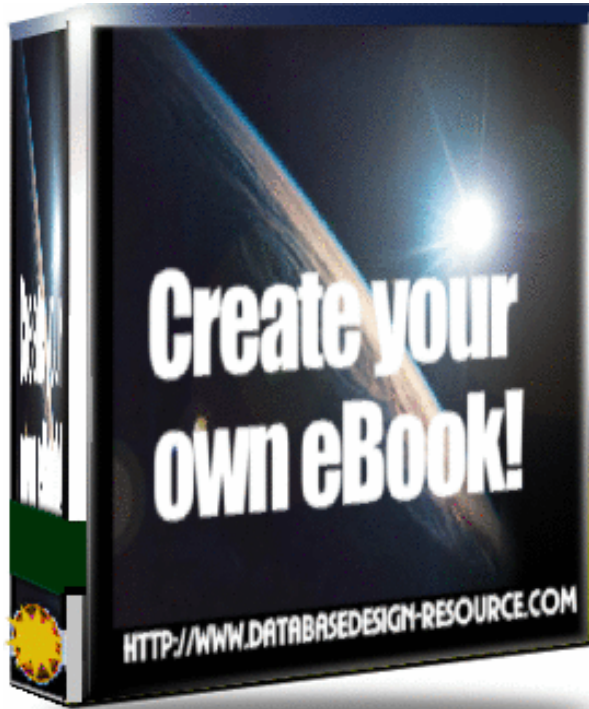


# Create your own eBook - For newbies



Author: Alf A. Pedersen

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<http://www.databasedesign-resource.com>

## How to write an eBook – for newbies.

### Introduction.

The very book you are starting to read right now, is an eBook on how to write an eBook. It is also an eBook which describes, or is linking to, everything you need to make your own [website](#) where you can sell your eBook.

Why do I do this?

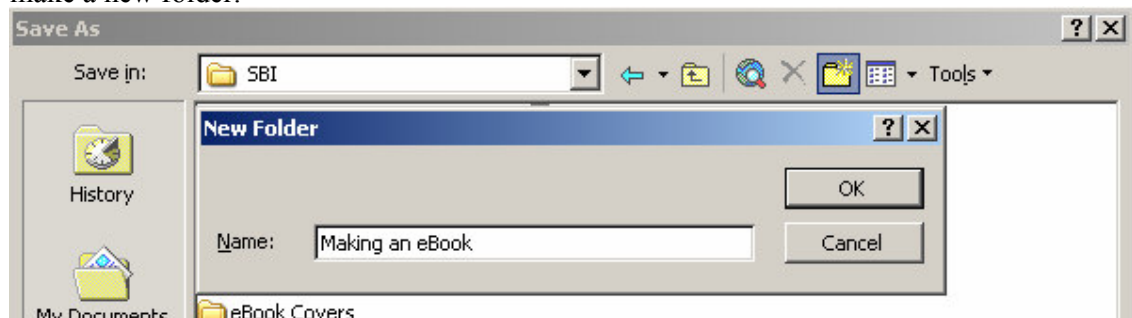
Two days ago, I noticed a cry for help in one of my incoming mailboxes. It was from a newbie who tried to make an eBook, and had failed and stopped the project. The reason was that he/she had used all trial admissions for Acrobat Reader, and it was now locked to her/him. Well, such things happen, but I felt pretty bad about the email, because it was 12 days old, and I hadn't answered it yet!

I started writing her/him an email, but then I thought: If she/he is in trouble, there must be many more out there. I have also received several emails about the same theme, since some may think I know much about the techniques of writing an eBook, having eBooks for download on my own site, <http://www.databasedesign-resource.com>. That site is built with the best web design tool around: [SiteBuildIT!](#) See more on this later.

However, I am not an expert at this, but I have managed to make a couple of eBooks, upload them to my site, and offer them for sale. The purpose of this eBook is to show you how I do it, and most important, without spending money on doing it.

### Right on: Your most important tool.

Your most important tool is Microsoft Word. I started Word 10 minutes ago, and I am now writing this page. When I have it finished, I select File -> Save, and I make a new folder:

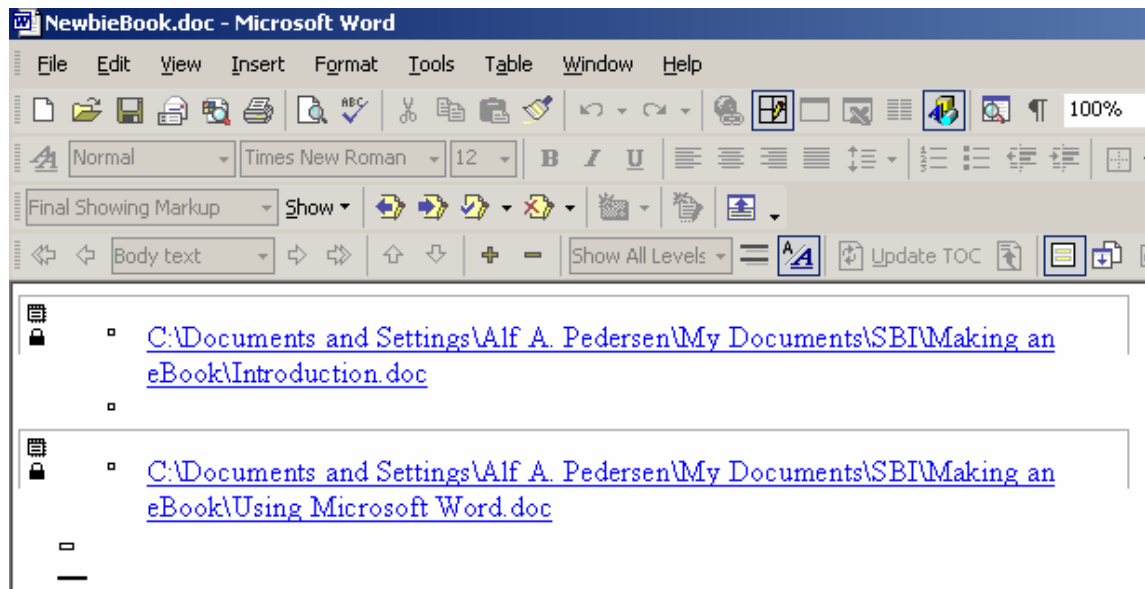


and save this file. I name it Introduction.doc. I will now make a chapter about how I use Word, so I save and close this file. See you in the next chapter.

BTW, the graphics in this eBook may look a little blurred on your screen. It is the fault of the PDF viewer. If you print this eBook, all images will be nice and sharp.



Double-click on the chapter you want to insert, and it goes straight into your master document. You continue like this until all your chapters are in place. Notice that every chapter opens with a view of all the text, but the master document is really just pointing to the filename of each chapter. When all chapters are in, choose File -> Save and save the master document, just as any other Word document. Close Word and start it up again, and open your master document again. You will get something like this (Remember, I have just started this writing so I just have two chapters to show you right now):



You see? The master document is just a set of pointers to your chapters. You can expand and collapse the master document as you wish, but you do NOT edit any content here; you do that in each chapter itself. The only thing you do in your master document, is to correct eventual unnecessary page breaks. You may spot them as blank lines with a little tag between two subdocuments.

Your eBook is now ready for production.

## **Producing the eBook.**

This is the vital step in building your eBook.

Before we continue, I want to make one thing clear: The software I am mentioning is used by agreement between yourself and the provider of it, and it is a business between you and the provider. The links are placed here for your convenience only, so you can get hold of the necessary resources fast and simple.

You can, of course, just publish your Word documents as they are. But; others may easily copy and change it, and the size can be large. A big problem is Word itself: Not everyone have it, and there may be version problems as well. So we will not explore that option further.

At first, I believed that I needed to use special eBook software (SW) to produce eBooks, so I invested 30 USD in an eBook compiler program. It produces very nice eBooks with lots of possibilities, and I would have loved to use it as my standard. Unfortunately, it has two disadvantages:

The size of the eBook grows large; more than 1 Mb compared to PDF at 300 Kb, and; the output is an EXE file. That makes it a risky object: When you start an exe file, it is a computer program. In these times of viruses, you really have to trust the sender of an exe file in order to run it. Your readers will probably trust you, to some degree, but to the extent of executing your exe file? It is a potential showstopper for you.

So I have decided, also after some advice from others, that I want to wrap the eBook into a popular format, and the PDF format can be read by everyone with a PDF reader, such as Acrobat Reader. It is free SW, and you get it here:

<http://www.adobe.com/products/acrobat/readstep2.html>

But, first YOU must be able to convert your Word master document into PDF!

There are many tools on the market; and most of them have a price to it. Some are really expensive. I was looking high and low for a tool which was free to use. I first found a tool called Cute PDF Printer, and it produced absolutely perfect PDF for me.

I was really happy for a whole day.

By the way, I found it by searching on <http://www.download.com>. Go there and search if you are looking for free SW. The cute PDF proved fantastic at first glance, but then I started to find the limitations: It could not convert links I had in my eBook, it couldn't produce page numbers, and it couldn't produce bookmarks (table of content with links), and quite many other options. Cute PDF did only one thing: It converted my Word documents into PDF.

I continued searching.

Then I found the SW I am using now: The pdf995 software. This really does the job I want, with a couple of limitations that I can live with.

The basic principle of both (all?) PDF producing software packages, is as follows: It installs itself as a printer driver (it looks like a printer to you), but instead of printing to your printer, it prints to a file, and the “printed” result is a PDF file! Very nice. With the pdf995 package comes a program called pdfedit995. This program allows you to modify certain properties of the finished PDF file. We will be going through that in detail later.

