

Rick Nuske's

FAST TRACK INFO-PRODUCT CREATION

Making Info-Product Creation Fast And Easy



MY FUTURE
B U S I N E S S
BUILDING BETTER BUSINESS

Written By Rick Nuske - www.MyFutureBusiness.com

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My Fast Track Info Product Creation Program

Module Two

Creating Your Introductory Product

By
Rick Nuske

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Introduction

Hi, my name's Rick Nuske and I'd like to welcome you to the second module of the *My Fast Track Info Product Creation* Program.

As mentioned in the opening video of the series, I developed the program for those individuals searching for a sustainable online business without the need to spend their life savings to get started. The amount of success you have with an online business will be dictated by how much effort and time you put into it and how dedicated you are to your success. The tips and techniques that I have detailed in this program can provide you with the strategies you need to have a successful online business.

In the second module of the *My Fast Track Info Product Creation* program, you'll be shown:

- The different types of introductory products
- How to start small and work towards bigger and better products
- publishing methods and their advantages and disadvantages
- why your business shouldn't stop with e-books

This module is one of many that will provide you with a lot of information on starting your online business through the *My Fast Track Info Product Creation* program. This program is designed to help you get started as quickly as possible while avoiding the common mistakes made by most beginners.

If you'd like information on my other business-building products, please visit my website at www.myfuturebusiness.com.

Here's to your success,

Rick Nuske

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What is an Introductory Product?

An introductory product is the first product that you actually sell to your audience. This product should be modestly priced as to not present a barrier to people who want to buy it but should cost enough so that they don't look upon it as cheap or as a waste of their money. We will go into this in more detail in a later section in this module.

Remember that your introductory product is a way for your customers to "test" your business. Not only will they be looking at the content and presentation of your product, they will also be judging how much your product lives up to what it's supposed to be, how quickly and/or easily they received their product and your overall customer service.

Given that your product will be modestly priced, you will want to start small. This means that there's no reason for you to incur a large expense to produce your product as there is no guarantee of its success. Although, you will do research to mitigate any losses, there's no way to truly predict how many sales you will make.

That is why so many information marketers start their business with an e-book. It's relatively cheap to produce and it's also easy and inexpensive to deliver to your clients. It's also why I will focus on creating and distributing an eBook as your introductory product in this module.

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Different Formats for Your Introductory Product

You can choose from a variety of formats for your introductory product. As I already mentioned, the most common format is an eBook but your format will mostly depend on your niche or market.

E-books

As I discussed in the first module, an eBook is the digital version of a traditional book. It is typically distributed in a PDF format and is delivered via email. We will cover e-books in more detail throughout this module.

DVDs or CDs

While your introductory product should be simple, some information marketers make their first product a series of courses or training modules for their customers.

You can produce DVDs or CDs to present this information to them so they can access it at their leisure. The material can also be combined with workbooks in the form of physical books or e-books.

Choosing to produce DVDs or CDs will mostly be determined by your niche or market. When you are researching your niche, you will want your product to be in the format that your audience desires. Once you have presented them with your giveaway product, you can survey them to find out what format they prefer.

We will cover different options on how to create DVDs or CDs in a later module in this program.

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Webinars

You can also produce a series of webinars as your introductory product. You have a few different options with them, as you can:

- Provide a live webinar with or without audience interaction
- Record a webinar without audience interaction

Which one you choose will mostly be dictated by your audience. It will also depend on whether or not you want to include a portion of your audience in on the webinar.

For an introductory product, a webinar would work well to present courses or training material to your customers. Although, you may want to provide some sort of outline or workbook so they can follow along or take notes on the content.

We will cover producing webinars in a later module in this program.

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Don't Go Overboard

As I mentioned before, it's important that you don't go through any major expense to produce or create your introductory product. No matter how much research you do, you simply won't be able to accurately predict how well your introductory product will sell.

That's why the options we have listed here are all relatively easy and inexpensive to create and produce. You will want to start off small while you are still learning what your audience will buy from you. If you have an idea in mind that will cost a significant amount of money to create, it's probably best to save it for later on in your sales funnel.

Saving your idea for a later product will give you time to evaluate your audience and see what types of products interest them. It may help you to streamline your idea into a product that is more tailored to your audience's needs. It may also make you realize that your product simply won't work and you may need to completely re-work it or scrap it altogether.

