AutoPilot Income Streams

How to Create 100% Automated Income That Flows in 24/7 on Remote Control
Become a "Passive Income Affiliate" And Let Jimmy D. Brown Generate Commissions For You!

Sign up free at www.InfoProfitShare.com

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“5 STEPS TO A BIG-PROFIT, S.M.A.L.L.™ REPORT BUSINESS” at

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Introduction

Let's be real honest here.

The idea of "automated" income sounds really good.

But, is it really possible?

The answer -- much to your satisfaction and success -- is a resounding, undeniably, without question "YES."

It's a "YES" that screams at the top of its lungs and awaits to be proclaimed from the rooftops of the houses in your neighborhood.

"YES, automated income IS possible!!!!"

OK, so I'm being a bit melodramatic here.

But, don't let my melodrama diminish the fact that automated income really is a possibility.

And, it's also very practically obtained. No complicated formulas to follow. No geometric theorems and postulates for your high school math teacher to leave you guessing over.

Just simple steps.

That's why I'm here. To explain everything your math teacher left out. To walk you through each step of the process for really setting your income streams on "autopilot" and letting the system take over from there.

And we're going to do it by creating an eCourse, also known as a mini-course.

------------Sidebar------------
Throughout this manual I will be using the terms "mini-course" and "eCourse" interchangeably. When you see either term, it is referring to the same thing.

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An eCourse? Why would I want one?

Good question. Before we launch into the actual process of creating an eCourse, I want to share some REAL results with you, just to let you see how powerful and profitable eCourses can be.

Jimmy D. Brown of www.123WebMarketing.com has shared that his eCourses brought in over 10,000 new subscribers in one year (and this was a few years ago).

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 he has 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.

Many of the "gurus" of online marketing are beginning to follow this lead. These eCourse are so powerful and profitable that more and more people are beginning to take notice.

And so, it's time you take notice as well.

And your eCourse can be setup to fully operate by itself without any additional work or effort on your part...

The great thing about these eCourses, in addition to the incredible results they produce, is the fact that they are basically 100% automated.

Once you write your eCourse, load it to your autoresponder and begin giving it away, you do nothing else. The system takes care of itself.

And the profits automatically roll in 24/7.

I love eCourses. I love them because they are highly effective at converting subscribers into customers. They provide great content and offers, and they automatically followup on a regular basis. It's a formula for success.

Now you can put together a minicourse using other folks content. In many cases, people who have written articles will be glad to allow you to reprint their material in an eCourse as long as you include their resource box with the article, so they can get some free advertising. Of course, you want to obtain permission before you begin distributing their material. (Or go to places like www.FreeAffiliateArticles.com to find people who have already given permission.)

But, there's a better way of doing things that's even more effective and more profitable...

That's an easy way to do it, but it's not the best way. The best way is to write your own eCourse. And there are two reasons why I believe this.

First, it creates an EXCLUSIVE minicourse that can only be obtained through you. By using other folk’s material, the content might be readily available at dozens or even hundreds of other sources. In other words, the reader can get it elsewhere. But, if you create your own exclusive eCourse, they must get it from you.
Secondly, it creates an OPPORTUNITY for you to earn more. Because it is exclusively yours, you can sell it with reprint rights or master rights or customization rights. That's not always an option when you use other folks material -- they tend to want the material given away and not sold.

Now, the average person finds the idea of writing their own exclusive minicourse to be a bit daunting. For many, it sounds like something that they are incapable of doing. We're going to change that right now.

In the remainder of this manual, I'm going to walk you through my 3-step system for developing your own wildly profitable eCourse.

If you're ready to begin, I'm ready.

Let's do it...

If you don't want to write your own ecourse, check out www.EasyPLR.com/special where you'll find ecourses with PLR rights.

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**The web's only Passive Profit Generation System!**

For all the details on a BRAND NEW system that "automatically" generates profits for you as you GIVE AWAY special eBooks, [Click Here](#).

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**Step 01...Develop the CONCEPT**

The first thing we're going to do is "develop the CONCEPT" of your eCourse.

A concept is simply "a general idea" as defined at Dictionary.com. That's what we're looking at here. We need to lay the foundation of what we want to build upon in creating your eCourse.

In other words, we need a custom tailored plan, based exclusively on what you wish to accomplish with your eCourse.

That's your concept.

And we'll develop the CONCEPT by answering three simple questions...

1.1 What's your purpose? Now, when I say "what's your purpose?" you are supposed to say "To earn a profit." Right?

After all, that's what we hope to accomplish with this manual, to teach you how to earn a profit through creating and distributing an eCourse.

So, that's the purpose. But, there's a deeper question that I want answered here. And that is what's the purpose of your promotion?
And what I mean by that is this...

(a) Are you planning on promoting a single product or service throughout the eCourse with everything tightly focused on converting the subscriber into a customer for that product or service?

or

(b) Are you planning on promoting multiple products and / or services throughout the eCourse with your content designed to provide different purchase options for your readers?

It's important that you determine this up front. And the reason why is to make your content more effective.

Let me give you an example. Let's say that you are promoting an affiliate program that pays you a MONTHLY commission on any new customers referred. That's a strong incentive for you to promote it by itself, simply because you earn continued income after you bring in a new customer.

