

How To Earn (Extra) P80,000 Per Month Working Just Few Hours A Day With A Simple e-Book Business!

By Jon Orana

See What People Are Saying About This Proven Internet Business That I'm About To Reveal To You:

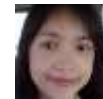
"Applying Jon's strategy, I was able to make around **P300,000 passively in less than 2 months.**" – *Burn Gutierrez, Marikina City*



"After the session, I tried and applied his approach and made me around **P200,000 in less than a month**, and I made that amount using only 4 hours every Saturday." – *Jay Jaramillo, Doha Qatar*



"**I got my first sale today!** Thank you very much for teaching us how to sell books online :) I pray that all of us in IBMC will earn online. More power!" – *Jojie Dumagat, Bacoor Cavite*



"A lot of people claim they can help you make money online, but Jon is one of the few that I actually believe because I've personally seen how he works and can attest that he knows what he's doing. In fact, in less than a year, **Jon has helped me earn more than half a million pesos online with very little effort.**" – *Fitz Villafuerte, Paranaque City*



"Sir Jon, good morning. **I just earned my first \$1,000** in 3.5 month after releasing the e-book and I'm aiming P50k in its first month...then projecting my first P100k by end of the year. – *Tristan Cristobal*



"Lalalalalala..napapakanta at sayaw ako ngayon!:-) Grabe ganito po pala yung feeling after seeing your first ever sale... First, i saw someone who message me asking me how can she deposit to my bank account (because i didn't put it yet to my salespage), that gives me a little push to check my paypal account as well. Then.. ito na po nakita ko.. kakuwa naman!" – *Marife Rosas, Caloocan City*



"Got my first dollar this week! Weyoo! I'm excited to grow from here. Thanks sa knowledge coach." – *Azel Almario, Pasig City*





“Hello Sir Jon, **I got my first sale today!!!** Thanks for all help and for sharing your knowledge and expertise to us.” – *Tonette Estela, Cagayan De Oro*

"Sir Jon, maraming maraming maraming salamat po. Nakabenta npo ako ng isang sa eBook ko. **Ito na po talaga ang hinahanap kong negosyo** sa 8 years ko na pong naghahanap ng negosyong magpapalaya sa buhay trabaho ko. Salamat po talaga sir Jon. Ito po yung snapshot ng unang benta ko. Ipapa frame ko ito. Hahaha" – *Francis Clavano, Davao City*





“I was looking on my sales of my book and glad to know that **I had my first \$100 na pala**...Business is really good to me. Less stress compare to other traditional business...To God be the glory!” – *Aimee Geda, Cagayan De Oro*

“I just want to say thank you to Coach Jon. Di pa tapos yung seminar pero inapply ko lang mga natutunan ko. and I now have my first 2 sales of my 5 book package and **I sold it for 7k php per package**. EFFECTIVE ang tinuturo mo Coach! Keep doing it! If ever na magkita tayo in the future lilibre talaga kita ng starbucks! – *Adrian Ortega, Quezon City*

“Thank you Jon for giving me a tried and tested advice regarding market niche. I could have spent days of trial and error but with your input it was greatly shorten. Just to share my update. I now have a 3 paying clients and got 3 video testimonials from them a total of **10,000 USD in 1 month.**” – *Teodoro Rico*

"Nakatulong ang IBMC sa akin sa pagsisimula ng eBook online business kahit po walang experience as a writer. Naituro po ang exact blueprint to start and to make it possible for us to take action." – *Carmy Brines*

“I’ve been fooled thrice before by different internet schemes - online money machine, 'done-for-you' system, even answering surveys! All filled with hyped promises. Until I came to believe that a "real" online business doesn't exist. But there came **IBMC to my rescue giving me nothing but real stuff.**” – *Angelica Alzona, Manila City*

“Is This One Of Those Scam Again That I Need To Recruit People To Make Money?”

That’s probably one of the most common question I get whenever I talk about my home-based business.

Frankly, I can’t blame them. And if you’re in doubt as well, I understand.