It's never a bad idea to ask your audience what they want to see in a product and what type of format that product should be in. Knowing this information ahead of time will save you many headaches as well as time and money. Survey or poll your audience occasionally to see what their interests are and you can produce quality products without spending too much money.

Just as you shouldn't worry about going overboard on your first product, you should also not get carried away with making it perfect. Constantly tweaking your product before you make it available for sale will only result in one thing. You will never make any sales.

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Once you feel that it has enough of what your audience needs, go ahead and make it as good as possible and start selling! It doesn't have to be perfect to sell. After you make it available for sale, you can always create another version of the same product with your additions and improvements. Remember that without any products to sell, you won't make any money.

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Using an E-Book as Your Introductory Product

For the purposes of this module, I have decided to focus attention on creating an e-book as it is simple and inexpensive to create for your audience. It is also one of the easiest formats to sell to your audience as the first product they will buy from you.

Audiences love e-books as they are easy to download onto their computer or mobile device. This provides them with added convenience as it gives them the ability to “take” your book with them wherever they go. They also will have the option to print it for their own purposes if they desire a hard copy.

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Creating Content for Your E-Book

The content for your e-book will obviously be determined by the market or niche you choose. However, you will still need to create content that is valuable and useful to your audience.

In order to do this, you must do research to find out what content you will create for your e-book. Some of the research will already have been done when you researched what niche to be in but you will need to take it a few steps further to create a product your audience is willing to buy.

Some of your content will come from your own knowledge or experiences while the rest will be from trusted resources. This will be from the internet and/or reference books you can find in a bookstore or library. You can also gather information from actually doing activities related to your niche, like taking a class, or interviewing experts in the field.

Regardless of where your content comes from, when you include it in your e-book you will want to make sure that the tone of your content is light and conversational. You will also want it to touch their emotions and address why they bought the product in the first place. Think of it as how you would talk with a friend or a relative. Your audience won't be happy if your e-book sounds like a textbook from their school days.

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Organizing the Content of Your E-book

Given that you will be writing a lot of material for your e-book, you should find a way to organize your content. This will help you in structuring your content and finding the right order to put it in so that it will make sense to your audience.

One of the most popular ways is to create an outline of your content. In most cases, your outline will also serve as your table of contents for your e-book. It will also help you see where you may be lacking content or need to do more research. Most word processing software programs have a function built within them to assist you in creating a standard outline.

You can also use the index card method to organize your content. You basically take a stack of blank index cards and write down one topic idea per card. Once you have run out of ideas, you can start organizing cards into related groups and into an order that makes sense. Then you can start writing content for every card you have created.

Another method you can use for your outline is mind mapping. Mind mapping is similar to the index card method but in diagram form. You can either do a mind map on a large piece of paper or there are also software programs that will create them for you.

With a mind map, you start with one idea or topic and branch out from there. You then start branching out from the original idea with more related ideas and continue from there. This method seems to help people be more creative and is more visual than the other options.

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However you decide to organize your content, once you have a basic outline it will be much easier for you to create content. As you write, you may also find other ideas that pop up or others that you realize are not a good fit and would be better suited in a product all on their own.

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Editing Your Content

Once you are done writing or preparing all of your content, you will want to take the time to edit it. This will help to point out any missing concepts and any errors that could cause your product to look unprofessional.

Even if you use something like Microsoft Word to create your content, you should not rely on the spell check feature. While it will help point out some errors, it will not pick up others such as confusing “their” with “there” or “to” with “two.” If you read through your content out loud, it will help to pick up on errors and it will also assist in catching sections of your content that may be too wordy or that doesn’t flow well.

In addition to going over the content yourself, it is also a good idea to have a third party look it over as well. This can be a colleague or you can outsource it to a professional editor. You may be “too close” to the content to pick up on any items that may be incorrect or missing so having someone besides yourself look over the content will help your product to be a professional and valued document.

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Designing Your E-book

Although your e-book will be in a PDF format, you will still want to make sure that it looks like a professional document. This includes having a:

eBook Cover

Your book cover can be as simple or as elaborate as you want it to be. Always keep in mind that you want your document to be professional and worthy of the price you are charging for it.

