



**BTC eBook Profits**  
**How To Receive**  
**UNLIMITED \$60 BTC**  
**Payments By Giving**  
**Away A FREE eBook!**

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# 01 - What Is BTC eBook Profits?

**BTC eBook Profits** is an online training program that teaches entrepreneurs how to generate more leads and customers with the incredible power of eBook marketing.

It doesn't matter what business you are in, the best way to become an instant authority in your niche is to publish your own eBook!

Why should you care about authority when marketing your business online?

**Two reasons:**

- 1) People are more likely to buy from people and brands they know, they like, and they trust.
- 2) People buy from people and brands they believe can help them get what they want.

An eBook creates the same level of authority in the digital business world, as being a published author has in the physical world.

Think about this for a moment...

Would you rather take financial advice from your neighbor who just filed for bankruptcy...

OR

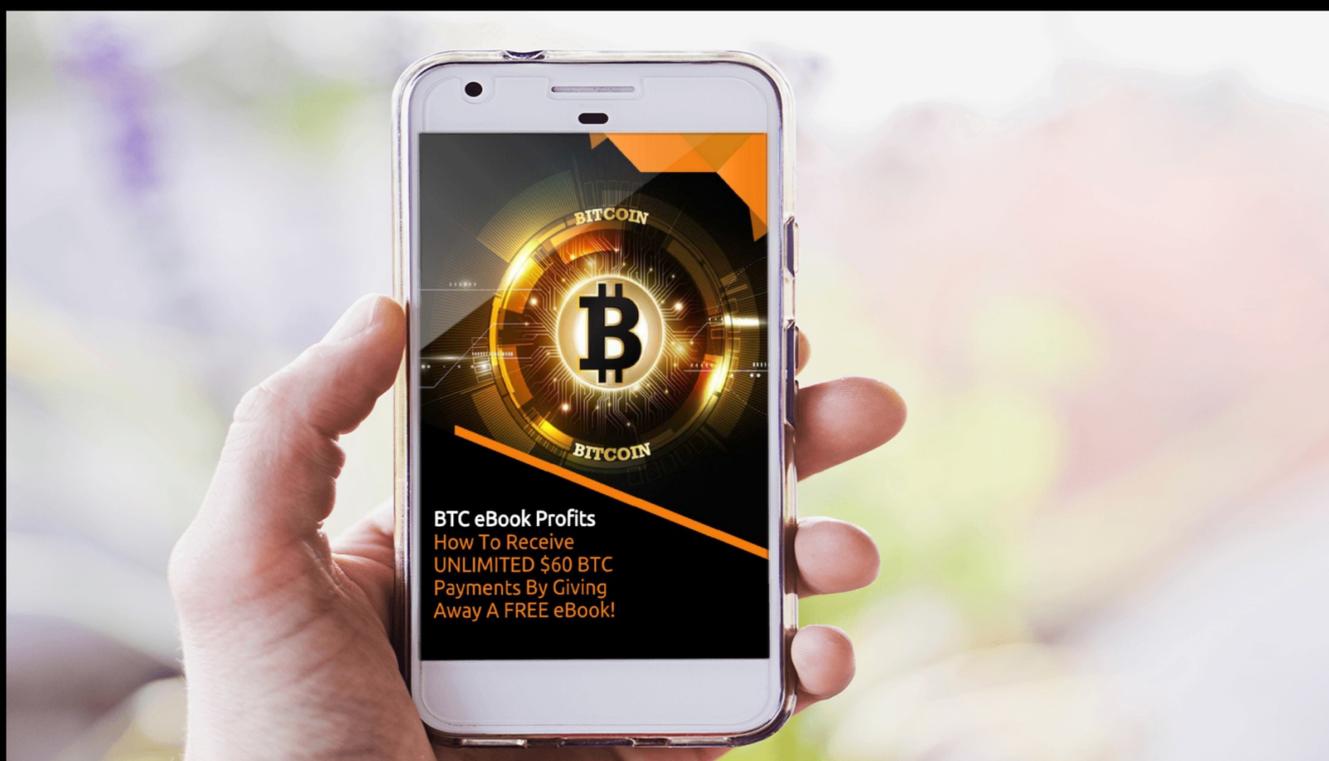
Would you rather get it from someone who is an international best-selling author and expert in the field of personal finance?

Obviously the latter is the smart choice. Most people would go to the best-selling author for their services, even before reading their book!

That's because the perception of authority in the field of finance causes people to want to purchase that person's services because they believe that expert can help them get what they want, which is financial security.

On the other hand, if they actually read the book, they will get to know-like-trust the author and be much more likely to choose them for their services over the competition.

We will teach YOU how to become an instant **authority online** with eBook marketing!



# 01 - What Is BTC eBook Profits?

## What About The BTC?

You're right, this is more than just a way for you to create instant authority with the power of effective eBook marketing.

It's also a way for you to receive **Bitcoin (BTC)** for sharing this training with other entrepreneurs as one of our affiliates.

We will go into the specifics on affiliate compensation later in this eBook in the 'opportunity' section.

For now, let's focus on how this all relates to the BTC eBook Profits Training Program.

We teach two different methods for using an eBook to generate more leads and customers for your business.

The first way is to *GIVE AWAY* free copies of your eBook like we are doing with the eBook you're reading right now.