For now, you have to go and get the pdf995 software, download it and install it. You will need to get both pdf995 and pdfEdit995. They are both free to use, with a little string attached: Each time you use their software, Internet Explorer starts on your PC with an ad for their site. This happens ONLY on your site, NOT at the users who download your eBook. It is just a small nuisance for you, but you can buy yourself out of it by paying USD 19.95 to them.

I haven't paid them yet, but I will, as I find their SW very helpful to me. It is a matter of ethics for me... : They provide me with good software, and aren't pushing anything, but I am sure they need the money, and both I and you can afford that kind of money.

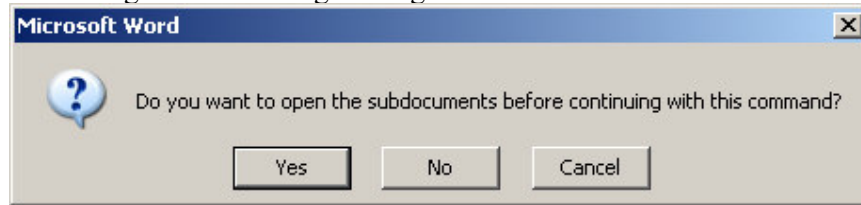
After all, you have the best intentions of making more than 20 bucks on your eBook, haven't you?

So, follow this link, <http://www.pdf995.com>, close my eBook, and come back when you are ready to “print” a PDF file.

## Producing the PDF file

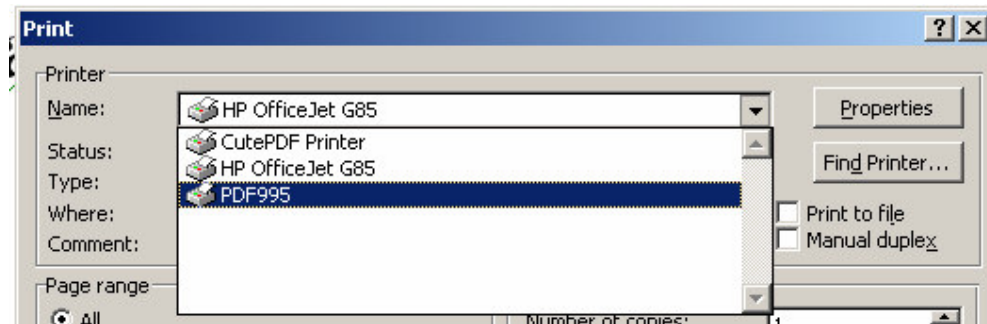
Since you are back, you obviously have installed the pdf995 SW.

Start Word and open your master document again. Choose Preview document. You will get the following message:

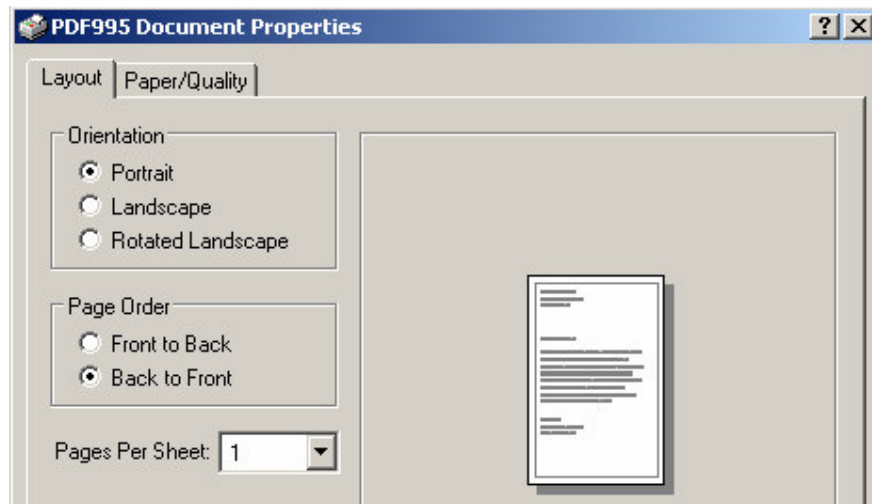


Click Yes, and you can now preview your eBook. If it looks OK, you are ready to go on, if not, go back and edit each chapter until you are satisfied. If you have unwanted page breaks, they may come either from each subdocument, or from unwanted breaks between the subdocuments in your master document.

Close the preview window, and select File -> Print. Instead of printing it to your ordinary printer, you choose the PDF995 printer driver:



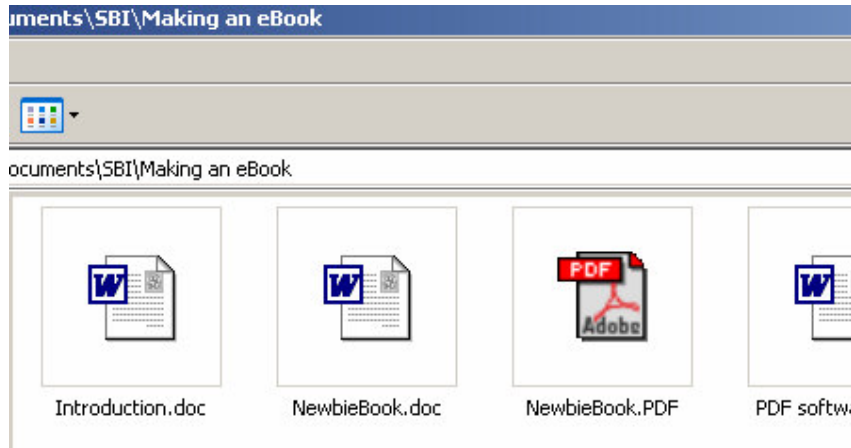
Now, select Properties, and select the Page Order as Back to front:



Press OK, and then “print” the document.

You will be asked where you want to place the document. Choose the same directory on your hard-disk as the other files for your eBook project. Your file will be produced in a few seconds. An Internet Explorer window is popping up. Just click it down or close it. It is that little commercial that I mentioned earlier. As I said, you can pay your way out of that.

You can now look at your eBook. Browse to your eBook project folder, and double-click on the PDF file there:



and Acrobat Reader shows you the result: Pretty good, so far.

Now you can continue to edit your chapters, page breaks and so on. When you are completely finished, and the eBook is ready for the final (production) version, you generate it for the last time, and then you will use the pdfEdit995 for the last, finishing touchups.

The pdf995 only produces the PDF itself; bookmarks, page numbers, links and everything else are done by pdfEdit995. The problem, and limitation with this, is that if you wish to produce a new version of your PDF eBook, you must do that work from scratch again.

There is no persistence here: The PDF producing pdf995 does not take notice of the modifications you do with pdfEdit995. I know, it is too bad, but that is life. Accept it, or pay for something that will do it. I can live with this; it is not that much work.

### **VERY IMPORTANT!**

Up till now, we have talked about using Word. What if you wanted to upload an Excel spreadsheet? Or something else? Here is the good news:

***EVERYTHING YOU CAN PRINT, YOU CAN PRINT TO PDF995!***

That opens a new perspective, doesn't it?

## Modifying the PDF file

Basically, there are four kinds of modifications I would want to do in my PDF file:

1. Add page numbers
2. Add bookmarks (table of content which jumps to the desired chapter)
3. Activate external links in the text
4. Add word-links (links under ordinary text)

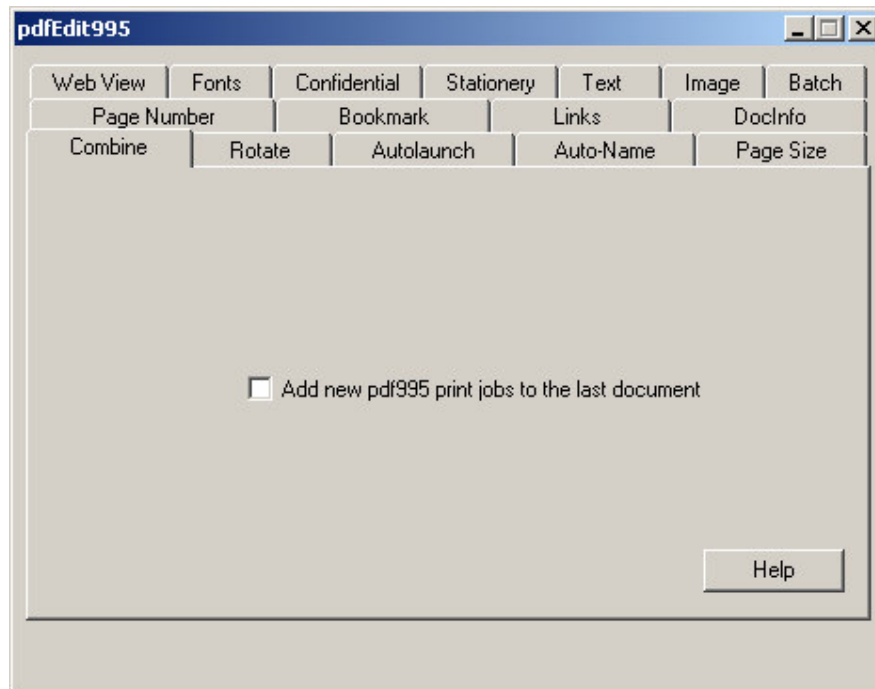
In addition, I would like to put my personal profile on it.

I use the pdfEdit995 program for all these tasks.

First, be sure your PDF file is not open. It must be closed in order to change the content. Closed means simply that you do not have it opened in Acrobat Reader.