I want to be CRYSTAL CLEAR and transparent with you.

What I’m going to teach you is not a get-rich-quick scheme.

Yes, you need to work like in any other business but I’ll teach you how to work smart.

THIS IS NOT an MLM or a pyramiding scheme that you need to recruit people to make your upline rich from your efforts while you barely make money.

I’m talking about your OWN Internet business where **you get 100% of the profits**.

I’m talking about your own digital products and your own business where *you are the real boss*.

DISCLAIMER: I’m not promising that you’ll become an instant millionaire, though you can definitely become a millionaire in this business just what it did to me. But still, if you don’t take action on what I’m about to share with you, you’ll not make even a cent in this business. Ika nga...

“Kahit singkong duling, hindi ka kikita sa negosyong ito unless kumilos ka.”

And how fast you’re going to make money? That’s completely up to you. You can make money maybe in just 30 days or maybe in a year. Again, that’s up to you.

Now, what you’re reading is not a regular report that you downloaded from the Internet. Because in this report...

...I'll reveal the EXACT blueprint on **how I sold 24 Million Pesos of e-books in the last 36 months**. I'll share the step-by-step on how I did it and most importantly, how YOU can do it too.

First, let me introduce myself.

My name is Jon Orana. I'm a husband and a proud father of three boys.

I'm the CEO and founder of Negosyo University where we teach different programs and courses on entrepreneurship.

My mission is to help "corporate slave" to help them fulfill their dream of owning a profitable business.



My Journey To A Multimillion Peso Home-Based Business

Back in 1999, I graduated from Adamson University. After working for just a year, I realized the three BIG problem of being a "corporate slave":

- You're **working hard** to make someone else rich.
- You're getting paid just enough so you won't quit.
- You have no freedom. Your boss tells you what to do, what time to get lunch, what time you can go home, and when you can have a vacation.

I felt TRAPPED in a "cubicle world."

So, after a few years, **I got tired of my 8 to 5 job**. Every morning, I drag my feet to work; hoping *na sana alas-5 na at hoping na sana mas mahaba ang bakasyon*.

One day, an officemate shared to me a book called "Rich Dad, Poor Dad" and he talked about starting a business and real estate; investing. This made me realize that I want to become an entrepreneur. And so...

...while working as a full-time employee, I started different businesses, different traditional businesses. During those times, I never really had success in business. So, I thought I should quit my job and go full time in business. At yun na nga ang ginawa ko. I quit on my job and started on a traditional business.

Isang malaking pagkakamali.

I lost millions and also had millions in debt. And then, another friend shared to me an Internet business. He shared to me different business models on the internet. But what interests me though is the e-Book business because I love to read.

So, I said..."Maybe I should try this e-Book business."

What happened was, after I started that Internet business, it didn't take long that I doubled my income. I managed to escape my corporate job, and **I sold over 24 million pesos of e-Books** in 36 months.

Then, in 2012, I decided to do coaching and consulting sa mga "corporate slaves" na gusto din mag negosyo. So, that's how I started. That is basically what you need to know about me before we start going through the rest of this writing.

Now, let's talk about...

The World's Easiest and Most Profitable Product To Create And Sell Online

Here's why e-Book, in my opinion, is the best to sell online.

But first, what is an e-Book?

An e-Book is an electronic version of a printed book that can be read on a computer, cell phone, iPhone, tablets and other mobile devices. So, why am I so excited and passionate about teaching you this *revolutionary business*? Read on.

It is 100% profit margin.

Because an e-Book cost nothing to print as it is an electronic file. Hindi mo na kinakailangan pumunta ng printing press to print it. It is a digital file.

It doesn't cost you anything to produce 100,000 or 1 Million copies.

Do you know that an e-Book has higher perceived value compared to a physical book?

E-Books are typically less than half the length of regular books, yet they sell two or three times more. Most books na ibinibenta sa Amazon.com are around \$10; I sell mine on average \$27. I'll share later on how to sell it.

It is simple and inexpensive to start.

For the same reason, dahil nga digital file lang siya, you don't need machinery nor manufacturing to produce an e-book.