The second way is to *charge a small fee* for your eBook using BTC as either your primary form of payment offered, or as an additional payment method you offer to your audience.

**Giving away free copies** is an **EXCELLENT** way to reach a broader segment of your target market, and generate a high number of qualified leads for your business.

**Charging a small fee**, say \$7 for your eBook, is an **AWESOME** way to convert a larger segment of your target audience into customers with a low ticket purchase.

Depending on what action you would like your target audience to take with your business, it may be better for you to give away free copies, or it may be better to charge a small fee.

We teach **EXACTLY** which option is best for different niches, and different situations inside of our training course, you'll learn more about our course in the next section of this eBook.



## 02 - What Are The Products?

Our core product is our BTC eBook Profits online training program. It contains 5 video modules with powerful content created by 6 and 7 figure online marketers. (see module 2 sample >>)

This training program is hosted in a private members only Facebook group.



Our bonuses, which we will discuss in more detail later in this eBook, are exclusive products you get (at no additional charge) when you purchase our core training program.

### To give you a basic idea of what you get for bonus products:

- 1) Ongoing training, coaching, and support by 6 and 7 figure online marketers.
- 2) White label copy of this eBook, which can be re-branded.
- 3) Resell rights, which means you can resell your own copy of this eBook for profit.
- 4) Our personal traffic and lead resource list.

Just our bonuses alone are worth **THOUSANDS** of dollars if sold separately. We are very excited to tell you more about these bonuses later in this eBook, but for now, let's talk a little more about how our core product can help you and your business.

No matter what business you are in, you have something valuable to share with the people in your target market who aren't 'in-the-know' like you are in regards to your products, and everything you offer in your business.

In our 5 easy to understand modules, you will learn EXACTLY how to **craft the perfect message** for your target audience, with the type of information they will LOVE!

### This will do two things for you:

- 1) It will make you an INSTANT AUTHORITY so you stand out *WAY* above the crowd in your particular niche. This works whether you are selling golf clubs, vitamins, credit repair, or CBD products. It works for old school brick/mortar business, and works just as well for new school affiliate marketing, and network marketing businesses!
- 2) It will **cause people in your target audience to know-like-trust you**. It will give them the feeling that you can help them solve the problem your business has the solution for, because you **ALREADY** helped them in some way with the content in your eBook!

## 03 - What Is BTC?



**BTC** is the short name and trading symbol for the world's #1 cryptocurrency **Bitcoin**.

Bitcoin was created to be a decentralized digital currency that can be used for the purchase of goods and services, but is more commonly used as a store of value, and also for day trading on many crypto exchanges.

As a store of value, Bitcoin has been rightfully nicknamed '**Digital Gold**', since it holds value in today's digital world, much the same as physical Gold has for centuries.

It is believed by many that Bitcoin and other digital currencies will completely replace fiat currencies such as the dollar and euro.

It remains to be seen if Bitcoin will usher in a new era of completely digital currency for all, or if fiat currency will still play a role in our digital economy in the future.

What we do know so far is that Bitcoin and digital currency are here to stay, and will play an important role in the global digital economy for many generations to come.

At the time of writing this version of this eBook, Bitcoin price has been hanging around the **\$10,000 - \$13,000 USD** range.

In December 2017 it was worth as much as \$19,650 on most exchanges, with some exchanges even seeing it trade just above \$20,000 for a single Bitcoin.

Many experts believe *Bitcoin will become increasingly more valuable in time* as the global demand rises, and total supply remains much lower than the demand.

Some say **we could see a \$100,000 Bitcoin by the year 2021**. While others believe we could see Bitcoin reach \$10,000,000 in value per coin in the not too distant future.

I encourage you to search Google and YouTube for "10 million dollar bitcoin end game" to see what I'm talking about.

There's still so much we have to learn about Bitcoin, but one thing is for certain, if you're not stacking BTC daily right now, you are missing out on a **HUGE** opportunity.



## 04 - Why Accept BTC Payments?

A better question would be **WHY NOT?** With Bitcoin having a value per coin worth THOUSANDS of dollars, it's already more valuable than the money you keep in your bank, wallet, or purse. In fact it's currently worth a little over \$11,000 per coin as I'm writing this.

With a value of \$11,000 per BTC, that means ONE single Bitcoin is 11,000 TIMES more valuable than a single US Dollar! That alone should get you excited enough to rush to an exchange and buy up some Bitcoin. But, I'm going to do you one better...

Instead of buying Bitcoin. Which is just exchanging some dollars for an equivalent value of Bitcoin, why not EARN some Bitcoin? Think about this for a moment...

If you buy some Bitcoin today at it's current value, and it goes UP in value, you profit. If it goes DOWN in value you can actually LOSE money.

But, if you EARN BTC today at it's current value, and it goes UP in value, you profit. If it goes DOWN in value you can STILL PROFIT because you didn't spend any money for the BTC you have! Plus, the Bitcoin you earn is MORE VALUABLE than the money you currently earn.

If you earn one single dollar, it's worth one dollar. DUH!, lol... stay with me. **If you earn one single Bitcoin, it's worth thousands of dollars.** ONE single BTC crushes any other currency available today when it comes to pure value. For that reason alone, we should all have some Bitcoin, and I think we should be stacking it DAILY!

