

## Preface



### Ebook Rebranding SuperTips

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# Chapter 1. Introduction

Hi,

It's Harvey Segal of [SuperTips.com](http://SuperTips.com) here

This book is for EVERY online marketer

- If you are an **Affiliate** you can head straight to the last section ([Chapter 6](#)) where you will see a no-risk way to make money with a unique affiliate program.

- If you are a **Vendor** keep reading.

You will discover the very best way to get traffic and sales for any type of product.

First, a quick reminder of what we mean by rebranding.

If you are the owner of an ebook you can allow an affiliate to replace (or rebrand) specific content in the book with his own content. Typically he will be replacing links with his own affiliate links - so that he can earn commission.

There are different ways to rebrand an ebook (Chapter 3) and different rebranding tools (Chapter 4)

But first let's see the main benefit of ebook rebranding.

## Chapter 2. Why do we rebrand ebooks ?

Let's backtrack.

When it comes to selling any product on the Net there is one method of promotion which beats every other hands down.

a) Imagine a visitor has arrived at your site - with a problem, question or need related to your product niche.

The secret is to give him free but valuable information, demonstrating how you are an authority on the subject, and ending with a recommendation for a product - yours - showing how it will fulfill his need.

The best way to do this is to give your website visitors a free book about your product niche which provides quality information, avoids the hard sell but concludes with an enticing link to YOUR product.

By the way the book does not have to be an epic. A short report or guide will suffice. You'll find books to help you amongst the [SuperTips ClickBank Products](#) here.

b) And then you want to get affiliates to promote the book for you. Which means that you need to let them insert their affiliate links i.e rebrand the book

## Chapter 3. How to rebrand

### Rebranding methods

a) You can allow ALL your sales links to be rebranded or just SOME.

There's a balance to choose. Too few fields might deter your affiliate - too many might mean less profit for you.

The ideal is to only have links to products you own or resell or to 2-tier products where your affiliate signs up under you. In such cases you both benefit from every sale.

b) You can make a charge for rebranding and you can charge more for rebranding more fields.

c) Further you can let affiliates earn commission on those paying to rebrand

### Which method to choose

- If you make rebranding free you may find more affiliates willing to promote your book.

- If you require payment then you might get less affiliates unless you also offer commission when their customers purchase rebranding rights.

If your book is on a non-IM topic you could go with the free option. Your affiliates will be promoting to customers who very likely are unaware of affiliate programs or have no desire to become a seller for the product they are looking to buy.

On the other hand for an IM topic these customers might decide to rebrand the book themselves and try to purchase under their own affiliate id where possible. In which case the original affiliate won't get commission - unless you also offer commission for purchase of rebranding rights.

The worst situation is with an IM book where there is no commission on the purchase of rebranding rights but a big sign at the start saying "earn money with this book"

### Some do's and don't's

\* There's a lot to be said for having just one or two links in a book. Remember the whole purpose of your book is to persuade the reader to click through to your main product.

\* You don't want to pack the book with link after link, overwhelming the reader. In particular don't provide links which are completely inappropriate - for example in a book about hypnosis you find a link to a web hosting company.

\* If there is a good reason for many links it helps your affiliate if the products belong to one affiliate company such as ClickBank. Otherwise your affiliate needs to sign up and get links for every different affiliate program.

\* Charging a high price for rebranding a paid book may not be a good idea when you consider that a paid book only has the limited circulation of its buyers, in contrast to a free book with unlimited distribution.

By the way with reference to ClickBank. They are the world's largest provider of digital products and highly

popular with online marketers. We'll be mentioning them again later. If you want to learn more about ClickBank the best place to start is at the home of the [ClickBank Guru](#)

#### A tip: rebranding an affiliate link

An affiliate link generally consists of an affiliate id (such as 1234) within an URL.

For example

- <http://www.abcde.com?id=1234>

To make rebranding simpler for your affiliate, and less prone to error, you can just make the id part rebrandable so all he need enter is his id as opposed to the full URL.

However there is a disadvantage in this method. If the link format changes or the affiliate program is discontinued you end up with an invalid link and cannot correct it.

Conversely if you allow the full link to be rebranded you can always replace it with a different affiliate program.

Your choice depends on how permanent you reckon the affiliate program and format to be.

# Chapter 4. Choosing a rebrander tool

## 4.1 The fatal flaw

Bad new and good news.