And your initial expense is just a few thousand pesos; and if you can write at creative ka pa, you can start as low as P500.

It runs 24/7 while you sleep.

You see, you can deliver e-Book automatically; there is no manual labor compared to a physical product that you have to go to FedEx, LBC or JRS to ship the product.

In this business, as soon as a customer placed an order from your website, they'll automatically receive an email instruction on how to download their product.

This is almost a **"hands-free"** business and it runs 24/7.

No printing cost, zero storage cost and a very low overhead cost.

The reason this is a highly profitable business because your overhead cost is extremely low compare to traditional businesses.

Low overhead simply means higher profit and MORE MONEY in your bank account. Lastly...

It is easy to sell.

We're in an "instant" generation. Instant noodles, instant coffee, instant message...We all hate to wait. With e-books, your customer can instantly download the e-book to their computer or mobile phone and they love that.

How I Accidentally Discovered This Low-Risk And Highly-Profitable Business

Believe me, everything was by accident.

Remember my story a while back? When I was pretty much bankrupt and "*baon ng Milyon sa utang*," a friend presented to me an Internet business. As I said, *ang interest ko po ay napunta sa e-Book* (though there are different business models sa Internet) because I love e-Book and I myself is a customer who buys e-Book.

But the problem was, *sabi ko sa sarili ko, "But I'm not a writer."* Hindi ako marunong magsulat talaga, English writing pa, di lalo na.

With my first e-Book, what I did was I simply made a compilation of Bible verses grouped by topics. Let us say, Bible verses about youth, Bible verses about birthdays, Bible verses about our relationships, about marriage - topic-dependent chapters.

What I did was I took Bible verses from King-James-version Bible because King-James-version Bible, for those who doesn't know it, it doesn't have copyright.

It is in public domains, so anybody can just do whatever they want to do and use the King James Bible passages anywhere and anytime. I pretty much categorized my first e-Book; or what they call, the topical.

I simply grouped topics together and turned them into an e-Book.

During those times, there was not a lot of topical websites to choose from. So, that was my first e-Book; a copy-paste e-Book.

Then, during the process when I was about to sell it, I'm starting to doubt myself...

"Ibebenta ko ba talaga to?"

"May bibili kaya nito?"

Basta sinsabi ko sa sarili ko wala naman mawawala, hindi naman ako mamatay siguro kung ibebenta ko to, right? In my mind, available lang ito sa Internet. It's just that I grouped them up together. Parang pinadali ko lang sa iba yung paghanap nang mga Bible verses per specific topic. So, that was what I did.

I launched it around 11:45 PM of August 4, 2008, and sold it for \$17.

My Very First e-Book Sale

The following day, I woke up, had my breakfast, turned on my laptop - my computer, and I WAS SURPRISED. Two customers bought my e-Book; and that month, I made \$242 in profits. Here's the screenshot:

All activity | All activity (with balance) | Payments received | More filters ▾ In All Currencies ▾

Payments received - Aug 1, 2008 to Aug 31, 2008 [Print](#)

[Move to Recent Activity](#) [What's this](#) [Payment status glossary](#)