## 05 - How This Can Help YOUR Business

We already talked a little about how having your own eBook will create instant authority, create know-like-trust with your audience, and **set you apart** from everyone else in your niche. Just to touch a little more on that, it's important to stand out for a couple reasons...



1) First, if you are a solo entrepreneur trying to make your way in today's digital economy, you are one of MILLIONS of people who are all fighting for a piece of people's attention online in a world where attention spans are smaller than a humming bird's wingspan.

If you appear to be an **EXPERT**, people are more likely to pay attention to what you are saying, and be more open to what you have to offer.

If there's 100,000 people all promoting the same offer, and **YOU** are the **ONE** person in that crowd that has an eBook that actually **HELPS** people in your target audience...

Who do you think people are going to give their attention to? The 99,999 people promoting the same old stuff.. or the **ONE** person who is sharing **REAL** value and appears as the **ONLY** **EXPERT** (or at least one of the only experts) in regards to the thing they are interested in?

It's a no brainer isn't it!? Just imagine how valuable it would be if you were to **stand out** and **have perceived authority** as an **expert** with your audience online, simply because **YOU** have an eBook and 99% of your competitors don't.

2) Another reason you want to have authority, create know-like-trust with your audience, and stand out from the crowd..Is a little thing called **PERCEIVED VALUE**.

People are much more likely to purchase something if they believe the value of that thing is equal or greater than what it costs them to get it in terms of money, and effort.

If someone is shopping for a \$50,000 car, they don't spend \$50,000 because they think the metal, plastic, glass, and other materials are worth \$50,000.

They pay \$50,000 for the car because they believe they will have an **EXPERIENCE**, get a **RESULT**, or **FEEL** something that is worth \$50,000 or more to them in their life.

If your audience perceives they will have a good **EXPERIENCE** and achieve a **RESULT** or **FEELING** they are after, they will buy your product or service. Being perceived as an **EXPERT** with authority in your niche creates this assurance for your potential customer.

## 06 - Opportunity

In addition to our world class eBook marketing training program, we also have an exciting and profitable affiliate program. Partnering with us as affiliate is completely optional, but it's a great way to earn extra Bitcoin simply by sharing a free copy of this eBook with others.



Our affiliates are rewarded handsomely for bringing us new customers for our BTC eBook Profits Training Program.

If you become an affiliate, you will be paid **\$60 worth of BTC directly from the customer** when they decide to purchase our BTC eBook Profits Training Program through your own 'sharable copy' of this eBook you're reading now.

Not only do you get paid \$60 worth of BTC each time that happens, but you **ALSO** get paid **\$40 worth of BTC** if that customer decides to become an affiliate, and they share their own 'sharable copy' of this eBook with someone who buys our training program from them.

So this can turn into an **extra source of income** for your business, whether you choose to share this as an affiliate on your own, or if you decide to build a team of affiliates and get paid on **TWO LEVELS** of our affiliate program.

One of my favorite parts about this program is there's no additional cost to be an affiliate!

**Here's more of my favorite things:**

- 1) You get paid directly from the customer.
- 2) You keep 100% of the BTC you receive.
- 3) Zero refunds or charge backs.
- 4) You can get paid on two different levels.
- 5) You get to leverage our success.

What this means is that you can **promote our training program as an affiliate**, build your own team if you choose to, keep 100% of all the BTC you earn, *get paid from personal sales and affiliate team sales*, never have to worry about refunds or chargebacks, and you are prepared to start profiting from day one without having to go re-invent the wheel. **That's powerful!**

## 06 - Opportunity

What if you could have **unlimited \$60 BTC payments** paid **DIRECTLY** to you 24/7/365? And what if all you had to do was *give away* a **FREE 'sharable copy'** of this eBook to people who need more lead flow and cash flow in their business, and could benefit from our training?

Do you know businesses that like lead flow and cash flow? Of course you do! Every business on Earth needs those two things! Share this eBook with them, and when they buy our BTC eBook Profits training course, you get paid \$60 worth of Bitcoin paid directly to **YOU!**



What do I mean by a 'sharable copy'? I mean this eBook you're reading now was free for you because someone shared it with you.

This copy is a **SHARABLE COPY**, which means the person who shared it with you received a **CUSTOM VERSION** of this eBook for being an affiliate of our training program.

When someone purchases our BTC eBook Profits Training Program, they pay \$50 worth of BTC as a one-time admin fee.

They pay \$60 worth of BTC directly to the affiliate who shared this with them, and \$40 worth of BTC to the affiliate who referred the affiliate who made the sale.

So when a customer pays a total of \$150 worth of BTC, they receive access to our BTC eBook Profits Training Program. If you are the one who shared this with them as an affiliate, **you get paid \$60 worth of BTC.**

**It's really this simple:**

- 1) Get a 'sharable copy' of this eBook that has your payment info on the order form.
- 2) We host your eBook on our servers, and give you a link you can share with others.
- 3) You share your copy of this eBook with others. When someone reads it, and sees the value of our training program, they buy access to it and **YOU** get paid \$60 BTC!
- 4) When your referred affiliates get their own sharable copy, **YOUR** payment info will be coded to the \$40 BTC payment button on the order form of **THEIR** eBook!

