



## Edmund Loh's E-Book Profit Centers Revealed!

“Quickly & Easily Multiply Your Earning Power And Revenue Stream Through Your E-Books!”

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# **Edmund Loh's**

## **E-Book Profit Centers Revealed!**

**“Quickly & Easily Multiply Your Earning Power And Revenue Stream Through Your E-Books!”**

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**Attention:** All Internet Marketers & Digital Product Publishers...

*Get Ready For...*

## PLRGold Master Rights Pack 4!

Don't Miss This Chance To Get Your Hands On A **BRAND NEW** Collection Of Potential **HOT** Sellers That You Can Sell In YOUR Name AND Drastically **EXPLODE** Your Online Sales. . . **Starting Year 2007!**

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And Download 3 Preview Copies To Your Potential Bestsellers That You Can Expect In PLRGold Master Rights Pack 4 (*And This Is Only A Taster Of What's To Come!*)



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**(For a Limited Time Only!)**

## Hi & Welcome!

My name is **Edmund Loh** and I would like to thank you for picking up and investing your time in this special report.

Selling Info Products proves to be one of the few **lucrative** and time-tested businesses that you can start and do for a living online. Of course, you can't just rely *solely* on **upsells** to make handsome profits. In other words, you cannot just depend on making one-off sales selling an E-Book alone.

I have read somewhere online that having only one profit center is like **contemplating suicide** in a business sense. Which is very true in ways more than one.

And the leverage is still **1:1** even though you've probably sold multiple copies of the same E-Book. In a real essence, you can say that it is likened to earning a pretty linear income.

**PLUS** I'm pretty sure you want to earn **more bang for buck**, don't you? 😊

Therefore, you will do well to **increase** as many "profit centers" or "cash points" as possible in your E-Book(s) that you sell and earn **exponentially**. And you'll discover just that real soon!

## ***What This Special Report Is All About***

Through this report, I will be sharing with you my ideas and insights on how you can **increase** your profit sources in your E-Books beside the upsells – some of which I have and am using on my own, and some others of which I have learned and observed from other successful marketers I closely follow.

Interestingly enough, you will find that some of these profit sources I am about to share with you in the coming pages are being practiced even by published books offline.

But the power of the profit sources can be somewhat **magnified** online and offer advantages that published books **do not**!

For starters, **Internet users often act on impulse** and you can take advantage of this nature because if done right, you can even get them to act **immediately** than later.

I hazard a guess that you're a busy person so I have kept this report as short and concise as possible and fluff-free. I strongly recommend printing this report out for your reading convenience, too.

**So Turn Over To The Next Page, And Join Me In A Profitable Ride  
You Won't Forget! ☺**

## E-Book Profit Center #1: Inserting Affiliate Links

This is probably the other and **most commonly** tapped profit center used by many E-Book publishers, aside from making money from upsells.

In a nutshell, you make even more money from your E-Book readers/customers by recommending them a related or follow-up product or service in the shoes of an affiliate marketer.

Yep, the keyword here is “**related**” and “**follow up**”.

You'll have to use your experience or due diligence when recommending affiliated products or services in your E-Book because **the more related they are, the higher your chance** in increasing your backend profits via affiliate endorsement in your E-Book.

Putting it another way, you have to predict what your customer needs as soon as he or she finishes reading your E-Book and provide just that. It's also providing convenience to your reader because you can save him or her time, effort and maybe money in accomplishing the next step.

### Examples:

1. If your E-Book is targeted at beginners who want to start their Internet Business, you will do well to recommend them merchant accounts and web hosting services, as these are some of the things they are going to need when they start their business online.
2. If your E-Book is a crash course guide to physical activities like Yoga, dancing, exercise, etc. you can start recommending gears and accessories from other online sites you are an affiliate for.

## E-Book Profit Center #2: Selling Advertising Space

This profit center isn't tapped into often where paid E-Books are concerned, but some marketers are making wild profits selling advertising space to their free **viral** E-Books or reports.

If you are producing a short report with **Full Give Away rights** i.e. your report can be passed on to other people freely, you can tap into this particular profit center.

Like the newspapers and magazines, you can include a space in one or some parts of your E-Book or short report that is available for advertisements. In this blank space, you include something like “**this advertising space can be yours!**” and then include a link or a way the potential advertiser can contact you.

You can then charge a rate of your choice and the advertiser sends his or her advertisement to you. Then, not only do you provide him or her with a new copy of the E-Book/report that has the advertisement, you also help spread and circulate the “branded” report around.

This profit center can also be effectively used if you publish a PDF newsletter with a large database of subscribers or members.

### **E-Book Profit Center #3:**

### **Upsell Other E-Books In Your Collection**

You can see this profit center being used by big time book publishers offline such as The Dummies Series®, Rich Dad Series®, Goosebumps, and many others to name.