So, you might want to ONLY promote it in your eCourse without any other offers made, simply to convert more of your readers into customers that bring you in commission every month.

Think about this: the more offers in your eCourse, the less likely they'll choose your MONTHLY commission program as something they buy. I mean, if you only have chocolate ice cream available, then it's gotta be chocolate if anything at all. But, if you've got the full 50+ flavors at Baskin Robbins, how likely is it that chocolate is going to be chosen among the many options?

So, if you want a high conversion rate for one specific program, then go with ONE exclusive (or at least dominant) offer throughout your eCourse.

But, on the other hand, if your purpose is to convert your subscriber into SOME KIND of customer (and you don't have a preference as to which product or service they order), then you will want to provide multiple offers in your eCourse.

By doing this, you'll tend to have a much higher conversion rate of subscribers into customers. They may not like chocolate, but they do like the strawberry or butter pecan that you sat before them.

So, determine what your purpose is. Up front. Take some time right now and decide before you move on.

1.2 What's your product? The next thing we want to identify is the actual product(s) and / or service(s) that you are going to promote in your eCourse.

Learn this from the beginning: You should NEVER write an eCourse without knowing from the start what you are hoping to sell as an offer in the eCourse.

At least not the kind of eCourse that we're going to be talking about.

So, what are you going to promote? If it's a single product or service, then what is it? If it's multiple products and services, what are they?
STOP right now and grab a piece of paper and a pen. It's assignment time. Take a few minutes and actually write down what you want to promote in your eCourse.

If you don't know how to choose a good affiliate program, here are some places to look:

- www.FreeAffiliateArticles.com
- www.BrandableStuff.com
- www.AssociatePrograms.com

1.3 What's your project? The final question we need to answer before launching into your writing assignments for the eCourse, is “what's your project?”

We've looked at your purpose and your product, now let's example your project itself.

We'll be looking at your title and subtitle...

1.3.2 Title. You want something that catches the attention of potential subscribers. Something that makes them take a closer look.

Now, here's the easiest way that I know how to create a title that is attention-grabbing.

You take the overall theme and turn it into a title.

Let's work through some examples so you can understand the idea here...

Example A
If you're overall theme is "how to increase affiliate commissions" then here are some possible titles...

- Super Affiliate Strategies
- Get More Affiliate Commissions
- Earning More Affiliate Commissions
- Becoming a Super Affiliate
- Top Affiliate Earners
- Affiliate Marketing Explained

Example B
If you're overall theme is "generating more website traffic" then here are some possible titles...

- Get Web Traffic Fast
- Creating a Traffic Jam At Your Site
- Website Traffic Secrets
- Strategies of Successful Sites
- 7 Ways to Get More Traffic This Week
Get the idea? Basically, just take a look at what your overall theme is and create a title for your eCourse based on what it is that you are going to teach in the eCourse.

I always recommend you give your eCourse a title before you begin writing the actual lessons, and then build all of your content upon the title of the eCourse itself.

Of course, you can always retitle your eCourse after you complete it if you feel a better title is available for the content you've created.

1.3.3 Subtitle. While the title gets them to look, the subtitle gets them to subscribe.

The subtitle draws them in and makes them click the 'ol subscriber button to request your eCourse.

With the title, we looked at the overall "theme" of your eCourse. In creating a subtitle, we'll look at the overall "benefits" of your eCourse to the reader.

------------Assignment------------

So, let's do that right now. What are the benefits of reading your eCourse? When the reader has finished the eCourse, how will it have benefited them?

Grab your paper and pen and write down your five strongest benefits of reading your eCourse.

Then, you simply take your benefits and weave them into a subtitle.

Let's take a look at an example again to illustrate this point.

Example A
Here are some benefits you may have listed for your "increasing affiliate commissions" eCourse...

- How to convert more existing traffic into customers.
- How to earn more affiliate commissions.
- The best ways to promote an affiliate program
- What makes a "super affiliate" and how you can become one.
- The quickest way to see results from affiliate marketing.

Nice benefits. Any affiliate would love to read this eCourse!

So, you take your benefits and turn them into a subtitle like this...

"How to Quickly Convert More Customers, Earn More Commissions, and Become a 'Super Affiliate'!"

Excellent.

So, what do we have here...
SUPER AFFILIATE STRATEGIES
How to Quickly Convert More Customers, Earn More Commissions, And Become a Super Affiliate!

That's an eCourse that you'll be able to give away easily!!!

That's how ya do it. You look at your overall theme to develop an attention-grabbing title, and you look at your overall benefits to create a subscriber-producing subtitle that gets folks shouting "subscribe me" like a cheerleader screaming "Go team" on Homecoming.

In other words, "loudly, with a whole lot of excitement!"

And that's a subscriber just waiting to become a customer.

So, those are the preliminaries. Step one. Develop your CONCEPT. We need to know your PURPOSE, your PRODUCT(S) and YOUR PROJECT.

Settle down for a bit and gather some ideas. Set your foundation. Complete step 1 before you launch into step 2.

Develop your CONCEPT.

And then, let's move on...

If you don't want to write your own ecourse, check out www.EasyPLR.com/special for ecourses that are copy/paste ready.