<input type="checkbox"/>	Date	Type	Name/Email	Payment status	Details	Order status/Actions	Gross	Fee	Net amount
<input type="checkbox"/>	Aug 30, 2008	Payment From	Joyce Kasey	Completed	Details		\$17.00	-\$0.79	\$16.21 USD
<input type="checkbox"/>	Aug 29, 2008	Payment From	andrew samson	Completed	Details		\$17.00	-\$0.79	\$16.21 USD
<input type="checkbox"/>	Aug 26, 2008	Payment From	Paula McCall	Completed	Details		\$17.00	-\$0.79	\$16.21 USD
<input type="checkbox"/>	Aug 24, 2008	Payment From	ElizaBeth Alfaro	Completed	Details		\$17.00	-\$0.79	\$16.21 USD
<input type="checkbox"/>	Aug 24, 2008	Payment From	Tennille Audi	Completed	Details		\$17.00	-\$0.79	\$16.21 USD
<input type="checkbox"/>	Aug 22, 2008	Payment From	thomas dosumu-johnson	Completed	Details		\$17.00	-\$0.79	\$16.21 USD
<input type="checkbox"/>	Aug 21, 2008	Payment From	Ivo Wilson	Completed	Details		\$17.00	-\$0.96	\$16.04 USD
<input type="checkbox"/>	Aug 19, 2008	Payment From	Kim Walker	Completed	Details		\$17.00	-\$0.79	\$16.21 USD
<input type="checkbox"/>	Aug 18, 2008	Payment From	Paul Kiwanda	Completed	Details		\$17.00	-\$0.96	\$16.04 USD
<input type="checkbox"/>	Aug 15, 2008	Payment From	Barbara Wilkerson	Completed	Details		\$17.00	-\$0.79	\$16.21 USD
<input type="checkbox"/>	Aug 14, 2008	Payment From	Jan Jaspersen	Completed	Details		\$17.00	-\$0.79	\$16.21 USD
<input type="checkbox"/>	Aug 12, 2008	Payment From	Edwin Rivera	Completed	Details		\$17.00	-\$0.79	\$16.21 USD
<input type="checkbox"/>	Aug 10, 2008	Payment From	James Smith	Completed	Details		\$17.00	-\$0.79	\$16.21 USD
<input type="checkbox"/>	Aug 5, 2008	Payment From	iris mckeown	Completed	Details		\$17.00	-\$0.96	\$16.04 USD
<input type="checkbox"/>	Aug 5, 2008	Payment From	Sheena Wagler	Completed	Details		\$17.00	-\$0.79	\$16.21 USD

[Move to Recent Activity](#) [What's this](#)

That was the beginning of everything; and as I have said, I sold 24 million pesos in the last 36 months.

And it all started with this simple e-Book collection of Bible verses.

Ok, I know what you're thinking...

"Jon, lahat na ng information na kailangan mo e available na sa Internet. Bakit pa sila bibili ng e-book?"

Are you crazy?

Here are some facts for you:

- According to Forbes.com e-books now make up around 30% of all book sales.
- Association of American Publishers and the Book Industry Study Group, shows that 457 million e-books were sold in 2012. **That's up 4,456%** since 2008, when only 10 million e-books were sold.
- Estimated annual e-book sales from Amazon.com alone is to \$530 million last year - Forbes.com.

Now, tell me...*walang bibibli ng e-book?*

Billion dollar companies like Apple launched an iBooks and Amazon launched a Kindle. They're investing Millions of Dollars to take advantage of this VERY LUCRATIVE business opportunity.

One more thing, why would people buy an e-Book if they can search Google and find what they're looking for?

What you need to know is this:

When people search something on Google or Yahoo, they don't immediately find the information they are looking for. They have to search more, read more, and read websites. That is why my #1 Trade Secrets of e-Book business is...

Secret #1

People will give you money if you help them save time

Kung tutulongan mo sila maka-save ng time with your e-Book, because instead of them wasting their precious time searching online, you can just provide what they need in the form of an e-Book and that tell them...

"Hey. Here is the information you are looking for. Everything you need to know about [whatever topic] is in this e-Book. You don't need to search online."

In short, this business is not just giving people information but you are in a business of helping people find a solution fast. Again, help them save time and they'll give you money.

Here's another secret...

Secret # 2

People are willing to pay more for a solution to a specific problem

And the #2 Trade Secrets of e-Book business is; people are willing to pay more for a solution to a specific problem. What do I mean? Yung mga "How-To" information - it is the easiest and most profitable to sell. For example;

- **How to Pay Off Your Credit Card Debt**
- **How to Train Your Dog**
- **How To Become A Public Speaker**
- **How To Study The Bible**
- **How To Speak French**
- **How To Boost Your Confidence With Women**

These are examples of specific problems that you have solutions for.

Please understand that you can't just write an e-book on any topic and hope it will sell. That's not how it works if you want to make a lot of money.

