Fast Cash Selling CD-ROMS & eBooks

“Your CD-ROM’s & EBOOKS Are Hot, HOT Sellers. I Pulled In Over $3,500.00 Last Month and the 250 FREE WEB-SITES Do All The Selling Automatically Just Like You Said.”

Rachel Denver - Malibu, CA

www.cashmasters.com
FAST CASH SELLING
CD-ROMS & EBOOKS

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This publication is full of useful information which has the potential to greatly enhance your personal situation as it has others worldwide. We encourage you to get started reading today.

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FAST CASH SELLING
CD-ROMS & EBOOKS

Bill Gates (the richest man in the world), reportedly earns more than 32.4 million dollars per day in the software business and now YOU can effortlessly get your share of the action! Unlike Bill Gates, you don’t have to develop anything or struggle with trial and error before you profit. EVERYTHING has already been developed for you through an already proven, HIGHLY SUCCESSFUL turn-key system! With our HOT-SELLING CD-ROM, software you can begin to PROFIT IMMEDIATELY!

Why CD-ROMs? Because these tiny plastic discs are without question the least expensive – most profitable - easiest to sell – most in demand computer-based products for our new economy. NOTHING even comes close!

As of the beginning of the year, CD-ROM software sales have exceeded $500 MILLION DOLLARS PER-MONTH! That’s more than the entire U.S. movie industry combined.

Better yet, CD-ROM sales have more than DOUBLED every year for the past 5 years and industry experts agree that sales will continue growing faster and faster each year. If that’s not enough to get you excited, listen closely: computers are now rapidly outselling TV’s by the THOUSANDS. Within one year, there may be as many as 350 million computer owners wanting and frantically buying CD-ROMs and if there are enough “CDs” out there to meet the demand, sales could possibly reach ONE BILLION DOLLARS PER-MONTH!

YES! ONE BILLION DOLLARS PER-MONTH!

NOW IS THE BEST TIME IN HISTORY TO CASH-IN ON THE $500 MILLION DOLLAR PER-MONTH SOFTWARE BUSINESS!

USA TODAY: “Online shoppers logged onto the Internet to spend more than $97.5 Billion in 2006 ... up from $85.7 Billion the year before.”
In addition, a recent Forrester Research report showed that online spending was $107.5 billion last year ... and it's projected to grow to $229 billion by 2008! That's a staggering 119% increase! Forrester Research also stated "about 9 Million NEW households log-on to the Internet each year."

As you can see, NOW is the best time in history to get your share of the $500 MILLION DOLLAR software industry.

WHO BUYS CD-ROMS?

Right now, it would be fairly safe to say that ALMOST EVERYBODY wants, needs and buys CD-ROMs. If they are not buying them already, they must soon do so or get lost in technology’s “black-hole.” However, most computer owners who purchase CD-ROM titles are “up-scale” consumers who earn good incomes and can readily purchase the items they desire.

In recent months, CD-ROM title sales have already begun to change and broaden their scope in the marketplace. Sales have reflected a shift from business and reference titles, to entertainment and educational titles. This trend confirms that MORE and MORE people are now becoming involved with CD-ROMs.

According to a recent survey, the “average” CD-ROM buyer is a reflection of the typical computer user profiled below:

- Between 25-55 years of age.
- Males = 66%.
- Females = 34%.
- Some college education.
- Annual income in excess of $45,000.
- Purchases items via credit card.
- Purchases five or more CD-ROM titles per year.
- Average CD-ROM purchase price = $35.
- Purchases CD-ROM titles for entertainment, reference, business and personal use.

While the above survey can be useful, it may reflect only the “TIP OF THE ICEBERG!”

By year’s end, it is expected that nearly 400 million computer owners both young and old from all financial backgrounds will be frantically buying and using CD-ROM titles like never before.
HOW OFTEN DO PEOPLE BUY CD-ROMS?

Every year there is more money made through the sale of CD-ROM titles than is earned by the entire U.S. movie industry combined! This reflects the demand for CD-ROM products as well as the massive purchasing power CD-ROM buyers possess. It is clear that once people begin using CD-ROMs, they become hooked on technology. A large percentage of CD-ROM buyers even become addicted as a recently conducted survey outlines below.

- 33% of CD-ROM owners have purchased up to 20 different CD-ROM titles within the last 12 months.
- 33% have purchased 5-10 CD-ROM titles within the last 12 months.
- 34% have purchased less than 5 CD-ROM titles within the last 12 months.

HOW OFTEN ARE CD-ROMS USED?

It is surprising how often computer owners use CD-ROMs in their daily lives. The below survey reflects how quickly a new technology can become a normal and daily activity for a large percentage of the user population. It also reflects how dependent computer users have become on CD-ROM technology. Take a look at this:

- Over 50% use CD-ROMs several times per day.
- 20% use CD-ROMs at least once per day.
- 30% use CD-ROMs at least several times per week.

**WOW!** As you can see, at least 70% of the entire computer user population uses CD-ROMs EVERY SINGLE DAY! They can’t get enough of them. Now you can be one of the select few to profit handsomely from this global market!