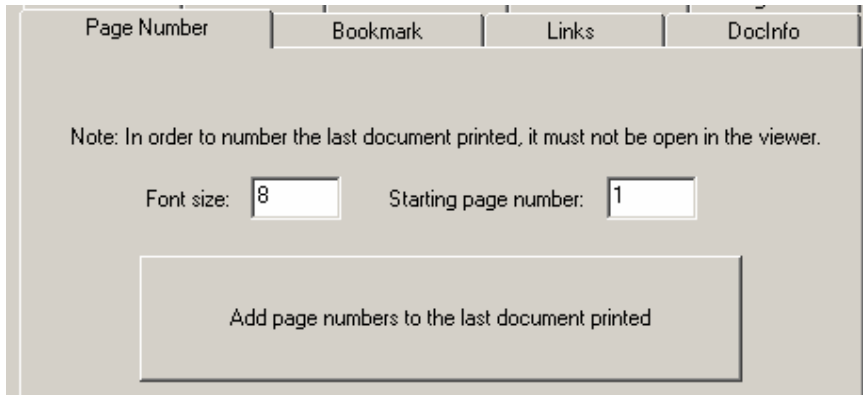
Start the pdfEdit995 program. This program will always operate on the last PDF file you have created; in your case, your newly “printed” eBook.

You will get this screen:



By the way, the same annoying Internet Explorer window will start again. Just close it.

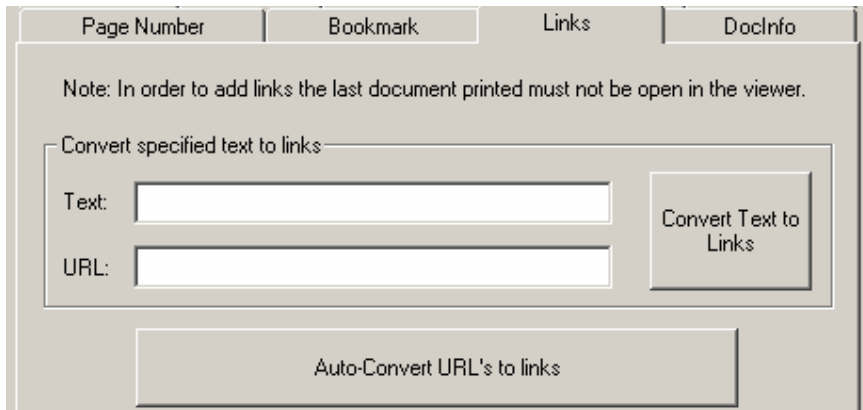
Now select Page Number:



and click on Add page numbers.....

That's it; the eBook has now got page numbers in it.

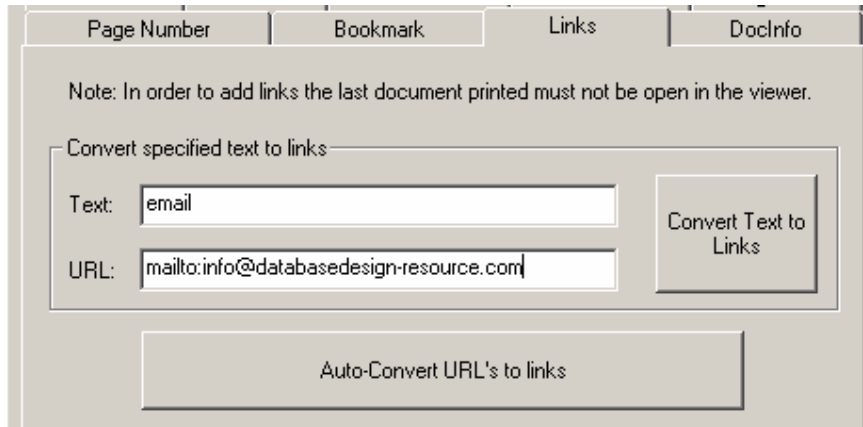
Then click on links:



and click on Auto-Convert.....

This will make all your direct URL's active. They will now start a browser window for the link that the reader clicks on. Great job so far.

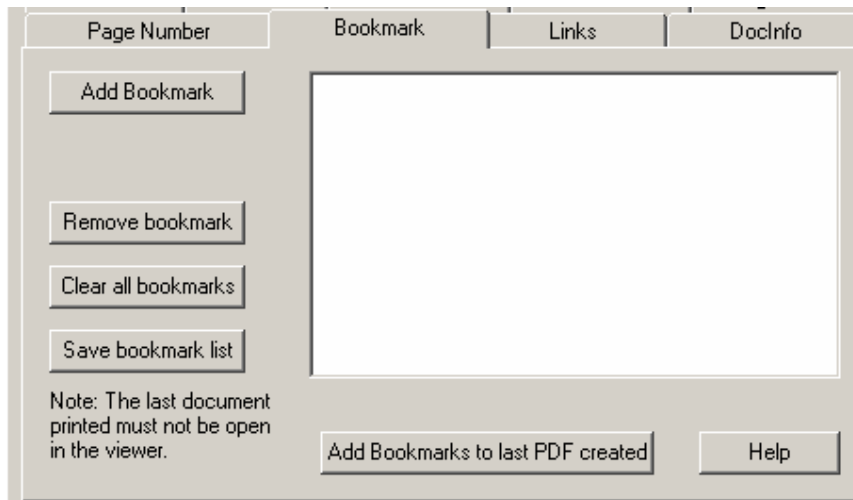
Now I want to convert some text to links: Wherever I have the word [email](#), I want it to be an active [email](#) link to me:



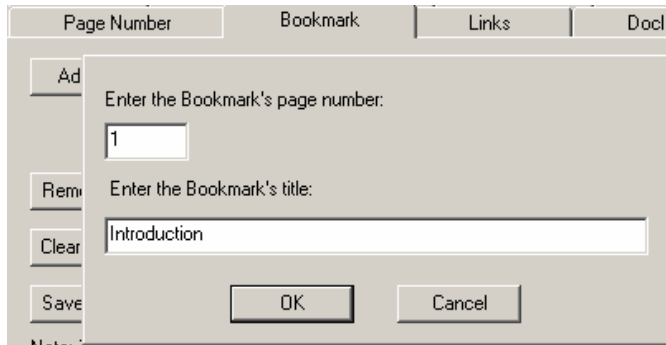
Enter your text, your URL, and press Convert Text to Links. That's it.

Here is one limitation of pdfEdit995 I dislike: Although I can specify a phrase (two or more words), like database normalization, as a text link, pdfEdit995 only makes the first word of that phrase to a link. This is a bit disappointing, but you just have to plan for cunning texts as links to bypass this problem. Furthermore, pdfEdit995 does not mark your text as a hyperlink (blue with underline). You must do it yourself as a link in your Word document.

Adding bookmarks: Choose Bookmarks:

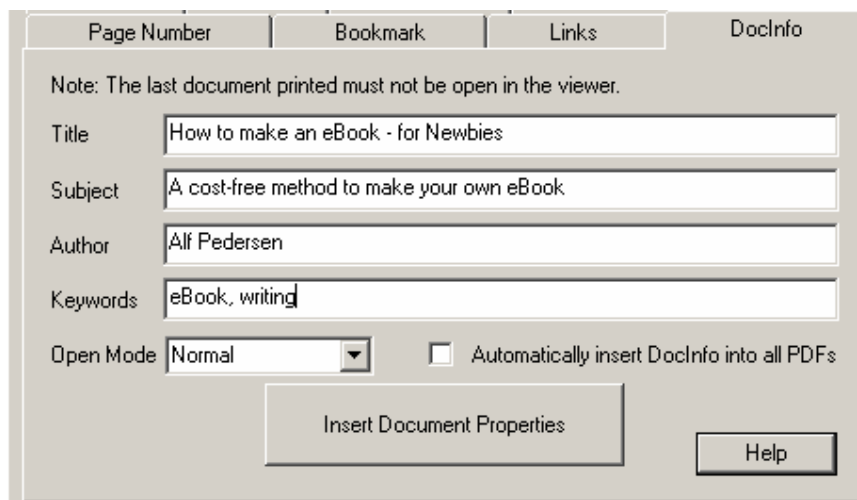


You need to have written down the header of each of your chapters, and their page numbers first. Since you already have added page numbers, you can just open the eBook, browse it and write down page numbers and the chapter title. Then you close (!) the PDF, and start by clicking Add Bookmark:



and press OK. Your first bookmark is in place. Now choose Add sibling and add the next bookmark, and so on, until you are finished. Note that you can create hierarchies here by choosing Create child. You may experiment with this; I haven't studied all the possibilities.

Lastly, I put up a personal touch to the eBook: Choose DocInfo and enter your own information:



and press Insert.....

That's all there is to it. You can now publish the result.

## Uploading your eBook.

Your eBook is ready: It has great content, it is full of useful (and profitable) links, and you are ready to display it to the world. There is only one small problem: It resides on your hard disk! And you have of course protected your hard disk with anti-virus, firewall and everything; no-one gets in here.

You have to publish it, and you do that via your [Website](#). You have to make it visible and downloadable to the audience. If you don't have a website yet, or you think you can't make one by yourself, don't panic: I'll cover that part later.

