7 Ways to Double or Triple Your Ebook Downloads

By Yanik Silver www.InstantInternetProfits.com

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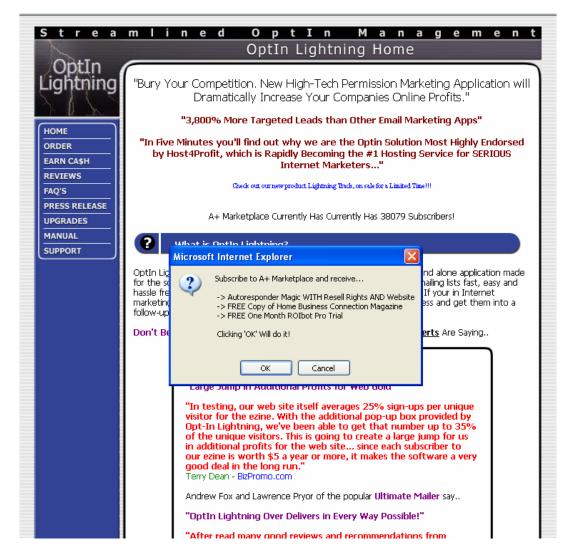
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• You can use a system like opt-in lightning (http://lightning.yanikrecommends.com)

The way this system works is a small window comes up on your web page and you customize it with any message you want. A visitor only has to click "ok" to get subscribed via their default email program. It works very, very well. Here's a quick screen shot so you can see what it looks like:



• You can use a pop-up window (http://pops.yanikrecommends.com)

Another simple way to use your ebook as bait is to have a pop-up window either come when a visitor gets to your site or when they leave your site offering the free ebook for download. The best resource with all the codes and tons of ideas on how to use pop ups is at: http://pops.yanikrecommends.com

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I use this method all the time and it does double duty. Not only do I get the answers I need to help me create additional products but I also make money from links inside the ebook I give away for completed surveys.

Here's the email I send to people who buy our Instant Sales Letters (www.instantsalesletters.com) product:

* * *

Subject: [[firstname]], I need your help Hi [[firstname]],

You recently ordered the "Instant Sales Letters" templates and I hope you're finding everything in there useful and extremely profitable for your business.

Now, I'd like to ask a favor of you.

I'm in the process of collecting comments about the Instant Sales Letter program from business owners like yourself.

Would you take a moment to give me your opinion of this product by answering a few simple questions? Just hit REPLY and fill out the questionnaire below to send your comments right back to me.

And if you'll be kind enough to help me out, I'll be pleased to return the favor by sending you a copy of a new ebook, entitled "43 Specific Ways to Make 2002 Your Best, Most Profitable Year Ever".

You'll find this new ebook loaded with lots of specific advice from 43 top business and marketing experts (including yours truly) :)

I look forward to hearing what you like about the "Instant Sales Letters", but I also welcome any suggestions or criticisms, too.

Thanks so much for your time.

Warmest regards, Yanik Silver

P.S. Does this letter look familiar? It should - you have a similar Instant Sales Letter template that you should be using to generate lots of powerful testimonials and important feedback from your customers.

-- Survey Starts --

* * *

Now here is the reply they get back with the completed survey:

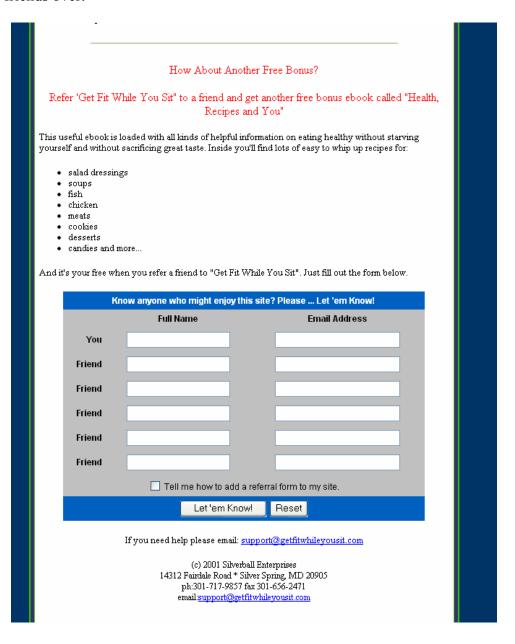
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Subject: Thanks for your feedback
Hello,
Thanks for the feedback! Here is where you can download
the ebook called "43 Specific Ways to Make 2002 Your Best,
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You'll find this new ebook loaded with lots of
specific advice from 43 top business and marketing
experts (including yours truly) :)
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http://www.33DaysToOnlineProfits.com
http://www.AutoresponderMagic.com
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Ebook Download Technique #4: "Refer a Friend"

How about this cool method? Use a simple 'refer-a-friend' script like (www.letthemknow.com) and you can have people sending their friends to your web site.

Here's a quick screen shot from of how we use this on www.getfitwhileyousit.com after people order the actual ebook. Notice how we use a free ebook as a bribe so they'll refer their friends over:



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But if the free ebook is related and helps improve your offer definitely give it away.

Ebook Download Technique #6: Make Yourself Look Good

Here's another technique that will lead to additional sales in the long-run. There's nobody that doesn't enjoy something for free so if you have an ezine, email list or customer list – why not endear yourself to them by giving away the ebook for free?

They'll love you for it and if you understand the psychological trigger of reciprocation you'll see why this is such a powerful technique.

Here's a quick email I sent out to our customers (from the author of "Get Fit While You Sit") giving away a free ebook:

```
***
[[firstname]], what's for dinner?

Dear [[firstname]],

Hi, it's Jeff Ball from GetFitWhileYouSit.com.

How many times have you heard your kids or spouse ask you, "what's for dinner?"

I tell you at our house it has become a running joke.

So if you're like me, you can't get enough quick and easy recipes to try. That's why I've set up a special page where you can download 2 great cookbooks just for being a valued subscriber. The first cookbook is filled with healthy recipes and the other is all about salad recipes.

I'm sure you'll love them. Here's that special link:
http://www.getfitwhileyousit.com/freecookbooks/
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Enjoy!

Jeff Ball
www.getfitwhileyousit.com

P.S. And if you're looking for thousands of additional recipes you should really check out this site:

http://www.roibot.com/w.cgi?R1100 ecook

Inside are recipes for almost *everything* you can imagine. You really need to check it out.

* * *

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Good luck!

Yanik Silver

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