

Your guide to making hundreds online

This is only the trial version of the Make Hundreds Online e-guide - only the first half of the entire e-book. To download the full version, visit www.makehundredsonline.com.

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Now down to the important stuff!

I’m going to let you in on a secret that could change your life and your bank account forever.

For a long while, making money online has been criticised as a huge scam that rips people off and charges them huge rates for nothing. However, this is not always the case, people CAN really make hundreds online while they sleep!

So, ask yourself a simple question: “If you could choose your favourite job, what would it be?” Maybe one that incorporates your favourite hobby? But why work at a job that incorporates your hobby, when you can have enough income to actually do your hobby instead? In this guide, I will show you how to really make hundreds of dollars online, within a short period of time!

Make hundreds online, step 1 – finding a niche market

Firstly, this is not an instant income secret that will make you piles of cash while you do nothing at all. This is a guide

to making lots of money online, but it will inevitably involve you giving some time to the project at the beginning. You don't need to make a huge company like Google or even employ any staff – you can be your own boss and still have money trickling into your bank account, even whilst you sleep. It's a completely passive income, and once up and running, may involve as little as just 1 hour a day or even less work.

So what is this big secret then? Your reading one right now!

Yes, the secret to making a great passive income online is by selling e-books. Once you have written yours, then you can have hundreds, or maybe even thousands of dollars entering your account every week. Don't panic, the idea of writing an e-book may seem daunting, but I will explain to you how to:

- Find out if there is a market for your e-Book.
- Write a professional Google ad.
- Make a sales letter for your web site, that sells the e-Book.

So what actually is an e-Book and how can you earn real money

from one? An e-Book is an “electronic book”, that includes information and knowledge on a chosen subject. They tend to be marketed at between \$20 and \$50 each and are downloaded from the web site onto the customer’s computer.

The first thing to do is to decide what you are going to write your e-Book about. This is probably the hardest part, out of all of the work that you have to do. Spend time thinking about what you specialise in – everyone has something that they have specialist knowledge of. Basically, your customer is purchasing the information from your brain. Write down what type of subjects you enjoy or have special knowledge of – possibly a hobby or your work.

1. _____
2. _____
3. _____
4. _____
5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

Right, now that you have written these down, think up a problem solving statement for each one. For example, if you have written “Computing” for one of these subjects, the problem solving statement could be “How to use a computer” etc.

Here are some that I came up with for myself:

- How to play snooker
- How to learn French
- How to grow sunflowers
- How to paint realistic portraits
- How to save on your electricity costs
- How to learn piano
- How to network your home
- How to play chess
- How to claim free money
- How to make money online

You can also write down what magazine you bought or interest you had, at different points in your life:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

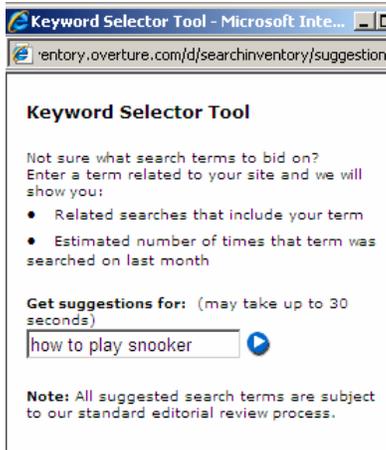
8. _____

9. _____

10. _____

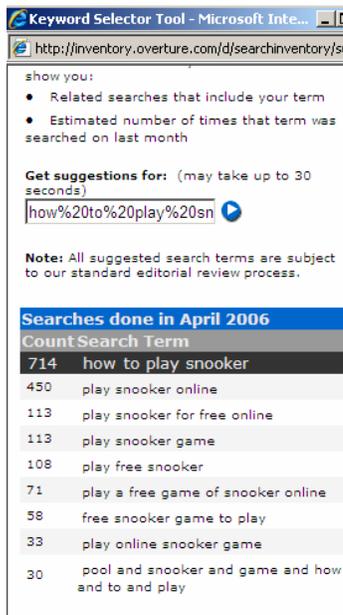
Remember: Don't be too wide, but don't be too specific.

Now, to find out if there is a niche market out there for you to sell your e-Book on, you will need to go to www.overture.com, click on "visit the resource Center" then on "keyword selector tool" under the "Tools" column. A small window will pop-up, with a search box.



I have entered the words “How to play snooker” and now the keyword selector tool will find out how many times that was typed last month, into the search engine. The following came up when I clicked the button:

This shows that 714 people have typed “How to play snooker” into the search box.