You can have a simple title page or you can have a professional create a cover for you. Having a professional cover done is not as expensive as you might think. You can hire someone on [Fiverr](https://www.fiverr.com/) or [Elance](https://www.elance.com/) who can assist you. Make sure they have a good rating from their other clients and that they allow you to make revisions if you're not happy with their first draft.

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Table of Contents

As discussed previously, you can create your table of contents from your outline when you start creating the content of your e-book. Having one will be important to your audience as it will help them to go directly to the places that interest them if they are browsing through the document.

Most software programs will help you to create this within your document. It may also be help to link the table of contents to your documents so if people want to go to a specific section all they need to do is click or tap on the area in your table of contents and they will be automatically taken there.

Links and Images

As you go through your content, you will want to include links to pertinent sites related to your content. Just as I have mentioned various sites throughout the content in this module that can help you to create your information product, there is bound to be numerous sites to help your audience learn even more on your topic.

Adding links to your text is known as a hyperlink. Most software programs make it very easy to add them to your content. In most cases, all you need to do is highlight the text and right-click on it. You will see an option for link or hyperlink that you can click on. You will then be given the option to enter in the web address for the link you are providing.

Adding images is also an easy thing to add to the text of your e-book. By adding them, it makes your document easier to read and scan. It also gives it colour and character instead of giving your clients just pages and pages of boring text. If you do plan on adding images, make sure that they are either your images or that you aren't violating any copyright laws by using other's images.

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Resources

Having a resource section gives your readers a place where they can see all of the valuable resources you recommend to find out more on your topic. This is usually just a listing of the resources you've used throughout the book.

Adding a resource section makes it easy for them to have everything in one place and it also allows you to add in any affiliate links you may have with related companies. Most information marketers will add this section at the end of the book.

Guaranteeing Your E-book

As your e-book will be in digital format, it will be delivered to your audience via email. So what happens if they want their money back?

You must include some sort of guarantee of your content if you want to create a level of trust and credibility with your audience. Some information marketers will provide a 30, 60, or 90 day money back guarantee but some will also go all the way to a year. Most people want to know that if they purchase something, especially online, that they can get their money back if it's not what they expected or if they don't like it.

The amount of time you allow for a return is up to you and it also may be dictated by what is normal for your niche. You will also have the unique problem of the product being in digital format and figuring out if you will require that they send the file back or keep it without any further obligation. On top of that, PayPal and other payment gateways often have longer periods of time that customers can request a refund.

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The Importance of Disclaimers

Even though you will be creating your content based on fact, knowledge and experiences, you will still want to provide a disclaimer within your document. What you include in the disclaimer will be up to you but you will want to make sure you prevent anyone from claiming damages against you for any reason after purchasing your product.

Your disclaimer will state that your product makes no promise or guarantee of success or a specific outcome. For example, if your e-book is about lawn care, it doesn't guarantee that your lawn will be free from weeds or any other problems.

Having this disclaimer will absolve you from people claiming you promised them something that may be implied within your content. Your disclaimer should state that your product is for informational or educational purposes only.

It should also state that every effort was made to ensure the accuracy of information presented. You will also want to include that it is unlawful for the content to be copied, shared or distributed in any way without your (the author's) consent.

Publishing & Distributing Your E-Book

When it comes to publishing and distributing your e-book, you actually have a few options that can help you gain access to more of your audience. Most people think they can simply email the document to their audience and that's all they can do. While I do cover this option here, I think you'll find some interest in the other choices you have to get your product in front of a larger audience.

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Simple PDF

Once you have launched your business with your giveaway product, the next logical step is to present an e-book for your introductory product. You will send an email autoresponder message selling your e-book to the people who downloaded your giveaway.

You also may have others on your list that hasn't interacted with you at all, but you will still want to bring your e-book to their attention with a separate series of emails. This group may require some additional convincing as they didn't respond to your original giveaway offer.

In order to sell an e-book, you don't want to send it to your customers in a Word document. The best way to send them your e-book is to convert it into a PDF document. Having it in this format allows your customers to easily download the document on any device.

Most word processing software programs allow you to print your document as a PDF file. However, some older formats of Microsoft Word as well as other programs don't allow this.

