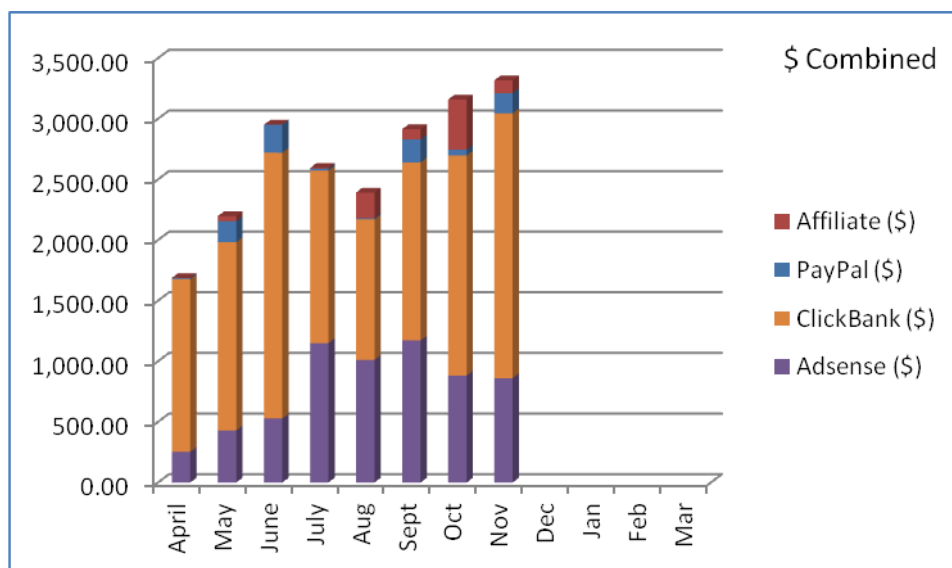

How I Make Over \$2,000 Every Month Just by **Giving Away** a Free eBook that People **Love!**

Or, More Importantly: How You Can **Make Money** by giving away a Free Book that Your Prospects will Absolutely **Love!**



Here's my Current Online Income – Let's Talk!

Will Edwards

White Dove Books

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just click the following link: [Download Report](#)**

What Sir Isaac Newton Didn't Know About Gravity

Lurking deep within the Clickbank Marketplace there is a product that will make you money just by giving away a free book. The people on your list will love the book and the product will fit in **perfectly** with what you are already doing.

You know, the Internet Marketing world is awash with people trying to tell you all about their secrets that are not really secrets at all, so I don't want to tell you that this is a secret. However, I do feel like it is something of a secret because, as you can see from the screenshot below, only about 5 people presently know about it ...

The screenshot shows the Clickbank Marketplace interface. At the top, the word "Marketplace" is in large red letters, with the tagline "Choose from thousands of great products to promote" below it. To the right is a search bar with "dovebooks" entered. Below the search bar, there's a "Results" header in a green bar, with "Marketplace Help" to its right. Underneath, it says "Displaying results 1-1 out of 1 (pg. 1 of 1)" and "Results per page: 10". There's a "Sort results by:" dropdown menu set to "Keyword Relevance".

The main product listing is for "The Deepest Desire Of Your Heart". The description reads: "The Power To Change Your Life Beyond Recognition Is Already Within You Right Now. All You Really Need To Know Is How To Use It! So, Are You Ready To Completely Transform Your Life?". To the right of the description, it shows "Avg \$/sale: \$7.62" and a green "Promote" button. Below the description, it says "Only 5 People Know!" in large red text. At the bottom of the listing, there are statistics: "Stats: Initial \$/sale: \$7.62 | Avg %/sale: 50.0% | Avg Rebill Total: \$0.00 | Avg %/rebill: 0.0% | Grav: 5.44" and "Cat: Self-Help : Success". A red arrow points from the "Grav: 5.44" to the "Only 5 People Know!" text.

On the left side of the screenshot, there's a sidebar with a "Make More Money." banner, a "Featured Marketplace" box, and a "Click Here" button. Below that are "Resources" and "Filters" sections.

Before we go any further, we should talk a little about what the ClickBank gravity statistic means.

There are many people who will tell you that high gravity means the product is selling well and suggest that you should use it as part of your selection criteria for finding converting products. There is a problem with that.

