

- Special Report -

How To Create An e-Course In Only One Day

A Simple and Profitable System
ANYONE Can Use
To Quickly Create An Email Mini-Course

By Jimmy D. Brown
Benchmark Publishing, LLC

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About The Author

Jimmy D. Brown



Jimmy D. Brown is widely considered one of the web's **leading email marketing consultants**.

He's been one of the featured speakers at the world's largest Internet marketing seminars, such as the **Big Seminar** and the **System Seminar**. He's been interviewed by some of the most successful marketers in the world, like Yanik Silver and Jim Edwards. He's privately counseled some of the top "gurus".

And those who've *submitted testimonials* for his products are like a who's who of Internet marketing...

- John Reese
- Armand Morin
- Terry Dean
- Paul Myers
- Stephen Pierce
- Jim Edwards
- Alex Mandossian
- Phil Wiley
- Ryan Deiss
- Jason Potash

Just to name a few.

His **Small Reports Fortune** course is getting rave reviews from seasoned Internet Marketers as well as from college students, stay-at-home moms and retired grandparents. In the Small Reports for Big Profits system he outlines a step-by-step plan that is simple to follow, yet incredibly powerful when it comes to generating large amounts of profits (think 6 figures).

HOW TO CREATE AN ECOURSE IN ONLY ONE DAY!

His [Get Email Results](#) course breaks new ground in email marketing techniques. Not only will Jimmy teach you how to make sure your emails get delivered in the first place, he also shares his own techniques to write headlines that will catch your subscribers attention. And once you have them reading your email, his course will teach you how to write copy and make offers that make them pull out their wallets to spend money before they even finish reading your message.

Jimmy has helped thousands of people establish and grow online businesses since 1999, and has created ***dozens of best-selling internet marketing courses***.

When he's not working, Jimmy is found spending time with his family (lovely wife Paula and "just as stubborn as his daddy" son, Jacob) or out playing tennis.

He has an online daily devotional site at [Living4Jesus.com](#) where over **700 of his original devotionals are archived.**

Other products from Jimmy:

- 1• [List Profit System](#)
- 2• [Subject Line Secrets](#)
- 3• [Email Strategies Explained](#)

Introduction

Special Report –

PRINT THIS OUT FIRST

How to Create an Ecourse in Only One Day!

You're going to love this.

You're going to love it because of its **simplicity**.

And you're going to love it because of its **profitability**.

Simple and profitable.

It **doesn't get much better** than that!

I'm talking about putting together an "eCourse."

An eCourse is simply an "email mini-course." It's a series of related informational lessons or resources that is delivered to subscribers over a period of several installments.

Each installment of the eCourse is loaded to an "**autoresponder**" and automatically sent out at your predetermined intervals to anyone who subscribes.

And they are incredibly profitable!

**Last Year Alone I Earned Over \$120,000 in Profit
That Was Generated Through Free eCourses!**

That's a lot of money for setting up AUTOMATED systems that basically operate on their own.

In addition to the profits, these eCourses brought in **over 10,000 new subscribers** last year alone.

HOW TO CREATE AN ECOURSE IN ONLY ONE DAY!

I don't need to tell you how much income can be generated from 10,000 targeted subscribers.

Right now, on average, the eCourses that I have in place **pull in just over 125 new subscribers EVERY DAY**. That's 3,700+ every month and a pace of just over 45,000 for this year.

And the ratio increases each week as more and more subscribers join these automated lists.

So, it's no real secret that **you need your own eCourses**.

Here's An Easy Way You Can Create Your Own eCourse To Give Away In The Next 24 Hours...

In the remainder of this special report, I want to show you an **easy-to-follow, 7-step system** that you can use beginning right now to create a profitable email mini-course.

Each step is **very simple**.

You can literally finish them all today.

So, set aside a **few hours of your time** to set up one of these automated eCourses and see how you can be **generating profit** from a half-dozen or more income streams in a matter of days.

Here's how...

Step 01: Decide upon the "theme" of your mini-course.

The first thing you'll want to do is to decide upon what "theme" you want to focus your mini-course upon and then the actual "title" of the mini-course.

This "theme" can be as general as you want...

Marketing, Gardening, Weight Loss, Travel, Hobbies, Management,
Relationships, Sports, Beauty

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Or, it can be as specific as you want...