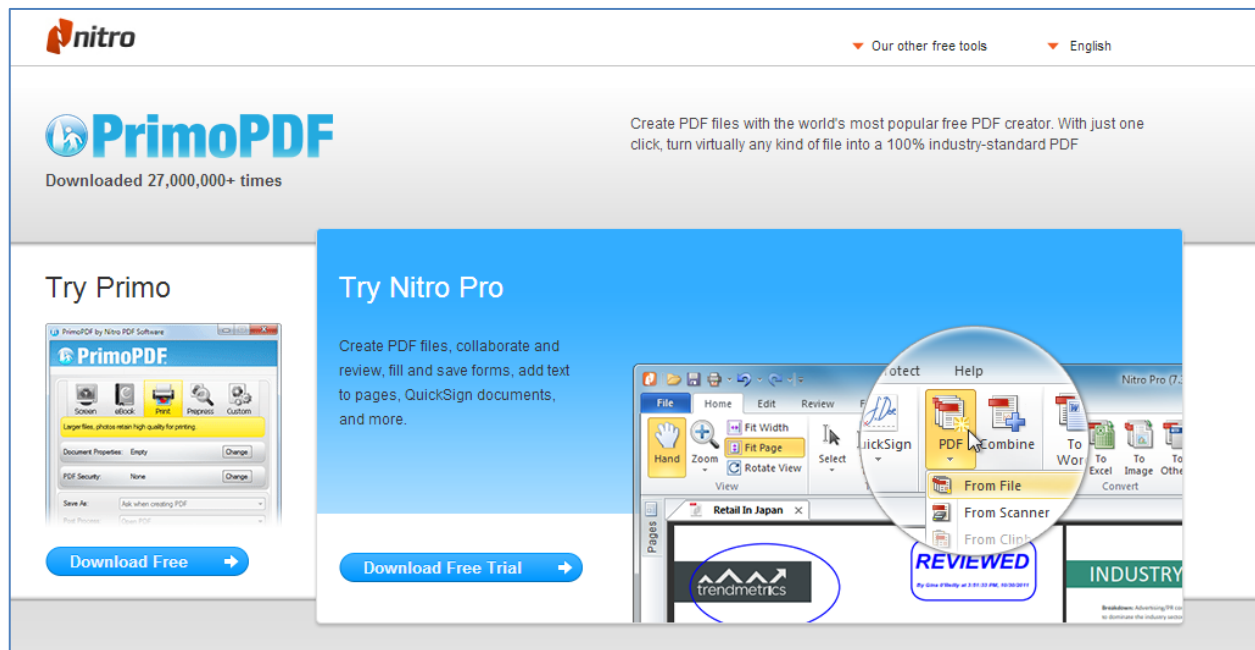
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In order to get around this problem, you can download free software like [PrimoPDF](#).



You can also upgrade to their Nitro Pro Software that offers a lot more features and functionality for a free trial but you most likely won't need to.

This software loads onto your computer so that when you print a document within your software, it will give you the option to print to a PDF document within your printer options. Once you select this option, you will be able to choose where you would like to save the file on your computer and what you want to name it.

Sending your document to your customers in this format prevents them from being able to change or alter it. It also gives them a more professional looking document.

