

Mini E-Book Gold Mine

“How to Build Your List and Make an Abundance of Money Through the Magic of Giving Away Free Reports!”

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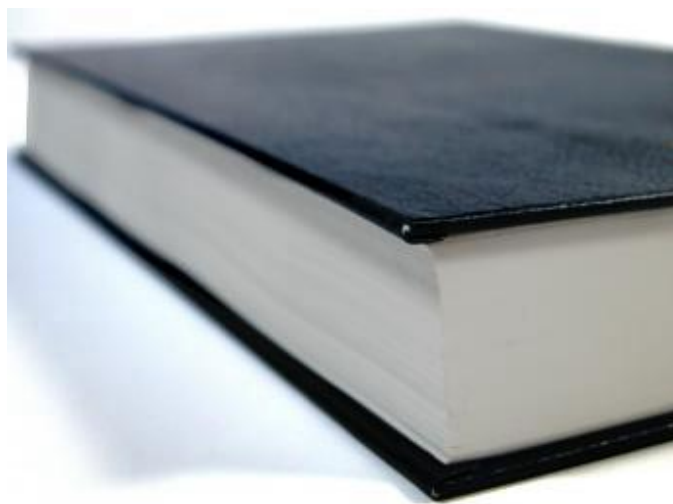
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Chapter 1:

Mini E-Books Exposed



1.1 What is a Mini E-Book?

People often ask, “what is a mini E-Book” and why is it important in the scheme of my business? To answer the question of “what is a mini E-Book?”: a mini E-Book is a 5-25 page executable file or PDF document that discusses a very specific topic. While the mini E-Book has become wildly popular as an Internet marketing tool, it is also used in non-IM niches.

A mini E-Book can be used for a number of different purposes. In general, however, a mini-E-Book is usually used to convey a very specific – and little known – secret about a niche topic, whether it be car waxing or pet care.

What is a mini E-Book and how is it different from a regular E-Book? A mini E-Book is smaller than a regular E-Book because it doesn't aim to be comprehensive. Instead, it concentrates on providing highly-specific, crucial information about a specific technique or idea. Successful publishers will often go beyond a pre-set scope in their mini E-Book.

While smaller than a normal E-Book, it can still be sold through the same avenues. For instance, publishers who start by asking, “what is a mini E-Book?” often end up asking “where can I sell such a product”? It's simple: they can open a vendor account at <http://www.clickbank.com>, pay the \$50 initial product fee, and then begin selling any amount of mini E-Books.

Additionally, a mini E-Book publisher can also give his or her product away completely free of charge in order to generate traffic. This is often employed by skilled Internet marketers, who will coordinate a massive free give away – and then include some back-end component to return readers to their sites.

So what is a mini E-Book and why is it important? It's a short book or report on a specific topic that either generates revenue or facilitates traffic generation.

1.2 What Makes a Mini E-Book a Mini E-Book

What makes a mini E-Book a mini E-Book? A normal E-Book generally spans

from between 30 and 75 pages in length; however, there are a number of E-Books that are considerably longer. Ken Evoy's "Make Your Site Sell" (MYSS) -- once dubbed the Bible of Internet marketing -- contains well over 700 pages of marketing advice, rife with powerful illustrations and examples. This could hardly be considered a mini E-Book.

Rather, large tomes like Ken Evoy's and even smaller E-Books, such as ones that span from 30 to 75 pages are usually considered full E-Books because they cover a large range of topics in considerable depth. They are comprehensive and complete.

In stark contrast to the large, comprehensive E-Book is the mini E-Book. So what makes a mini E-Book a mini E-Book? Obviously, the size is important: a mini-E-Book generally spans around 5 to 25 pages.

Another important distinction when considering what makes a mini E-Book a mini E-Book is that it is not comprehensive -- and this is crucial. Unlike a full E-Book, a mini E-Book should give a piece of an incomplete idea, prompting the reader to take action -- whether it be to purchase the complete version or to opt-in to a newsletter.

Another part of what makes a mini E-Book a mini E-Book is that it is generally free. Rather than capturing revenue, as most large product launches must do, it seeks to penetrate a specific niche crowd and to pull them in as leads. Additionally, it seeks to give list subscribers a specific incentive to circulate the report, which again will bring in additional revenue.

In summary, what makes a mini E-Book a mini E-Book? It must be short, targeted, incomplete, and yet still effective at persuading list subscribers to circulate it; but most importantly, it should be free.

1.3 The Role of Mini E-Books in Internet Marketing

What is the role of mini E-Books in Internet marketing? In Internet marketing, mini E-Books serve almost exclusively as a viral tool that generates traffic and opt-in list subscriber growth.

In many cases, the role of mini E-Books in Internet marketing is to generate viral and explosive growth through word of mouth promotion. But before you attempt to integrate mini E-Books into your marketing campaigns, there are a number of important things you should first consider.

The first and most important thing to keep in mind is that your product must have a target market. If you have no list to promote to and no idea whether or not anyone is actively looking for the solution you present in your mini E-Book, do not write it. Start with market research and determine what people really want to know about your specific niche. You can do this by searching forums for hot topics that have received a significant amount of replies. Take one of these topics and generate a quick report about it, using a controversial angle – something that will grab someone's attention and compel them to buy.

Next, determine how you will market your mini E-Book. You can start by looking for joint venture partners. Find webmasters who have lists related to your topic. And then approach them quietly with your offer. But make sure it is compelling. Webmasters with big sites get offers like yours every single day. Yours must stand apart and provide a compelling incentive, such as a large affiliate commission.

Again, the role of mini E-Books in Internet marketing is to generate viral traffic. If you don't have people promoting your E-Book through word of mouth, then you might as well not write it.

So start with the market research. Find out if anyone will actually buy your product. Once you do that and develop a good product, start contacting your potential JV partners with a good, compelling offer.

1.4 The Purpose of a Mini E-Book to YOU

What is the purpose of a mini E-Book to you and your business? Is it simply another means through which to generate revenue? In many cases, yes, it is. Often, if you have a list, you can use a bunch of mini E-Books to supplement your income by creating a product in 2-3 days and then selling it for as little as \$7. Who on your list wouldn't buy it, provided that the information was useful and the sales page was compelling?

The purpose of a mini E-Book to you and your business that we will discuss in

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