

## [Sell Your New eBook Before You Launch It!](#)

By PREselling your visitors you are guaranteed increase sales already today. PREselling is the number one best way of advertising, you simply can't fail. You are in control, you control what the visitors demand and of course, you supply exactly that every time.

Does Preselling sound familiar to you? If it doesn't don't worry, I'll explain everything in greater details right here!

If you are not Preselling, I can guarantee you that you are not getting the most out of your business. Preselling can for sure be the difference between failure and success. It is all about turning your reader into a buyer of one of your products or services you sell. It's THE best way to sell products of which you earn a commission, also know as affiliate programs. Before I continue, if you haven't heard of Preselling before, I will tell you that it is the complete opposite of a sales letter, keep that in mind. You are not trying to sell anything to your reader.

A sales letter do from the beginning turn your customers off. No one wants to buy something from a person that is trying to convince you of buying something. People would rather buy from someone who recommends something. I bet you have tried exactly the same. Think about how many times you have bought something that one or more of your friends or family could recommend. You would definitely be more willing to buy something that one of you family members could recommend, than buying from someone you didn't know.

I am confident that anybody can effectively presell, you just have to know how. The secret about Preselling is content, nothing else. People want quality content and the better content you give them, the more they will buy. So what you do for every affiliate or product you sell is to make an eBook on that specific topic. Let's say you are selling an eBook about net auctions on eBay. Now you make a new eBook on that exact same topic, but you don't reveal all the secrets that are in your product. But you give people just the right amount of advice so that they feel they have to know more. What you basically do is to write an overview, of the content in the product you are selling. Then you give that eBook away for free to you subscribers, or give it away as a free download on your website. You could also give it away to any customer that buys from you, as a thank you for buying from me bonus. This is especially effective, if you are doing a lot of net auctions where people doesn't always see your website, or subscribe to your newsletter or eZine. So let's say that every time somebody buys a product from you on eBay, you give them a free copy of your preselling eBook.

So if we assume that you are selling an eBook about net auctions on eBay, you could write something like:

"The number one thing you have to master in net auction is to write an appealing and interesting title. The Title is what gets your customers to click and read you auction description. If they don't click on your auction you won't generate any sales. The eBay Net Auction eBook (which is linked to your product) gives you a fully proven strategy, on how to choose the right Title for your Net Auction".

I'm sure you know can see were I'm Going. Now the reader knows that he must make a perfect title, but he still doesn't know how. You have just implemented a question in the reader's head that you can answer for him, quite easily.

That's exactly what Preselling is all about you create a demand in the reader's head that only you can answer, and you can answer it right know. By doing this you don't have to know exactly which product your customers are looking for, you just have to know a little bit about it, and then tell them what they need and give it to them. You can imagine the possibilities here, they are huge because you are in control of what the reader wants, and you can deliver it.

If you master the science of Preselling there is no limit to how successful you can be. Not many people are doing this kind of advertising, so being one of the first can pay off big time. If you want to completely master Preselling, there is a book called "Make Your Content PREsell"

This is the only book you would ever need to become a professor in Preselling, and there is a money back guarantee, despite the ridiculously low price.

And if you are not a good writer, then your are wrong, because anyone can Learn To Write, and ain't it worth a little time of your time to increase your sales already today.

## About the Author

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