So, not only do **YOU** get paid \$60 BTC when someone buys our training from you...

You **ALSO** get \$40 BTC when someone buys our training from your affiliate referrals!

Which brings us to...

## 06 - Opportunity

What if you could **ALSO** have unlimited \$40 BTC payments paid **DIRECTLY** to you 24/7/365?

And what if all you had to do was **NOTHING**? Yes, nothing.. Because, your referrals do the work!

Do you think your referred affiliates know businesses that like lead flow and cash flow? Of course they do! Because, again.. every business on Earth needs those two things!

When your referrals share this eBook with others, and when the people they share it with decide to buy our training program, **you get paid \$40 worth of Bitcoin paid directly to YOU!**



Remember a 'sharable copy' of this eBook can bring in a total of \$150 BTC on each sale, which is paid in 3 separate payments.

**\$50 worth of BTC** goes to the creator of this eBook as a one-time admin fee.

**\$60 worth of BTC** goes to the affiliate who shared this with the new customer.

**\$40 worth of BTC** goes to the affiliate who referred the affiliate who shared this with the new customer.

That means when YOU share this eBook you are still getting paid \$60 BTC on each sale of our BTC eBook Profits training program...

But you are **ALSO** getting paid \$40 BTC each time one of your referrals does the same.

So you can actually earn \$100 worth of BTC just for sharing this eBook with **ONE** person who also shares it with ONE person as an affiliate!

**It's really this simple:**

- 1) Your referral shares their copy of this eBook with someone they know.
- 2) Someone buys our BTC eBook Profits Training Program from your referral.
- 3) Your referral gets paid \$60 BTC for the purchase made by their new customer.
- 4) YOU get paid \$40 BTC on the same purchase made by the new customer, because YOU referred the affiliate who made the sale!

So, not only is your referred affiliate happy they just received \$60 BTC. The customer is happy they have the training they need. Plus, **YOU** are happy because you just earned \$40 BTC by doing **NOTHING** extra!

How's that for a **WIN/WIN/WIN!**? PLUS.. this can happen an **UNLIMITED** number of times!

## 06 - Opportunity

Seems like a pretty cool idea right? Earning unlimited \$60 BTC payments for sharing a free eBook with people, and earning unlimited \$40 BTC payments when they share it with others.

I think it's an excellent idea, but the **ONLY** way it would work is if we had a *STUPID SIMPLE* way for people to **get paid directly peer to peer**. That's the **ONLY** way this can work...

Luckily, we found an amazing tool that gives us **EXACTLY** what we need. A simple way for anyone to **send or receive Bitcoin with just one simple payment link!**

That's right, the same way you can send and receive money to and from anyone in the world using something like PayPal, you can do the same thing with BTC using **CoinPayments**.



**CoinPayments** is an online tool for sending and receiving BTC payments with easy to setup payment buttons or payment links. Using CoinPayments is easy as 1,2,3... literally.

- 1) Create a free account.
- 2) Create a payment link. (we show you how)
- 3) We place your payment link into your 'sharable copy' of this eBook, and when someone buys our BTC eBook Profits Training Program, **you get paid DIRECTLY** with BTC!

It's free to use CoinPayments, and you can transfer your BTC to ANY Bitcoin wallet, such as Trezor or Ledger, etc.

We have our customers fund their payments through CoinPayments with Coinbase. **Coinbase** provides an easy way for those who don't have any BTC to quickly get some before sending a BTC Payment with CoinPayments.

Let's look at a real world scenario...

**YOU** share your copy of this eBook with Bob, who decides to purchase our training course.

Bob uses CoinPayments to send **\$50 BTC to us** for the admin fee. He sends **\$60 BTC to YOU**, and he sends **\$40 BTC to your sponsor**.

**Here's how that looks:**

- 1) Bob clicks the 3 payment buttons on the order form at the end of this eBook.
- 2) Bob uses CoinPayments for each payment, and uses his credit/debit card, or bank account at Coinbase to buy BTC to fund the 3 payments.
- 3) CoinPayments sends the BTC funded using Coinbase and places it into secure Bitcoin wallets for YOU, your sponsor, and us.
- 4) Bob shows proof of his payments to us, and we grant Bob access to our training program!

## 06 - Opportunity

If you would like to receive unlimited \$60 BTC payments for sharing this eBook, and unlimited \$40 BTC payments when your referred affiliates share this eBook, then you will need your own 'sharable copy' of the "BTC eBook Profits" eBook.

A 'sharable copy' is a 99% EXACT copy of this eBook, with just one small change. The 1% that is changed is the payment buttons on the order form at the end of this eBook.

This copy you're reading now has payment buttons that are coded to the person who shared this copy with you. When YOU get your own copy, the payment buttons on the order form will be coded to YOU, so you get paid directly!



If you choose to promote our training program as an affiliate, there's no additional cost to do so, and we will create a 'sharable copy' of this eBook for you upon request.

We host your copy on our servers, and email you back with a link to your sharable copy.

Sharing this eBook with just **ONE** person can be worth *\$100 worth of BTC!*

When someone buys our training program after reading **your** copy of this eBook, you get paid \$60 worth of BTC!

When that person shares it with just **ONE** person, **they** get paid \$60 worth of BTC, and **YOU** get \$40 worth of BTC on **THEIR** sale!