The gravity figure represents the number of affiliates that have made a sale within the last 2 weeks, that's true. But that figure does not tell

you how many sales they have made, so you could have a low gravity product making far more sales than a high gravity product.

Here's an example:

Product #1: Promoted by 3 affiliates who each make 100 sales per month – Gravity 3

Product #2: Promoted by 100 affiliates who each make 3 sales per month – Gravity 100

In the above example, you can see that each product would have sold exactly the same number of units, so it shows how misleading the gravity stat can be and it highlights why it is a fallacy to use it as your selection criteria for selecting winning products.

In fact, because within the Making Money niche, so many affiliates routinely purchase products via their own affiliate links, the myth is self-perpetuating. A high gravity figure attracts the attention of other affiliates for the reasons we discussed above. Some of them purchase through their own links, the gravity figure increases and that continues to feed the cycle.

So the first thing to be aware of when selecting a product to promote is to not pay too much attention to the gravity figure. Personally, I don't think there is anything wrong with a high gravity figure per se, but you must be aware that it does not really tell you anything about how well the product is actually selling.

We touched on a second problem in choosing what product to promote when we mentioned the Making Money niche. There is no question that this is a hot niche full of people who are ready and willing to whip out their wallets to purchase the right products. That is the very reason that so many people are trying to promote them to their lists. So what is the problem?

The problem is the combination of trying to promote a Make Money product via ClickBank as an affiliate. If you are trying to do this, then the odds are stacked against you. Why? Because even if you manage to convince someone that your recommendation is good, the chances are high that you will still lose the sale because the vast majority of your target market will already be ClickBank affiliates themselves and we know what will happen to most of those sales don't we?

Most of those people, when ready to buy, will simply replace your affiliate link with their own and so who gets the commission? Well, in a sense, nobody. What happens is that your prospect gets to buy your recommended product at a nice discount. The vendor still makes a sale so (s)he is happy, the person you referred is happy, the only person *not* happy is you because you made nothing. One answer to this second problem is, of course, to avoid the Make Money niche if you promote ClickBank products as an affiliate.

Of course, there are people who do make money from targeting the Make Money niche as we all know. This is certainly possible provided you get your approach worked out. You could sell your own products for example or you could avoid ClickBank altogether or you could target newbies who have not yet figured out how to substitute their own affiliate links before purchase. All of these are valid options that can yield very good returns.

However, a third problem, if you are promoting products to the Make Money niche is that of saturation. There should be very few ways of helping them make their fortune that you can recommend to your list. Why? It is a matter of your own credibility. If you keep bombarding them with the latest, greatest offers, they will eventually become desensitised to your offers, will not buy from you and will probably unsubscribe from your list. All your hard work in capturing the prospect into your sales funnel then goes right down the tubes.

The answer to this third problem is firstly, to ensure that you only recommend quality products that you can really stand behind; remember it's your own reputation that is on the line if the product is

duff. Secondly, the array of products you choose to promote should complement each other rather than compete. If you do these two things well (recommend only products you can personally endorse and ensure that all recommendations complement each other), your list will come to trust your recommendations and the result is that you will make more sales,

Now, of course, I am a ClickBank vendor myself and I would like to suggest to you that my own product *The Deepest Desire of Your Heart* can help you with these problems. Firstly, we have a product that converts very well, secondly, it has much broader appeal than the Make Money niche and thirdly, it can complement your existing recommendation perfectly because you won't have a product in your existing portfolio of recommendations that is quite like it and yet, it is something that your prospects do actually need.

Let me show you ...

Why You Will Want to Promote This Offer

Now, I know that you will have seen many fake ClickBank screenshots in your Internet Marketing career so far, even if you think you have not. ClickBank are at present cleaning up their act by insisting that vendors do not make claims that cannot be validated. They seemed much less worried about such things in the past. The problem is that these screenshots, as enticing as they may well be are also extremely easy to fake.

So, it can be very difficult for an honest vendor to provide authentic proof of earnings without being accused of using fake screenshots. That said, I am going to show you the inside of my ClickBank account ...

