

# THE POWER OF FREE EBOOKS

7 SECRETS TO MAKING MONEY BY GIVING AWAY FREE EBOOKS

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# Introduction

Did you know that you could earn a completely passive income just by giving away free ebooks and reports? Not only this, but the earnings you get from this will naturally build over time, without any extra work.

It sounds too good to be true, but it's not... a free ebook really can be the gift that just keeps on giving 😊

And in this short report, I'll explain how this works – and give you 7 awesome ways to get your free PDF reports making you money!

## So how does it work?

It's very simple. You get a short report or ebook on a particular topic, add a link inside to a product which gives more detailed information or training about this topic. So, for example, if your report is "5 Killer Tips To Get 5 Minute Cash From Fiverr" you could link to a detailed video course on how to start making money selling on Fiverr. If it's "The Number One Secret To Making Money With PLR" you could link to advanced PLR training, or a PLR membership site.

And how do you make money? This link is YOUR affiliate link – so every time someone reads the report, clicks the link for more information or resources, and buys the product, you get paid.

How successful you are at making money from distributing these ebooks depends on how good the content is – high quality reports with genuinely useful information WILL get shared around, and people WILL click the affiliate links included, making you money.

Poor quality ebooks with little valuable content will not. So it's in your best interest to give away only quality ebooks or reports with great information.

I'll come onto where to get these ebooks in a minute, but first let's look at getting them read.

## How to distribute your free ebooks

Getting them out there, getting them read, and most importantly, getting some sales from your embedded affiliate links is what it's all about.

So now, let's get into that. Here are some of the most effective ways and places for getting the ebooks with your links included out there...

### 1. Document Sharing Sites

This is one of the best ways to distribute your reports – and is particularly effective because these sites generally rank well in the search engines as well.

Document sharing sites allow you to upload and share PDF documents including clickable links – ideal for your ebooks. People will find your reports and download them for free, and the good quality ones will also get shared around by those who download them.

Here's a list of the top document sharing sites where you can distribute your pdf ebooks.

- <https://www.scribd.com/upload-document>
- <http://www.slideshare.net/>
- <http://docs.google.com>
- <http://issuu.com/>
- <http://pdfsr.com/>
- <http://www.4shared.com/>
- <http://www.calameo.com>
- <http://www.edocr.com/>
- <http://www.myebook.com/>
- <http://www.wobook.com/>
- <http://www.yudu.com/>

Scribd and Slideshare are probably the 2 top sites which will get the most traffic, so concentrate on these to start with – but the others will send visitors too.

When you are listing your ebook, as well as the title include the main keywords too - this will help your listing rank in the search engines.

An advanced strategy is to submit the URL of your eBook to some social bookmarking sites as well – for example <http://www.bulkping.com/> or <https://pingler.com/>

## **2. Share on social media**

For good quality reports, this can be incredibly powerful – if your report goes viral, you can get thousands of downloads.

The obvious starting places are Twitter and Facebook – sharing with your followers here in the standard way is the first move. But you can also ramp it up a gear or two...

Creating a Facebook fan page dedicated to giving away your free ebooks is a good way to go. Or you create one fan page per ebook if you just have a few of them, particularly if they are in very specific niches.

An advanced trick with your fan page is to add a 'fan gate', meaning that visitors will have to click on the like button of your page in order to get the download link to your ebook. This is a great way to increase views.

Paid advertising in both Twitter and Facebook can also be very effective – especially if you are also building a list at the same time as giving away your free ebook.

### **3. Advertise on Free Classified Ads sites**

Many free classified ad sites will allow you to post an ad for your free ebook, and often they can get it ranked highly in the search engines. It's a good way to get some free advertising for your download.

There are lots of free classified sites – this list will get you started.

[https://docs.google.com/spreadsheets/d/1zie1\\_zqS8IJTqvkBhYOx9K0fGn0KVelQiQsoU4FstXU/edit#gid=0](https://docs.google.com/spreadsheets/d/1zie1_zqS8IJTqvkBhYOx9K0fGn0KVelQiQsoU4FstXU/edit#gid=0)

However, if you are looking for more, simply search Google for free classified ads sites. Also, free classified sites that are run with WordPress are usually very good to post on as well. You can find these in Google by including "Powered By Wordpress" in your search.