The web's only Passive Profit Generation System!
For all the details on a BRAND NEW system that "automatically" generates profits for you as you GIVE AWAY special eBooks, Click Here.

Step 02...Develop the CONTENT
After developing the CONCEPT of your eCourse, it's now time to develop the CONTENT.

That is, the information you will be sharing in each day's message. I call them "lessons." After all, you are going to be teaching your subscribers.

Before I share with you some templates for each of the 7 daily lessons that you can begin using right now to build your content, I want to provide you with a layout example that you can use for the DESIGN of your daily lessons.

Here is the basic "look" of the eCourse messages that I use myself...
In Today's Lesson...

"Title of Featured Article in Today's Lesson"

THIS IS AN OPT-IN Mailing List. You are receiving these lessons because you or someone using your email address joined our mailing list. All requests are kept on file for verification. Removal instructions are at the close of this mailing.

-------------------- Today's Sponsor ------------------
Sponsor ad goes here.

--- http://www.sponsorlinkgoeshere.com

-------------------- Today's Sponsor ------------------
?Featured Article Title Goes Here? by Author's Name

Featured article goes here

--------------------
Tomorrow, we'll cover...
"Tomorrow's featured article title goes here."

Your closing goes here,
Your name goes here
Your email address goes here

--------------------
Copyright details go here
Removal instructions go here

-------------------- End Sample Template ------------------

Feel free to use and / or modify the template in any way you like with your own eCourse lessons.

That's what I've included it for. :o)
Now, on to the meat of your messages. The content. Your information. What it is that you are going to share.

What I want to do is give you a short template for a 7-day eCourse.

Basically, here's how it works. I'm going to provide you with an opening sentence template for 7 daily lessons, and you just need to fill in the blanks to complete the lesson based upon whatever theme you are building.

I'll even provide you with some ideas on how to get the content written.

Ready?

2.1 The FIRST day of your mini-course.

*If I could sum up ______________ in __________ steps, here is what they would be ______________* 

Where you see the "blanks" you just complete the blanks with whatever topic you are going to be discussing in that day's lesson.

For example "*If I could sum up doing business online in 3 steps, here is what they would be..."*

I might choose...

Step 1: Develop a product.
Step 2: Build a website.
Step 3: Promote.

So, you begin your day one lesson by opening with the above provided sentence by completing the blanked sections with whatever topic you plan on discussing in that day's lesson.

*"If I could sum up creating an ezine in 5 steps, here is what they would be..."

"*If I could sum up losing weight and getting in shape in 4 steps, here is what they would be...”

"*If I could sum up learning to play guitar in 3 steps, here is what they would be...“

"*If I could sum up restoring antique vehicles in 5 steps, here is what they would be...”*

Your opening sentence sets the stage for that day's lesson. Just insert your own topic in the template and you're ready to begin.

Next, you write supporting paragraphs for each of the three steps, which can be as little as one paragraph, but should be preferably 3-4 paragraphs per step.

I'll be sharing some ideas on writing these paragraphs throughout the templates themselves as we make our way through them together.
Sidebar

Entitle each of your lessons based on the same ideas that I shared in the SUBTITLE portion we looked at in step one.

A specific tip for creating a title for creating your lesson title for this template would be to use the opening sentence itself.

For example: If you used "If I could sum up losing weight and getting in shape in 4 steps, here is what they would be..." as your opening sentence, then a great title would be...

How to Lose Weight and Get In Shape in 4 Simple Steps You Can Begin Using Right Now!

Voila. Excellent, attention-grabbing title.

2.2 The SECOND day of your mini-course.

"One of the things that the majority of folks find most challenging about ____________ is ________________...

For example "One of the things that the majority of folks find most challenging about selling online is to generate website traffic."

Some other examples might include...

"One of the things that the majority of folks find most challenging about losing weight is to stay motivated."

"One of the things that the majority of folks find most challenging about playing guitar is to memorize where their fingers go for each chord."

"One of the things that the majority of folks find most challenging about the game of golf is to hit a good chip shot."

"One of the things that the majority of folks find most challenging about buying a new car is to make certain they get the best price."

Your lesson is then super easy to write for the day.

First, I'd briefly describe the challenge itself. Why is it so difficult? What problems do most folks face when attempting to do it? What makes it challenging?

Spend 2-3 paragraphs describing the challenge itself.

Then, suggest a solution. Yep, you've got the answers. And you're willing to share them.
So, offer some advice on how to overcome the challenge. Outline 4 or 5 tips for solving the problem. Each tip only needs to be 1 paragraph in length, but it all adds up to a great deal of content.

And, after presenting the problem and offering a solution, it's time to make a recommendation.

Here is a PERFECT opportunity to promote a product or service that further aids in overcoming the challenge. Whether it's your own product or a product that you are involved in as an affiliate, here's your chance to make an offer.

Explain how a specific product or service can help the reader in overcoming the challenge. Focus on the BENEFITS of the recommendation.

And, better still, explain how you PERSONALLY use the product or service and how it has benefited YOU. Nothing speaks louder than results. Learn that: Nothing speaks louder than results.

Share some specific facts and figures about how the recommendation has helped YOU overcome the challenge. And, if possible, provide some testimonials from other folks who have used the product or service for their benefit.