The most profitable, as I have said are "How-To" information.

How-to e-Books are instructional, so readers are instructed to do as the writer says. That is the power of these types of e-Books and people pay for these tricks and techniques that you can share with them.

Here's the 3rd trade secret.

Secret #3

People will pay more for these 10 "Good As Gold" topics

May mga in-demand na topics na talagang mabenta. Yung laging hinahanap ng mga readers. But it's important for you get this -

Whatever e-Book that you are going to start with, it has to start with these top ten topics.

It is very, very important that you start in these categories so you'll INSTANTLY have an edge in attracting people to look at your e-Book covers and get intrigued to actually buy them. Let me share these what I call the ten "Good As Gold" **topics** with you.

- a) **Saving and Making Money:** Any book or topic that can help people save money or make money.

Sinong tao ayaw kumita ng pera? Just to be clear. By the way, when I say "save", hindi ibig sabihin e mag-ipon. Save I mean, makatipid.

- b) **Time Management:** If you search at Amazon.com, there are around 4,900 books on time management because it is something that everyone needs. Most adults feel they don't have enough time.

- c) **Sex and Relationships:** Any advice that can help someone to attract the opposite sex, that's a sure winner. We all want love and intimacy. That's our nature. *And who doesn't want GREAT SEX?*
- d) **Investing and Trading:** People, even the filthy rich, would like to make even more money. And investing and trading is a time-tested vehicle to grow someone's money. That's why there are many Facebook groups, forums, blogs, and seminars on this topic.
- e) **Collecting:** Yung mga collectors are one of the hungriest markets because they actually invest time and money to look and acquire that special item.
- f) **Hobbies:** When you say hobbies, it could be playing guitar, basketball, playing golf, or baking. People in this market are rabid buyers. They'll buy anything that will make them better. Golf niche alone is a multi-million dollar industry.
- g) **Marketing:** Marketing is helping businesses on how to market their product or services. Every business owner would like to get more customers or clients. Teach them how and they'll invest in your product.
- h) **Small business advice:** Any advice that will help a business increase their profits or bottom line is guaranteed to sell.
- i) **Self-help books:** Things like how to lose weight, how to communicate better, how to get a better job, etc. We're wired to desire to improve. Help them improve on something and they'll give you money.
- j) **Pets:** Pet owners will spend ridiculous amount of money for their pets. Did you know that there's a dog collar that sells for \$725. That's 34,000 Pesos. *Crazy right?* Profit from these people.

One very important thing in selling e-Books or information product, you have to realize - hindi ikaw ang customer. Baka sabihin mo, "bakit ka ako gagastos sa e-book?" Again, hindi ikaw ang customer. Not because hindi ka bibili, it doesn't mean people won't spend money on e-books.

How To Get Started In Just Three Easy Steps

Now, let's talk about the three simple steps to a successful e-Book business. I have squeezed these three simple steps to make things easier for you. Here the steps:

1. Know what people want.
2. Create an e-Book based on what they want.
3. Sell it to them.

Later, I'll give you the details.

Obviously, step one is know what people want. They say;

"Common sense lang iyan, Jon."

Sure, it is common sense. Not a brainer, right? But...

"Yes, it is common sense but it is not common practice."

Many people are selling information like an e-book because they want to say something they're passionate about. Topics that they feel people should know. So they published an e-book and when they try to sell it they realize;

"How come people are not buying it?"

Believe it or not, that's one of the common mistakes people make in this business. I know because I've been approached countless times by authors, speakers, consultants, and even other experts.

They missed a KEY INGREDIENT which is knowing what people want, and not the other way around. People doesn't want to buy your story, they want to buy theirs. They want to pay you so they can make solve their problem with the help of your e-Book.

You see, this e-Book business, this Internet business that I'm sharing to you is founded in this quote from Zig Ziglar. He said that;

“You can have everything in life you want, if you will just help enough other people get what they want.” – Zig Ziglar

I'm telling you, mas maraming tao kang matutulungan, mas malaki ang kikitain mo. That's how I made millions in this business.