The bad news.

All rebranders share one thing in common - due to their design they have an absolutely fundamental and vital flaw.

The good news.

All rebranders except one.

So what is this fundamental flaw ?

Well consider this.

When you join an affiliate program does the product owner tell you -

"OK here is what you must do

- you need to get a website
- you need to make a copy of my sales page
- I'll notify you each time I change it and you must apply the same change"

Of course not.

He just gives you an affiliate link which takes every visitor to the exact same unique place - his site and product page.

Your job is simply to promote that link. When he changes his site your link goes to his current page.

Now look what happens with rebranders.

They all work the same way. You either download a file and rebrand it, or rebrand it online then download it but you always end up with the rebranded PDF on your computer.

So the first step is to upload it to your site.

Don't have a site ?

Heck, we've just ruled out a huge army of newbies - beginners taking their first steps in Internet marketing and sensibly starting out on the affiliate route.

Next, how will you describe the link at the site to the book. Will you say "Here is a book about widgets, download here"

If I saw that there is no way I would download.

I would want to see a page telling me in more detail about the book and all the housekeeping information which goes along with it such as contact details and what to do if I have a problem downloading.

In other words you need to set up a download page.

Really you need a current copy of the owner's page.

But haven't we just said that for an affiliate that is quite impractical ?

Yet that is what all rebranders would have you do.

Except one. Which I'll tell you about soon.

## **4.2 Another serious problem**

A big failure of all rebranders is that you lose all control once your rebranded book is produced.

Unless you can get all your affiliates to go through the complete upload and rebranding process every time you make an improvement to your book (and they won't) you will have different and out-of-date versions floating around on the Net. And similarly they won't be using your latest sales copy - the one which you should be honing and perfecting for maximum impact.

And even if they did you won't be able to get stats about visitors to their sites.

## **4.3 Other defects**

Software developers have got so carried away with rebrander technology that they are giving you

- features you don't need

- features which you definitely should NOT use

but not the really vital features that you do need

Here are a few examples

### **a) A really bad feature**

Let me ask you something.

Have you ever been to a sales page for a product and suddenly you see this -

"Hi, the person who told you about this product is called an affiliate.  
His name is John Smith and here is his photo and a short bio."

No?

OF COURSE NOT.

Who in his right mind would allow such information on their sales page. Your visitor couldn't care less.

Think about how stupid that would be.

Agree ?

And yet one rebranding tool proclaims "At last, your affiliates can rebrand an ebook and add their name, bio and even a graphic of their choice."

Such a feature is irrelevant, it's a distraction and a big no-no.

## **b) An unnecessary feature**

The way that a rebrander works is that you insert 'placeholders' in your content and the rebranding tool replaces the placeholder field with the personalized data which your affiliate has entered.

So for example if you have:

- My first name is {aa} and my surname is (bb)

then the rebrander knows that {} represents a replaceable field and plugs in the affiliate content.

Now some rebranding tools make a big deal of how simple it is to point and click on lots of placeholder fields and drag them to the required location.

But how hard is to insert a placeholder ?

Look {xx}. There I've just done it.

It's only a one-off exercise. And why do you have lots of links ? Does that mean your book is littered with hard sell incitements to click to your product or to lots of other products?

Such a feature is completely unnecessary.

## **c) A non essential feature**

Some rebranders stress their ability to produce high quality PDF effects

Now I'm all for producing a professional looking document. But your goal here is not to create the world's most artistic PDF file for a free book, it's to provide good content to drive people to your site where you sell the real product.

So this is not an essential feature.

## Chapter 5. The ultimate in rebranding

It should be clear that current methods of rebranding a book provide serious obstacles to both affiliates and publishers.

An affiliate typically needs to

- download a rebranding package
- read and understand the rebranding instructions
- run the rebranding program
- upload the rebranded book to his web site
- set up a download page with some content leading to the book rather than just providing a direct download link.

That alone will deter many would be affiliates and of course excludes any affiliate without a web site.

A publisher loses all control over his book once it is rebranded, with different versions of the book circulating the Net, no conversion stats for affiliates, non-standard download pages.

All these problems can be solved if rebranding an ebook was as simple as using an affiliate link.

You need a new technology.

Step forward the Ultimate Rebrander

### 5.1 Ultimate Rebrander

This is a program which runs on your web server.