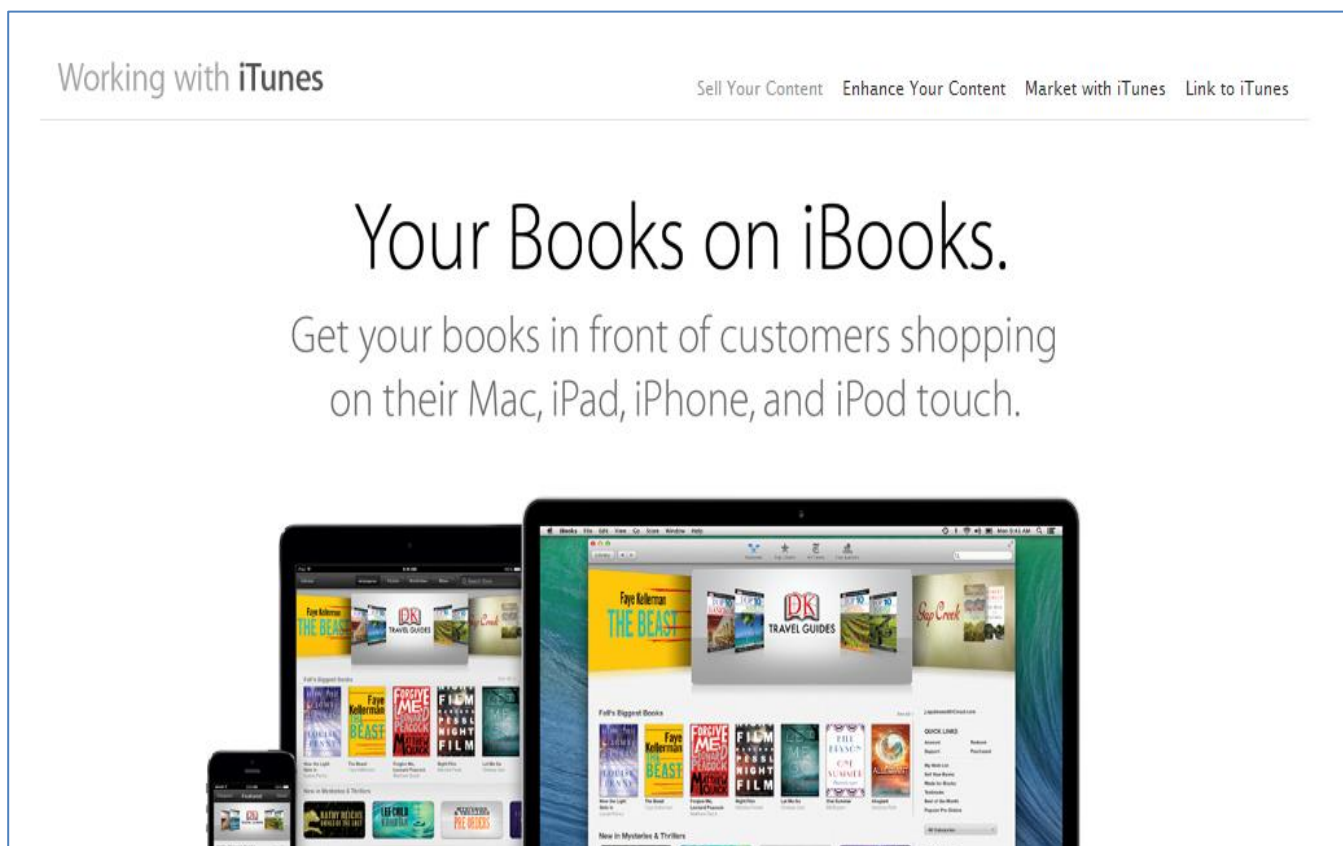
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Self-Publishing Your E-book Online

In addition to sending offers to your email list to sell your e-book, you can also sell it online. The main options to do this are on Apple's [iTunes](#) or on Amazon's [Kindle Direct Publishing](#).



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While iTunes is a good option for promoting your e-book, for this module we are going to focus on publishing with Amazon's Kindle Direct Publishing.



Although it may seem overwhelming to have your book available for sale on a site as large as Amazon, it's actually a lot easier than you might think.

After you have written your book, you can upload it to the [Amazon Kindle Direct Publishing](https://kdp.amazon.com) site. The nice thing about publishing on Kindle is that you don't have to go through extensive formatting to publish your e-book.

Kindle Direct Publishing accepts a variety of file types, including:

- Word (.doc or .docx)
- HTML (.html, .htm or zip)
- MOBI
- ePub
- Rich Text Format
- Plain Text
- PDF

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And even though Kindle Direct Publishing accepts all of these formats, not all of them are recommended. Your best options are to use a Word document or a HTML file. What file type you choose will most depend on how much special formatting your document has, especially when it comes to images. Before your document goes live, they do provide you with a special preview feature so you can see exactly how your e-book will look once it is complete. You can find out more information by visiting their formatting guidelines [here](#).

Kindle Direct Publishing also has strict content guidelines. They do not allow any content that is offensive or pornographic in nature. You are also not allowed to publish anything that infringes on copyright laws or that is in the public domain. They will also not publish your book if it isn't formatted properly. For more information on their content guidelines, visit their information page [here](#).

In order to publish your book on Kindle Direct Publishing, all you need to do is simply answer a series of questions and upload your file. They also offer many help features if you are not sure of what to answer. I will cover the most common answers here.

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First, you will need to create an account on Kindle Direct Publishing. This is easy to do if you already have an account with Amazon. If you don't have an Amazon account, it is a simple process to get set up.