Think about it: Hindi ba ganoon din ang mga ibang negosyo?

If you think about the Billionaires sa Pilipinas, right? You have Henry Sy of Shoemart or SM Malls. Ilang milyong Pilipino ang sineselbehan nila?

Jollibee, Tony Tan Caktiong, it is the same thing, founder of Jollibee. Ilang milyong Pilipino ang pinagsisilbihan nila araw-araw through their restaurants?

You get what I mean? The more people you can serve the better.

Let me repeat, the foundation of this business is about helping people find information and solution to their problem fast.

Ok. Now let's go into the details of the three steps. Read on.

How To Choose A Winning Topic For Your First e-Book

I shared with you that step one is to know what people want. So, here are the four simple steps -these are specific steps by the way.

a. Go to online discussion forums or Facebook groups.

If you're not familiar with online forums, ang example niyan is PinoyExchange.com. I'd to use them as an example because sila yung pinakamalaki sa Pilipinas.

But, you can go to any forums from any part of the world. Don't limit yourself to Filipino market. You just Google

for online forums or public discussion forums. Marami lalabas diyan.

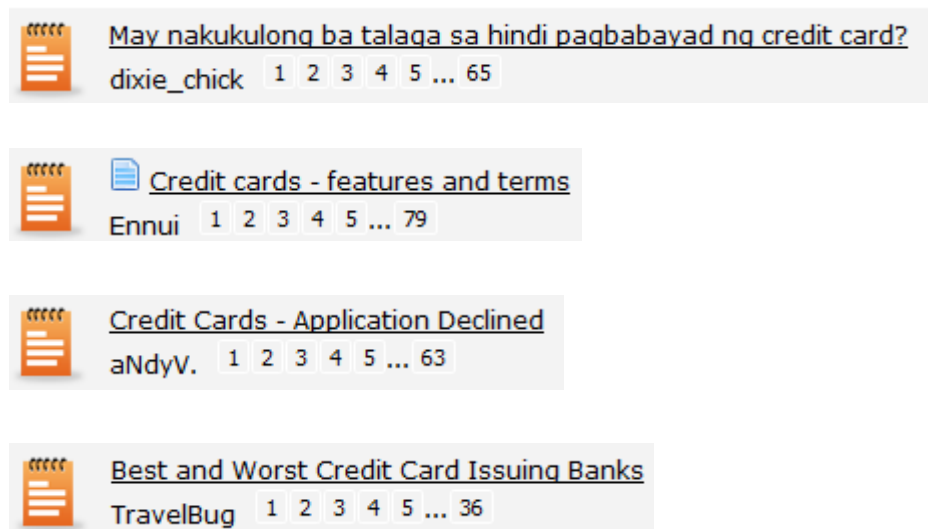
In this business hindi ka lang limitado sa Pinoy na pagsisilbihan mo, you can sell to different people, you can serve anyone from different parts of the world. 95% of my customers are not Filipinos.

b. The next step is to select a category or topic.

At PinoyExchange, if you go there, you'll see Personal Investing and Money. If you'll remember, sa top ten in-demand topic natin, one of the topics is there. Making Money, remember? Investing and Personal Finance. So, ito po iyon. Pasok siya. So, if you go there, you'll see under Business and Careers, you'll see Personal Investing and Money Management. All you have to do is go there.

c. Next is to find their TOP TEN wants, desires or frustrations.

Read and see alin sa mga pinagusapan nila yung mainit, yung maraming tao ang involved. And here are some of the things I have found in just 10 minutes.



You see, this alone should tell me what SPECIFIC INFORMATION that people are looking about credit cards. Let's continue.

This is deceptively simple market research but it is VERY POWERFUL.

We're not guessing. We're not assuming. They told us what they want.

Now that you know their top desires, problems, and frustrations are. Make that as chapters or sub-chapters of your e-book.

Here's an example outline of your e-book:

Chapter 1: How To Get Credit Card Approval

Chapter 2: The Best And Worst Credit Card Issuing Banks

Chapter 3: How To Protect Yourself As Credit Card Owner

Make a 5-10 chapters e-book and that's long enough for a \$15-\$20 e-book that you can sell.