Paychecks											
Sum of 2011 Paychecks: \$22,761.80											
Sum of 2010 Paychecks: \$14,162.56											
100 items found, displaying 1 to 25. [First/Prev] 1,2,3,4 [Next/Last]											
Print	Period Ending	Balance Forward	Credits	Debits	Release	Allowance	Payment Net Balance	Status	Date Sent	Payment Method	CSV
W	2011-11-30	\$462.35	\$808.87	(\$2.50)	\$116.48	\$138.77	\$1,246.43	PAID	2011-12-14	Direct Deposit	
W	2011-11-23	\$175.74	\$286.61	\$0.00	\$0.00	\$0.00	\$462.35	THRESHOLD	-	-	
W	2011-11-16	\$0.00	\$175.74	\$0.00	\$0.00	\$0.00	\$175.74	THRESHOLD	-	-	
W	2011-11-09	\$683.79	\$892.92	(\$10.75)	\$103.33	\$167.18	\$1,502.11	PAID	2011-11-23	Direct Deposit	
W	2011-11-02	\$428.76	\$281.78	(\$26.75)	\$0.00	\$0.00	\$683.79	THRESHOLD	-	-	
W	2011-10-26	\$265.26	\$163.50	\$0.00	\$0.00	\$0.00	\$428.76	THRESHOLD	-	-	
W	2011-10-19	\$0.00	\$273.48	(\$8.22)	\$0.00	\$0.00	\$265.26	THRESHOLD	-	-	
W	2011-10-12	\$511.88	\$700.03	(\$10.75)	\$118.79	\$132.25	\$1,187.70	PAID	2011-10-26	Direct Deposit	
W	2011-10-05	\$0.00	\$511.88	\$0.00	\$0.00	\$0.00	\$511.88	THRESHOLD	-	-	
W	2011-09-28	\$554.66	\$658.19	(\$2.50)	\$0.00	\$121.29	\$1,089.06	PAID	2011-10-13	Direct Deposit	
W	2011-09-21	\$314.15	\$86.78	\$0.00	\$153.73	\$0.00	\$554.66	THRESHOLD	-	-	
W	2011-09-14	\$0.00	\$314.15	\$0.00	\$0.00	\$0.00	\$314.15	THRESHOLD	-	-	
W	2011-09-07	\$803.91	\$360.88	(\$2.50)	\$0.00	\$16.40	\$1,045.81	PAID	2011-09-21	Direct Deposit	
W	2011-08-31	\$112.78	\$543.22	\$0.00	\$147.91	\$0.00	\$803.91	THRESHOLD	-	-	
W	2011-08-24	\$0.00	\$127.50	(\$14.72)	\$0.00	\$0.00	\$112.78	THRESHOLD	-	-	
W	2011-08-17	\$916.91	\$116.38	(\$2.50)	\$0.00	\$0.00	\$927.46	PAID	2011-08-31	Direct Deposit	
W	2011-08-10	\$522.27	\$264.04	\$0.00	\$130.60	\$0.00	\$916.91	THRESHOLD	-	-	
W	2011-08-03	\$292.29	\$229.98	\$0.00	\$0.00	\$0.00	\$522.27	THRESHOLD	-	-	
W	2011-07-27	\$0.00	\$292.29	\$0.00	\$0.00	\$0.00	\$292.29	THRESHOLD	-	-	
W	2011-07-20	\$906.64	\$154.37	(\$2.50)	\$126.93	\$16.79	\$1,066.65	PAID	2011-08-03	Direct Deposit	
W	2011-07-13	\$595.92	\$343.94	(\$33.22)	\$0.00	\$0.00	\$906.64	THRESHOLD	-	-	
W	2011-07-06	\$0.00	\$595.92	\$0.00	\$0.00	\$0.00	\$595.92	THRESHOLD	-	-	
W	2011-06-29	\$937.06	\$483.91	(\$2.50)	\$116.32	\$53.73	\$1,381.06	PAID	2011-07-13	Direct Deposit	
W	2011-06-22	\$710.57	\$226.49	\$0.00	\$0.00	\$0.00	\$937.06	THRESHOLD	-	-	
W	2011-06-15	\$0.00	\$609.43	\$0.00	\$101.14	\$0.00	\$710.57	THRESHOLD	-	-	