**CD-ROMS AND EBOOKS ARE YOUR ROCKET SHIP TO RICHES!**

The profits on CD-ROMs and eBooks are staggering! Currently, if you own the duplication rights to a CD-ROM title, it can cost as little as seventy-five cents to duplicate a CD-ROM disc. This cost includes the actual duplication of the disc itself, the printing of four-color artwork directly onto the CD, the plastic jewel case in which it is stored and shrink-wrapping the total package for a finished presentation.
With selling prices ranging between $49.95-$149.00, CD-ROM and eBook sales can generate up to a 19,767% profit! Those kinds of margins mean that even limited sales can create a substantial monthly cash-flow. For example, just an easy 25 sales per week (52 weeks per year) of a $49.95 CD-ROM or eBook can generate $64,935.00 annually! One hundred discs (at $49.95 each) per week could earn you $259,740.00! How about 100 discs per week at $149.00 each? With that possibility, your annual income would be a staggering $774,800.00!
WHY SELL CD-ROMS AND EBOOKS?

We know for a fact that combining powerful marketing methods with the explosive CD-ROM/EBOOK market is a WINNING COMBINATION because they're completely AUTOMATIC. You don't have to talk to anyone and YOU NEVER EVER HAVE TO TOUCH A COMPUTER!

The demand today for COMPUTER TRAINING and FINANCIAL INDEPENDENCE information on CD-ROMs is overwhelming. There is a heavy demand for this kind of information and people will pay good money if you can provide it to them. Everyone is looking for something in their life and you can help them find it. HOT SELLING CD-ROMs and EBOOKS are a perfect match for the HEAVY DEMAND for information!

“Prospecting” (finding customers) is the key to your success in this business. The Nationwide Home Business Center can provide you with prewritten press releases, classified ads, voicemail scripts, sales brochures and sales letters that sell each of the CD-ROMs for you AUTOMATICALLY. You may also take your discs to the flea-markets/swap-meets, fairs, public events, fund-raisers or computer shows and so on. Finding new customers is easy when using our listing of 70 Low-to-No Cost Advertising Methods.

To lower your overhead and increase profits, you can use some “creative” marketing methods (such as websites/web-malls) and incorporate various low to no cost mediums (i.e. flyers, press releases, classifieds, voice mail, Internet advertising etc.) which are all explained further in this manual.

Regardless of your product... “PROFITS” (large or small) are the keys to your success!

Five or ten dollars doesn't sound like very much and the truth is, it's not. You can't buy very much with those amounts of money and as far as profits are concerned, $5-$10 is very small.

But we would like for you to think of that same $5.00 or $10.00 in a different way. If you had 100 ads out there right now and you were only netting the above amounts each day or each week, then your attitude would change. YOU WOULD BE MAKING $500 TO $1,000 PER DAY OR PER WEEK! THIS IS A WELL KNOWN SECRET OF THE MILLIONAIRES; their money is coming from a lot of different directions and each dollar of profit is important.
Sometimes we "BIG THINKERS" don't put a lot of importance on small amounts of money. We don't understand why people make a big deal over small percentages, but here is what we forget:

**WE FORGET THAT BIG PROFITS COME FROM SMALL PROFITS!**

Making a lot of money means that first you learn how to earn and manage hundreds of dollars, then thousands of dollars. After that, you can advance to hundreds of thousands or even millions of dollars! Putting your profits back into more advertising is the best way to learn how to manage money and how to make it grow. Starting small and re-investing your profits will teach you everything you need to know to advance to the higher stages of handling **HUGE SUMS OF MONEY!** It's like a super crash-course on Business Finance and Marketing...**BUT EVEN BETTER!**

The idea of putting profits back into more advertising is not new. This technique has made many people millionaires. If you are selling informational types of products, then your profits will always be high enough to reinvest a good percentage of your money back into more advertising.

Each time you run a newspaper ad or place FREE ads using the “**TOP-SECRET LIST OF OVER 500 FREE INTERNET ADVERTISING SITES**” (for example), it's like having your very own salesperson out there making the sales for you. You can find the COMPLETE LIST OF 500 FREE ADVERTISING WEBSITES ONLINE AT [WWW.MEMBERS.FASTWEALTH.COM](http://WWW.MEMBERS.FASTWEALTH.COM).

**YOUR GOAL:** if you want a share of the big money, is to build your advertising volume every day, week and month. Think big! Many companies started out with one small ad, then three, five, then twenty-five. The beauty of this business is that you are not confined or limited on the number of people that are potential customers for your business. You can start very small or go all out by placing your ads on as many of the **500 FREE INTERNET ADVERTISING WEBSITES** as you can or by using the Low Cost newspaper placement services, voice mail, sales booklets, letters or TV ads...you name it!

Each time you place an ad in a different publication or medium, you are reaching different customers.
EBOOKS ARE PART OF THE NEW FRONTIER OF CYBERSPACE

They are an entirely new medium for sharing marketing information, ideas, techniques, and expert knowledge. Each day the number of people accessing the Internet grows, causing the exposure of your ebook to increase incrementally. It's obvious why electronic self-publishing has become so popular so quickly.

