention of the parties concerned, exposure for your items will be maximized.

You'll be able to reach a wide audience pretty quickly, that's for sure.

Currently, Amazon has close to 300,000 affiliates. If you'll become part of the Amazon network, you'll gain access to such a big and potent sales force.

You're not familiar with the importance of affiliate marketing?

Do refer to [Affiliate Marketing Success, Vol. 1](#) to find out why people have labeled this field as the fastest and the surest way to earn a living in the World Wide Web.

No Worries With Amazon

If you were to sell your own products, you'd have to worry about processing orders, which will entail a merchant account. You will have to deal with refund requests. You will have to provide an excellent post-sales customer support program. Occasionally, you'd also have to deal with those nasty charge backs because of some unscrupulous practices.

And since you're dealing with physical goods this time, you will have to worry about storage space - that is, ACTUAL storage space like a warehouse and not storage space like a hard drive.

This can be a problem. If you're going to store a thousand books, for example, you'd need a dedicated place for them. You can't just dump them inside your house. A dedicated space will cost you money.

If you're going to use Amazon's facilities on the other hand, you won't have to worry about these things. Amazon will take care of the different stages of the sales process.

All you have to do is to send them some stocks and they will store them in their warehouse. When orders arrive, Amazon will be the one that will ship them to the buyers.

No worries on your part.

Less expenses too.

And this should mean more profit, right?

Over at eBay, the name of the game is "race to find a drop shipper." No such contest is needed when it comes to Amazon. You will be the provider, plain and simple. Amazon will take care of the rest from there.

Nonetheless, the basic principles of online selling apply. Much like in Internet marketing, expect your Amazon.com experience to be a sales page-driven adventure.

Hence, you have to polish up your copywriting skills, or you may hire a professional to do the job for you. There are many resources you can use to develop your copywriting prowess.

[Robert Plank's Sales Page Tactics](#) ranks high with the best of them. [Ewen Chia and Don Lok's Underground Sales Letters](#) is likewise a great guide on the matter.



Chapter Four: From Digital To Physical: Print Publication

Though Amazon.com can sell digital items like eBooks and downloadable programs, it primarily caters to the offline market, i.e., people who are looking for something more tangible, something they can feel and touch, something they can immediately know that they own.

If you want to continue selling digital products, you might as well maintain your independent seller status. This way, you can keep all the profit, without having to share a certain percentage to a giant conglomerate like Amazon.

The first step in selling your products over at Amazon.com, of course, is to turn your digital products into physical ones. When in Rome, do what the Romans do, right? Amazon is dedicated to a market that demands physical items, so might as well adjust correspondingly.

One manner by which you can transform your digital products into physical goods is through print publication.

If you're selling eBooks over the Internet, eBooks the rights of which you own, you can easily mass-print them into physical copies which you can also sell.

You see, eBooks only cater to a specific portion of a given market, i.e. those who want the information delivered FAST. There are people who want to actually hold what they buy, who want to go to bed or to the bus terminal with an actual book in hand.

This is the great portion of the market you have been missing out on: those who want their books the old fashioned way.

There are many options available for you to make print publication a reality. But there are some problems.

For starters, how many copies can you print out without risking too much of your money?

Remember, every copy will cost you a certain amount. How can you determine the supply that is just right for the demand?

Also, how about storage space? Yes, Amazon will eventually house your physical products in their warehouse once you ship the products to them, but what about the time between production and shipment?

My favorite solution is www.lulu.com . For a reasonable fee, they offer a "print on demand" service, meaning, they will print your books depending on order. You may want to have one copy printed out, and that won't be a problem. You may want a few copies today with the liberty of ordering more next week, depending on the sales rate, and that can be arranged as well. Lulu.com

is truly an entrepreneur's great friend, especially for those who are just starting out in print publication.

The website www.cafepress.com also offers a rather similar service, though based on experience, their fees are a little higher than Lulu.com's. Also, CafePress.com prefers that you sell your products via their system. If you want to sell them over at Amazon.com, you may stand to double spend on shipment costs. The practicality (or impracticality) of this is relative.

By offering your once digital information products as tangible goods, you'll be able to expand your market. There is a previously untapped audience which you will be able to reach, and through Amazon.com's powerful network structure, finding the members of your audience will be quite easy.