So you can earn a total of \$100 worth of BTC by only sharing this with **ONE** person!

How awesome is that!?

Now imagine that you have shared your copy of this eBook with just **5** people...

When those 5 people purchase our training program after reading your copy of this eBook..

**YOU** get paid 5 payments of \$60 worth of BTC, which is **\$300 worth of BTC** paid directly to you!

What happens if those 5 people, share their own copy of this eBook with just 5 people?

**25** people will purchase our training program...

**That means:**

1) All 5 of your referrals just made \$300 worth of BTC, so they are grateful **YOU** shared this affiliate opportunity with them!

2) **YOU** receive 25 payments of \$40 worth of BTC, which is **\$1,000 worth of BTC!**

3) That's a total of **\$1,300** worth of BTC for you!

## 07 - BONUS 1 (Traffic & Lead Resource List | \$997 Value!)

If you have read this far, you probably think joining our BTC eBook Profits training program is a good idea, and that's great, because when you join you will learn how to generate more lead flow and more cash flow in your business with the power of eBook marketing!

PLUS.. if you decide to be an affiliate of our program, you can receive unlimited \$60 BTC and \$40 BTC payments just for sharing a FREE copy of this eBook with people you know!

But what happens if you become an affiliate, and you run out of people you already know to share this with? Not to worry.. I've got you covered! When you request your 'sharable copy' of this eBook, I'm going to send you my personal, and EXCLUSIVE traffic and lead resource list, so you will always have an *ENDLESS* supply of people to share this eBook with!



I have personally generated THOUSANDS of leads, and HUNDREDS of paying customers from the traffic and lead sources on my exclusive resource list.

The best part?

I've generated those amazing results BEFORE releasing this eBook...

That means that I have *NEVER* shared this eBook with anyone in my traffic and lead resource list.

What that ultimately means, is that **YOU** get to be the FIRST to generate leads and sales from my personal traffic and lead sources for the BTC eBook Profits affiliate program!

And since this program is still very young, you get to have an early bird advantage!

My EXCLUSIVE traffic and lead resource list could easily be priced at \$997...

But, I am giving it to you for FREE when you request your 'sharable copy' of this eBook today, because I want to see you **CRUSH** it with our affiliate program!

**Why?** Because when **YOU** win, I win too. We are partners in this program. What's best for you is best for me. So of course I want you to win big, because I have big goals myself too!

Hey, just keeping it real. We are both here to make money, because of the **freedom that money affords us** in our lives. No sugar coating!

So, if you want to be an affiliate, request your 'sharable copy' **after you sign up**. Then I will deliver your 'sharable copy' and my 'traffic and lead resource list' (valued at \$997)!

## 07 - BONUS 2 (Training/Coaching/Support | \$997 Value!)

While the first bonus is more tailored toward our affiliates, this second bonus applies to BOTH members of our BTC eBook Profits Training Program and our affiliates.

We offer ongoing marketing training, coaching and support to ALL of our members and affiliates to help you be more successful in your own business, and while promoting our business if you choose to do so.

Our **private member's only Facebook group** offers much more than just our core training program for our members. It offers live and recorded coaching, and training from 6 and 7 figure online marketers who are experts at turning online traffic and leads into customers and cash flow, which is EXACTLY what you want and need for your business.



What this means for you as a MEMBER of our eBook marketing training program:

- 1) You get to learn how to use eBook marketing to generate more qualified leads, new customers, and additional cash flow for your existing business.
- 2) You get live and recorded coaching from 6 and 7 figure online marketers, who will teach you the most **effective strategies to market your eBook** to get the best response from your target audience for your business.
- 3) You will have constant support and industry insight from **EXPERTS** who are currently generating the type of results you are working on creating for your business.

This ultimately means more lead flow, new customers, and more cash flow for YOU!

What is means for you as an AFFILIATE of our eBook marketing training program:

- 1) You get to leverage our success with eBook marketing as our affiliate, because you get to share your own custom copy of this eBook to **earn unlimited BTC payments** paid **DIRECTLY** to you from new customers you refer to us.
- 2) You get live and recorded coaching from 6 and 7 figure online marketers, who will teach you the most **effective strategies** to market your copy of this eBook as an affiliate to create a steady new BTC based income stream.
- 3) You will have constant support from our leadership team. We are 100% committed to your success, because when YOU win as an affiliate **WE** win as a team, and we get to help more people with our eBook marketing training program as you help us find new customers.