Before the Internet, it will cost you thousands of Pesos to hire a market research firm just to know what people want.

Really simple right?

The Shortcut To A Profitable Internet Business

Congratulations. You now have an e-Book na pwede mong gawing title: "***How to Master the Credit Card Game.***"

In just 10 minutes, we have an e-book that people will be excited to buy.

Remember, you do not want to create an e-Book without doing your research first. The key to a best-selling e-Book is finding what "hungry buyers" want and give it to them.

The fastest way to sell water is to sell it to a really thirsty crowd. That's the SHORTCUT to a profitable Internet business.

You see, I don't care kung meron kang pinakasarap na burger sa buong mundo na made ng beef, 100% beef, fresh beef from Canada o kahit pa from the moon.

But if you'll sell it to vegetarian, you won't sell anything. The reason many business owners use trickery and gimmicks because they're trying to sell a product or service people don't really want nor need.

Whatever business you'll go into, keep this advice in mind. This advice alone can easily double and even triple your income almost overnight.

When I started blogging about my business, maraming nag-email sa akin. They already have an e-Book but they can't sell it. The question is, is that book in-demand? Do people really want that book?

If you go to magazine section of National Bookstore or any bookstore, you'll see magazine cover with titles like how to lose belly fat, how to lose weight, or how to get a six pack abs.

Why are they constantly in cover? Because that's what people want, period.

How To Create An e-Book Without Writing A Single Sentence

Common objection I get... "But Jon, I don't know how to write."

Don't worry, because you don't have to.

I sold close to \$1 Million of my own products online. Mostly, e-books and here's the thing:

I never wrote any of my e-book.

You can become wealthy in this business without learning how to write.

How? I hired someone else to do the writing for me. It's called "Outsourcing". And you can hire someone as low as P200 for an article.

Here are some of my recommended outsourcing website you should check:

1. **199jobs.com**. This is owned by Filipinos and my friend Fitz Villafuerte is one of the co-founder. The reason I like this site is this is really local. You can pay someone for just 200 pesos for an article. That is how cheap it is. Ano pa bang negosyo na mas mumura pa ba sa 200 pesos? Right?
2. **Elance.com**. Many of e-books were written by a freelancer that I found from this website. If you're looking for a native English speaking writer, this is the best place to go.
3. **Upwork.com (formerly ODesk.com)** Isa rin kilala ito dahil maraming Filipino writers available. They can write books for you. What you need to understand is you have to at least create your own outline based on your market research. This will help writers to write fast.

Again, you don't need to write.

In my business, I only need to come up with an outline, so I know that my e-books contains what people want.

And then decide what's the title of my e-book. That's it.

But if you can write, that's even better.

How To Sell Your e-Book For A Nice Profit

Now, let us talk about, "Okay, Jon, we have created an outline. We found the book the people love to write. Okay, I hired the freelance writer to do it for me. How can I sell my book?"

It is simple. There are different ways to do this but here is my advice for you when you are just starting.

Join the community and sincerely help people.

When we say community, ito po yung mga online forums, Facebook groups, or blogs in your niche market. Sa Facebook group, normally my specific topic na iyan. Let us say yung OFW UsapangPiso, they are talking about investing in business in

there. Join there. Be part of the conversation. Be helpful. Makakatulong ka.

During our market research, we went to the forum to know what people want.

Once your e-book is ready, go back to the forum and join the discussion. In most forums, there's what they call "signature" where you can include your website at the bottom of each post.

Like this one:



Can you see the yellow arrow?

It's pointing to a "signature" and you can link it to your website where you sell your e-book.

Do not spam forums or Facebook group.

Be sincerely part of the community. Help people. Answer questions. Give advice related to your niche.

Soon they're going to know you, like you, and trust you.

Whenever they see your post, they'll also see your signature that links to your website and that's where the MAGIC happens.

When they click on that, they'll see your e-book that's perfectly designed for them.

