

Classified Marketing Tactics: Advertising Free eBooks



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Classified Marketing Tactics

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This can be a great way to drive traffic to your site, make affiliate sales or build your reputation as an Internet Marketer. This no-fluff, all meat report will show you some ways to put the power of writing free eBook reports to work for you and help build your Internet business.

How do I write a free report?

Even if you're a newbie marketer, it's still very simple to write a report. I would personally use a word document or a notepad file to write your report with.

If writing comes natural to you, this is an advantage! It should be no problem for you to put your ideas into words. If you are not gifted in that area, you should spend time subscribing to other marketers free reports and studying them to get a feel for how to write a report.

What do I write it about?

There are too many topics to discuss here! Again, if you are a newbie, I would start with something that you're already knowledgeable about. Hobbies, passions, professions, etc... is a good start if you are not an experienced marketer. This is exactly how I started when I created my first product. Luckily that first product was very successful and got me very excited! I knew at that point I would never look back and do everything in my power to make Internet Marketing my full time profession.

Affiliate Programs- If you are focusing on affiliate marketing, writing a free report can be a great pre-sell letter that warms up your visitor for the real offer to buy the product.

You can also write a free report related to the topic of the affiliate program and include links throughout the report, where the reader can click to buy the product.

Try not to make the report a “blatant advertisement” for the affiliate program you are promoting. Instead take a “neutral” point of view or even from a “critics” standpoint.

I personally like to write an informative report and give plenty of reasons why the affiliate program I’m promoting is needed. Of course, it’s a great idea to use the product yourself. Believing in the product really helps your sales.

Let’s say you are an affiliate for software that is used to uncover hot niches. You could write a free report that shows the steps to uncovering niche markets. Part of that procedure is using the niche software right? Then you can include several hyperlinks in your report recommending the niche software, since you have had good success with it.

Another angle would be to do a “case study” for a niche that you are making money with. You could write a report outlining how you created your niche site and what tools and software you used along the way to help make it successful.

Case studies make for a very powerful free report!

I don't want to spend a lot of time talking about how or what to write an eBook report about. This is really about advertising. So let's talk about some ways you can advertise your free report to help generate more sales for you.

With that said, here are some low cost or no cost ways to advertise your free report.

Forums- This is a great way to get your free report out to the masses. The two forums I visit everyday are the [Warrior Forum](#) and the [Digital Point Forum](#)

Both of these forums have a section where you can post your links to your free eBooks. Keep in mind that you cannot send your visitors to a squeeze page, you must send them directly to your eBook download. You can learn more about forums in the "Forum Profit Strategies" report.

Download sites- Download sites are another great way to get your free eBook report on the net and start getting traffic to your site or promote your favorite affiliate programs.

Here are some sites I have used with good success. Of course you may know some other sites as well, which just gives you an extra advantage!

[Download.com-](#) There are literally millions of people downloading freeware, shareware, etc... from this website. There are 3 different

options you can choose when submitting your product to Download.com.

1. **Free submission-** This is the first option you have if you want to download your free report. The pros to free submission is obvious....IT'S FREE! The downside is it takes 15 days for your report to get reviewed and published. Also, you can't find your product by doing a keyword search.

To download your free report, go to <http://www.upload.com> and sign up for an account, which is free to do. Simply click on the new users button and sign up. Once you are signed up, simply log in and click on the "add new product" button.

You will then be asked to fill in the name of your product, the description, the download url and any artwork you would like to upload. Then you submit your report for review.

Tip: Make sure that your report is in a zip file and your download url looks like this: <http://www.yoursite.com/report.zip>

If you don't have your report in a zip file, you will get an email from upload.com saying you need to correct the problem. Then once you re-submit your report, it will take another 15 days to process, so do it right the first time.

2. **Standard Paid Submission-** If you choose this option, the only real benefit is your submission is processed in 5 business days instead of 15 days. The cost is \$9 per month.

3. **Premium Paid Submission-** This listing option gives you a directory listing. You can also find your product by a keyword search for up to 5 keywords that you choose. Cost is \$99 per month. If you can afford it, I would suggest to choose this option.

This will make it easier for other people to find your book when they do a search. Worst case, you lose \$99 if it doesn't work out, but it will bring more traffic than not using this option.

Here is a chart for all the submission listings and what you get with each package.

Listing Packages

Whether you are looking for cost-efficiency and no-frills product promotion or a fully integrated end-to-end e-commerce solution, Upload.com offers a variety of services to address your business needs. With three uniquely designed listing packages to choose from, Upload.com provides you with single-submission access to over 38 million customers* through our [promotional network](#).

FEATURES	PREMIUM	BASIC	FREE
Directory Listing	included	included	included
Free HTTP File Hosting	included	included	included
Free Product Modifications	included	included	included
Processing Time**	1-day	5-day**	15-day**
Merchant Services Revshare	8%	10%	12%
Buy Now Links	Level 1	Level 2	Level 3
Customer Support	1-day	3-day	5-day
Download Reporting	included	included	
Reporting Center	included	limited access	preview only
Customer Registration Services	included		
Keyword Promotion	included		
Cost	\$99/mo	\$9/mo**	Free
	\$949/yr	\$79/yr**	

eBook Submission Sites- Free eBook submission sites can be a good way to get some extra traffic for your website that you are promoting, affiliate programs, etc...