- How to write a testimonial
- How to plant spinach (yuck!)
- How to lose 5 pounds
- How to plan a weekend getaway in Vermont
- How to putt better and impress other golfers
- How to manage a bunch of knuckleheads at your office
- How to make people like you in spite of yourself
- How to become a world class wiffle ball player
- How to look like Jennifer Lopez when you feel like Grandma Moses

Well, you get the idea.

Generally speaking (pun intended), a "general" theme works best from the beginning.

You can always tighten your focus a bit as you begin forming the actual mini-course.

So, first up, **decide what theme you want to work with**, whether it's marketing or makeup.

Then...

Step 02: Find "strategic" existing articles to reproduce.

That's right, "existing" articles.

You **aren't going to actually need to WRITE any original content** for this quick and easy mini-course.

You're going to profit from **other people's information !**

Here's the idea: you find existing articles that are focused on the same "theme" as your mini-course and you seek permission from the authors to reproduce them in your mini-course.

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For example, if you are creating an eCourse on "gardening," you'd look for existing "gardening articles" to publish.

It's simply a matter of finding 5-7 articles relating to your "theme" and receiving permission to reproduce them in your eCourse.

The question is: where do I find these existing articles?

There are two really good ways to locate existing articles related to your "theme" that we'll look at now.

Method 01: Search engine. The first thing you can do is go to your favorite search engine like Google.com and do a search for articles.

You'd simply search for " _____ articles" where you fill in the blank with your "theme."

"marketing articles" "gardening articles" "weight loss articles" "golf articles"

Method 02: Article banks. There are also several really good databases of articles that are available for you to browse and search.

Authors submit their articles to these databases in order to get publishers (like you) interested in their articles enough to publish them.

So this, naturally, is a good place to look for articles, as the authors WANT their articles to be published in YOUR publications.

Three of the better directories are...

- 1• <http://www.EzineArticles.com>
- 2• <http://www.IdeaMarketers.com>
- 3• <http://www.GoArticles.com>

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I recommend that your mini-course be at least 5-7 articles in length, so you'll want to locate some qualified articles before moving on to the next step.

Notice earlier that I stated, "strategic" articles.

Not all articles you find will be useful for your mini-course. Naturally, you'll want to weed out the ones that aren't well written or contain poor and/or outdated information.

But, that's not all.

You're looking for a certain kind of article...

You want: Articles that are written by authors who have affiliate programs in place for their own products!

See, here's the thing – when you publish these articles in your mini-course, you'll naturally have their "resource box" at the close of the article.

Inside that resource box is going to be YOUR affiliate link to THEIR product!

See how this works?

You publish an article in your mini-course, your subscribers read it and want to find out more from the author, they click on the link in the resource box and arrive at a product page through YOUR affiliate referral.

If they buy anything, **you make a commission!**

So, you want to look specifically for articles that are written by authors who have affiliate programs for their own products.

You join their affiliate program and promote your affiliate link at the close of their article in your mini-course.

Here's a shortcut for you → <http://www.freeaffiliatearticles.com/directory/> -- an article bank. Every article in it has an affiliate program associated with it (and the author's permission to reprint).

Which brings us to...

HOW TO CREATE AN ECOURSE IN ONLY ONE DAY!

Step 03: Contact article authors to obtain reprint permission.

Obviously, you should **NEVER publish** any content that is not your own without the **expressed permission of the author**.

The last thing you want is to violate someone's copyright.

After you've compiled a list of 5-7 articles you'd like to publish in your mini-course, contact the authors of each of those articles and ask for their permission to include their article.

Nothing complicated here, just shoot them over an email.

You want to explain exactly what you are requesting...

- 1• Permission to reprint their article in an email mini-course that you'll be distributing.
- 2• Permission to encode their resource box with YOUR affiliate link to their product site.

Like I said, it's nothing complicated.

In fact, here's an example permission letter that you are welcome to use as a model for your own...

Dear [Publisher Name],

[Your name] here with a quick request about one of your ezine articles.

I'm creating a 7-day email mini-course to be offered at [Your Website URL] and I'd like your permission to reprint one of your articles as one of the featured messages.

[Their Article Title] would make a perfect lesson in the mini-course and I know my subscribers would benefit greatly from the information you share in it.

I'd like to include it as one of the featured messages and include my affiliate link in the resource box at the close of the article.

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