## 07 - BONUS 3 (white Label Rights | \$497 Value!)

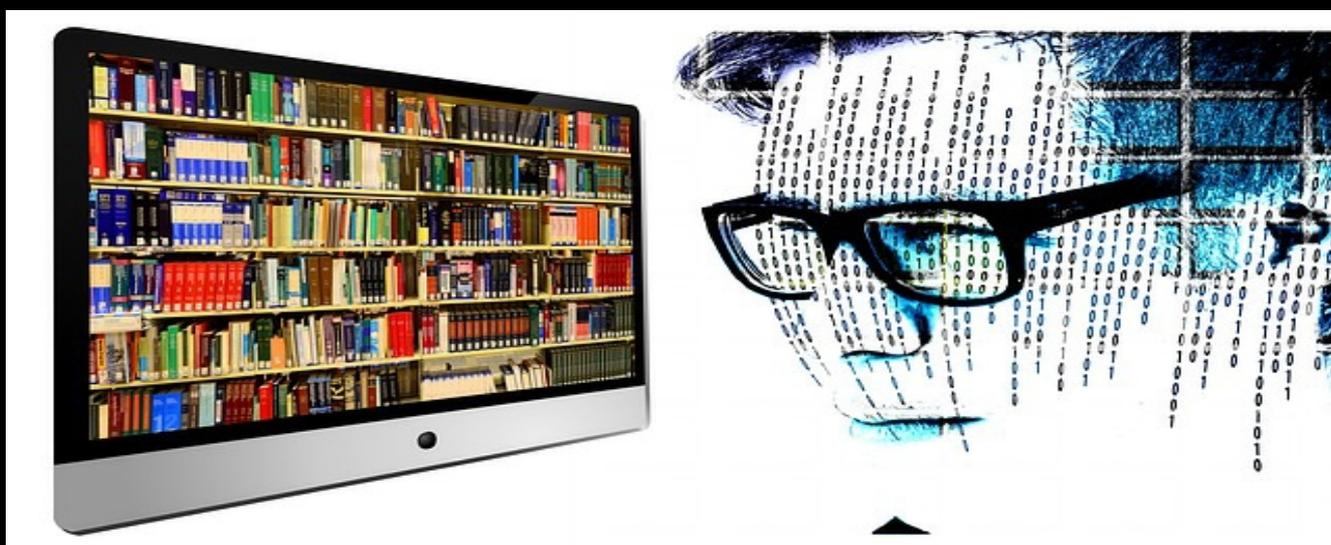
Like our previous bonus, this bonus is tailored toward both our members AND affiliates.

Having white label rights means that you can take a copy of **THIS** eBook, rebrand it so it matches the theme of your business or brand, and then share it with others.

**This offers two benefits:**

1) When you re-brand this as a member of our training course, you have a **ready-to-go eBook you can begin using right away** as your front end offer for your existing business. Teaching people how to succeed with eBook marketing is a great way to build rapport with your target audience, and one you have that know-like-trust, you can then re-market your other offers to them on the back end of your sales process.

2) When you re-brand this as an affiliate, you will have the leverage of our success, with the added benefit of being able to put **YOUR NAME** on the cover. Which will sky-rocket your authority with the people you are sharing this with. Of course when they read this far into the eBook they will find out you have a re-branded copy, but by that time they will be so impressed with the value you have shared, not only will they be perfectly fine with that, they will most likely be attracted to the idea of having a **custom branded copy** for themselves!



It's worth mentioning that white label rights means that you can re-brand this eBook and share it with your name, your brand, your theme. But, it does NOT allow you to *SELL* copies of this eBook as a retail product.

If you are a member wanting to use this as a front-end offer to attract new customers to your existing business, then you will be able to re-brand this to match your business, but you will still be giving away that re-branded eBook for free to your audience.

If you are an affiliate wanting to use this as a custom branded copy to share our eBook marketing training program so you can earn unlimited BTC payments when you make sales, you can do so with **your name on the cover**, however, you still need to give this away for free so our new customers can receive the value of this eBook without any upfront cost.

## 07 - BONUS 4 (Resell Rights | \$497 Value!)

This bonus is also available to both members **AND** affiliates, and it's sort of similar to white label rights, but it does have a few more details that are very important to mention.

Like white label rights, you are able to re-brand your own copy of this eBook for re-publication, however, whereas you can only give away **FREE** copies of the white label version of this eBook, you are allowed to **sell and profit** from the version with resell rights.

Also, unlike white label rights, with resell rights, should you choose to use them, you will need to modify much of the content in the eBook so it is more tailored toward **YOUR** business, because we don't sell copies of this eBook in *OUR* business.



### What this means for members:

- 1) You have the option of re-branding this eBook, modifying the content inside, and crafting a message that leads people in your target audience toward your own business.
- 2) You will be able to sell copies of your re-branded, and modified eBook for any price you choose, and you can accept any form of payment you want, be it Crypto or Fiat.

If your business is related to crypto, or any type of online marketing, you could re-brand this eBook, re-write some, or most of the content, and then sell it as a low ticket front end product to attract new customers to your existing business.

Of course, this is a bonus, so it's something you may take or leave, but it's available if you choose to use it!

### What this means for affiliates:

- 1) You have the option of re-branding this eBook, modifying the content inside, and crafting a message that leads people to your own affiliate program, if you are so inclined.
- 2) If you have the skill, and create your own affiliate program, you can use your re-branded copy of this eBook as a marketing tool for your affiliates, and maybe even turn a small profit on front-end sales.

Ultimately, using this bonus as an affiliate is optional, and clearly it's not for everyone.

We made our program simple enough for anyone to benefit from, regardless of their experience level, but we also wanted to make this reseller option available to those of you who are skilled enough, and who have the drive needed to run a program like this of your own!

## 08 - How To Use eBook Marketing Effectively

WOW! We've covered a lot so far!

Now, what I want to do is show you EXACTLY how we are going to help you use eBook marketing effectively to generate more leads, customers, and cash flow for your business.



Before we get into the juicy stuff, I just want to say a couple things first.