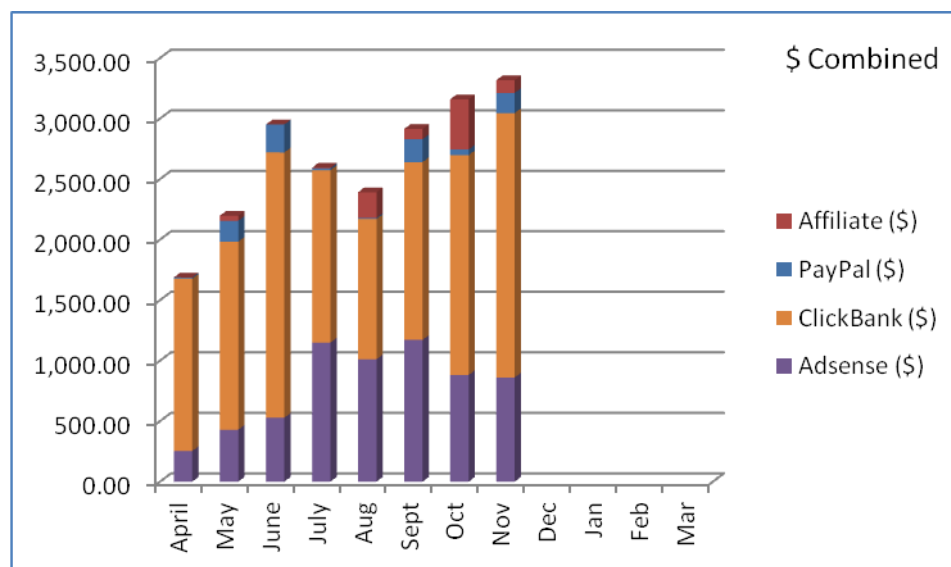
Now, if you have ever had any dealings with me, you will know that I will not lie to you. The above shot is taken from my ClickBank account today (7th Dec 2011). I understand if you are sceptical. It is not a bad thing these days with so many people employing underhand tactics. Other than tell you that the above is my actual earnings from sales of my own product via ClickBank and that you have my

permission to contact ClickBank and ask them to verify those figures if you wish, I can do no more.

You can see that last year I earned just over \$1K per month and this year I am earning just over \$2K per month from sales of my own product. Now, you remember that the above ClickBank screenshot shows that I have about 5 affiliates who made sales within the last two weeks. Well, let me tell you that the vast majority of my sales, in fact, come directly from my own efforts and not through affiliate sales at all.

The truth is that I have not yet managed to wake people up to this excellent opportunity we have created to make money. That's why I decided to write this report and yes, that's why I thought about calling this a secret.

Recently, I decided to pack in the day job and become a full-time Internet Marketer. Here is a shot of my current earnings, taken from my accounts spreadsheet. It shows all four of my income streams:



You can see that the largest income stream is from sales of my own product with AdSense coming second and then I have two smaller income streams that pay me affiliate income. So you see, I know what it is like to be an affiliate. You can see from that graph how poor my own affiliate income is in comparison to sales of my own product.

A Quality Product With Broad Appeal

Now this may go a little against other advice you have heard in the past. You have probably been schooled to think in terms of very narrow niches and possibly even micro-niches and there is nothing wrong with that approach at all. However, whatever your niche, there are only a certain number of complementary products you can recommend with credibility.

As mentioned above, you cannot keep promoting the next make money product without desensitising your audience and, in fact, the same thing applies to any niche. So any additional products you choose to get behind in your promotion efforts need to fit in well with your existing promotions and yet, at the same time, be sufficiently dissimilar for it to warrant your recommendation. That's where our product can really help you to score.

Our program addresses a deep, universal desire that is common to all human beings. Abraham Maslow called it *Self Actualisation* and we call it *The Deepest Desire of Your Heart*. The program is about how to achieve success in life by identifying your Life Purpose and then organising your mission around achieving it.

If you happen to be promoting Make Money type products, it fits in well because dealing with subjects such as mindset, goal-setting and time management, it addresses many of the basic underlying skills necessary to achieve success. If you are targeting other niches, again this product fits in very well because we all have a need to set goals and understand how to manage our time and that's why you can promote this product to your list, with credibility.

Quite simply, there is no one for whom this product will not have some appeal. Quite a statement, I know, but it is true because we are all fundamentally pursuing happiness and we absolutely need to know, firstly, what will bring us that happiness and secondly, how to go about turning our desires into reality. This program can not only

truly help your existing prospects, but those people already on your list will be thinking about these things very soon.