If you manage your website with Frontpage or whatever, you already know how to upload files. This chapter is intended for the many thousand of successful site-owners that use [SiteBuildIt!](#)

Take the following script and place it in your eBook directory on your hard-disk. Use a simple editor like Notepad. Modify the file name and description (shown in red) to suit your own eBook. A word of warning: Make sure that the file extension is pdf. Not PDF ! [SiteBuildIt!](#) does not accept upper-case in file extensions. Here is the script which you save as whatever.html in your eBook directory on your hard-disk:

```
<html>
<head>
<TITLE>Uploading</TITLE>
<META NAME="ROBOTS" CONTENT="NOINDEX,NOFOLLOW">
</head>
<body>
<a href="support-files/NewbieBook.pdf">eBook creation for
Newbies</a>
</body>
</html>
```

OK: Now upload the script into SBI! as a new page with this button:



Follow the instructions carefully, but don't mind any messages on optimizing or whatever. The only purpose of this script is to upload the PDF file.

You have to go THROUGH Step 3 of the upload process: That's where you browse to your eBook directory on your hard-disk where your PDF file resides, select it, and then upload it.

Do not Build! the page: After your eBook has been successfully uploaded, use the Back button to get out of there (to Site Central).

That's all there is to it, really.

After you have done this, the eBook is placed up on your website, save and sound. But your visitors don't know yet. The next step is to make it visible and downloadable.

## Make your eBook downloadable.

Your eBook is now placed up on the server together with the rest of your [website](#). But you must make it visible to your customers by placing a link to it on your [website](#). Again, this chapter is for highly successful ☺ [SiteBuildIt!](#) webmasters only.

The eBook you are reading now was originally placed on my For Webmasters page. I did it like this: I opened the web page for editing, and on the bottom of it I placed a text link block with this text:

“Get your free eBook on how to make and publish your own eBooks on the Internet. Right-click on the following link and choose a directory to save it in (Left-click will open the eBook in Acrobat Reader. Make sure you have Acrobat reader installed).”

Then I created a text link block like this:

**? Text Link** **Block # 12**  
Delete this Block

**Text**

**Alignment**

**Choose Link**   
  
OR enter a new link below...

**Name this link**  **and**

**Enter URL**

**MouseOver Text**

**Open New Window?**

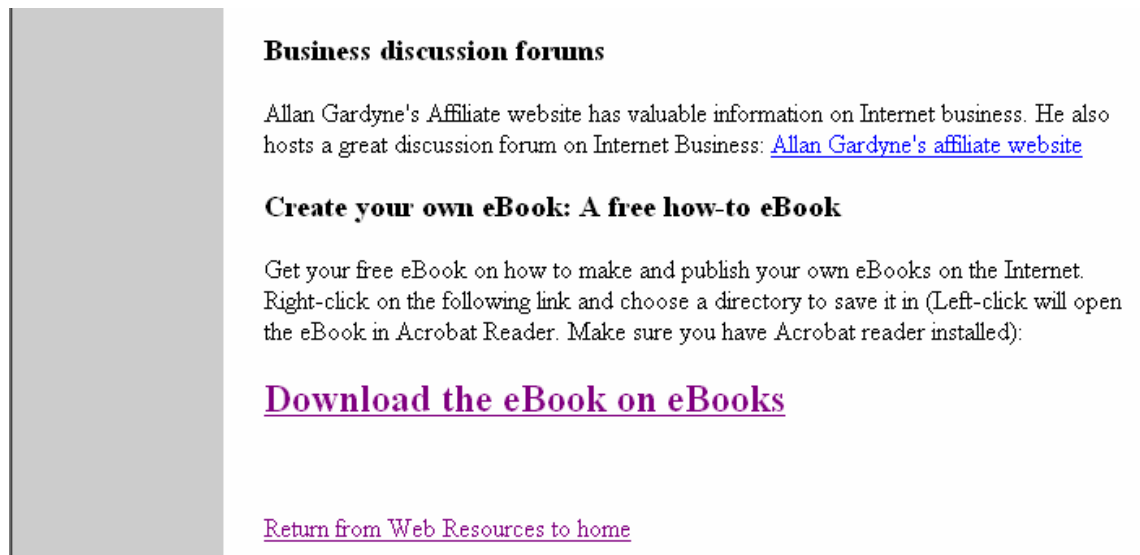
In the URL field, specify the complete link; in my case:

<http://www.databasedesign-resource.com/support-files/newbiebook.pdf>

One vital information: No matter how you spell the name of your eBook (mix of upper- and lower-case letters) use only lower-case in your URL, otherwise it won't be found!

That's it; your eBook can now either be read directly by left-clicking on the link, or saved (Save Target As) by right-clicking on the link, as a PDF file on your computer.

To show you how it once looked like on my For Webmasters page, look at this snapshot:



**Business discussion forums**

Allan Gardyne's Affiliate website has valuable information on Internet business. He also hosts a great discussion forum on Internet Business: [Allan Gardyne's affiliate website](#)

**Create your own eBook: A free how-to eBook**

Get your free eBook on how to make and publish your own eBooks on the Internet. Right-click on the following link and choose a directory to save it in (Left-click will open the eBook in Acrobat Reader. Make sure you have Acrobat reader installed):

[Download the eBook on eBooks](#)

[Return from Web Resources to home](#)

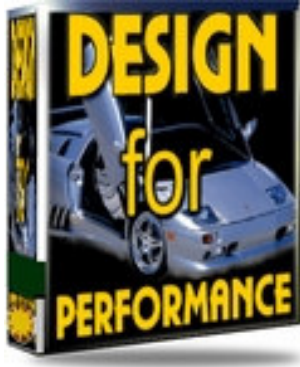
OK! You are in business! Not only have you written an eBook; you have converted it into a sophisticated PDF with page numbers and a professional table of content, you have uploaded it onto your own website, and users can download it directly from your website! Well done!

In the next chapter, I will add an icon, or rather, an eBook cover, to it, just for cosmetics...

## Creating eBook covers

I have had many emails with regards to creating eBook covers, so I will briefly discuss the topic here.

Actually I really like those small 3D images of books on the net. They look like real books, yet they only serve to marketing your electronic product, and to visualize it. Here is a cover I am quite proud of (I'm about to start writing the book, but I couldn't resist making the cover first ☺):



What do they say: Boys will be boys...

But as I see it, this is far better marketing than only a flat text with a text link. Can't help it, that's how I think.

I searched high and low to find free SW to make [covers](#), but I didn't find it. There was one package, but I found the quality not to meet my standards (I found it through <http://www.download.com>, of course. I told you, remember?).

So I ended up buying a SW package. It cost me 50 USD, but it is really worth it. I see some sites who are marketing that they will do a cover for you within five days for USD 99 (that IS 100! I am not stupid...). But why should you, when the software for creating an infinite amount of [covers](#) is half the price. You can do a cover in 10-15 minutes.

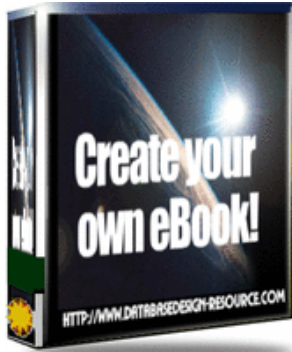
I use [covers](#) both for eBooks, for Key Notes, and for some links, too. You can check out my site <http://www.databasedesign-resource.com> to see how I use it.

You can however, just use a graphics program to design a simple flat graphic icon with tools you already have. Read the chapter on Handling graphics with ease.

Ok, I will make a [cover](#) for this eBook on eBooks. I will fire up my eBook cover SW and start working.

Back in 15 minutes.....

Ok, I'm back. It took me 18 minutes, but I had to do a couple of tries:



I just couldn't resist that space thing: Boys will be boys. ☺

Now I will provide this eBook cover for my website as well. Have to go, but will be back in 10 minutes this time....

Back again.

Website ready, in 7 minutes, and it looks like this, with graphic link to the eBook:

Download my free and helpful eBook **whenever** it suits you. It's free, the Internet, without the Internet Marketing amateurs running after you



Get your free eBook (641 Kb PDF file) on how to work with resources you either already have installed on your computer for free on the Internet.

You need to be a subscriber to my Newsletter to access the eBook. You can unsubscribe anytime. Subscribe to the Newsletter now to receive a confirmation of your subscription (in case someone is not). Just after confirmation you will get an email with a link to back-issues of the Newsletter. Just after confirmation you are offered to download the eBook.

In my opinion, this IS better. A few surveys I've seen also point out that a 3D presentation of an eBook enhances the message. Can't really tell, myself, because my site has not been to long in business.

The same link as I have in my text link is also placed on the eBook [cover](#). Test it out on my site.

Last words: If you intend to write only one eBook, think twice about buying

[cover SW](#). If you are producing several, don't think about it. Get it. Your products will look much better.

## Creating money from your eBook

So far, we have covered everything (I hope) with regards to creating you very own, personal eBook. But there is a final, very interesting question to be answered: How can I make money from this eBook?

There are a few obvious points here: The eBook must have a market, you must advertise it, it must have a placeholder (website) etc. That is not my job to talk about. I will give you a walkthrough on the technical matter of it.

I use ClickBank to sell my eBook. Actually, I do the selling, but Clickbank does the payment part of it. Read more at <http://www.clickbank.com>.

Here is a marketing page on my website:  
<http://www.databasedesign-resource.com/database-normalization.html>

I made the sales icon myself. Since I'm not good at graphics, I actually used PowerPoint!!!



Feel free to copy this image and use it, if you like it. See a later chapter on how to do it.

It is a graphic with a link to ClickBank:


When the visitor clicks it he arrives here:

A screenshot of a ClickBank Secure Order Form. The title bar is maroon with the text "ClickBank® Secure Order Form" and "(step 1 of 2)" in the top right. The main content area is white and contains the following text: "Please enter your country and postal code below. Make sure your postal code matches the one on file with your bank." Below this are two input fields: "Your country and state:" with a dropdown menu showing "Greece" and "Your zip or postal code:" with a text box containing "12345". At the bottom center is a grey button labeled "Continue To Step 2".