### First...

Our members and affiliates mean a lot to us, and we have a **STRONG** desire to see them all succeeding and happy in their businesses.

Whether, you are **someone with an existing business** who is reading this to learn how eBook marketing can cause your results to skyrocket..

Or if you are an **affiliate marketer** who was attracted to this eBook because of the opportunity to earn unlimited BTC payments..

We want you to know that we are deeply appreciative of your time, and hope you have already received tons of value from this eBook.

### Second...

Something I want to point out to you, as a potential new member of our training program, as a potential new affiliate, or both...

THIS eBook you are reading right now is **EFFECTIVE** eBook marketing in action.

I point this out, not to brag or boast.. I point it out, because I want you to know that myself, and my leadership team pride ourselves on leading by example.

This eBook is being shared with THOUSANDS of people around the world.

It is generating new qualified leads, customers, and **MASSIVE** cash flow in the form of BTC as you are reading this.

### What that means is two things:

1) If you have an existing business. *ANY* business at all. We can teach you how to do what we are doing with eBook marketing to bring YOUR business more leads, more customers, and more cash flow.

2) If you are planning to join us as an affiliate of our training program, then we can teach you how to leverage our success to earn unlimited BTC payments starting today!

Okay, that was a little juicy by itself, but now let's dive into the super juicy stuff...

## 08 - How To Use eBook Marketing Effectively

So, how **EXACTLY** are we going to help **YOU** get more leads, more customers, and more cash flow for your business with eBook marketing?

Well, for starters, we are going to show you the **CORRECT** way to do it. There's plenty of stuff out there you can find on Google or YouTube, but let me tell you a secret about those things..

They will only ever show you the surface level of what you need to know. You might get some positive results here and there, but not the result you **REALLY** want. The free content you find online gives you a piece of the pie, but never the whole thing.

Why do marketers put out content like that? Well, the same reason we put out this eBook, and the same reason **YOUR eBook will work for your business...**

Marketing is about getting and keeping attention. Then once you have the right people's attention, it's about speaking **THEIR** language to help guide them through a discovery process. The **discovery process** helps people in your target audience **learn something cool** about the thing they want or need, and **make a decision that will help them** reach their goal.



### For instance...

Say someone is looking to **generate more leads, more customers, and more cash flow** for their business, (like you). Or say someone is attracted to things related to Bitcoin, and viral affiliate programs (possibly you as well).

If you watch some YouTube videos, or read an eBook (like this one you're reading), you will learn some cool things about marketing, and bitcoin, and discover some things that can help you reach your goal, once you start applying them.

If you decide you have received enough value from this eBook that you would like to get more content from us, we provide an option for you to **purchase our BTC eBook Profits Training Program** that will give you exactly what you want and need for your business, that will ultimately show you how to **reach your goal.**

## 08 - How To Use eBook Marketing Effectively

Now let's look at some examples of how eBook marketing works. We will look at one old school business example (offline brick and mortar), and one new school example (online affiliate marketing and network marketing).

### Example 1: Dentist Office

**1) Identify Your Target Audience.** Obviously, you will target people who need to see the Dentist for something. The question is, what? Braces? Fillings? Teeth Whitening? Implants?

Decide what your target solution is, and you will know which people in your audience to talk to who have a problem you have the solution for.

**2) Create Content That Educates Your Target Audience.** Let's say you want to bring in new patients for dental implants. You would create content that teaches your potential patient some things about dental implants they can only learn from an expert like you. Be helpful, be informative, and aim to give them so much value, that by the time they are done reading your eBook, they are excited to call you, and eager for their appointment.

**3) Turn Your Content Into Professional Looking eBook.** You might ALREADY have amazing content to share with your target audience. But if it looks boring, it won't capture attention, and nobody will read it. We will show you how to EASILY create an awesome looking eBook at a very low cost, so that you stand out from every other Dentist in your target market.

**4) Give eBook Readers Desired Call To Action.** Maybe you want people to call you to make an appointment. Maybe you want them to come into your office for a free consultation. Once you have given your potential patient some powerful content, and they feel like YOU are the right Dentist to help them get what they want, **guide them** to the simplest action they can take to get additional value from you. *'Call in for a special discount!'* That's powerful.. or how about *'Come in for a free consultation and we will clean your teeth for free!'*

**5) Marketing Your Free eBook To Your Target audience.** This is where the rubber meets the road. For your eBook to be effective, it needs to be well made, but it also needs to be consumed by your target audience. We teach EXACTLY how to get the right people reading your eBook, so you end up with more people reading it, getting value, and then contacting you to setup their first appointment.



## 08 - How To Use eBook Marketing Effectively

So, that's how it would work for an old school business like a Dentist office, to drive online traffic to an offline location. But what about network marketing, and affiliate marketing online? How can this work for the solo entrepreneur online?

### Example 2: CBD Products

**1) Identify Your Target Audience.** Think about the problems people have that your products can help solve. Do they have inflammation? Do they have anxiety? Do they have trouble sleeping? What problem do they need to solve that CBD can help with? Once you know the answer to this question, you can **speak that person's language**, relate to them on some level, and be in a position to guide them to a solution that is best for them.