The deciding factor will be the strength of your products. Are they of high enough quality as to satisfy your prospects, enough for them to recommend to others what you have to offer? This, of course, is a basic rule of ethical business: that you offer nothing but the best to the people who have trusted you with their hard-earned money. Just observe this and I am certain that good days are ahead of you in this field.



Chapter Five: Bed Of Roses? The Problem With Amazon...

All is not paradise with Amazon.com, mind you. We may discuss with excitement the prospect of being able to sell and utilize its vast resources and deep network, but these are contingent on some existing difficulties that are sure to be encountered.

Indeed, there are some inherent problems when it comes to selling your products over at Amazon.com . Let us take a look at these difficulties so that you may be able to determine if this course of action is still the best one for your online business. Prudence is the better part of valor, they say, and diligence defines prudence.

1. Amazon will charge 55% of the advertised price. This is quite a big cut. Yes, Amazon will NOT get such a percentage from the profit. Rather, it will be deducted from the actual price you will attach to your product. You still have the liberty to determine how much profit you will make. But you will be handcuffed. Naturally, you can't set a high, unreachable price for your offer as such will turn away

your prospective customers. But you can't offer your product at a low rate as well, as Amazon's cut will render your profit meaningless in the long run.

2. Basically, you will just have 45% for yourself. Will this be enough to answer the cost of publishing your product and shipping the same to Amazon? As you will later discover, there is no guarantee as to how many copies you will be able to sell. Your sales rate cannot be predicted until a few months in when a trend can be established. It's a risk... a rather big one. Will you be willing to take it?
3. Costs are not limited to publishing and shipping your product. There are other matters that will require some cash. Getting an ISBN, having a bar code printed, and a membership fee with Amazon should also be considered and factored into the overall expenses.
4. Amazon is a selling system ONLY. It is not a marketing vehicle. Yes, it will prominently display your product for every relevant search, and it will do its best to promote it to their existing subscribers, but aside from these, you're on your own when it comes to advertising your offering.
5. There is no guarantee as to how many copies you will be able to sell per month. It all depends on how well you will be able to package and how well you will be able to market your product. This will require a machinery of sorts, and machineries often require funds. Do you have what it takes to market your product, and to market it well?

The question, really, is this: do the disadvantages outweigh the benefits? Are the cons heavier than the pros? Is it still worth it to sell your products over at Amazon.com?

The answer?

There is none that is set in stone. It really depends on a number of things.

First, how serious are you with your online business. If you are serious with your enterprise, you should be setting your eyes on expansion... on the elevation of your endeavor to the next level.

Second, how brave are you as a businessman? It will be a big risk. Do you have the courage to take that risk? Can you muster enough strength to see things through? When push comes to shove, will you rise to the occasion and take the challenge?

I say, go for it!

What have you got to lose? What do you stand to gain? Clearly, the advantages shine brightly. It will be a mistake not to pay attention to them.



Chapter Six:

Getting Your Book Ready: The ISBN Requirement

The goal, once again, is to transform your digital products into physical goods so that you'll be able to reach a larger audience, which will equate to more profit for your online enterprise.

The first step, of course, is to print and package your digital books so that they can actually be considered as tangible products.

There are many fulfillment services for this.

The biggest and most practical among them is www.lulu.com , which has no minimum number of orders required (you can even have one copy printed for sampling purposes!)

The service www.cafepress.com is a close second if you want more flexibility with the packaging of your eBook-turned-actual book.

But your journey doesn't stop there. Before you can sell your book over at www.amazon.com , our ultimate aim, you will have to secure a few things which are made requirements by law.

What are these things? How will you be able to fulfill them? Read on, dear friend.

Every product that is sold in the commercial world needs a distinguishing number for a variety of purposes.

For books, such a number is referred to as the International Standard Book Number, or ISBN for brevity.

It is a way by which the distribution of books is regulated, and a manner by which books can be categorized under one global library.

Check out each and every book in your collection. Check out each and every book over at the library or over at the bookstore.

Check out your parents' books. Go on.

You are sure to discover that each of them have their own, unique ISBN.

So how are you supposed to get an ISBN for your book?