And you're ready to close out the lesson.

2.3 The THIRD day of your mini-course.

"A little known secret about ______________ is ______________"

Some variations on this theme include...

A seldom used tactic
An often misunderstood
An often overlooked
The best kept secret
One of the most powerful

An example might be, "a little known secret about converting website visitors into paying customers is to install a popup window with a twist."

What I like to do with this lesson is to consult an expert and have THEM create the majority of the content for you.

The best way to do this is to conduct a very short interview with the expert.

For example: You might contact an expert and let them know that you are putting together an ecourse that you'd like to have them answer one question for you to include in the eCourse. In exchange, you'll include a reference to their website (which, you'll code with your affiliate link, of course :o)

So, you ask the expert -- for my example -- what do you think is the least known secret for converting website visitors into paying customers?

They provide an answer to the question -- and you've got content for your day 3 lesson.
A little known secret for converting website visitors into paying customers is to use a popup window with a twist.

Well known marketing consultant Jimmy D. Brown shared this idea with me during a recent interview...

Insert the content here

Finish up by making some additional comments yourself that relate to what the expert said and you've got another lesson completed.

See how easy this is. :o)

2.4 The FOURTH day of your mini-course.

"Perhaps one of the biggest reasons that people fail in ___________ is ___________

An example would be "Perhaps one of the biggest reasons that people fail in business online is a lack of training."

I'd then explain how critical training is to success online, and you've already figured it out, I'd let them know exactly where they can get the training that they need -- which is going to earn me a profit if they take me up on the offer.

What I really like to do here is conduct a survey.

For my example: I'd either send a mailing to one of my lists, or I'd post a message on a high traffic message board and ask the question "What do you think is the biggest reason that people fail in their online business?"

Whatever the most offered reason was, that's what I'd go with for my day 4 theme. And I'd open my lesson up with...

Perhaps one of the biggest reasons that people fail in doing business online is a lack of training.

I recently polled my list members and that's exactly the response I received.

In fact, 72% of those surveyed agreed that a lack of training is the prevailing reason why most folks fail.

Did you see what I just did? I built credibility here. I did a poll. This isn't guesswork. I'm not making this up and it's not even my opinion. I got this from the folks that matter the most, the people themselves. Those who know what the most difficult challenges are. They told me what they are facing.

See what this does? I've brought things into a very personal setting for the reader. This is for them and about them.

Another thing I would do here is quote those who responded to my poll. I'd include 3-4 quotes from those who sent in their answers to the survey question....with their permission of course.
What this does is give further credibility because I'm giving specific feedback, but it also builds more content. 3-4 quotes = a few more paragraphs in the content that I didn't have to write.

I'd make a few more remarks about the biggest challenge, a solution to the problem, a recommendation and some results. You know the system by now. Use it over and over.

And you're ready for day 5...

2.5 The FIFTH day of your mini-course.

"What it takes to succeed in ______________ is ______________" 

An example might be "what it takes to succeed in web marketing is a plan."

Again, you want to build your content upon that opening template sentence. Share what it takes to succeed. Again, you can use an interview, you can use a survey, you can do research yourself. It doesn't matter. Just let 'em know what it's going to take to succeed.

There are three kinds of things that I like to use in sharing "what it takes to succeed" that I recommend you weave into your own content as you write...

2.5.1 Tips. What I love about tips is the fact that they don't need to be lengthy in order to be beneficial.

Tips are short ideas, suggestions, tactics, strategies, methods, techniques or ways.

The emphasis is on the word SHORT. Tips generally are one paragraph in length.

And they are great for sharing "what it takes to succeed." Offer some helpful hints or suggestions. Share some short ideas or strategies.

I'd weave in 3-4 tips for the lesson.

2.5.2 Tutorials. This is my favorite writing technique of them all, and especially for eCourse lessons.

And that is to create a step-by-step "checklist style" tutorial.

What I mean by that is simply this: walk your reader through each step in a logical, systematic order.

If you are explaining how to bake a cake, then give your reader the precise steps to take in order to actually bake a cake...

Step 1, mix the ingredients
Step 2, preheat the oven
Step 3, etc.

Each "step" of the tutorial needs only be a paragraph in length. Just briefly describe as many steps as needed in order to complete the project.
NOTE: You can easily weave in your TIPS into the tutorial as well. For example: In the "mix the ingredients" step mentioned in the above example, you could provide a hint on substituting ingredients to lower the fat and calories of the cake.

2.5.3 Tools. Anytime you are going to explain to someone HOW to do something, you should always include the necessary tools in order to achieve the goal.

This is especially true of "how to succeed" in something.

What makes this a wonderful section of your eCourse is the fact that it is a GREAT way to promote offers, because you are letting the reader know WHAT they need.

Does it take an autoresponder service to succeed? Then recommend a provider.

Does it take web hosting? Provide a link to a great web host.

Does it require a product? Let the reader know where they can get a product to sell.

Whatever it takes to succeed in the particular topic you are discussing, give them resources in order to find that success. Give them content mind you -- that's always the key, useful information they can apply, but here is your big chance to also weave in product recommendations, especially when you can say "I use this service myself and here is how useful I have found it to be."