They are going to see the e-Book and the answers to all the questions that they have. So, you are naturally attracting people to your business. You do not need to exert so much effort of being a salesman.

Ayaw natin na makita tayo na maging salesman ng sarili nating produkto.

We want to be a leader. We want to be a friend. We want to be a companion on the same cause and a colleague. There is integrity in having a confidence in your own product by being confident that you are a reliable person. You have to know what you speak.

And that is the first step on how are you going to sell your e-Book: give yourself a character and make yourself known to your target market.

Answers To Commonly Asked Questions

I have shared and answered the most basic questions so I will be answering some essential questions to start wrapping up this eye-opening report.

Question: "I am just wondering about the money that I'll be needing to invest to your online business. What are the risks?"

Compare what I am teaching you right now to say buying a franchise. If you'll invest to like Potato Corner, nagbebenta ng French fries, it may cost you at least 200,000 pesos to invest in a franchise at limited ka pa.

What they're not telling you about franchise business is you'll not make any money with just one franchise. You need another one and another one and another one.

I know because I became a consultant for restaurants and yung mga restaurant owners, they're just breaking even, sometimes losing money, with just one restaurant. They have to put another branch and another branch and another branch.

Why? Because in a restaurant, they have a three-mile radius market. Anong ibig sabihin? Yung target customers ng isang restaurant ay within three mile lang and limitado lang.

What I am saying is kung nakatira o nagtatrabaho ka sa Valenzuela or sa Pampanga, okay, hindi ka na pupunta sa Laguna para maghapunan. Ang layo noon, right? So, hindi siya yung target market mo. Malayo na.

In other words, limitado ka lang sa three miles. Yun lang yung mga tao na pu-pwede mong ma-accommodate, yun lang yung pu-pwede mong mapagsilbihan. Kaya ang taas ng risk. You invest a lot of money sa restaurant and then limitado lang ang customers mo.

Unlike in the business I just share to you, if you know how to write, you don't even have to spend one peso siguro.

If you can't write, you have to hire writers; but just like few thousand pesos. I already mentioned that with just 200 pesos, someone will write an article for you.

So cheap - extremely small investment but the profit is so high.

So what are the risks? Very low; talagang mababa lang ang risk for this kind of business.

How To Drive People To Your e-Book Website

Some of the things that is driving traffic is through paid advertising on Facebook. I don't want to go into the details but those are some of the things that you can do.

But the point, do not make a mistake na gagawa ka ng e-Book only to realize walang gustong bumili, because traffic will be very easy. Kasi kahit meron kang 1 million website visitors pero hindi naman sila interesado dahil hindi nila gusto, it won't help even if you have a lot of traffic.

How did you set up your website?

I know some of sa inyo, *"Jon, hindi naman ako magaling sa computer. Paano ba itong mga setup ng website na ito?"*

There's a website called wordpress.com. You sign up there and they're going to give you a free website. It will take just seven minutes and you have your own website or blog. So don't worry about the technicalities of the website. *Napakadali lang po at libre na lang ang mga websites ngayon.*

How can I accept payment?

My advice to you is use PayPal - paypal.com.

Sign up and it's FREE. They're going to ask for your bank account information so they know where to deposit your money.

After you've verified your bank account, they're going to give you a link or tool that when you're going to sell an e-Book for \$10 there will be a button on your website that when a customer clicks on that button, it will go to the payment processing of the credit card. Paypal will do the hard work for you.

PayPal will process the and you don't have to worry about the technicalities, the legalities and all that.

When someone buys your e-book, Paypal will email you that you received a payment. If can then get withdraw that amount and PayPal will deposit it to your bank account. That is how it works. Hindi siya komplikado. Napakasimple lang, you just have to know the foundations and the basics. That's it!

There you go my friend. In just 23 pages I revealed to you the blueprint on how to start an e-book business.

Now it's time for you to take action and make money.

To your freedom,

Jon Orana

P.S. Can I ask you a favor? Please share my website below to your friends on Facebook:

www.jonorana.com/guide/