**2) Create Content That Educates Your Target Audience.** Let's say you want people to visit your website to learn more about your products. And let's say these people are trying to relieve inflammation in their body. You would create content about how CBD can help with inflammation that causes different types of pain in the body.. headaches, migraines, muscle and joint pain, etc. **Teach something useful**, be there to HELP them with something, and they will be more likely to visit your website to check out your products. When **YOU help** someone with the content in your eBook, they'll feel more confident your products can help them.

**3) Turn Your Content Into Professional Looking eBook.** New school businesses, just like old school businesses can provide tremendous value to people, but if your content looks boring, it won't capture attention, or keep it long enough to make a difference. We will show you how to EASILY create an awesome looking eBook at a very low cost, so that you **stand out** from every other person who is promoting the same CBD products in your target market.

**4) Give eBook Readers Desired Call To Action.** Maybe you want people to visit your website, or maybe you want them to watch a video, call you on the phone for a free consultation, or even purchase a product that you are recommending. Once your eBook readers feel confident YOU are someone who can help them get what they want, be of service to them by giving them a **strong call to action** like 'visit our website for a special offer', or maybe even 'give me a call and I'll send you a free sample!'

**5) Marketing Your Free eBook To Your Target audience.** We teach EXACTLY how to get the right people reading your eBook, so you end up with more people reading it, getting value, and then contacting you to receive a special offer, free sample, or to purchase a product.



## 08 - How To Use eBook Marketing Effectively

### Old School Biz Consumer Experience:

- 1) They receive your eBook and read it.
- 2) They learn some really cool stuff.
- 3) They want more cool stuff from you.
- 4) They perform your desired call to action.
- 5) YOU achieve your goal!

### New School Biz Consumer Experience:

- 1) They receive your eBook and read it.
- 2) They learn some really cool stuff.
- 3) They want more cool stuff from you.
- 4) They perform your desired call to action.
- 5) YOU achieve your goal!

Notice that both experiences from the consumer standpoint is the **SAME** whether they are looking for products and services from an old school brick and mortar business, or they are looking for some new school business value online.

### The only things that will differ from business to business are:

- 1) The **specific people** you are targeting based on THEIR need, and YOUR solution.
- 2) The **message being delivered** to those specific people, so it's highly relevant to them.

When it comes to **EFFECTIVELY** using eBook marketing to create more leads, more customers, and more cash flow for your business, it comes down to the following things...

- 1) Creating **INSTANT AUTHORITY** as the leading expert in your niche, or market segment.
- 2) Providing **VALUE** to your target audience so they can get to know-like-trust you.
- 3) Giving a strong **CALL TO ACTION** that guides people to the solution they need.

**If you need more leads, more customers, and more cash flow** in your business, then eBook marketing is one of the very best ways you can achieve your goals.

An eBook in today's digital world, has the **same power** as a physical book has always had, and still does to this day. When people know you are a published author, even a digitally published author, **you gain instant authority as an expert** in your field, and you *instantly gain a level a trust from your readers.*

**Your eBook** will cause people in your audience to know-like-trust you, and *want more of what you have* to offer. And what's better for your business than people who are **HUNGRY** for what you have, and are ready to do business with you because you have already helped them with the amazing content in your eBook!?

If you would like us to **show you how to create and market an eBook** that will bring more qualified leads, more customers, and more cash flow for your business, continue to the order form on the last page of this eBook, and **purchase access to our BTC eBook Profits Training Program**, and let our team of 6 and 7 figure marketers show you how to **take your business to the next level with highly effective eBook marketing!**

# READY TO GET STARTED?

Use The Order Form On The Next Page.



# Purchase BTC eBook Profits Training Program Now!

**IMPORTANT:** Ordering access to our BTC eBook Profits Training Program requires 3 separate BTC payments. 1) A one-time \$50 BTC admin fee. 2) A one-time \$60 BTC payment to the person who shared this with you. 3) A one-time \$40 BTC payment to the person who shared it with the person who shared it with you. (if you don't have BTC, we will help you get some)

**Please send the following BTC payments:**

**Payment #1:** \$50 worth of BTC. (Your one-time admin fee)

**Payment #2:** \$60 worth of BTC. (Paid directly to your referring affiliate)

**Payment #3:** \$40 worth of BTC. (Paid to the person who referred your referring affiliate)

(We Recommend You 'Right Click' And Open Each Button In A New Tab For Ease Of Use.)

Payment #1	Payment #2	Payment #3
Click The Button Below To Complete Payment #1	Click The Button Below To Complete Payment #2	Click The Button Below To Complete Payment #3
 <b>Pay Now!</b>	 <b>Pay Now!</b>	 <b>Pay Now!</b>
(\$50 Worth of BTC)	(\$60 Worth of BTC)	(\$40 Worth of BTC)

**HOW TO COMPLETE YOUR ORDER:** (follow 2 steps below...)

To place your order now, follow these 2 steps:

- 1) Submit BTC Payments: [www.BTCeBookProfits.com/Submit-BTC-Payments](http://www.BTCeBookProfits.com/Submit-BTC-Payments)
- 2) Confirm BTC Payments: [www.BTCeBookProfits.com/Confirm-BTC-Payments](http://www.BTCeBookProfits.com/Confirm-BTC-Payments)

Have Questions or Need Help?

Visit: [www.BTCeBookProfits.com](http://www.BTCeBookProfits.com)