Once you sign in, you will need to agree to their terms and conditions and then you will be taken to the Bookshelf section. Note that you will also need to complete all of your account and payment information before your book can actually be published. Click on the Start Your Title Now button to get started.

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Next you will be asked if you want to join their KDP Select Program. This is an optional feature that can help you reach more readers. The program basically gives your book more exposure for those readers who own a Kindle. I do recommend joining this program as you only have to commit to it 90 days at a time. However, make sure you agree that all of their terms and conditions fit with your business goals.

One thing to note about their KDP Select program is that it allows you to post your book for free on promotion days. This may be something you want to consider for your free giveaway product as Amazon will also let you post shorter documents, such as reports, than the usual e-book.

Introducing KDP Select

Take advantage of KDP Select, an optional program that makes your book exclusive to Kindle and eligible for the following benefits:

- **Reach more readers** – With each 90-day enrollment period, your book will appear in the Kindle Owners' Lending Library (KOLL) and reach the growing number of Amazon Prime customers in the U.S., U.K., Germany, France, and Japan.
- **Earn more money** – Every time your book is borrowed from KOLL, you'll earn your share of the monthly KDP Select Global Fund. You can also earn a 70% royalty for sales to customers in Japan, Brazil, India and Mexico.
- **Maximize your sales potential** – Choose from two promotional tools including: Kindle Countdown Deals, time-bound promotional discounts for your book, available on Amazon.com and Amazon.co.uk, while earning royalties; or Free Book Promotion, where readers can get your book free for a limited time.

[Learn more](#)

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By checking this box, you are enrolling in KDP Select for 90 days. Books enrolled in KDP Select must not be available in digital format on any other platform during their enrollment. If your book is found to be available elsewhere in digital format, it may not be eligible to remain in the program. See the [KDP Select Terms and Conditions](#) and [KDP Select FAQs](#) for more information.

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Now you will start answering a series of questions to get your e-book published.

The first question relates to entering in your book's basic details. This includes your book's title, subtitle, if it's part of a series, a description of what your book is about, your book's contributors (including you as the author), and the language the book was written in.

1. Enter Your Book Details

Book name

Please enter the exact title only. Books submitted with extra words in this field will not be published.

[\(Why?\)](#)

Subtitle (optional)

Please enter the exact subtitle only. Books submitted with extra words in this field will not be published.

[\(Why?\)](#)

☐ This book is part of a series [\(What's this?\)](#)

Edition number (optional) [\(What's this?\)](#)

Publisher (optional) [\(What's this?\)](#)

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The next question relates to publishing rights. This is where they will ask if your book is part of the public domain. Remember, Amazon frowns on books that are part of the public domain so answering this could affect whether or not your book is published.

2. Verify Your Publishing Rights

Verify Your Publishing Rights ([What's this?](#))

- ☐ This is a public domain work.
- ☐ This is not a public domain work and I hold the necessary publishing rights.

The next section allows you to enhance your book's chances of getting noticed by your audience. Here you can specify categories for your book as well as enter keywords related to your subject matter.

3. Target Your Book to Customers

Categories ([What's this?](#))

Add Categories

Search keywords (up to 7, optional) ([What's this?](#))

7 keywords left

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Choose categories (up to two):

Filter

All

Fiction

Nonfiction

- ☐ ANTIQUES & COLLECTIBLES
- ☐ ARCHITECTURE
- ☐ ART
- ☐ BIBLES
- ☐ BIOGRAPHY & AUTOBIOGRAPHY
- ☐ BODY, MIND & SPIRIT
- ☐ BUSINESS & ECONOMICS
- ☐ COMICS & GRAPHIC NOVELS
- ☐ COMPUTERS

Selected categories:

Choose a category

Save

Cancel

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Now you can upload a book cover for your e-book. Amazon has their own Cover Creator software or you can have one professionally done on a project site like [Fiverr](#).

4. Upload or Create a Book Cover

Upload an existing cover, or design a high-quality cover with Cover Creator. (optional)

No Cover Available

I have a book cover designed and ready to upload
Please read our [Cover guidelines](#)

Browse for image...

I want to design a cover using the Cover Creator (beta).

Launch Cover Creator beta

Amazon also has guidelines on the cover's content, which you can review [here](#).