The visitor has been sent off to ClickBank from my page (opened in a new window) to pay for the eBook. After entering country, the customer is sent to the next page:

### ClickBank Secure Order Form

We do not store account numbers

 **BBB Online RELIABILITY PROGRAM**

Amex   Card & expiration  
 Your card number  
 3-digit [validation code](#) on back of card  
Note: It is never legal to enter someone else's card.

---

Must be correct

Your name exactly as on card  
 Your email address

Greece 12345

---

|          |         |  |
|----------|---------|--|
| Subtotal | \$17.00 | ClickBank Product Name: "Database Normalization"                             |
| Taxes    | \$3.06  | <input type="button" value="Click Once To Pay \$20.06 (US Dollars)"/>        |
| Total    | \$20.06 | By clicking the button you agree to our <a href="#">TERMS OF SALE</a> below. |

### Terms Of Sale

As you can see, ClickBank even handles VAT processing for countries inside the European Union. Very nice. After the customer hits the Click once...button and the payment is OK, ClickBank sends the customer back to a new page on my site: the SALES PAGE. This is a secret page I made: It has no links in to it, so you will never find it: It is created only for receiving traffic from the ClickBank Secure Order Form.

It looks like this:

## DATABASE DESIGN RESOURCE

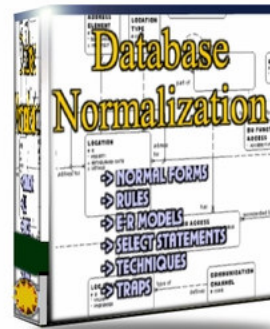
### Thank you for ordering your copy of the Database Normalization lecture!

You will find your download link below for the eBook on Database Normalization. The eBook is in PDF format (approx. 450 Kb).

If you have any problem downloading it, contact [our sales service](#).

### Important notes:

**Please take a moment to  
read these important  
notes**



This page has a link on it for downloading the Database Normalization eBook, in exactly the same manner as we did with this eBook earlier on.

How to set up this?

You must be a customer (a merchant) with ClickBank. Use this link, and read:

<http://www.clickbank.com/overview.html>

Start reading; it is quite a lot.

The basics are these: You have to open an account with them. It will cost you 49 USD. It is a one-time cost. For each sale they will charge a small fee of the price of your eBook. This is deducted from the price the customer pays. Fair enough. If your price is 24.95 USD, you will receive 22.09 USD of that.

You can sell up to 50 products (eBooks) with one account.

ClickBank can only be used to sell electronically distributed products, like eBooks. Fine, that was what we were looking for in the first place. ☺

There may be other arrangements as well, but I don't bother to look further: ClickBank works OK for me, at least so far.

When you sign up with ClickBank, you'll get all necessary instructions on how to setup this auto-pilot sales machine, that will sell for you 24 hours a day, 365 days a year. You only need to pay attention to one small detail: The mailbox outside your house. That's where a check from ClickBank arrives once each month...

## Handling Graphics


I have used quite a lot of graphic illustrations in this eBook. For those clever computer users this is quite simple, but then again, this eBook is not written for them. I will therefore explain a little about how you can use graphics yourself, with software you already have installed on your computer.

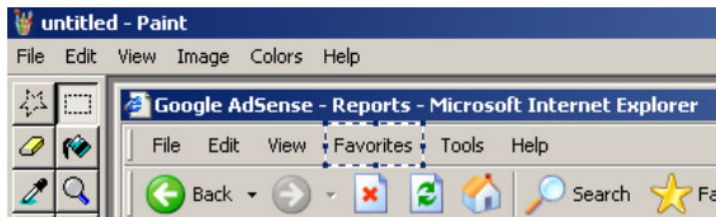
In Accessories, you have a program called Paint. It is not a very sophisticated program, but it does the trick for many tasks. Here is how you can use this little program:

Let us together make a smart little icon, and place it into some small HTML/Javascript code (Don't go away: I'll do the programming, you'll get the result ☺). We shall make a smart little wizard that automatically lets your visitor add your website to his/hers favorites. Here is what I want you to do: Start Internet Explorer now (That's the browser that this code will work with – others won't work). Press down the Ctrl key, and while holding it down, press the Print Screen key. This will make a copy of your screen on the computer's clipboard.

Start Paint. You do it like this: Choose Programs -> Accessories -> Paint

Choose Edit -> Paste

The screen image is now right before your eyes. Click on any button (this is to “freeze” the image), then click on the  button. Place the cursor in the upper left point of the menu choice Favorites. Hold down the left mouse button and drag a rectangle over the area you want a copy of. Now let go of the button. You will have something like this:

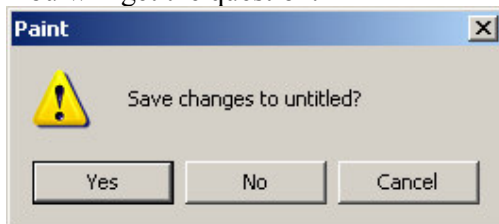


Notice the rectangle around the area for Favorites.

Choose Edit -> Copy.

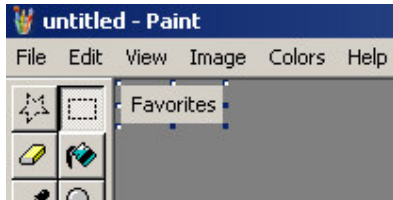
Then select File -> New.

You will get the question:

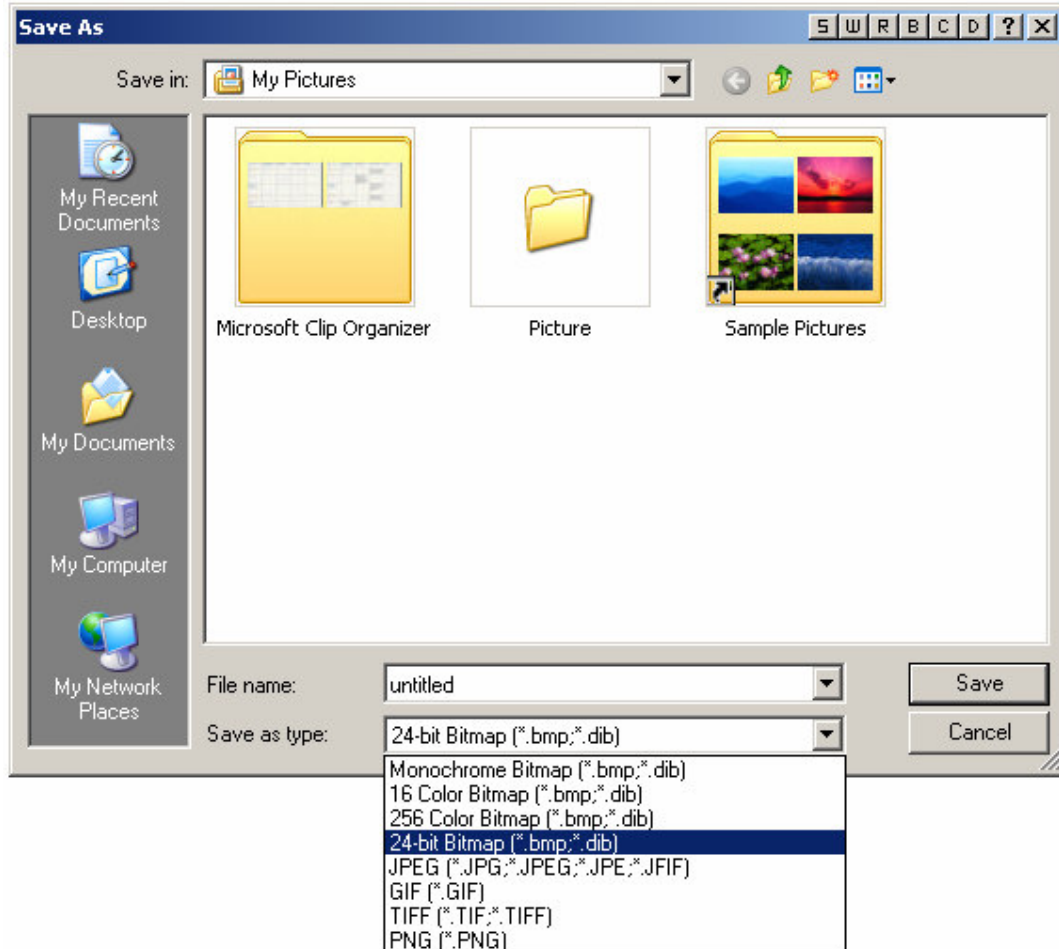


Your answer is a clear, firm No.

Here is a little trick with Paint. When you start it (or select New), it might come up with a large white canvas. Minimize it by clicking in the lower right corner and push the canvas up and to the left, until it becomes as small as possible: We don't want a large white area in our image. NOW: Choose Edit -> Paste  
This is what you get:



That's all for graphic handling! All we need to do now, is to save this, so that we can upload it to our website's image library later (this you should know how to do). Choose File -> Save, and you will get this dialogue:



Choose the catalog for Save in. You should have a catalog somewhere on your disc for graphics?

It was me that opened the Save as type: I did it so you could see the choices. Paint will recommend the BMP format for you, but you should choose JPG : it takes only 25% of the volume of the corresponding BMP format (makes it load 4 times faster on your website).

No write your filename instead of 'untitled'. Why not call it Favorite ?

One last note: With your Windows Explorer (no, not Internet Explorer), check that the file extension is in lower-case. If it's not, change it to lower-case (If you are an SBI! owner, SBI! doesn't allow upper-case in file extensions).