With New Year just around the corner, pretty much everyone on your list is going to be thinking about New Year's resolutions. This is the ideal time and your ideal opportunity to promote our product to your list because you can help all of those people who will be quite naturally thinking about the year ahead and their own goals, whether they are financial, personal, professional, academic, sporting, health-related, dietary or whatever.

Now this broad approach is not something that you generally see proposed, I know. Of course, if you have a list that is related to self improvement, so much the better. But nevertheless, the people on your list will be thinking about their goals, whatever they are, and they will be ready and willing to purchase a quality product that can really help them.

That naturally brings up the subject of quality and I want you to know that our program is a quality offering; it is not something that has been knocked together. You will be pleased to know that our refund rate is almost zero. Yes, that's right. It is not quite zero because there are always some people who just take advantage of the 100% guarantee to get a product for free, but nevertheless, we have an extremely low refund rate. Why? Because of the quality of the product.

You should know that I have been teaching these methods in my workshop events for the past ten years, so the book is good quality information and it is delivered in both PDF and MP3 formats and the audio transcript is a professional quality recording. In addition, the 4tm spreadsheet, which is a part of the program, was specially written by me and is not available anywhere else. This tool is an integral part of the program that enables people to make important behavioural change. Thirdly, the bonuses are all good quality products in their own right and each is, individually, worth more than the asking price.

As for the asking price, we have a unique proposition for your prospect. All they need do is make a donation. They can donate anything between \$10 and \$90 and you get to keep 75% of whatever they choose to donate (after the normal ClickBank fees). Let me tell you that most people donate \$10, but a significant number donate \$20 and the highest donation we have so far received is \$50 and everyone is very happy with their purchase. You are happy because you are promoting a product that converts and rewards you very well and your prospect is happy because they get a top-quality offering that can really help them to achieve their goals, at an incredibly good price.

There are no gimmicks on the sales page; just a great offer at a very good price. The free ebook download is right there on the sales page and it is a very nice read for your prospects. They don't have to sign-up for anything to get the book. It is a completely free download. The book contains only one link. It is a link back to the sales page. Using this method enables us to pre-sell your visitor without capturing their details. When they subsequently return to the sales page via the link in the book, you get properly credited for the referral.

Again this is a very unusual tactic but we want to help you to get the sale and make commission without you worrying about what might happen if they were to enter their details into an autoresponder. You can simply refer people to the sales page for the free download. They will love the free book and so you will be seen as doing them a favour whether or not they decide to purchase. However the free book pre-sells the program very effectively.

Take a look at the sales page for yourself. It's here ...

[The Deepest Desire of Your Heart](#)

Download the free book for yourself and you will see it is an excellent little book.

Examine the sales copy too and you will see that it is expertly written to convert your prospects into donations and in the process, generate

commissions for you. There is no hype, there are no gimmicks, there is nothing fake about the offer. It is just a high quality product that you will be proud to recommend to your list and it will certainly fit in with what you are already doing.

How much money you make will depend on many factors including your ability to capture email addresses and the amount of trust you are able to build with those people. In this report I have provided you with details of my own income and I certainly don't claim to be any kind of guru. My income is generated from approximately 40 double opt-in subscribers per day; that stat might help you to make your own projections of what may be possible for you.

So I hope you feel that our program is something that you would like to promote. If you have any questions regarding the program, please [contact me](#) and I will personally respond.

If you think our program is something you would like to try and you are ready to take the next step, here's how you can promote it ...

How You Make Money

To promote our products, you need to obtain a ClickBank nickname. This is very easy to do and it will ensure you receive your cheques automatically through the mail! If you don't already have a ClickBank nickname, get one [here](#) (it's free).

Once you are signed-up with ClickBank, you will receive your own 'nickname' which is a referral code that is unique to you. You then use your 'nickname' by inserting it into a url so that your referrals are properly tracked and you earn commission. When someone clicks through your referral link, you get credit when that person donates.

All you need to do is send people here ...

<http://www.whitedovebooks.co.uk/special/desire.htm#nickname>

N.B. You should replace the text 'nickname' with the nickname you chose when you setup your ClickBank account.

For example, if your ClickBank nickname was 'tomhanks', then your referral link would be:

<http://www.whitedovebooks.co.uk/special/desire.htm#tomhanks>

Just like that.

As you will see from the sales page, the people you refer simply make a donation in return for access to our product and you get 75% of whatever they decide to donate (after ClickBank fees). There are no sales gimmicks or leaks on that page; just a good, solid offer that represents excellent value for money to your prospect.