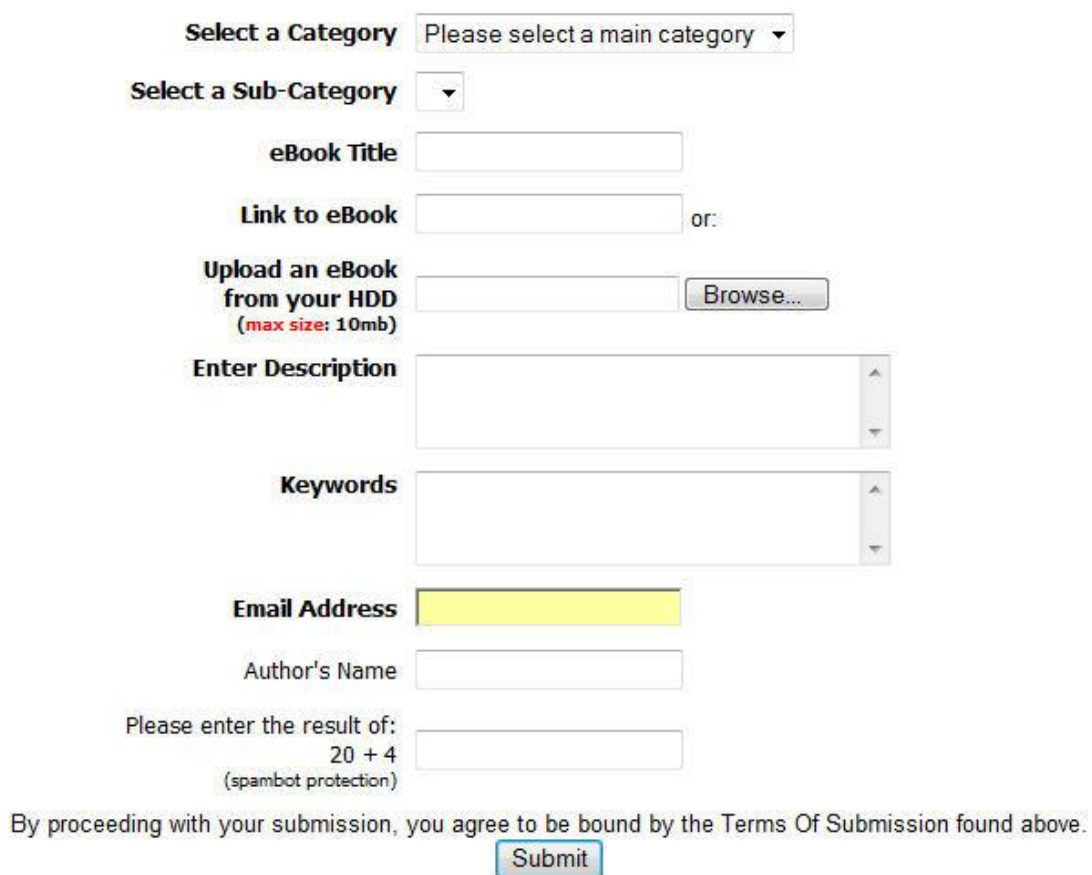
The best way to find these sites is just to Google the term: "free eBook submission" or "free eBook submissions" and it will bring up a good list for you to start on. Here are two sites that I use for my submissions:

1. [Free-eBooks.net](#)- It's super simple to submit to this site. You don't even need an account to do it. Simply click on the "submit e-book" tab at the top of the page.

Make sure you read the terms and conditions before you download your report or eBook. Also, it's a good idea to upload your book or report in a zip file format for quicker submissions and approval.

Keep in mind that they file the books in alphabetical order, so you may want to start the name of your book with the letter "A" when you can. For instance "A Report On Internet Marketing".

Here's the submission form:



The submission form contains the following fields and elements:

- Select a Category:** A dropdown menu with the text "Please select a main category" and a downward arrow.
- Select a Sub-Category:** A dropdown menu with a downward arrow.
- eBook Title:** A text input field.
- Link to eBook:** A text input field followed by the text "or:".
- Upload an eBook from your HDD:** A text input field followed by a "Browse..." button. Below this is the text "(max size: 10mb)".
- Enter Description:** A large text area with upward and downward arrows on the right side.
- Keywords:** A text input field with upward and downward arrows on the right side.
- Email Address:** A text input field highlighted in yellow.
- Author's Name:** A text input field.
- Spam Protection:** A section titled "Please enter the result of:" followed by the math problem "20 + 4" and a text input field. Below this is the text "(spambot protection)".
- Terms and Conditions:** A line of text stating "By proceeding with your submission, you agree to be bound by the Terms Of Submission found above."
- Submit Button:** A blue button with the text "Submit".

It's a good idea to browse the categories on the left hand side of the page to find the best fit for your book. Don't pick a category that's too

obscure because you will see less traffic. On the other hand, the traffic you do get may be more qualified, so you could try both with two different reports to see what works the best.

For info products, the marketing category seems to be best. The form is pretty self explanatory, but if you have any questions, you can email the site directly.

2. [Jogena.com](http://www.jogena.com)- To submit your report or eBook to this site, go to this address: <http://www.jogena.com/eBookdir/eBookform.htm>

For Jogena, you must include their link on your site for the submission to work or you can pay a 1 time \$9 fee and have it submitted automatically without having to put their link on your site.

The only thing to keep in mind when submitting to this site is you cannot link directly to your eBook. You must create a page where the book can be downloaded.

Important note: You cannot link to a squeeze page for any of the submission sites talked about in this report. This will only delay your submission or may get you banned from the site.

Thank you for reading this report! I hope this helps you on your journey to Internet Marketing success and hopefully it has sparked some new ideas for you to implement with your own reports and websites! Thanks!