Upload the image to your website. We are almost there now. After all, this chapter is written to teach you some basic graphics skills. I believe that after what we have been through now, you will soon be a graphics wizard; don't you ☺

Now, let me do some programming, while you take a break.

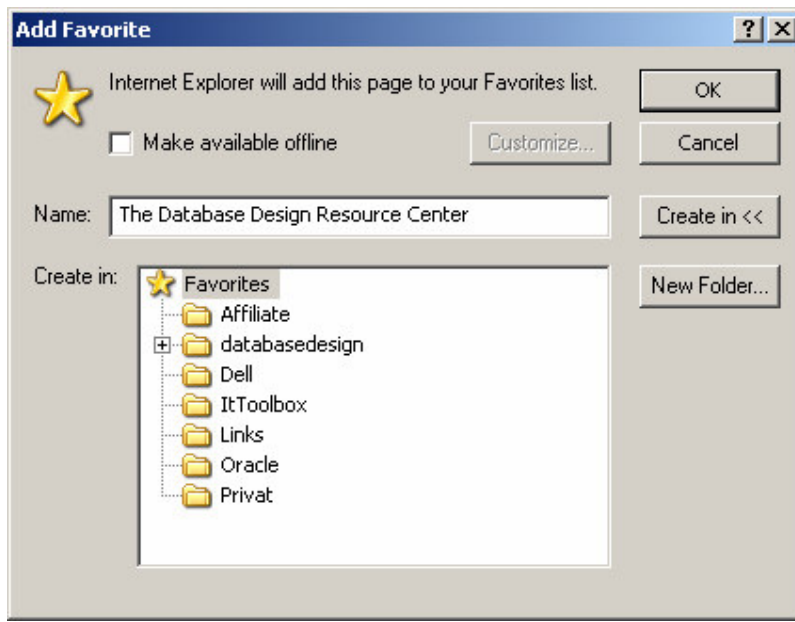
I'm fast; I'm back with this little code:

```
<P>PS: Why don't you add this page to your <script language="JavaScript"><!--
if ((navigator.appName == 'Microsoft Internet Explorer') &&
(window.clientInformation.javaEnabled() == true )) { document.write("<SPAN
STYLE='cursor:hand;'onmouseover='window.external.AddFavorite(location.href,
document.title);'><img src='http://www.yourdomain.com/images/Favorite.gif'
alt='></SPAN>"); } else { document.write("<img
src='http://www.yourdomain.com/images/Favorite.gif' alt='Dont forget to
Bookmark!'>"); }// // --></script> DS.<br><br>
```

I know this looks like Chinese, but don't bother about it. Here is what you do: Copy the above code into your text editor, change **yourdomain** to your own website name, and copy the finished code to where you want to place it on your webpage(s).

Note: The /images/ catalog is for SBI! users. If you're not using SBI!, you'll know best where to place the image.

Final test: Go to my homepage at <http://www.databasedesign-resource.com> . You should find it in action somewhere down the page. Move the mouse over the Favorite image: Scary? Without even touching the keyboard or clicking on the mouse, the following window pops up: This is SO effective, I have even bookmarked my own homepage by mistake. Several times!



This concludes the first section of this eBook on making eBooks. Hopefully, you have learnt a few tricks, and as you have seen, you CAN make eBooks and publish them on the Internet without spending five cents, provided you have a computer, an Internet website, and the most basic and common tools in the industry (a word processor like Word, and a simple graphics program like Paint). Furthermore, you can make professional eBooks [covers](#) in infinite numbers for half the price that some website services charge for only one cover.

This eBook took me most of the days of Dec. 25/26. 2003 to write, and all because I had neglected an email in my inbox for 12 days, which did so much damage to my consciousness that I had to start writing this. It was last updated in Sep.2004.

In the next chapter, I will go into detail on how I created my website; my “empire”. I will show you some very interesting search engine figures, tricks and some details on the tool I am using. See why you will find MY website in the top 10 out of thousands of websites when you search on Google for 'ref cursor oracle', instead of Oracle Corporation™. I will also provide you with links to tons of free information for direct download to your PC. That information will show you how you can successfully create a [website](#) of your own, AND get interested buyers to visit you every hour, making money for you even when you are asleep.

Together, the next chapters will provide you with a lot of free eBooks and free courses on how you most effectively can build a future business for yourself.

How do I know?

I did it, and you visited me for this eBook (or someone who wants your best, sent it to you) ☺

Just get yourself another cup of coffee, then turn the page and let's get going...

## Building your own future and an Internet Business

As said earlier, you read this because you (or someone you know) navigated to my website <http://www.databasedesign-resource.com>, and found this eBook on how to create an eBook. By the way, this eBook is absolutely free, but you cannot copy it or use it for commercial purposes. And why should you; make your own eBook instead, like you have learned earlier.

eBooks (some call them infoproducts) are a fast-growing part of the Internet world: People are seeking information out there. The Internet contains huge amount of free and easy accessible information, but often information is placed in downloadable books like this one, and called eBooks. Of course you could rather be interested in selling hard goods, or your own services, skills and/or talents. Whatever you possess, it is probably possible to sell it. Personally I write eBooks and put them for sale on my own website, but you probably know that already ☺

Since you know how to produce an eBook, I will provide you with further resources so you can sell your eBook and make a profit on it, big or small (depending on demand and supply). After all, you wouldn't have read this eBook as far as this if you weren't thinking about how you could do it? Perhaps this little eBook is what it takes for you to get a head-start?

You WILL need a website to do this.

Do NOT go out and grab yourself a website now; I will return to that later. Do NOT think you can't make it: I'm "talking" on the Net each day with webmasters that don't have any idea about computers and software (well, almost, you need to know how to use one...)

I will tell you about the tools I'm using myself.. I will tell you about ALL the tools I'm using. Some of them you already know, some you don't.

It is actually quite simple: I use a complete tool which is called [SiteBuildIt!](#). Without it, I would probably not have built my own website, and I know many people out there who, without it, **couldn't** have done it!

But if you are considering going for your own business, you should prepare yourself: Learning basic concepts and getting an understanding of what you are entering into first. On the following pages, I will provide you with free readings on several subjects. I am sure one of the subjects will fit to your interest and knowledge.

I could have written pages and pages about this subject, but the stuff has already been written for me, and much better than I can do, so turn the page to start on your education and preparation for something that, worst case, will bring your hobby or interest in front of a world-wide audience, and, best case, will allow you to quit your job and make a living from your home, out on the World Wide Web. And many are right in the middle: Earning enough to buy a better house, another car, or having a great holiday with their families each year ☺. I do.

## How I built an Internet Business

I'd like to tell you a little about how I built my little "empire" (my website) on the Internet. Actually, it was my daughter who gave me a little kick in the a.. : "You know a lot about the database industry. Why don't you make a business out of it?"

I told her that I had a full-time job, and besides, I had absolutely no knowledge about the Internet when it came to Internet programming. My field is high-performing, large databases, residing on large computers in the back-offices.

But my daughter kept on: "I have a friend", she said, "who knows nothing about computers, except how to use them to write and run the ordinary, well-known programs. He has now started earning money on the Internet, selling other people's products. And he has built his own website with a standard toolkit. He doesn't own any of the products he's selling. I think you could do it better: you could make your own products and sell them all over the world".

Now, that was some challenge!

Now, nine months later, I have to give credit to my daughter for being absolutely right: It IS possible: You can see my website here: <http://www.databasedesign-resource.com> . This site has hundreds of visitors from all over the world (more than 80 countries/month) each day, and increasing each month; more than a thousand subscribers to my newsletter (increasing each and every day). The popularity of this website is increasing day by day; but it is still in its infancy, and I can measure its growth day by day by powerful statistics.

The best part: It is ticking in money each and every day, regardless of whether I'm there or not: It is going on autopilot, 24 hours a day, 365 days a year, whether I'm sleeping, going fishing, or if I am at work! Imagine that: This website is earning money each hour, every hour of the day, every day of the year. Read me right, though: It is (so far) residual income, but I walk to the bank twice a month with my checks. I have three income streams:

- My own (first) eBook; more to come
- Advertising income from Google
- Selling infoproducts for others and earning a commission

Notice: Only one income stream is from my own product!

|                              |  |                        |
|------------------------------|--|------------------------|
| <a href="#">Wed 01:38 PM</a> | <a href="mailto:invoice@clickbank.com">invoice@clickbank.com</a> | <a href="#">CB all</a> |
| <a href="#">Wed 10:25 AM</a> | <a href="mailto:invoice@clickbank.com">invoice@clickbank.com</a> | <a href="#">CB all</a> |
| <a href="#">Tue 11:38 AM</a> | <a href="mailto:invoice@clickbank.com">invoice@clickbank.com</a> | <a href="#">CB all</a> |
| <a href="#">08 Jul 2004</a>  | <a href="mailto:invoice@clickbank.com">invoice@clickbank.com</a> | <a href="#">CB all</a> |

I really enjoy those emails from ClickBank!

I will in the future also be selling software, as well as I will be increasing the sale of infoproducts from other sources. There are thousands of products to choose from at ClickBank and other affiliate systems on the Net, both software and eBooks. Some pay more than 50% commission, some pay less. It's your choice what you want to sell.

I myself have opened my first eBook to affiliates with Clickbank, with a 50% commission: Last time I checked, there were more than 30 different websites around the world who were promoting my eBook. That's more than 30 "Internet stores" offering my product! And they are at it 24 hours every day, 365 days a year, just like my own website!