You can test your affiliate link by opening a new window and copying the referral url into the browser. It automatically 'cookies' the

visitor and removes your link from the browser window. This helps to prevent other people from stealing your affiliate commission.

To check that the referral is working, go to the sales page and click the donate button. You will be taken to the ClickBank Order Page. Scroll right to the very bottom and there, in small type you will see the text:

[affiliate = Your Nickname]

You should check that the page is showing your nickname. This shows that your account would be properly credited with the sale. You can then just hit the browser back button to back out of the transaction. The ClickBank cookie lasts for 60 days so if your prospect returns to that sales page later, you will still get credited.

On the sales page, you will see the free download of my book *The 7 Keys to Success* (about half way down). As I mentioned, this book gently pre-sells *The Deepest Desire of Your Heart* program and it contains only one link. That link brings the prospect back to the sales page. Because the visitor will have been 'cookied', the download link will still credit your account until the cookie expires. Again you can check it out using the above procedure.

When you refer people to the sales page, you can simply tell people about the free gift. It is an excellent way of getting them into the sales process without the necessity of me capturing their name and email address. We did this specifically because some affiliates did not like the idea of referring prospects and having their details captured on the sales page. So this new approach is our method of getting people back to the sales page after they have left.

To check your referrals and commissions, all you need do is login to your ClickBank account [here](#). You can see how much you've earned right there on the Home Page of your account and there are lots of options on the Reporting Tab. You'll find the analysis to be pretty comprehensive.

Ideally, you should build your own list of prospects by collecting names and email addresses from your website. You can then send them a simple email making a recommendation. We are not talking about spamming people here. We are talking about providing useful information interspersed with quality product recommendations and this is what separates the winners from the losers in affiliate marketing.

When you have gained the trust of the people on your list, they will be far more inclined to take a look at your recommendations and, guess what? Some of them will buy - see it's not difficult. Just concentrate on providing useful information to your prospects and occasionally drop in your recommendations.

To help you, we have a wealth of good quality articles, written by me, that you can use. You can use any of my articles published at the eZinearticles site [here](#). You can use these articles in your Newsletters, Blog posts, website and so on. Just introduce the article as a guest post or guest article by me, then edit the link at the end so that it contains your own ClickBank referral link.

You can contact me [here](#) anytime. Please feel free to contact me with queries, questions, comments, suggestions etc.

I look forward to working with you to our mutual benefit.



Will Edwards
White Dove Books

About the Author



Will Edwards is the founder of White Dove Books - one of the internet's leading websites for Self Improvement and Personal Development.

A graduate of the University of Birmingham in the UK, he also develops and teaches Personal Development courses & workshops and he is a published author.

The Deepest Desire of Your Heart

by Will Edwards

Find and Fulfil Your Unique Purpose in Life

Using the exact methods taught in our program, very many people are already producing amazing results in their lives; and so can you.

Our outstanding program represents the culmination of many years of research into the application of the principles of success; and everything you need to accomplish the most amazing transformation of your life is included.

- Discover Your Unique Calling
- Stay On-Track to Achieve Your Mission
- Overcoming Obstacles
- Getting from Theory to Making it Happen
- Professional Tips and Exercises
- Identify Your Most Important Activities
- Complete System to Optimize Tim
- How to Ensure You Achieve Your Goals



[Click Here for More Details](#)

About White Dove Books

White Dove Books was founded by Will Edwards, in 2003 primarily as an outlet for his writing. Within its first three years, it became recognised as one of the internet's leading Personal Development sites; breaking into the top 100,000 sites on the internet for the first time, according to Alexa's rankings at the end of 2005.

The INSPIRATION newsletter, published by White Dove Books, was started in 2005 as a way of providing useful information including tips and techniques for living life to the full, interesting articles and free inspirational ebooks to our visitors.

In 2006, we were granted permission by the talented artist Rameer Tawasil to use his design as our logo. Although we now have a new specially designed logo, we continue to fully support Rameer's world-wide campaign for peace.

Today White Dove Books works in partnership with many authors and on-line publishers of inspirational material to provide a quality on-line service that serves thousands of people in dozens of countries across the world.

Our mission is to help people to develop their own unique talents, abilities and passion in order that they may lead more meaningful, joyful and fulfilled lives



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