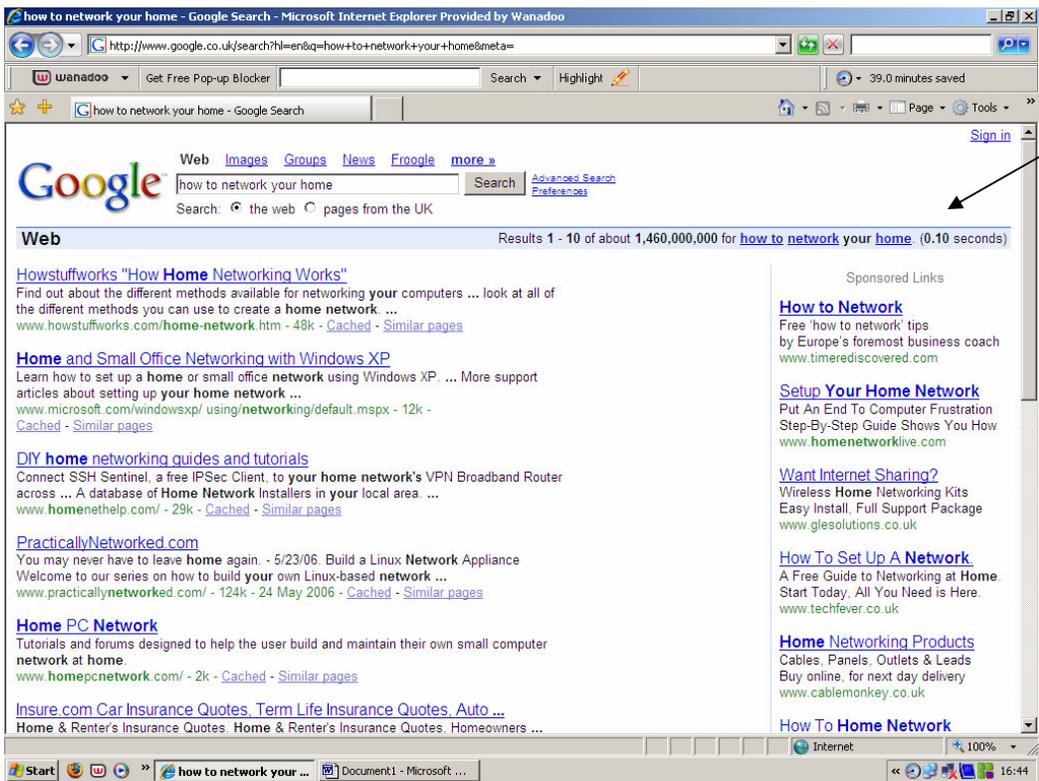


A profitable niche market must have more than about 1000 searches per month approximately, although more is preferable. The best niche market has the

largest number of searches, with the least number of other e-Books selling in competition with yours.

Now go into [Google](http://www.google.com) and type in each one of your

problem-solving phrases. On the left of the screenshot below, are the most relevant web sites for the phrase “How to network your home”, and you will also notice on the left of the page below, some other web sites. These are paid Google advertisements. If there are any in your search, visit their web sites and see if there are any e-books selling on your topic.



Here are some Google ads that I found when I typed “How to network your home”, into Google.

See if there are any relevant Google ads, selling e-books, appearing when you have typed your problem solving statement into Google. If there are, then there is probably a profitable niche market for you to sell your e-book in.

A few points of advice:

- I do not recommend that you make your first e-book on making money online or anything similar because the market is very competitive and these web sites pay a lot of money per click, compared with other industries. Another large e-book market that I would not recommend you produce your first e-Book in is the weight loss industry. Your first should be on something you already know a lot about.
- Be careful that there are not already free e-Books on your chosen subject – to find out, search Google’s first couple of pages under your chosen subject or visit www.ebooks.com and search their database of free e-Books on your chosen subject.
- You can pay www.wordtracker.com to find out what keywords are typed into Google. This does cost, but if you want a precise list of such information, this is a great way of finding it out. You should want approximately 500 searches for your keyword a day or more, depending on the niche market. It will also suggest other relevant keywords for you.
- You should spend several days working on this – it can’t be done in just 5 minutes. Let the market decide what is best for you, after all, you will be selling to meet the needs of the market.

To move onto step 2, you must have found the following things:

1. A Google ad that leads to web site selling an

- e-Book on your topic.
2. The problem solving statement that you typed into Google must have over 1000 searches per month, according to the Overture keyword selector tool such as “Playing the piano”
 3. Narrowed that phrase down to be as precise as possible e.g. “Learn how to play the piano” etc.
 4. Written that phrase here:

 5. Printed out 3 Google ads that sell an e-Book on your topic and also 3 of the web sites that those Google ads take you to. The e-Books must be selling for at least \$20 or more.
 6. How many searches for that phrase were there on Overture last month? _____
 7. The actual price that the e-Books were selling for:

Make sure that you have done this correctly, it may take a while but I urge you to spend enough time on it and get it properly done, or otherwise, your entire project will become much harder and the earning potential of your e-Book could be significantly reduced.

Make hundreds online, step 2 – creating your e-Book

If you're like me, then you will have found that part the

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