Last summer, on a one-month vacation to Italy with my wife, I went into an Internet café in Rome, logged into my system, and checked sales: How many eBooks sold, how much in advertising income, how's traffic. I did a few changes to a couple of my web-pages, logged out, and continued on my holiday. I can run my business from wherever, as long as I have access to a computer with an Internet connection. Geography is no limitation to me, and it will not be a limitation to you either.

It started very slowly: After being convinced by my daughter, I made an investment in [SiteBuildIt!](#), comparative to a night on the town for two (at least in Europe/America☺), and started to read.

That's right; I had to prepare myself for how I should go about building my "empire". Remember, as I said, this was really not my field...

This was one of the most inspiring experiences I have had: The free eBooks I downloaded contained revealing, easy-to-understand stuff I could read and relate to, written by people who had "been there, done that". It gave me the foundation for all my work ahead (make no mistake, you have to work for success). It also gave me the firm belief that I really could make a difference.

I used my Christmas holiday to write most of my site. I wrote text in my text editor, and then copied it into the appropriate places in my building tool.

The first two months were not encouraging. Little traffic and no income.

Then one day, traffic started to flow to my site. What had happened?

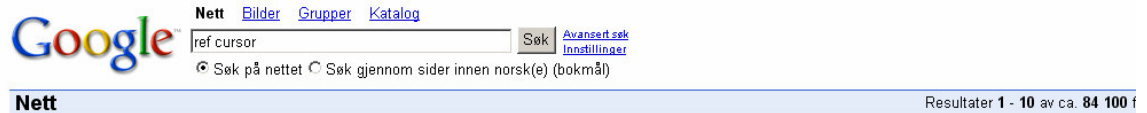
I had been discovered by Google. That's right: The world's largest search engine had noticed me, and had found out that it might be interesting to let other people know about me. From then on, my site started climbing in popularity, and it is still climbing, faster and faster.

Today, my website is ranked well by all major search engines like Google, Yahoo!, AltaVista and AskJeeves, and an unknown number of the smaller ones. To be noticed, and ranked as high in the search engines as possible, is **the** most important factor to get visitors to your site. Here are some search results I have noticed (remember, results can fluctuate in time. These results are all taken from a given time):

First, let me show you a clip from my statistics for a given month:

| Top 50 of 725 Total Keywords |            |        |            |
|------------------------------|------------|--------|------------|
| #                            | Page Views |        | Keywords   |
| 1                            | 257        | 15.10% | ref cursor |

See, 725 different phrases was used to find my website! One of them was 'ref cursor'; that phrase alone was used 257 times so far that month alone (ref cursor is an important database programming concept). Imagine the total for all 725 keywords! Per month! Let us do a Google search for 'ref cursor':



Using a [ref cursor](#) in Oracle PL/SQL ... **Ref cursor** information is highly sought after !!  
The web statistics show that this is an important page to visitors. ...  
[www.databasedesign-resource.com/ref-cursor.html](http://www.databasedesign-resource.com/ref-cursor.html) - 28k - | [hurtigbuffer](#) - [Lignende sider](#)

84.100 websites were found that talk about 'ref cursor'. My website is in the no.1 position. Not Oracle Corporation™ (They invented the term ref cursor). Not Microsoft Corporation™. Not IBM™. Just me.

My primary goal with my website is to share information and knowledge about my field of work, and write eBooks for database design. Let us try a search:

This places me as number 1 and 2 out of approx. 340.000 websites. Competition is far behind.

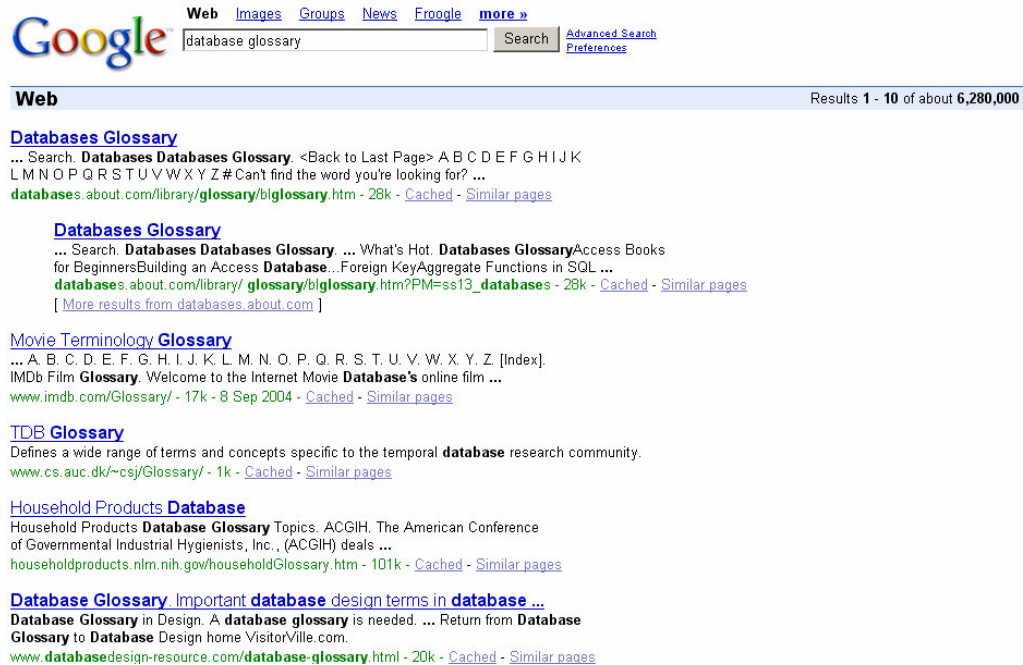


The [Database Design Resource Center](#)  
... VisitorVille.com **eBooks** lectures in **database design eBooks** lectures in **database design** with emphasis on performance, normalization and tuning. ...  
[www.databasedesign-resource.com/](http://www.databasedesign-resource.com/) - 25k - 8 Sep 2004 - [Cached](#) - [Similar pages](#)  
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**eBooks** lectures in **database design** with emphasis on performance, normalization and tuning. ... Return from **eBooks** Central to **Database Design** home. VisitorVille.com.  
[www.databasedesign-resource.com/eBooks.html](http://www.databasedesign-resource.com/eBooks.html) - 32k - [Cached](#) - [Similar pages](#)  
[ [More results from www.databasedesign-resource.com](#) ]

There are 6.750.000 websites out on the Internet that have the phrase ‘analysis phase’ in them. AskJeeves ranks me as no. 3. By the way, Google ranks me as no. 8 for that phrase. Note the absence of all the world’s major consulting companies, as well as software development corporations, medical companies, or any other major analysis brain centers. Only my brain (?) center. Not bad.



From time to time, we need to look up a word in some kind of glossary or dictionary. I focused on the term ‘database glossary’. Let’s do a search:



My site is no. 5 out of 6.280.000. So, my site, amongst several million websites on the Internet, is viewed as one of the 10 most valuable resources for a glossary on databases! Guess if I am considered to be an expert... (Actually, I am quite good in my field. But then, so are probably you in yours.☺)

Here is one I will improve on (But really, being ranked as 27 out of 23.600.000 websites is not bad at all for such a general and important phrase as ‘database design’, above Oracle™, IBM™ and Microsoft™):



Results 21 - 40 of about 23,600,000 for database design.

27. [The Database Design Resource Center](#)

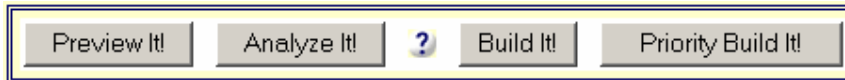
A Resource Center for DB Professionals seeking solutions to **database design & design** : Sharing Secrets of Highly Efficient **Database Design**. Welcome to The [www.databasedesign-resource.com/](http://www.databasedesign-resource.com/) - 25k - [Cached](#) - [More pages from this site](#)

OK, enough of that: I could go on for hours. ☺ It is important to be in the top 10: You are seen immediately by the searcher.

By judging from the above, you must think I am a Web genius? Well, some times I feel smart, but other times... Actually, the true answer, and I hate to admit this, is: I don't know anything about how this happens! I have never understood what goes on inside those big search engine corporations and how they decide what's important and what's not..

The good part is, I don't need to. You won't, either: The toolset I use does it for me. It may sound unbelievable, but it is true.

I guess I have to show you an example: Whenever I make (that is: write) a new page to my website, I check it first (BTW: Graphics, links and other stuff is handled in a similar, easy way). I have four buttons at my disposal:



With Preview, I can see the page exactly as it will appear when you visit it. So if I have made errors of any kind, I can correct them before I publish a new page.

The Analyze button is the **top secret** of my high rankings on the Internet: It is checking every single element of my webpage before I publish it, to make sure it will hit right in the face of all search engines!

That function alone is worth more than the price (remember: Dinner for two on the town?) I gave for the whole system!