Weave tips, tutorials and tools into the eCourse lesson and you'll easily have it written in a short amount of time.

Remember, each tip or step or tool usually only requires one paragraph of information.

Or two if you're generous. 😃)

Congratulations. You just completed your five-day eCourse and are almost ready to begin distributing it!

Yippee!

2.6 The SIXTH day of your mini-course.

"Could I offer you a quick bribe? I promise you'll thank me later. <smile>"

The content of your five-day eCourse is over. But, we've got two more "lessons" to create in order to round out a 7-day follow-up system.

The last two messages in the 7-day series are going to be designed with one purpose in mind...

...to earn you income!

You love them already, right?

I've included an opening sentence for you to use in the sixth message (you don't even need to fill in any blank on this one)!...
"Could I offer you a quick bribe? I promise you'll thank me later. <smile>"

Here's where you make your offer. I'm talking about a special offer that no one else is making. Something that will make it so difficult to turn down that your readers will be all but forced to make a purchase.

Let me give you some REAL life examples of this in action. These are ACTUAL OFFERS that I have seen during the past month alone...

PROMOTING YOUR OWN PRODUCT
I put together a special offer for readers of one of my eCourses that went like this...

"Could I offer you a quick bribe? I promise you'll thank me later. <smile>

I'd like to offer you a REPRINT RIGHTS license to my eBook creation software for only $1.00.

That's right, I've put together a special offer that will allow you to purchase a royalty-free reprint rights license to my eBook compiler software for just a buck.

You can sell the software and keep every penny that you earn.

Are you interested?"

I can't begin to tell you what kind of response there was to this offer. Each customer who purchased reprint rights to one of my products (at $247) received reprint rights to my eBook software for only $1.

Bottom line: It was a GREAT offer for both myself and my readers. They got an incredible deal, and I received $247.00 in profits for each sale.

Here's the kicker though. It also makes GREAT ad copy in giving away the eCourse. As an overview to my eCourse (we'll talk about that in the next chapter), I listed the titles of each of the lessons of the eCourse. Lesson Six was...

"How to Buy Reprint Rights to a Hot-Selling eBook Compiler Software For Only $1.00!"

Do you think that built some interest?!?

The idea is to use lesson six specifically to make a special offer for readers of the eCourse. Its sole purpose is to convince them to buy something.

PROMOTING AN AFFILIATE PROGRAM
So, what if you don't have your own product to promote? What if you are promoting only affiliate programs?

Use the same principle.

Again, let me share some examples.

Nicheology is a monthly membership site that provides high-quality information products in eBook format for members to sell.
AFFILIATE A
An affiliate could create FREE eBook COVER ART every month to members who join through his link.

Instead of paying up to $97.00 to have cover art created for the monthly eBooks, or doing it themselves, this affiliate could give FREE eBook cover graphics to anyone who joins through his member link.

Immediately, he's created an advantage over others. Smart, huh?

He could also create a unique special offer that he can make in his eCourse to promote his affiliate link.

Which is, after all, the point of what I am explaining here.

AFFILIATE B
Another affiliate could put together a special offer of REFUNDING the first month's member fees when someone joins through him.

In other words, he might give you back your registration fees for the first month if you join through him.

Now that's a special offer!

His thinking? He earns money each month for as long as you remain a member. If he can convince his contacts to join through him, he'll gladly give back the first month's fees because he'll still be able to earn money each month for the coming months.

Smart. Very smart.

Do you get the idea here? Lesson six is designed specifically for putting together a special offer. You want this lesson to do nothing but attempt to make a sale.

It's time to turn your subscriber into a customer.

So make it a good one.

Scratch that. Make it a GREAT one.

2.7 The SEVENTH day of your mini-course.

"As much as I hate to tell you this..."

We're going to FINISH the mini-course by STARTING a new interaction with the subscriber.

We'll get to that momentarily. But, first, the template. How about a few examples...

"As much as I hate to tell you this, today's lesson is the final installment of this eCourse."

"As much as I hate to tell you this today is where I bid you a fond farewell and ride off into the sunset."
"As much as I hate to tell you this, you've reached the end of the eCourse today...and I must say 'goodbye.'"

What you are going to do with your final lesson in the mini-course is to get the subscriber into another automated system, whereby (a) increasing your chances of converting them into a customer, (b) exposing them to new offers.

The template is an easy fit for that very thing. Watch how it works...

As much as I hate to tell you this, today's lesson is the final installment of this eCourse.

So, I must say "goodbye" for now.

Unless, you don't want me to go. :o)

Actually, while today’s message IS the final one you'll be receiving in this series, I do have an additional freebie that's available to you...

...if you want it.

I've put together a completely free report, "Six Steps To Six Figures With List Marketing" that I'd like to give you as a gift for reading all of the lessons in this ecourse.

All you need to do in order to access the report, is go to www.ListProfitSystem.com

See the idea here?

The idea is to use the FINAL message in the mini-course to get them into another system where you continue working with the subscriber. You continue educating them and informing them with your quality content, and you continue exposing them to your offers...

...and sooner or later they will buy.

That's a fact. The more exposure you get with them, the more likely they are to trust you (based on your useful information) and the more they trust you, the more likely they are to bite on your recommendation.