It rebrands a PDF book on-the-fly which means that the latest version of the book with all the affiliate links embedded in it is immediately available to the visitor clicking on an affiliate link.

Which means

- \* Your affiliate does not need to create a rebranded copy and put it at his own site.
- \* He does not even need to have a site !
- \* There is only one version of the book - the one at your site. You don't have the situation where old versions are available at different sites.
- \* There is only one version of the download page - yours
- \* You can monitor download conversion stats and provide affiliates with stats on their advertising campaigns
- \* More features, to come in a moment ...

To provide all these features there has to be some restriction which we will cover now.

#### Restrictions

The source code of your book needs to be in HTML format.

1. This means that you cannot rebrand existing PDF files. (The Ultimate Rebrander converts your HTML file to a PDF).

However there is an advantage. You don't need to find an extra tool to create a PDF, it's already inbuilt into the Ultimate Rebrander.

2. You cannot produce the full range of PDF effects as there is a restricted set of HTML tags. However as we have pointed out earlier this is not an essential feature for a free book whose main aim is to presell the real product.

### More features

The Ultimate Rebrander can

- cloak affiliate links (to stop commission theft)
- restrict access to rebranding for any field (in case you want to charge for rebranding selected fields)

### Another super feature

You can also put placeholders in the download page as well as in the book.

Now you might not see much point in rebranding content on the download page but consider this.

Suppose you don't link to a free book at the end of the download page but have an affiliate link to a sales page at a website . What you have created is a rebrandable article !

So as well as giving your affiliates rebrandable ebooks Ultimate Rebrander can also give them another powerful promotion tool - rebrandable articles.

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And so, Vendors, if you want to turn your affiliates into super affiliates by giving them a free rebrandable book which focuses on preselling your product click here for the [Ultimate Rebrander](#).

And stay around for a surprise bonus for you in the next section.

## Chapter 6. How to make money from this book

OK this is for affiliates.

Tell me, if you wanted to join a vendor's affiliate program which one below would you choose ?

### a) Good Promotion Tools

Vendor 1 Offers no promotion tools or assistance, just your affiliate link

Vendor 2 Offers the most powerful persuasion tool of all: a free book - an easy giveaway to customers - which gives them great information and advice about the type of product they are searching for and concludes with a no-hype recommendation for the vendor's own product.

### b) Simple Ebook Rebranding

Vendor 1 Provides you with a free book BUT you have to rebrand it (i.e. insert your own affiliate links), so you need to download a copy, run a rebranding program, upload it to your site (if you have one), and write your own download page.

Vendor 2 Provides you with one link which does everything: it gives your customer the book on-the-fly with all your affiliate links embedded.

### c) Instant Stats

Vendor 1 Tells you to go and find your own tracking tool to monitor your ad campaigns in distributing the book.

Vendor 2 Gives you your tracking stats.

### d) Version Control

Vendor 1 Makes changes to his book and tells you to get the new version and REPEAT the whole rebranding process.

Vendor 2 Makes changes to refine and improve the book but you do not need to do anything. Your customers always pick up the latest version.

There's no contest. Vendor 2 wins every time.

Now if you have read the previous chapter you will know that only one tool can do what vendor 2 provides. It's called the Ultimate Rebrander.

And so obviously the very best affiliate program for you to choose is one that provides you with a free book created by the Ultimate Rebrander.

But you need something more.

\* It should lead to a much wanted product

\* It should offer great commission

\* It should not be littered with links

\* It should be hype free

I'm now going to tell you where to find such a book.

Ready ?

You are reading it right now !

This book "Ebook Rebranding SuperTips" meets all the criteria above and leads to a highly desirable tool (the Ultimate Rebrander itself) which provides the very best way to get traffic and sales for EVERY product owner on the Net.

And the commission on offer ?

A massive 70% paid in to your ClickBank account.

If you are not a ClickBank affiliate sign up now, it's free. Click [here](#)

## How you get commission

You will get 70% of sales from the links you have already seen in the book

Here they are again

a) The [ClickBank book](#) (note that about 60% of customers end up buying the full package)

b) The [SuperTips ClickBank products](#) (35+ and growing)

c) My main site [SuperTips](#)

Now at my main site there are links to all my sites and to all my ebooks.