Let us see what happens when I push the Analyze button: (SEO=Search Engine Optimization)

Here's how well your page fits a good solid, SEO strategy...

|   |
|---|
| <b>File Name</b>  |
| <b>Good.</b>  |
| <b>Page Title</b>   |
| <b>Good.</b>  |
| <b>Keywords</b>   |
| <b>Good.</b>  |
| <b>Description</b>  |
| <b>Your Specific Keyword is not in the DESCRIPTION box.</b> Please include it at least once, EXACTLY the way that you entered it in the KEYWORDS box for this page, and no more than twice. <a href="#">Click here for more detailed help on this subject.</a>                                    |
| <b>Headline</b>   |
| <b>Good.</b>  |
| <b>Page</b>   |
| <b>Your Specific Keyword does not appear in the first 90 characters (i.e., numbers, letters, and spaces) of your BODY copy.</b> Please include it once, EXACTLY the way that you entered it in the KEYWORDS box for this page. <a href="#">Click here for more detailed help on this subject.</a> |

Not too good: I have a bad description of the page, and not a good start for the text, either. Have to go back and change things, then analyze it once more:

Here's how well your page fits a good solid, SEO strategy...

|                    |
|--------------------|
| <b>File Name</b>   |
| <b>Good.</b>       |
| <b>Page Title</b>  |
| <b>Good.</b>       |
| <b>Keywords</b>    |
| <b>Good.</b>       |
| <b>Description</b> |
| <b>Good.</b>       |
| <b>Headline</b>    |
| <b>Good.</b>       |
| <b>Page</b>        |
| <b>Good.</b>       |

Everything is good!!! How about that. Now I know that my new page will perform as good as possible against the competition. Even better; since most of my competitors probably don't use the same tool as me (thankfully), I will outsmart them. (OK, my tool will do it).

I can now press the Build button. When I do, I get this:



**Here's What Happened...**

I have built this page. I have also referred it to **Site Build It! WorldSubmitter**. This **SBI!**-proprietary page-submission program will send this page to the major **global** Search Engines, as well as to other carefully selected and important **regional** engines, but **only** if it actually needs to be submitted.

[\(Click here for more information.\)](#)

Go to Site Central

My tool also takes care of notifying all the search engines that I have made another page, and would they please put it as high as possible in their listings!

This is a killer: Without functions like these, I would be in the dark: Never noticed, with poorly constructed pages, never to be found by anyone. In other words: Out of business.

Instead, I'm a happy website builder, with lots of (increasing) traffic, happy customers and visitors, and income each day.

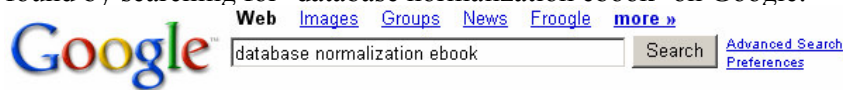
## Building a business without products

Is it possible to build an Internet business without products?

Yes, it is.

I told you earlier about my three different income streams. One of them is selling my own eBook(s). As of now, I have my eBook on Database Normalization up for sale. It is also registered with ClickBank as a product others can sell, with a hefty 50% commission per sale.

Well, since I sell the Database Normalization eBook, I thought I should check out how it did on Google (yes back to the search engine again). Now, LOOK at what I found by searching for 'database normalization ebook' on Google:



### Web

#### [Database Normalization Techniques - Essentials and techniques](#)

... **Database Normalization eBook**: Table Of Contents. The five **Normal** Forms. ... How to order. The **Database Normalization eBook** is an easy download. ...

[www.databasedesign-resource.com/database-normalization.html](http://www.databasedesign-resource.com/database-normalization.html) - 10k -

[Cached](#) - [Similar pages](#)

#### [Database normalization - Creating high performance from the start.](#)

... Get the complete **Database Normalization eBook** here. In the following keynote, taken from the **eBook** on **Database Normalization**, we ...

[www.databasedesign-resource.com/normalization.html](http://www.databasedesign-resource.com/normalization.html) - 17k - [Cached](#) - [Similar pages](#)

[ [More results from www.databasedesign-resource.com](#) ]

#### [Database Normalization - Discover and apply the techniques in your ...](#)

... **Database Normalization eBook**: Table Of Contents. ... Upon successful payment you will return to our site to make the download of the **Database Normalization eBook**. ...

[www.4thstar.net/products/b2b.education/link2media.alfaped/index.php](http://www.4thstar.net/products/b2b.education/link2media.alfaped/index.php) - 9k -

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#### [Database Normalization Techniques - Essentials and techniques](#)

... **Database Normalization eBook**: Table Of Contents The five **Normal** Forms This **eBook** will review all the 5 **Normal** Forms in **database normalization** normally used to ...

[www.downloadfreetrial.com/computing/database-normalization-ebook.html](http://www.downloadfreetrial.com/computing/database-normalization-ebook.html) - 8k -

[Cached](#) - [Similar pages](#)

#### [Programming - Database Normalization eBook](#)

... as Oracle, SQL Server and others. **Database Normalization eBook**. ... Server and others. **Database Normalization eBook**. Comprehensive **eBook** on ...

[www.worldssp.net/store\\_web/3006-Database-Normalization-eBook.htm](http://www.worldssp.net/store_web/3006-Database-Normalization-eBook.htm) - 20k -

[Cached](#) - [Similar pages](#)

#### [Normalizing Data](#)

... This **eBook** will review the 5 **Normal** Forms in **database normalization** normally used to analyze data models in the making. There are ...

[www.accessdatabasetips.com/normalizing-data.html](http://www.accessdatabasetips.com/normalizing-data.html) - 11k - [Cached](#) - [Similar pages](#)

#### [Best Buy - Database Normalization eBook](#)

**Database Normalization eBook**. Home | Business to Business | Education | Product Details, **Database Normalization eBook**. Comprehensive ...

[www.shopping-bestbuy.com/Database-Normalization-eBook-product-49.htm](http://www.shopping-bestbuy.com/Database-Normalization-eBook-product-49.htm) - 6k -

[Cached](#) - [Similar pages](#)

Study this snapshot very carefully: I am No. 1 and 2 for this phrase (beginning to be boring, am I?), but the interesting part is: what about the others, further down? The next 5 after me, are affiliates; that is: They are selling MY eBook! How about

that! One of them claims: “Best buy”. Smart guy. Who am I to argue? ☺  
Actually, 8 out of 10 amongst the top 10 are part of my sales force. Have I asked them to? No.

They have all gone to ClickBank without me knowing it, and gotten the correct affiliate link, and placed it onto their websites. It makes them happy to have yet another product to sell. And it makes me happy that they are selling, amongst other things, my eBook. Actually, amongst Google’s top 30 for the phrase ‘database normalization ebook’, more than half of the hits are websites promoting my eBook in one way or the other. And yes, they get sales.

This is the affiliate business: Selling other people’s products.

Actually, most businesses on the Net do that. Few will take the work to produce their own product(s). I will, and since I allow others to sell it, ClickBank announces that for me, and “Internet stores” (other websites) grab my product and put it for sale.

So you see, even without any product at all, you can be in business.

You can even get Google to pay you! Yes, that’s right: Here is a snapshot from my site:

The screenshot shows a website with a dark blue header containing the text "DATABASE DESIGN RESOURCE" in a stylized, outlined font. Below the header is a main heading: "Database normalization - Creating high performance from the start." To the left of the main content is a vertical navigation menu with items: Home, eBooks, Design Workshop, Normalization, Analysis Phase, Primary Keys, Architecture, Programming, and Bookstore. The "Normalization" item is highlighted. To the right of the menu, there is a paragraph of text about database normalization, followed by several small, blue hyperlinks for advertisements: "Ads by Goooooogle", "Database Mgmt Systems", "Get Database Mgmt Papers", and "www.bitpipe.com".

You see the small links? They are ads that I have placed around on my site. Google is checking the content of each page on my site, and delivers ads that are relevant to my text: Targeted ads. They serve two purposes:

- When a visitor clicks on an ad, I earn money. Google won’t allow me to tell you how much. It’s part of my deal with them.
- If a visitor doesn’t find what he is searching for, I can provide ads that link to other sites of more interest to him. I thereby offer even more content than what is inside my website.

Safe to say, I walk happily to the bank every month, cashing in a check from Google. Not only do they place my website high in their engine; they send me

money every month. I like Google. Again, I earn money even if I didn't have any product.

You can, too. These are only two ways of building your Internet business without a single product. There are more ways, and you will find out, when you follow the links to the tons of free and inspiring information I'm showing you later. You have nothing to lose and everything to win by following the advices contained therein.

## How you can do the same thing

I would like to give you the same opportunity: Here and now, I would like you to stop reading this, and rather start to investigate what you want to do forward on. Everything you will find there is completely free to use for you. You will be leaving my eBook, but I'm sure you'll return later. ☺

The links below will provide you with tons of free information on how you can succeed in building up a successful business from your own home, in your spare-time, and at a speed you feel comfortable with. It is not done in a day, as so many "get-rich-quick smart guys" out on the Internet want to sell to you: You have to do some work. I had to do it. I have shown you that it is possible by what I have done.

But first of all, you will need more information, so you can decide what is right for you. I am very happy with the choices I have made, and I would like to share it with as many as possible. The eBooks you are about to read, have been used by thousands of people (including me) to help them build their own businesses. If you read them carefully, I can guarantee you will jump in your chair. I did. And I took action, and got out of that chair. Soon, you may be able to use the title 'Webmaster'.

Start reading about your future possibilities here:

[FreeBooks](#)

When ready, start building your future here:

[SiteBuildIt!](#)

### The Site Build It! Guarantee

*Purchase **SBI!** today. Use it. Even register your domain name (it's included in the price). If at **any** point in time **SBI!** does not **exceed** your expectations, we will refund you **immediately** and you can **keep the domain name** that you registered as our thank-you for giving us a chance at your business. Only by trying can you discover what you and **SBI!** will accomplish together. And **we take all the risk** while you try.*

No other package comes with this *Guarantee of Success*, because quite frankly, there is nothing else that compares to **Site Build It!**.

*"Venture nothing,  
and life is less than it should be."*

Malcolm Forbes (1919-1990)

Good luck with your new business.

Alf Pedersen

Webmaster

<http://www.databasedesign-resource.com>