

# **EARNINGS & DISCLAIMER**

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# OVERVIEW

You have before you an eBook. This product will show you how you can earn and maximize your profits from creating an information product. You will be explained how to put together a good sales letter. You will be explained what essentials you must have when you run an information product.

The theories and paragraphs interlink with each other. So it's best to read

the whole report in one blow to get the most value out of it.

This way, it's a bit easier to spot the subjects that interlink.

I will lay out everything that is important for having a successful information product in this report. This report is based on common knowledge and well-grounded psychological theories!

Unfortunately I cannot guarantee that the content of this report will give you huge amount of cash. But I always follow these guidelines to the letter and it always works out great for me. On average I make \$4,000 - \$6,000 monthly.

# INTRODUCTION

Hello and welcome to my eBook entitled "Capital Whirlpool".

You only need an hour or two to make one. After you have made one you can just sit

back relax. You will soon be seeing payments on your PayPal account.

## **WHAT IS AN INFO-PRODUCT?**

Information products are products that can usually be delivered over the internet and which essentially provide information about a topic that is of sufficient interest to get people to pay money for the information.

This way, any crypter, book, stresser, etc... All the e-files that are downloadable are an Information Product. You are reading one right now.

Selling an information product requires 4 things:

- A Niche;
- Research work;
- Sales page;
- Good reviews.

I am going to explain you how to be well succeeded in all of those things, and how to maximize your profits, with small investments.

## WHY SHOULD I MAKE ONE?

The advantages of making information products are enormous - and they can give you the edge you need to make your business a success.

- Information products can be created with little or no money.
- Information products can be reproduced in any quantity - it is as simple as copying a file. Even if you sell a million copies, production costs stay zero.
- With information products, inventory and the problems around keeping an inventory are completely eliminated.
- With information products, shipping costs and problems around shipping are completely eliminated.
- Because it is delivered electronically, the time-lapse between purchase and delivery is negligible.

Hard goods have to be manufactured from raw materials using machinery. You'll probably have to hire someone to oversee the production. You'd have to have a system for keeping inventory - and again someone to run that. You'd have to ship the products - with someone to oversee that - or outsource the shipping function to someone else. These overheads make it difficult to be competitive.

The idea of an information product like this is to solve a problem in just a quick read. It is meant to be an easy read, however I doubt if I just did deliver an easy read above! Furthermore, it is meant to allow the reader to quickly read your product and start implementing it. So what you need to do is to put clear and direct instructions. Screenshots are always a good thing when someone has created a step by step related guide. Well let's start, we need to find a common problem in the market place and provide the solution.

Needless to say, information products are cheap, easy, convenient and fast. The kind of thing you can create and sell all by yourself.

## **HOW, AND WHERE TO ADVERTISE? – NICHES**

You should advertise your informational product to people who need information regarding your informational product's niche. If your niche involves acne removal, your audience should be people who have acne. If your niche involves body building, your audience should be people who want to get ripped or lose weight. If your niche involves money making, your audience should be people who wants to earn money. You know where this is going, right?

# CREATING AN EBOOK

## Finding a niche:

In making an information product, it is essential that you make sure that you have knowledge on a particular niche. Therefore, it is also essential that you choose a niche that you know and do. For example, if you are a hacker, it is recommended that you make an information product that involves hacking. Although, that doesn't mean that you should only limit your information product to your field. Always diversify your knowledge.

Find a good and profitable niche. With the right niche then it is like you have someone pushing you along the railroad of success. All those late nights start to pay off, your profits can be reinvested and turn into even more profits. Your hard work finally pays off. With the wrong niche, your hard work is slaughtered, you stay up late for naught, you don't make enough profits to reinvest anything, and if you did then the returns would not warrant the risk of your money.

What is a good niche and a bad niche? A good niche is a niche that is in- demand and sells high; a bad niche is the complete opposite. You don't want a niche that you know won't sell. Marketing a product that you know won't sell (or maybe it can but that will require tremendous effort) is bad for you, considering you are a beginner. Even as an internet marketer, I still have a hard time marketing products that are hard.

## Do researches on your niche:

Purchase a couple of eBooks regarding your desired niche. If you don't have enough money, or just don't want to buy them just go to FilesTube.com and search for "yourniche.PDF" (EXAMPLE BELOW)

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Read the reports carefully, and understand of what you are writing about

## **Starting the creation:**

After reading the books purchased/download, open your text editor(Word or Open Office) compile all the information into 1 book. Make sure you go deep on content, people will value that. Don't worry when people accuse you of leeching or similar. You didn't leech anything, you just did a research.

Take the following guidelines:

- Make your product clear to read, but go in-depth. Tell everything.
- Add screenshots(I recommend LightShot tool, Google for it)
- Use different fonts, change size, color, etc...
- You can be original, but don't worry with being "the best".
- Choose a niche that worth the time

## **Choosing the title:**

When you are about to choose the title, think again. And again. It has to be catchy, easy to remember. Capital Whirlpool - A Tornado of Money. All the time you think on "Tornados" or "Money" you will remember this book, trust me.

After you finished writing your report make sure to save it as doc or docx, in case a backup is required.

