

20 Ways To Increase Website Traffic and eBook Sales

Version 2.1

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For more information and helpful ideas on Internet Marketing, eBook publishing and general business topics for the Internet Entrepreneur, please visit my site at:

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Here's a fast, easy list for you. Use it as checklist to see what you need to do to increase traffic. Or use it as a review list if you have already been working on improving your website traffic. Delete the ones you don't like and add new ideas as you find them.

1. People love to receive free or win free stuff, whether they really need it or want it. A free eBook is perfect to satisfy those needs over the Internet. They will visit your website to get the free valuable information.
2. Give away the full version of your eBook in exchange for testimonials. You can use these customer statements to improve your ads' effectiveness.
3. When you create an eBook, you change your image to "Expert." This will gain people's trust and they will buy your main product or service quicker.
4. Publish your website in eBook format. Put the eBook on a CD then include it with your direct mail packages. This can increase the number of people that buy your product or service.
5. Offer your eBook as a free bonus for buying one of your main products or services. People will buy the product or service more often when you offer a free bonus.
6. Allow people to download your free eBook, if they give the e-mail addresses of 3 to 5 friends or associates that would be interested in your eBook. This will quickly build your e-mail list.
7. Create a directory of websites in eBook form. List peoples websites in the directory that will agree to advertise the eBook on their website or e-zine (electronic newsletter). This will give them an incentive to give away or advertise your eBook.
8. Allow other people to give away your free eBook. This will increase the number of people that will see your ad in the eBook. You could also include a mini catalog of all your product or services that you offer in the eBook.

9. Gain new leads by having people sign up and give you their contact information before they can download your eBook. This is a very effective way to conduct market research.
10. Make money selling advertising space in your eBook. You could charge for full-page color ads, classified ads or banners ads. You could also trade advertising space in your eBook for other forms of advertising. OR see number 16 below.
11. Give away the eBook as a gift to your current customers as a way of letting them know you appreciate their business. Place an ad in the eBook for a new back end product you are offering
12. Get free advertising by submitting your eBook to freebie and freeware/shareware websites. This will increase the number of people that will download your eBook and see your ad.
13. Make money by selling the reprint rights to those that would like to sell the eBook. You could also make even more money by selling the master rights. This would allow other people to sell the reprint rights.
14. Hold a contest on your website so people can win your eBook. You will get free advertising by submitting your contest ad to free contest or sweepstakes directories. Just make sure you publicize the winner's information -- they love the acknowledgment.
15. You will gain valuable referrals from people telling others about your eBook. Word of mouth advertising can be very effective.
16. Make money cross promoting your eBook with other people's products or services. This technique doubles your marketing effort without spending more time and money on your part.
17. Increase your e-zine subscribers by giving away your eBook to people that subscribe to your e-zine. This will give people an incentive to subscribe. Allow your e-zine subscribers to also give it away to multiply your subscribers.

18. Give away the eBook to people that join your affiliate program. This will increase the number of people that subscribe. You could also create an eBook for them to use that will help them promote your product or service.

19. Give away the eBook in exchange for people leaving their contact information. This will help you follow-up with the prospects that buy your main product or service.

20. Offer a free eBook that contains a couple of sample chapters. If they like it, give them the option of ordering the full version. It would work just like a software demo or shareware.

A fast list to work with that you should keep handy when you are working on your next project.