And that means cha-ching.

Profits for you.

So, use your final lesson to get them into another system.

Here are some suggestions...

2.7.1 An eBook. In your final lesson, offer a free eBook that promotes your products, or is coded with your affiliate links to promote other folks products.

NOTE: For information on obtaining some order-producing, customizable eBooks, visit www.InfoProfitShare.com
2.7.2 **Another eCourse.** How about another eCourse? "If you enjoyed these lessons, then you are sure to love the XYZ eCourse that is available at..."

2.7.3 **A free trial.** Work with an affiliate program that provides a SERVICE and make arrangements for them to offer your readers a free trial period for evaluating the service. If your readers continue using the service, then the affiliate program owner pays you a commission.

   One of the most popular services online offers a free trial → **autoresponder** (You may consider promoting this if you have a List-building ecourse.)

2.7.4 **A demo software.** Here's a great idea. Find an affiliate program that sells software, that has a DEMO available. Begin giving it away (with their permission, of course) and provide information for your readers to upgrade to the full version through YOUR AFFILIATE LINK.

2.7.5 **A report.** You already saw this in the example above where I offered Jimmy's report. The final lesson is a great place to offer a report.

2.7.6 **A newsletter.** Why not get the subscriber onto your newsletter list so they can receive REGULAR and CONTINUED mailings from you? The final mini-course message is a great place to provide information on joining your ezine.

Get them into another system. Either another eCourse or a free eBook or a free trial service or a free report -- something to keep them listening to YOU and YOUR OFFERS.

So, there ya have it. We've developed the CONCEPT and the CONTENT, and now it's time for step 3...

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**Grab a Free brandable report about using private label rights in your business:**
http://www.infoprofitshare.com/easyplr/
Step 03...Develop the CONVERT
We’re at the final step. It’s time to get this baby fine-tuned and polished and dressed up in its Sunday best.

It's time to put on the finishing touches and launch your new profit machine.

And that's what step three "develop the CONVERT" is all about.

Let's face it. You gotta have an OFFER in place before your subscriber can possibly become a customer, right?

So, what is your offer? Do you have one, or more than one? Are you promoting YOUR product(s) or an affiliate program?

Remember, we covered this earlier. You've done your homework, right? Remember the assignment? You've got a piece of paper somewhere with your notes on it.

It's time to get it. And put it into action.

Regardless of WHAT you are going to promote in your eCourse, it's time to learn HOW to do it.

And the process is VERY simple.

There are three basic ways to promote any product or service inside your eCourse.

3.1 Sponsor Ads. If you refer back to the eCourse lesson template design that I provided you earlier in the course, then you'll notice that immediately preceding the featured article lesson of the day, is a SPONSOR AD section.

I don't SELL these ads, I USE THEM MYSELF. I insert an offer for one of my own products, or for an affiliate program that I am involved in.

That's one way for you to earn income with your eCourse lessons. Make an offer in the sponsor ad position of your series of messages.

Of course, you can sell the ad space if you choose, but the BEST option is to use this space to promote your own offers -- either YOUR products that you are selling (if you don't have any, then Click Here), or an affiliate program link you are promoting.

3.2 Content. The most obvious way of promoting is through your content itself. That is, weave in your offers as you provide information to the reader.

For example: In the paragraph preceding 3.2 Content, you'll notice that there is a sentence that reads "(if you don't have any, then Click Here)"

That is an example of weaving an offer into your content.

For another example, refer back to section 2.7.1 where I explain to you that giving away a free eBook is a great thing to do in your lesson 7 of an eCourse. You'll find that I mentioned...
NOTE: For information on obtaining order-producing, customizable eBooks, visit www.InfoProfitShare.com

That's another example of weaving an offer into your content.

Nothing pushy. No "in-your-face, you gotta buy this" garbage. Just strategically placed, no pressure offers throughout your content itself.

3.3 Post Script. At the end of each lesson, include a P.S. Inside your post script, make a quick offer. It doesn't need to be much. Here are some examples...

Example A
P.S. How would you like “fill in the blanks” proven email subject lines that will leave your subscribers eager to open their email? Get Jimmy D. Brown’s most successful subject line templates today at www.SubjectLineSecrets.com

Example B
P.S. How would you like to multiply your own marketing efforts by 10, 25 or even 50 without any more work or time effort on your own part? Best of all, it doesn’t cost you anything to get started. Read to get started? Click here → www.SalesArmySecrets.com

Example C
P.S. You can actually increase your income by 300% in 72 hours. Get Web Profits Fast shows you how by Clicking Here

Of course, your P.S. works best when it is DIRECTLY related to the content of that lesson. Weave in an offer that goes along with the information you just shared, and you've got a winner.

And that's how you actually earn PROFITS by GIVING AWAY a free eCourse.

So, there you have a look at how to write a mini-course.

Use those templates. Use the ideas that I've shared for getting the content. Weave in offers. Follow the system we talked about here.

And keep an eye on your bank account.

Because soon profits will be coming in!

The only thing left for you to do now is to load your minicourse to your favorite autoresponder service and begin giving it away.

