



## Part 2 – An Introduction to the SellDirect™ Technology

# How you can use this system to increase your income month-on-month

If you're reading this document I'm assuming you've already read **Part 1 – The Overview** and so already realize what an incredibly exciting opportunity this is.

If you haven't read that document I highly recommend you read it first, before reading this one, as it will provide you with all of the essential information you need to know, and help you understand the concepts I'm going to cover below.

You can download that report by entering your details into the Priority Notification List. In the welcome e-mail you receive there will be a link to download all of the previous reports.

To add yourself to the Priority Notification List go to:

<http://www.build-an-empire.com/extra.html>

After you've read it, be sure to come back to this mini-report to read about **just one of the mind-boggling, but simple to use features that the system makes available to you.**

Before I go into detail, let me ask you a question:

What if you owned a business whereby you could wake up in a morning and say to yourself "I'm going to increase my ongoing monthly income by 10% today", or how about if the number you chose was 25% or even more – and you KNEW without a doubt that you had the tools at your disposal to make it happen. How would that make you feel?

Fantastic, don't you think?

In a moment, I'm going to tell you about the SellDirect™ feature of the system that enables you to do just that!

Let me explain.

When you become the owner of this powerful business system, the first thing you'll receive is a first-class, fully stocked, downloadable audio book mega-store on the Web – that you can

easily brand with your chosen name, color scheme, layout and other customized options.

Your store will have over 5,000 audiobook titles (in 160 categories) for sale - and it will continue to grow each week. It will be open for business 24/7 - and you'll earn 30% on all sales (which is up to 6 times as much as other online retailers pay in commissions for exactly the same content).

If you took the time to create a mega-store of this caliber yourself, it would cost you a fortune in both time (technical support, negotiating licensing agreements with publishers, writing copy, etc.) and money (setting up e-commerce systems, streaming audio, programming, servers, huge storage devices, etc.) Instead, everything is already done for you. We do all of the hard work securing the media licensing with the big publishers, we interface with the publishers for new content, we enter all of the detail regarding the new content, we host all of the audio files, we provide streaming for audio samples -- and we even host your online store.

Whenever someone orders from your store, **we handle all of the back-office work** such as credit card transactions, digital delivery of the audio books and technical support. All you have to do is drive traffic to the store and collect your 30% earnings.

What this means is that you can focus on working ON the business rather than IN the business. It's just like having your own back-office staff who are working for YOU twenty-four hours a day, seven days a week.

And remember, these audiobooks are top-of-the-line audio recordings from the major publishers and best-selling authors. These are the crème-de-la-crème of audiobooks, not public domain titles, cheap recordings or back list titles.

### Here's where it gets REALLY exciting

From what I've said above it sounds as though the store is the be-all-and-end-all of this system, but that's definitely **not** the case. There is so much more to the system, and it is these additional tools that really put this into a league of its own.

It's also highly likely that these additional tools will generate a lot more income than the store itself.

One of these tools is called SellDirect™.

This incredibly clever tool lets you create an infinite number of customized SellDirect™ sites for yourself, or for other people, in a wide variety of niche markets, and to also monetize any existing sites you may have.

Let me give you an example.

Donna, the owner of an exercise website, tells you she's interested in becoming your affiliate partner. You then create a mini audiobook site for her that focuses on exercise. All you need to do is create three pages.

You create a sales page listing some appropriate titles (The Lean Body Promise, Mastering the Zone, The Hardness Factor, for example).

You create a success page, which is where people are taken to after paying for the audiobooks.

Finally, you create a failure page, which is where people end up if their payment doesn't go through correctly.

That's it as far as designing web pages is concerned.

You then upload Donna's logo or an appropriate graphical header into the system. This is the graphic that will appear at the top of the order form page where people enter their credit card details. The great thing is that you don't have to worry about designing this page as the SellDirect system does it all for you.

The SellDirect™ technology will then generate two snippets of code for you.

You paste the first piece of code on the sales page and that becomes the "Buy Now" button. The second piece of code you paste on the success page, and that will become the button that people click on to download the audiobook after they've paid for it.

The great thing is you don't need to understand anything about HTML code. It's simply a matter of cutting and pasting the snippets of code into the pages you've already created and SellDirect will do all the rest of the work.

When people order from the site you've created, Donna gets 10% of the sale (for doing nothing), and you get 20%. It couldn't be easier.

The system is incredibly flexible, so you don't have to give Donna just 10% you could give her 15% of the sale and you'd receive the other 15% or you could be incredibly generous and give her 20%, in which case you would receive 10% of the 30% that is available. You're completely in control.

The sales page, order page, thank-you page and download page that the customer sees all have exactly the same graphical header, logo or other branding. This increases sales dramatically because it reduces shopping cart abandonment by customers that might get confused (or discouraged) when they are transferred from the sales site to another site when placing an order.

