

[7 More Simple but Effective Tips to Grow Your Ebook Business](#)

This ones not just about some extra sales, but also to grow your e-mail list. Anyone can grow their list if they really want to. The trick is to have the people on it who are specifically interested in your niche. So how do we do this?

A joint venture is where you contact a marketer in your niche market who has an email list of subscribers who may have an interest in your product. They can be the lifeblood of your business. Just five decent joint venture partners who promote your ebook to their email list in exchange for a commission can put your current income through the roof.

Know Your Conversion Rate

The first mistake newbie's make is they start contacting JV partners before they've even made a sale of their ebook themselves. This is wrong. Very wrong. You need to be able to contact a potential JV partner and be able to tell them how your sites converting. Remember as well, s/he doesn't want to push a duff product to their list.

Site conversion is simple. It's the amount of visitors to the amount of visitors who buy. So for example if one hundred people visited your site and two bought your conversion is two percent. You want to get at least one thousand visitors before you know your conversion.

To work out how your sites converting download the software from www.statcounter.com. Don't worry it won't cost you a penny.

Offer Large Commissions

Once you know how well your sites converting (if no one's buying don't even bother contacting marketers. Improve your sales letter, change your headline, whatever it takes - get the basics right first) you can start contacting JV partners. Offer them more than your regular affiliates. If you offer your affiliates fifty percent commission, offer your JV partners seventy five percent.

You may be thinking "wait a sec those commissions are huge? I won't make any money myself". This is where so many go wrong. If people are sending you tons of visitors you can build your email list and offer them other products in email promotions, and you can also make money selling back end products.

Return The Favour

Offering high commissions is not enough. Tell them that you'll add a message into your auto responder set up so that you'll market their products via an affiliate link in your back end. Explain that you'll be setting up joint ventures with other marketers in the niche so that they'll get visitors to their site without spending a dime.

Using Clickbank

Please, please understand one thing. If you're selling an ebook on fitness don't start contacting marketers who sell gardening products. That's just ridiculous. Only contact marketers who sell products aimed at your niche market and therefore have an email or customer list of people who may have an interest in your ebook. Should be obvious, but "common sense isn't always that common!"

With that in mind start at www.clickbank.com. Click on "promote products" on the home page and then search the marketplace for products in your niche. Contact the product owners and try setting up a JV.

Google "Ezine" Trick

This is a great way to find marketers with ready made email lists they can send a promotion to and sell tons of copies of your ebook virtually overnight.

Go to google and type in "(niche) ezine". So for example if you were selling a bass fishing related ebook you'd type in "bass fishing ezine". What you'll get is a huge list of results of web sites in which people have a bass fishing email newsletter (or ezine). Obviously they won't all have one, often you'll get millions of results, but you can spend a few hours going through the results and get more JV contacts than you could ever hope for!

Google "Allintitle" Trick

Here's another cracker. Do you think web sites that have your niche market keyword in their domain name might be great potential JV partners? Of course! Go to google and type in "allintitle: (niche)"

So for example if you were selling an ebook on song writing you'd type "allintitle:song writing" into google.

Go through the results contacting marketers and setting up hugely profitable joint ventures.

Leverage Results

This is my favourite.

Once you set up one profitable JV use the results to start setting up even more joint ventures. You can say things like "Joe bloggs from domain name.com made X amount of sales and earned X amount from just one mailing to his list". This really is powerful because it shows people that you know what you're doing.

Now go and take action. You really can set up joint ventures with any niche markets top guns if you go and actually do it. Good luck!

About the Author

Lee Brewer helps people start their own online ventures. Why not visit [Free Niche Ebook Creation Video](#) and get your hands on a no cost two and a half hour internet business video showing you step by step how to create an ebook business. [Free Niche Ebook Creation Video](#)

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