The ISBN Requirement

Every country has its own agency that assigns ISBN designations. In the US, such an agency is Bowker. You can visit them at www.isbn.org .

You will also find an order form on their website where you can purchase a block of 10 ISBN requests for \$245.

Yes, you may only need one, but such would cost \$125 via special order, so it would be more practical if you'd order by the bulk and save the rest for future publications.

It must be noted that ISBN designations are only for books.

If you are planning to sell other digital media like CDs or DVDs, you need a UPC code which you can only get by becoming a member of the Uniform Code Council, or UCC.

For a membership fee of \$750, you will be awarded with a block of 100 codes which you can use for your products. You can visit the UCC over at www.uc-council.org .

Getting Your Bar Code

Bar codes, like those you see on items over at the grocery, the bookstore. or other commercial establishments, are not just meant to tell the cashier the price of the particular product.

The bar code will also tell the scanning device, as well as the naked eye, the ISBN or UPC of the said product.

Before you can sell your products over at Amazon.com, you will need to have bar codes imprinted on them.

If you're going to sell a book, you can get a bar code made with Bowker for the price of \$25. There are cheaper sources, however, like www.createbarcodes.com , which will charge you only \$10 per bar code made.

Once you have your bar code, you can include it on the layout of the design of your book or digital media.

Thereafter, you're ready to sell your stuff in the largest digital retail store in cyberspace!



Chapter Seven: Dealing With Amazon, The Conglomerate

So, you have already published your eBook into an actual, printed work.

You have already secured an ISBN designation for it.

You have received your unique bar code and have integrated it into the design of the back cover.

And now, you really want to start selling your product over at www.amazon.com .

The last steps that you have to take are concerned with registering with the conglomerate that is, for all intents and purposes, going to serve as your partner for years to come.

These are the final hurdles, after which, you can start selling your goods over at the World Wide Web's biggest bookstore.

What You Need?

If you have your book with its ISBN and bar code ready, or a CD or DVD with its UPC in place, and if you have reproduced them in accordance with the copies you wish to sell, then all you will really need is a bank account.

Why?

It's because Amazon will be in charge of selling your product, not you.

They will process the orders. They will ship the goods. They will market your product to the best of their abilities.

And once payment is made, they will deduct their cut - which is pegged at 55% of the official price - and deliver the rest to your bank account.

Hence, your need for a bank account.

Applying With Amazon

Consider Amazon as a membership site. Before you can take advantage of its facilities, you must first register as a member of its system.

To do this, you must go to <http://advantage.amazon.com/gp/vendor/public/join> . Review the terms and conditions of usage.

Are you amenable with them?

If yes, then sign up.

You will have to pay an annual fee of \$30, however. But such is a small price considering the potentially immeasurable rewards you stand to gain from this service.

The Initial Order, And The Others That Will Follow

Once you have become a member, Amazon will send you an email ordering its first batch of books, usually a couple of copies. You will then have to send these orders to their warehouse via shipping services.

Now here's the tricky part... since these items will be sold by Amazon, it is IMPERATIVE that the goods arrive at their warehouse in IMMACULATELY PERFECT condition.

The slightest imperfection will result in the rejection of the delivery, so it is a must that you take every precaution necessary to make sure that the items arrive in perfectly mint condition.

During this time, your product will already be advertised on their website. It will have the note "available in 2 weeks," which is the estimated date of arrival of your shipped copies.

Since they will have copies of your product, they can scan the cover themselves. But you have the option of sending over your own scan, if you want it advertised on the page that will be made for your product.

Now, every time Amazon runs out of copies, they will order from you to replenish their stocks. The

number of their orders will always depend on how well your product is selling. If you are asked to ship hundreds of copies, then that is good. It means that your product is selling very, very well!

This is how the system works.

It is a great system, especially when you're already in. It is a self-sustaining one, as well, as a lot of people visit Amazon on a daily basis and your product is sure to receive the exposure it needs.



Chapter Eight: Achieving And Maintaining Success With Amazon

So, you have already transformed your digital product into a tangible item. You have secured an ISBN designation and a bar code for it. You have reproduced it to as many copies as the initial demand you have projected may require. You have signed up with www.amazon.com and your sales page is up and about, fetching some visitors, and perhaps even some orders.