If you have read a couple of books from series like these, I am sure you've come across some “inner cross promotions”. Things like:

*“I've discussed this in depth in my other book, John Doe's Guide to XYZ. So if you want to know more about XYZ, I suggest picking up a copy of my other book.”*

If you are already planning to author up a collection of books, all housed under your brand, you can't do any better without this profit center!

**Examples:**

If you have a book like “**John Doe's Oriental Dish Recipes**”, you can “inner cross promote” other books you may have in your series, or save the last page in your E-Book for “Other books in the series”, such as:

- John Doe's Western Recipes
- John Doe's Mega Crazy Recipes
- John Doe's Christmas Special Recipes
- Etc.

**E-Book Profit Center #4:**

**Upsell Other Tools & Services**

This is almost similar to what I have discussed with you in Profit Center #1, but the only difference is that you own these tools and/or services.

Again, the key success to this profit center, like the first one, is to provide a **convenience** and a **follow up** to your E-Book reader as soon as he or she finishes it.

The tool or service you can follow up with can be software, templates, membership site/suite, web hosting, and more.

**Example:**

At the back pages of most of my Private Label products, I always include a link to my membership site at [ResellRightsMastery.com](http://ResellRightsMastery.com). Since the products often fall into the hands of resellers and E-Book publishers, high chances are that they will be interested in joining my membership site to download even more relevant resources.

Thus it would be a real PLUS to have your own membership site or software for a backend tool.



### **E-Book Profit Center #5:**

## **Offer the Exclusive Resell Rights**

If you have a proven, hot selling product that is currently being sold to your customers for personal use only, selling its Resell Rights would be a HUGE plus.

For instance, if you have a proven hot seller that sells at **\$9.95**, you can probably offer limited Resell Rights to your product for 5 to 10 times the price, possibly **\$97.00 - \$197.00!**

You would be targeting resellers who are established in the same niche as you are. These resellers are good targets if they want to get their hands on an instant product that they can legally resell and pocket 100% of the sales without having to develop their own product.

Normally, you would also give your sales letter and other promotion tools alongside with the Resell Rights license to your main product.

### **E-Book Profit Center #6:**

## **Offer the Master Resell Rights**

Unlike the Basic Resell Rights (see Profit Center #5), offering the Full Master Resell Rights allow not only your customer to also resell your product, his or her customer can do the same and so on.

You can expect a **viral** result from offering Master Resell Rights so it should be treated as a *double-edged* sword in marketing sense.

In my opinion, it is best to offer the Full Master Resell Rights to your product as a bonus right from the start, though you can charge a higher fee (like **10 - 20** times) selling its Master Resell Rights separately.

If you intend to have your E-Book to enter as many hard drives as possible thus causing a viral effect, this profit center is the way to go. **But**

**don't forget to include other profit centers into your E-Book in the process!**

#### **E-Book Profit Center #7:**

### **Sell the Private Label Rights**

This can be a quick and easy yet profitable cash point you can tap on without much extra work, believe it or not.

You can sell the **Word document** source file i.e. Private Label Rights to your Info Product(s) at a **higher** price. You don't have to do much of anything else other than selling them your product's Word document (which you already have) and maybe the promotion materials that come with it.

Your target market: other E-Book publishers who hate writing (A LOT!) or are facing mental blocks and they want to seek a shortcut by getting the Private Label Rights to existing works like yours.

When you sell the Private Label Rights to your work, you are indeed allowing your customers to legally edit your work and claim the authorship, just to name some. Be sure you architect your Private Label Rights terms & conditions in detail and cover as many loopholes as possible!

#### **Example:**



My E-Book, [Edmund Loh's Guide to Private Label Rights](#), is the earliest (and still the best ☺) book written on the topic of Private Label

Rights. It's already in its third version at this time of writing, and it comes with **Full Master Resell Rights**, selling for \$37.00 a pop.

Well, guess how much I sold its Word document back in version 2? A whopping **\$497.00 per pop!** Which is lucrative in more ways than one, considering it took only 2-3 email exchanges and less than a few minutes to arrange and zip the files up for transfer. ☺

Then there are success stories where software makers are raking as high as \$997.00 (and more) selling the source codes to their scripts! More to name, but you get the idea!

### **E-Book Profit Center #8:** **Publish Your Work Offline**

I know of some online marketers who extracted and make minor editing to their already available online work and took them offline for bigger bucks.

If offline publishing is your cup of tea and you like to see your book on shelves in bookstores, here is an idea to consider!