Now you have the opportunity to upload your document. Amazon will ask you whether or not you want to enable digital rights management. This is a personal choice so make sure you know what will be best for your business as once your book is published, this feature can't be changed.

5. Upload Your Book File

Select a digital rights management (DRM) option: [\(What's this?\)](#)

☐ Enable digital rights management
☒ Do not enable digital rights management

Book content file:

Browse

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Now it's time to select your publishing rights. This will mostly depend on the content of your book and its audience. If your content is specific to a certain region, it's probably best to only sell it in that area. If your content is universal, you can select world rights and make your e-book available for sale all over the world.

7. Verify Your Publishing Territories

Select the territories for which you hold rights: ([What's this?](#))

- ☒ Worldwide rights - all territories
☐ Individual territories - select territories

Select: [All](#) | [None](#)

- ☐ United States
- ☐ United Kingdom
- ☐ Guernsey
- ☐ Isle Of Man
- ☐ Jersey
- ☐ Canada

Selected territories (0 of 245)

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Next you will enter the price for your e-book and the royalty options related to it. It's important to note here that certain pricing strategies work differently here than on a regular site. You will want to carefully price your e-book so that it is attractive enough to your audience while not seeming too cheap or expensive to them.

As you can see from this screen shot, the pricing you choose could affect the amount of royalties you receive. Again, make sure that what you choose fits in with your business goals. You can also change the price of your book at any time to test what pricing structures work the best.

If you do choose worldwide rights, you can adjust the price for each county or region available.

8. Choose Your Royalty

Please select a royalty option for your book. [\(What's this?\)](#)

☐ 35% Royalty
☐ 70% Royalty

	List Price	Royalty Rate	Delivery Costs	Estimated Royalty
Amazon.com	\$ <input type="text"/> USD			
Amazon.in (What's this?)	<input checked="" type="checkbox"/> Set IN price automatically based on US price			
Amazon.co.uk	<input checked="" type="checkbox"/> Set UK price automatically based on US price			
Amazon.de	<input checked="" type="checkbox"/> Set DE price automatically based on US price			

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The next section is for those authors who are also providing a hard copy of their e-book which is certainly a possibility you may want to consider. Amazon's [CreateSpace](#) is an easy option that will allow you to distribute print versions of your e-book, which may appeal to those customers who prefer a more traditional format.

Kindle offers a discount to those people who buy the e-book and hard copy as well.

9. Kindle MatchBook

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Kindle also has a lending program for Kindle users that is available to you. Opting in to this feature allows you to receive additional royalties and it gives your e-book that much more exposure.

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Once you are done and sure that all of the questions have been answered correctly, you can start the actual publishing process. If you're not sure, Amazon gives you the opportunity to save your work as a draft and come back later.

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Traditional Publishing

I've already discussed self-publishing with Amazon's CreateSpace but you also have the option to distribute your e-book through traditional publishing methods. Although most traditional publishers publish physical books, times are changing so much that some do offer digital publishing options.

Publishing with a traditional publisher has its own rules that need to be considered. For one, you don't have to write your entire book before you can contact the publisher. Also, if they like your idea and decide to publish it, you can make a decent lump sum in the form of an advance. Depending on the publisher, this can be anywhere from \$1,000 to \$5,000 or more.

The major downside to traditional publishing is the time factor. It can take a significant amount of time to get your book noticed let alone accepted by a major publisher. If you do get accepted, you still have to go through revisions before your book will be published. While you are waiting during this process, your e-book could become irrelevant or outdated to your audience. Some publishers may also require you to work with an agent before they publish you.

Publishing with a traditional publisher has its advantages but just like with all other aspects of the publishing process, you must make decisions based on what will work best for your business goals.

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Growing Your Business after Publishing an E-book

While creating and publishing an e-book is a major accomplishment, you must understand that your business shouldn't stop there. As you develop your audience, you will want to continue to sell quality information to them.

You could continue to sell them more e-books but your business won't reach its full potential. Most e-books will sell for anywhere from \$7 - \$50 depending on the niche and the content. However, if you start to offer continuity programs like membership sites and coaching, you can bring in that amount every month per customer instead of just from one sale.

We will cover these topics in different modules throughout this program.

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TO DO LIST

- Decide on a topic and format for your introductory product
- Create the content for your introductory product
- Establish how your introductory product will be created and distributed to your audience
- Consider your options to expand your business beyond your introductory product

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