NOTE: If you don't have an autoresponder service, then I HIGHLY recommend you try this one.
If you would like a step-by-step tutorial for writing reports (which can easily be used as LESSONS for your eCourses) then I recommend you take a look at SMALL Reports Fortune. In SMALL Reports Fortune, you'll find a step-by-step formula for creating high-quality, profitable reports -- including how to actually WRITE the reports themselves.

For more information on SMALL Reports Fortune, click here

10 Quick and Easy Tips for Mini-Course Success

**Tip #01. Work towards a theme.** Each lesson of your minicourse should always work towards an overall theme. Whether it's list-building or creating products or generating website traffic, there needs to be a theme, and each of the lessons should be directly related to that theme in order to get the best response.

You'll always get BETTER results with a TIGHTER niche. Why? Because the reader is HIGHLY TARGETED. They are DEEPLY INTERESTED in the material.

**Tip #02. Build a minisite.** The days of simply putting up a link that reads "here's my free minicourse, come get yours" are over. You need more than just a link on your webpage, you need an entire webpage devoted exclusively to giving away your free eCourse.

In your minisite, include the title of your eCourse, along with the titles of each of the lessons in a bulleted list format. Round things out with a cool graphic representation of your eCourse and a list of benefits for the reader. Of course, provide information for subscribing.

Upon completion of your minisite, begin driving traffic directly to that webpage. You should see a signification ratio of subscribers if you have the information presented in an appealing way.

I've included a free example of a mini-site for one of my ecourses in this manual that you are reading. To take a quick look, Click Here.

**Tip #03. Use a popup window.** Well respected internet marketers like Jimmy D. Brown, Terry Dean, Phil Wiley, Andrew Fox and Wes Blaylock have all shared how tremendous the results have been since installing popup windows to give away their materials.

Here's the deal: whether you love 'em or hate 'em, you can't deny the fact that popup windows work. They produce conversion rates that are impossible to ignore.

So, I recommend that you use a popup window to give away your minicourses.

**UPDATE:** A new tool is available to help ensure your popups are seen and prevent your visitors from leaving too easily Click Here.
Tip #04. Personalize for maximum effectiveness. Studies show that personalizing your email messages can increase your chances of producing a sale by up to 1400%!

That's an incredible amount of additional sales, income and profits from using the personalization feature for your minicourses.

Most of the autoresponder / mailing services available for distributing your eCourse have a function that allows you to PERSONALIZE your messages.

When someone joins your eCourse mailing list, their name and email address are entered into a database for receiving the messages.

Their name is logged as, for example, <field1> in the system. All you need to do in your messages is to enter that field representation wherever you wish their name to appear...

   Hi <field1>,

   Welcome to day three of the eCourse. I hope you are enjoying the information that I have been sending you each day.

   <field1>, I want to quickly mention a new service that I know you're going to love...

The autoresponder service automatically converts the field into the action identity of each person on your list and sends them a personalized message...

   Hi Jimmy,

   Welcome to day three of the eCourse. I hope you are enjoying the information that I have been sending you each day.

   Jimmy, I want to quickly mention a new service that I know you're going to love...

And INSTANTLY your effectiveness is increased. People respond much more when they see their own names. They LOOK. They READ. They RESPOND.

Check out the personlization feature and instructions with your own autoresponder service...

...and use it!

   NOTE: If you don't have an autoresponder service, then I HIGHLY recommend this autoresponder.

Tip #05. Keep 'em interested. Here's the thing: you WANT your subscribers to read EVERY issue of your eCourse, right? After all, they can't be exposed to your offers if they don't read your messages.

So, you've got to keep them interested in your mailings. You've got to keep them anticipating the information that you are going to provide.

Now, of course, this DEPENDS upon your providing quality content in each of your eCourse lessons. So, that's the foundation. Don't proceed any further until you've accomplished that.
But, after you feel confident that your information is solid, there are a couple of additional things that you can do in order to keep your subscribers interested.

First, you can provide an overview in your first lesson and even in several of the additional lessons. This "overview" is just that -- it's an overview of the coming content that you'll be sharing. If you've got intriguing titles of your articles, then share those in the overview. If there are certain secrets or techniques or ideas that you'll be sharing that are of significance, then let the reader know. Inform the reader of what they can expect throughout the lessons.

AND SAVE THE BEST FOR LAST. Did you catch that: it's of MAJOR importance. Save your best article, your best tip, your best lesson for the last one of the series. And let the reader know throughout the eCourse that the best is yet to come. Remind them that the final lesson is going to be incredible. You'll have them reading to the very end!!!

The second thing you can do is offer a "look ahead" at the close of each day's lesson. As you are wrapping up each day's message, let the reader know what is coming in the NEXT lesson. And make it attention-grabbing. Make it provocative. Give them something to be excited about and to anticipate.

You want to keep them on the edge of their seats.

So, let them know in tomorrow's lesson you'll be revealing something of special importance to them.

And then deliver what you promised.

**Tip #06. Let them off the hook.** Always, always, always provide an easy way for your readers to remove themselves from the mailings if they want to do so.

Note the key word "easy." Don't make them jump through a bunch of hoops in order to unsubscribe. Make it convenient. It's a courtesy that should never be overlooked. You never want to kidnap subscribers. Always give them a way out if they choose.