And all these sites and books link to and cross reference each other.

Which means that someone reading my free ebook Forum Marketing SuperTips for example can end up purchasing my recommended ad tracker AdTrackz or any other of the SuperTips ClickBank products. Earning you 70% commission of course.

d) I've also added the link to the ClickBank sign up above which means ClickBank will give you commission should any of your sign-ups become a ClickBank publisher.

So will the rebranding be free, you ask ?

No - it won't

But - that is in your **FAVOUR !**

Here's why. We talked about it earlier.

The reason is to protect you. You see, if I made this book free to rebrand, then anyone could just bypass your affiliate links by getting their own rebranded book, and buy my products through their own affiliate links instead of yours.

By imposing a fee on the rebranding rights for this book, we prevent people from stealing YOUR affiliate commissions.

And here's the great news.

I am going to SHARE their payment with you !

When someone downloads this book, and then decides to buy the rebranding rights, I'll pay you 51% of their rebranding fee.

So let's decide on a figure to pay for rebranding. Forgetting all the other links you will recoup your outlay once two customers have purchased just the rebranding rights from you.

Do you think, looking ahead in your entire online marketing career, you could eventually make say . . . just two sales ?

Yes - I thought so.

Now we could in theory choose a very high price on that basis but let's go instead for a figure which most marketers will snap up without a moment's hesitation and will earn you smaller commissions but lots more of them.

The Rebranding option will cost you just **\$27**.

## **But wait**

Before you buy.

There's one other link we've not mentioned.

It's the one which is the whole focal point of this book - the product which stands in a class of its own - the [Ultimate Rebrander](#). A tool of immense value for any vendor reading your book wanting to generate traffic.

It sells for \$67 - wouldn't you just like 70% of that ?

OK, here's the deal.

I'm going to also offer you a **Super Rebranding** option which includes the one above

\*\* Plus the Ultimate Rebrander link (70% commission on \$67)

\*\* Plus 51% commission when your customers purchases either Rebranding option

The cost is ~~\$77~~ **\$47**

In summary this is what you will earn

#### For \$27

- 70% commission on all affiliate links - except the Ultimate Rebrander.
- 51% commission of the rebranding fee (\$27).

#### For \$47

- 70% commission on all affiliate links - **including** the Ultimate Rebrander.
- 51% commission of the rebranding fee (**\$47** or \$27).

### **To help you decide**

Remember

- \* You are offering a book that every online marketer needs - vendor or affiliate.
- \* It's free, a quick read, and I don't ask for any sign-up - that is a powerful inducement to download.
- \* The Ultimate Rebrander allows me to monitor conversion stats so I can continually modify the content to achieve the best conversion rate.
- \* And when I make these changes there's no need for you to do anything. Your customers will of course always see the latest, and greatest, version of the download page and book.
- \* All the links in the book are cloaked - you cannot be deprived of your commission by replacement of your ClickBank id
- \* Amongst your target market eager to get this book - over 100,000 ClickBank affiliates !

**It's unlike any other rebrandable book you have ever seen.**

And I'll also be giving you access to my Promotion Guide - a huge resource of tips, advice and ideas for promoting the book. It probably contains more material than any other affiliate program you have ever joined - and you are welcome to use the ideas for your other programs.

Now as to which of the two offers to choose: \$27 or \$47 ?

What do you think YOUR readers will choose and consequently pay you ?

Hint: I guess they will think that for a one-off additional \$20 they can now get all the extra advantage of the Super Rebranding offer.

And so . . .

## **Affiliates**

1. To order the Rebranding option (\$27) click [here](#)

**OR**

2. To order the Super Rebranding option (\$47) click [here](#)

## **Vendors**

Here is the surprise I promised.

If you order the [Ultimate Rebrander](#) (\$67) I'll throw in the Super Rebranding option as an extra

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Need more information ? See the [FAQ](#) on the next page.

Thanks, Harvey

# FAQ

Here are the questions I expect you to ask.

1. Is it difficult to set up my rebranding option ?
2. How long does it take to be up and running ?
3. Can I purchase Rebranding rights now and upgrade to Super Rebranding rights later ?
4. How much money can I make ?
5. Tell me about your Promotion Guide
6. Do you promise to maintain the high commission rates ?
7. Can I get a refund if it doesn't work out ?

Click [here for the FAQ](#)