Now, you are saving the product for selling, the copy your customers are going to get. Save it as .PDF, it is easier to read books in that format. Microsoft Word 2010 allows you to save documents as .pdf, or if you prefer a special software for PDF's, I recommend you to buy Nitro PDF Pro. Also add a slogan, hype it. I will give you an example, "Capital Whirlpool!! Make 2000\$/day with one hour of work - WHITEHAT!!! - Buy now"

You see? People aren't dumb, if you knew a method to make 2000\$/day with no work, would you ever sell it? NO! You would save it for you only!

Here are some nice tips to build the title:

1. Use CAPITAL letters – It will catch the attention.
2. Hype on your slogan, but don't overhype.
3. Use special characters, like you see in other threads.

WarriorForum is one of the biggest marketing forums in the web(maybe the biggest). I have collected some thread titles, check them:

**[HUNDREDS OF RAVE REVIEWS] 40 HQ BACKLINKS + PAGE 1 GOOGLE NEWS IN DAYS! NO WORK INVOLVED FOR YOU!**  
**5 Minute Method Makes Me \$50/Day. AWESOME Reviews! "Already made my money back!"**  
**1000 Pins P/H, UNPRECEDENTED Pinterest Software. \$500-\$1000 P/W | Unlimited Content for ANY Niche**  
**How To Get MASSIVE AUTOMATED TRAFFIC From ONE OF The BIGGEST, OLDEST & Most STABLE Source Online**

As you can see, they make use of all the available characters. It will call people's attention. Follow that.

## Uploading the product:

After the product is created, saved backups and PDF on your computer, the whirlpool will be coming. But we want a "controlled" whirlpool, that we control.

This way we need to know:

- Who buys our product
- Adding a MRR License, which will allow to fill DMCA reports on sites like leak forums, l33ts, etc...
- Using a API link, or using our own website to host product so customers will never see the "true" link from where they downloaded, preventing leeching.

Who buys our product - We want to control the storm, and with so many customers we will control who accesses our book. A way to do this is by adding a password to our eBook.

**Watch the tutorial on the folder videos**

## **Selling:**

Once your product is completed, you will now need to put together a sales letter. But that is not everything! I will teach you some psychological techniques, that will make everyone want your product. I will also give a complete of the sites where you should advertise. Let's start by the last part, here is a list:

[WarriorForum](#) – A marketing forum, really nice (But you have to pay subscription).

[DigitalPoint](#) – Another marketing forum.

[HackForums](#) – Best “free” selling products. Can get High Conversions.

[L33ts.Org](#) - Owned by flamingworm(HF).

[Ubers.Org](#) - Second biggest “hacking” forum after HF.

[TBN](#) – A huge community, try it.

[Sythe.Org](#) – Nice site too.

## **Playing with the colors:**

Do you know what makes people purchase a product? No? Ok, I will tell you... They are attracted 70% by the sales letter design, and other 30% by sales letter text. What you basically do in the text part is a “Social Engineering” technique. You already were in their situation, earning less than 1\$/day... Struggling to find niches, etc. But the design is another thing. I provided a Ninja Graphics Kit in the Killer Bonus folder, make sure to combo that with

PhotoShop, if you are going to design your own sales letter.

The color games involve the human brain. People are attracted by them.

**A bolded red will give them excitement. An idea of something strong. It is the passion color, remembers of speed and danger. A tricky color. Make sure to use it so you grab customers attention.**

**Yellow Color**

**is happy. The color of the sun, that makes remind of this smile: "☺"**

**Yellow highlights will work very well when combined with dark text(black, etc...)**

The blue color will be nice to use aswell. It's a soft color that remembers of peace, attracts people and make them more "liberal". They will hear every single word you have to say.

# PayPal Disputes, Chargebacks...

We all know some books suck... They promise private stuff but it ends up being the normal shit you can find for free in the web. You end up leaking it, to release the rage inside you. It doesn't matter... You'll still make 0 profit from it... There is also the situation it says "Newbie Friendly"... But that book is the hardest you have ever seen! Leaking it again.

Now, there are the smartasses that buy everything and chargeback, to see if they get off with it, getting the product for free. We don't like those dumbs. And we will own them, together.

## Winning disputes:

If you receive a dispute on your product and the dispute is a "Not as described" dispute, then just escalate the payment.

The dispute will automatically close without becoming a PayPal claim. You may wonder why... PayPal does not take responsibility on products which are damaged. PayPal closes the dispute as it is not their responsibility to know the quality of the product.

However, if you receive a dispute that isn't of that kind defend yourself. Tell PayPal what you have given to the seller. Hopefully, PayPal will side with you since you are the seller and for each sales you make, they earn money. To resolve this faster, and spare money, call PayPal on Skype using this number: **+18009506264**

## **Creating auto-buy button, and preventing some disputes:**

### **CHECK THE VIDEO GUIDE 3 -----**

What this does is prevent your buyers from using the dispute function on PayPal. This will ensure you that they will private message you the difficulties they are experiencing instead of resorting to disputing the payment which they have paid you.

## **Conclusion**

This concludes Capital Whirpool.

If you have any inquiries, please email me at:  
[support@monetizers.info](mailto:support@monetizers.info)