Of course, if you provide high-quality information, you won't even have to worry about whether or not they are removing themselves from your messages. :o)

**Tip #07. Follow-up in the future.** So, you've got a 7-day eCourse. What happens after the subscriber receives all 7 of the messages?

Now what?

Is it over? Is this the end?

No way! It's just the beginning.

You'll want to follow-up with your subscribers in the future. From time-to-time, send all of your archived subscribers an offer -- whether it's another freebie (another eCourse?) or an offer, I recommend that you maintain contact with your subscribers long-term.

Again, remember to let them off the hook if they no longer want to receive information from you. That's only fair. And, it will keep you out of trouble.
Anytime I mail an additional message to my archived subscribers, I make certain that I let them know WHY they are receiving the message. I.E. "This message is for graduates of the 'Master Email Marketing eCourse. You are receiving this email because you completed the MEM eCourse. Removal instructions are at the close of this email."

Following-up with archived subscribers is one of the easiest ways to earn profits from your eCourse. Your eCourse BUILT A LIST FOR YOU -- so, use it.

I'd even preprogram some messages at 1 month intervals for a full year. (Most autoresponders will let you do this) With that system in place, you can have automated follow-ups with your subscribers for 12 full months without lifting a finger!

**Tip #08. Diversify and Cross-Promote.** Who says that you can only have ONE eCourse?

The gurus have plenty more than that! And their lists continue to grow as they create more and more of them.

So, expand your operation and create several eCourses. Then, use those eCourses to cross-promote each other.

In other words, in the final lesson of eCourse A, mention the availability of eCourse B. And vice versa. Keep your subscribers receiving regular messages from you...

...and you'll keep your profits coming in!

**Tip #09. Launch a Virus.** One of the most critical things you can do to earn income from your eCourse is to use it to launch a marketing virus.

It's very simple to do this. Simply allow other folks to give the eCourse away themselves. And allow those who receive it from them to also give it away.

In fact, let anyone who ever comes into contact with your eCourse begin giving it away to their list of folks.

That's how a marketing virus works. You give it away to folks who in turn pass it on to others who in turn pass it on to still others. Everyone keeps passing it around and soon your eCourse is in the hands of thousands of folks that you don't even know!

All you need to do is include a note in each day's lesson that informs the reader that they have the right to load the ecourse to their own autoresponder system and begin giving it away, as long as they don't alter the eCourse.

They can offer it as a bonus for a product they sell, as an incentive to get folks to join their newsletter list, as a method of generating affiliate sales, etc.

If the eCourse promotes YOUR products, then you may want to let them encode the eCourse with their affiliate link. This gives them an added reason for distributing the eCourse -- they earn a commission on sales generated through their efforts.

*NOTE: Don't have an affiliate program? You should begin one. Don't worry, it's MUCH easier than you think. For all the details*
Tip #10. Earn More Money With Rights. Want to earn even more profits from your eCourses?

Sure you do! :o)

You can earn more money by selling RIGHTS PACKAGES to the eCourse. You could sell several different kinds of licenses to your eCourses...

- **REPRINT RIGHTS.** That simply means that the license holder can SELL the eCourse itself. Or, give it away. Whatever they choose.

- **MASTER REPRINT RIGHTS.** That means that the license holder can SELL the ecourse itself, or give it away. AND they can also sell reprint rights to other folks who can do the same.

- **CUSTOMIZATION REPRINT RIGHTS.** This is a very popular seller. With customization reprint rights, you can allow the license holder to insert THEIR affiliate links into the various offers included in the eCourse and to insert THEIR sponsor ads in each day's lesson (to promote whatever they wish)

You can see how this option is very desirable for most readers. They are able to distribute the ecourse themselves and PROFIT FROM IT because of the customization package. It is THEIR links inside. It is THEIR offers in the sponsorship positions. THEY profit from their efforts at selling or giving it away. And I profit from the fee they pay me to customize the eCourse.

So, there are three ways you can earn significant extra income from your minicourses. Offer rights licenses.

If you don't want to write your own ecourse, check out [www.EasyPLR.com/special](http://www.EasyPLR.com/special) where you'll find ecourses that are copy/paste ready.
For more information on ready-made eCourses that are available for you to use...

How To *Really* Generate Fully Automated Profits With a Remote Control System

Your Ticket To Incredible Automated Profit Streams...

With the materials at InfoProfitShare.com, you receive a high-quality, professionally designed, rock-solid report that you can...

- Sell.
- Give Away.
- Include in a Package.
- Add to a Membership Site.
- Distribute in ANY Non-Invasive Manner You Choose.

Basically, you can begin distributing it in just about any way you can think of. You want to get these reports into the hands of as many folks as you can...

...and then let the virus take on a life of its own!

You see, each and every person who receives a copy of the eBook can also sell or give it away, thus spreading your customized copy of the eBook on to others.

Oh, did I forget to mention that these reports are CUSTOMIZED with YOUR profit generating links?!

Click Here for All The Details

Free eCourses

I've been telling you throughout this eBook about WHAT you should do and HOW you should do it. Now, I'd like to provide you with some examples of quality eCourses that you can use to model your own after.

www.ListProfitSystem.com

www.SmallReportsFortune.com

www.SalesArmySecrets.com