### **E-Book Profit Center #9:** **Offer the Exclusive Rebranding Rights**

When you offer rebranding rights, you are going to allow the user to customize some parts of your E-Book. This is usually the case when the user wants to insert his or her affiliate link into your product, and maybe include his or her name, like: *"Brought to you by: John Doe"*

Now I'm not talking about offering the rebranding rights away for free, which is usually practiced in free reports. I'm talking about **"making it exclusive"** – and by this, I mean you should sell this right to your existing customers.

If your product comes with (Master) Resell Rights, you can earn extra by charging the rebranding fee. It could be \$10.00, \$30.00 or even \$97.00.

It makes sense for your resellers to pay that one-time rebranding fee, too. Since they are going to resell your product, they may as well earn a portion from the affiliate links within.

#### **E-Book Profit Center #10:**

### **Spawn a “Short Version” of Your E-Book**

Wrote an encyclopedia-like E-Book with hundreds of pages by any chance? You can then spawn a “short version” of your E-Book or even subdivide your leading Info Product into multiple short E-Books for those with smaller pockets!

This would automatically give you a collection of products in your name!

#### **E-Book Profit Center #11:**

### **Start a Seminar Based on Your Hot Selling Product!**

This can be a perfect follow up or backend seller if you have a knack for organizing events or even tele-seminars to rule out the distance problem.

Depending on how lucrative your niche is, your seminar or tele-seminar can be the high ticket to riches you've been scouting out for, where you share even more goodies NOT found in your E-Book!

### ***In Closing...***

There you have it! 11 totally different profit centers you can cash in on other than making upsells that you can use for your own.

While you don't have to tap into every single profit center there is, you can choose at least 2 or 3 other cash points, mix and match, and include them in your Info Products, thus increasing your profits exponentially.

I hope that these ideas have inspired you in more positive ways than one, as it has for me.

**So All The Best... And Have Fun Multiplying Your Profits! ☺**

Warm Regards,

*Edmund loh*

-- Edmund Loh,  
PrivateLabelRightsGold.com

**Attention:** All Internet Marketers & Digital Product Publishers...

**"Drastically MAXIMIZE Your Monthly Income By Pumping A Hot Collection Of INSTANT Brand NEW, TOP Quality Products To Your Internet Business Empire - In One Mouse Click Away!"**

Finally. . . Now YOU, Too, Can Just Paste Your Name On These **100%** Ready-To-Go, In-Demand Products, Upload Them To Your Website And Be In Business Selling These TOP Quality Products As Your Own!

↓ **JOIN THE ADVANCED NOTIFICATION LIST NOW...** ↓

And Download 3 Preview Copies To Your Potential Bestsellers That You Can Expect In PLRGold Master Rights Pack 4 (*And This Is Only A Taster Of What's To Come*)!



→ **Download The Preview Copies Here Right Now!**  
(For a Limited Time Only!)

**From:** Edmund Loh

**D**ear Professional Marketer,

If you have been in business online for some time now, I'm sure you know that **the more products you have means the more streams of income** you can generate. While selling

digital products online is a pretty **lucrative** business, you and I also know that **product development** can prove to be more of a problem than a challenge.

But how would **YOU** like to be in business - **make that, MULTIPLE businesses** - starting **Year 2007?**

And how would you like to wake up the next morning to **find your Inbox stuffed with sales records** after launching your **new** TOP quality products that people are **hungry** to pay for in masses? You don't have to create the products from scratch, chalk your own selling masterpiece and design your own graphics with skills your art teacher probably had deemed "ugly" way back in school.

***That's what PLRGold Master Rights Pack 4 is all about.***

5 months of intensive product development and thousands of dollars invested into this ultimate collection of potential HOT sellers...

And You Can Rake Your Profits From These Products **IN YOUR NAME!**

**If You Think That This Is The BEST Case Scenario That Could Ever Happen To You And Want To Be Part Of It, You Owe It To Yourself To Click Here Now!**

(You must be online to visit this website)

Warm Regards,



-- Edmund Loh,  
PrivateLabelRightsGold.com

**P.S.** Here are some *quick* praises, comments and testimonials from happy customers in the previous PLRGold Master Rights Pack releases:-

"You Manage To Up The Ante And Deliver More and More Value Each Time!"

-- **Simon Hodgkinson,**  
[www.InfoClicks.co.uk](http://www.InfoClicks.co.uk)

"In Just 2 Weeks I've Already Gotten Nearly 1000% Return On Investment!"

-- **Louis Burleson**  
[UnlimitedFreeMarketingTools.com](http://UnlimitedFreeMarketingTools.com)

"I Highly Recommend This Package To Anyone In The Resale Rights Business!"

-- **Jeremy Gislason,**

[www.SureFireWealth.com](http://www.SureFireWealth.com)

"It's An Offer You Cannot Afford To Miss."

-- **John Delavera,**

[www.Turbomembership.com](http://www.Turbomembership.com)

**[Click Here To Preview Your Potential Bestsellers Now!](#)**