The publishing industry, I hope, does not intend to forever banish the printed word to the dustbin of history. Books in print have their own special qualities and merits, and the world would be diminished by their disappearance.

Having said that, let's look at what makes eBooks so important and so unique. EBooks have certain abilities and qualities that other mediums do not possess.

For example, eBooks are fairly easy to produce, and their production cost is inexpensive. Just think about it: you don't need a publisher, an agent, a printing press, offset film, ink, paper, or even a distributor. You just need a great concept, the ability to write it or to hire a writer, and the right software.

Additionally, eBooks are easily and rapidly distributed online. They are also easily updated; they do not require a second print run. All you need is to go into your original creation and modify the text or graphics. Because of this flexibility, eBooks can change and grow as fast as you can type.

EBooks are also immediately obtainable. You don't have to go to a bookstore or search through endless titles at an online bookstore. All you have to do is download it from a website, and presto! It's on your computer, ready to be read.

EBooks are interactive. This is one of the most unique and specific qualities that eBooks offer. You can add surveys that need to be filled out, order forms for customers to purchase your products or goods, sound and video that draw your reader into the virtual world of your ebook, even direct links to relevant sites that will expand your eBook outward. The potential is virtually limitless.

EBooks have a particular kind of permanence that other mediums do not possess. Television shows and radio shows air once, and then may rerun a few times. EBooks remain on your computer for as long as your choose, and they can be read and reread whenever you choose to. They can even be printed out and stored on the shelves of your traditional home library.
Another wonderful quality is that eBooks have no barriers in terms of publishing. You don't need to go through the endless process of submitting your manuscript over and over again, and then once you land an agent, having the agent submit your manuscript over and over again. Nor do you have to shell out thousands of dollars for printing a self-published book. All eBooks require is a writer and appropriate software. Figure out your market, write your book, post it on your website, and with the right business savvy, your audience will come to you.

Finally, you have creative control over your eBook. You don't have to compromise with an editor or the publishing trends of the time. You don't have to haggle with a designer or wait for copyedited galleys to arrive by snail mail. You are in complete control of the design and the text.

**How to Use eBooks for Marketing and Promotion**

There are innumerable ways to use eBooks to promote your business and drive quality traffic to your website. Once posted on your site, you can turn them into a daily course, which brings your customer back to read the next chapter. You can use them as a free gift for making a purchase or for filling out a survey. Put your eBook on a disc, and you will have an innovative brochure. Blow your competition away by inserting the disc into your sales packages.

The most effective marketing products are those that are unique. Copyright your eBook, and immediately, you have a powerful tool that you and you alone, can offer to the public. People will have to visit your site to acquire your eBook, which increases the flow of quality traffic and the potential of sales and affiliate contacts.

Make sure that you keep your eBook current. Update it frequently as the market and trends change. Add new advice and techniques to show your prospects how your goods or services can enrich their lives. By constantly keeping abreast of new trends and techniques, you can continue to see profits from your ebook for years after your original creation.

Another phenomenal advantage of eBooks is that you can test their marketing potential without putting out hardly any cash at all. You can even produce an eBook one copy at a time, each time you receive an order, eliminating the need for storage and inventory. By this method, you can gauge the saleability of your eBook, and make adjustments as necessary until the orders start pouring in. EBooks allow you to learn about your market and customer habits and motivation over a period of time, without risking your precious financial resources. They also provide you with an invaluable way to gather marketing information, which you can use in many different facets of your business.
Use your eBook to discover what the specific goals and problems are in your specific industry. Then figure out how to solve these problems, and publish an eBook with this invaluable information. This will increase the value of your business, upgrade your reputation, and get you known as an expert in your field.

You can extend the value of single ebook by breaking the book down into chapters for a serial course, into special reports available on your website, or into audio or visual tapes. EBooks can be broken down into several different promotional materials by excepting some of the articles and using them to promote your product. You can include a catalog in your ebook to promote all the products or services you sell. You can include a thank-you note for reading your book and an invitation to download a trial version of your product. Or you can include a form for your audience to contact you for further information or with questions, thereby building your business relationships and your mailing list.

Using eBooks in this manner helps to cut the cost of individually producing separate promotional materials. You can use a single eBook to entice new prospects and to sell new products to your current customers.

No other medium has this kind of flexibility and ability for expansion. Think of your ebook like a spider spinning a beautiful and intricate web. Now go and create that web, and see how many customers and prospects you can catch!

REMEMBER - NOW IS THE BEST TIME IN HISTORY TO CASH-IN ON THE $500 MILLION DOLLAR PER-MONTH CD-ROM SOFTWARE BUSINESS!

We encourage you to get our there and start selling CD-ROM’s and EBOOKS today.

Good luck to all. I will see you at the top.
OTHER PRODUCTS WE OFFER:

To purchase additional eBooks, contact your eBook Distributor or the Home Business Center of America.

We wish you the best of luck in all your endeavors.