You can either link to your free ebook on one of the document sharing sites, or link to your squeeze page and collect subscribers too – see 4 & 5 below.

### **4. Use it as an opt in gift**

If you have a blog, give the ebook away in exchange for your readers opting in. Or set up a simple squeeze page, drive traffic to it and collect leads this way.

By doing this, you get the chance to earn money from subscribers who purchase things from your affiliate links. But, you are using your ebooks to build a list – something you absolutely should be doing.

And an extra tip: if you pass on giveaway rights to your ebook to your subscribers, then they will have the right to give the ebooks away to THEIR subscribers – with YOUR affiliate links included 😊

### **5. Add it to giveaway events**

Giveaway events are where multiple internet marketers come together and give away a freebie in return for an email address. Everyone involved agrees to send some traffic, so you will also need to participate in the promotion of the event.

You can join in with these giveaways with your ebook, getting your links out there and building your list at the same time (anyone downloading your ebook will have to opt in to get it)

Provided you have a good quality report to give away, you can get a lot of downloads through these sort of events.

These giveaways are happening constantly in the IM world, so to find out about upcoming events, go to <http://www.newjygiveaways.com/> - or just do a search for 'giveaway events'.

## **6. Give it away to your existing subscribers**

If you already have a list of subscribers, the first thing to do is to give them a free copy of your report. It's very obvious... but is something that many marketers neglect to do.

By giving a free quality report on a topic that your subscribers are interested in, you are giving real value and building trust – a crucial part of successful email marketing.

And of course you have the added benefit of getting eyes on your affiliate links. 😊

## **7. Give it as a bonus**

Another very powerful method of getting your ebook out there is by giving it away as a bonus. For example, you could give it away as a bonus for someone buying your own product (if you have your own products).

Alternatively, include it as a bonus for someone buying a product you are promoting as an affiliate. A good ebook can be a genuinely useful bonus – just be sure that it is closely related to (and adds to) the main product you are promoting.

This is particularly powerful because you are getting your ebook in front of actual buyers, and not just freebie seekers – so click throughs and conversions will be much higher.

## **Sounds great... where do I get these reports?**

This can be one of the stumbling blocks for this system... but it doesn't have to be.

You can write them yourself, but unless you're a natural writer, creating ebooks yourself can be a real drag. And many times you'll not know enough about the topic at hand to produce the quality content that you need.

Alternatively, you can outsource the writing to someone else. But remember, for this system to work the writing has to be good quality – and that does not come cheap.

So what do you do if you can't or don't want to create your own ebook or report?

The simple answer is to take existing rebrandable ebooks and rebrand them with your own affiliate links. And yes, these DO exist... keep reading and all will be revealed!

In case you don't know, rebrandable ebooks are PDFs that come complete with their own rebranding software. That software (often web based) allows you to enter your affiliate ID for whatever product is being promoted, and in one click it replaces the links in that ebook with your affiliate links. You can then distribute the ebook and earn money from it every time someone clicks through your link and buys whatever is being promoted.

Rebrandable ebooks provide you with the opportunity to make money from great content without having to write any of the content yourself. All you have to do is to load up the rebrander, insert your affiliate ID into the ebook, and give it away again and again.

Giving away PDF reports rebranded with you affiliate links is a great way to make passive income – distribute them properly, and you will see affiliate commissions coming in for years to come.

Once it's been put out there, you can forget about it. And provided the report that contains your affiliate links is really good, the report will effectively start finding traffic by itself, as it gets passed from person to person all across the net.

And the best place to find these rebrandable reports?

**[EverythingRebrandable.com](http://EverythingRebrandable.com)**

The key is to have good quality reports that are genuinely useful, but that presell a more advanced product in the same sub niche.

That's why **EverythingRebrandable.com** is such a great resource – you get access to a massive range of evergreen reports (and software), all top quality, and all easily rebranded with your affiliate links in just a couple of clicks.

As a member, you'll have access to everything that's already been uploaded, and new reports are constantly being added, so you'll never run out of fresh content to share.

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