What is left to be done?

Not everything is outside your control, you see. Not everything is dependent on Amazon.com.

Though you can allow Amazon and its battalion of affiliates to sell your product for you while you take a Caribbean cruise with your family or friends, things will be a whole lot better if you'd give Amazon a helping hand.

Even giant conglomerates may need aid from time to time, after all.

Marketing On Your Own

The first thing you can do is to market your product DESPITE Amazon's fantastic marketing system. You can do this via a variety of ways. Do you have a mailing list? Regularly remind your subscribers to check out your Amazon sales page.

You can also distribute review copies to many channels.

There are book review websites all over the World Wide Web. And there are many print publications that make a living out of reviewing books.

By giving them complementary copies, you'll be able to secure a space in their services. You may have lost some earnings by giving away those copies for free, but the rewards are potentially immeasurable as the exposure you will receive can be immense.

Article marketing, long the staple of Internet marketing, is always at your disposal. You can use this technique to generate interest for your product.

Likewise with blogs, which you can utilize to promote your book as well.

There are a gazillion ways by which you can advertise your product on the Internet, and you will only magnify your chances of success if you pursue them concordantly with your Amazon campaign.

Reviews Can Be Your Best Friends...

Or Your Worst Enemies

Amazon, as you may very well know, promotes the proliferation of reader reviews on each and every sales page they are hosting.

Your product can generate some favorable reviews from its readers.

But some reviews can also be harsh, and they will be bad for business.

Why?

It's because casual visitors often rely on the comments left by people who have purchased what you have to offer.

If they see glowing comments for your product, then they will be very much encouraged to purchase your book.

But if they see reviews despising your offering, and they get turned off, they will walk the other way.

Ultimately, it will all depend on the strength of your product.

But hey!

You wouldn't have gone this far if you didn't believe in your book, right?

So, what can you do to at least sway the tide to your favor?

Amazon allows its vendors some channels by which they can communicate - and establish great relationships - with their customers. These

channels are in the forms of a blog and a podcast, two recent additions to the Amazon system.

You can update your Amazon blog and/or podcast regularly to make your customers know that yours is a business that listens to their needs. Make them know that their feedback is very much valued, and that their patronage is very much appreciated.

Want to project the image of being unique? Try video blogs. You can learn how to create one in a matter of minutes through the techniques discussed in the pages of the [Online Video Marketing Manual](#).

Small gestures like regular postings and messages will go a long, long way in building great and lasting relationships with your customers and prospects. This is always good for your enterprise.



Conclusion

From The Web Page To The Bookshelf

Amazon has become one of the largest affiliate systems in the world.

Search any of the popular websites and, chances are, you will find a listing of related books on their pages. These books are embedded with the particular webmaster's affiliate links. And 99% of the time, such affiliate links are provided by Amazon.

This comes as no surprise.

The online affiliate model is actually attributed to Amazon. Many believe that Amazon was the first to implement such a system that was copied by many online businessmen and has evolved into the setup that we are familiar with today.

Though no exact numbers have been released, experts estimate that Amazon has 300,000 affiliate signups at its disposal. Of this number, around 70,000 are actively promoting the products being sold under its umbrella.

This is a significantly huge number.

Imagine 70,000 people ready to promote your product across the many avenues of the World Wide Web!

And with automated scripts that these affiliates can simply copy and paste on their web pages, your product can - at any time - appear as a featured item in a contextually relevant web page.

I have never encountered an online marketer who has lost his investments on Amazon.com. Some of them say that they just broke even, but I have reason to believe that such is a mere modest remark, since a few months later, the very same people released new products for Amazon to sell.

A simple look at Amazon's system will indeed reassure anyone that an ROI is easy to achieve. Surely, 1 of Amazon's 3,000,000 daily visitors is certain to be interested in what you have to sell, right? And with the aggressive promotional machinery that will back up your product, you can rest assured that it will receive the marketing push it deserves... at an automated and persistent pace at that!

You can support your venture into physical products through the constant supply of marketing tools that can be provided by the TurboMembership.com. Check it out, as it's sure to have everything - yes, EVERYTHING - you need to run a successful business with a strong online presence.