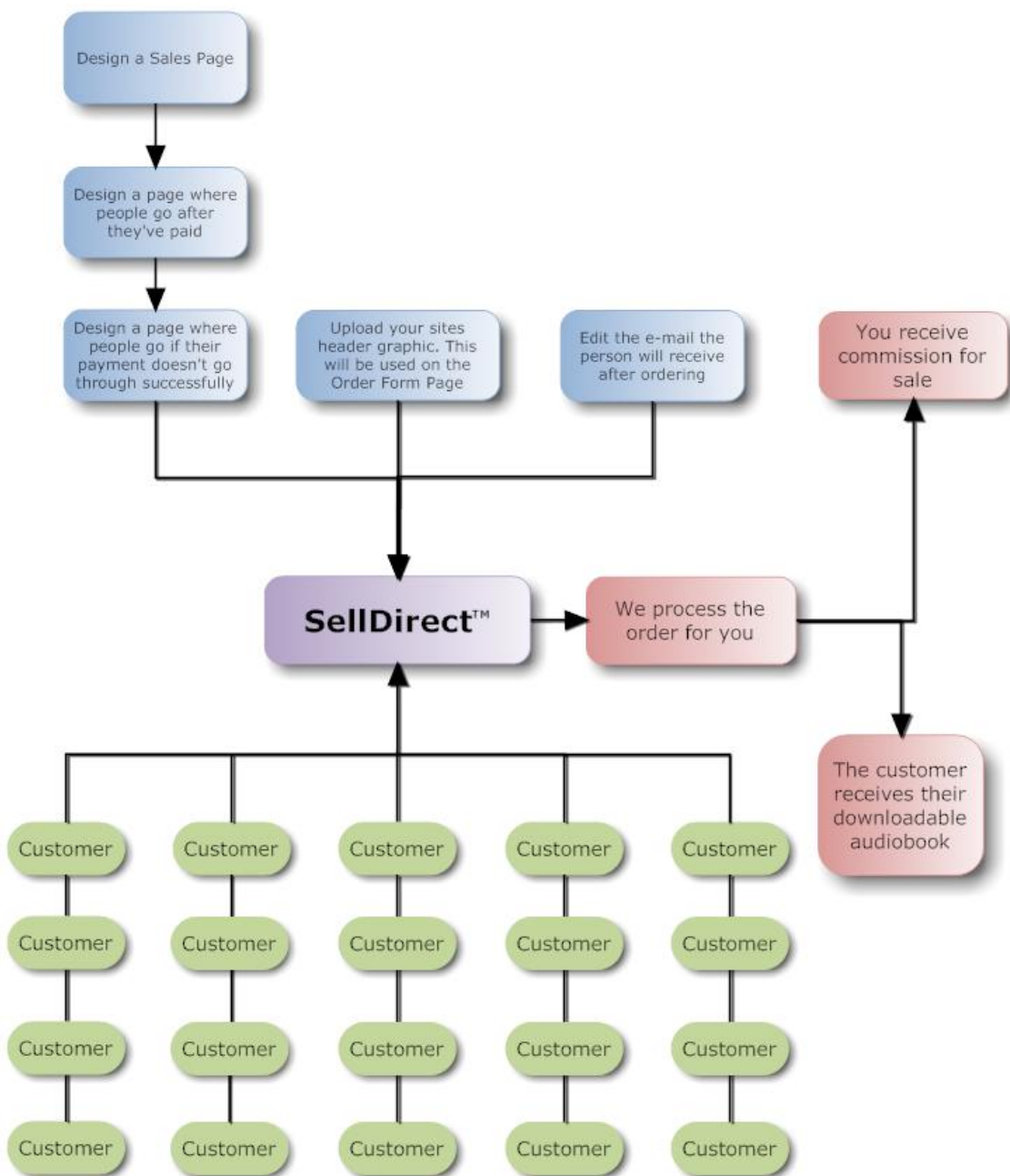
This means that you can create fully e-commerce enabled mini-sites without being a web-coding wizard and without having to

pay additional fees for shopping cart tools or payment systems. It's all done for you.

There's nothing that comes close to the caliber of functionality offered by the SellDirect™ technology. Other companies that offer this type of service charge thousands of dollars but SellDirect™ technology is yours to use for free as a part of this incredibly powerful and versatile system.

### A Graphical Illustration

Below is a graphical illustration of how the system works. The blue boxes are what you need to do. The green boxes represent customers visiting the site and the red boxes are the steps that happen after they have placed their order.



How many websites do you think you can find that would LOVE to have a profit center in the form of an audiobook site? One that earns them 10% (or more) for doing nothing, and there is no cost to put up the site as it can just be uploaded to their existing web space, or you can upload it to your own web space if you prefer.

I would say that many of the web sites you contact with this offer would jump at the chance, wouldn't you say? It's just a matter of finding appropriate titles within the system and then explaining the proposition to the web site owner.

Commercial websites, especially, would appreciate earning revenues to supplement the takings from their primary website. However, there are also millions of non-commercial content-only websites or blogs that feature specialized information on things such as golf, antiques, cooking, jokes, education, etc. How many of them would welcome a hands-free profit center in the form of a customized site selling downloadable audio books about their specialty?

### Here's another example

Let me give you another example to illustrate the huge potential of this technology and how easy it can be to start building your empire.

Imagine approaching your local high school and offering to put together a mini-site that included all of the titles on the student's reading lists. This could include the classics such as Shakespeare through to audiobooks that are appropriate for religious studies such as The Bible, useful books for business and economics, and any other books that the teachers want to recommend.

The site can be designed using the Schools normal header graphic or logo and can be uploaded directly to the schools web space or stored on your own web space.

Once the site is ready the school can promote it directly to parents and students and because the school gets a share of the revenues they will be favorably disposed to promoting the educational resources on these pages rather than from any other site.

It's easy to see how this is a win-win situation for everyone involved. The students will get access to some excellent learning resources (many students will prefer listening to books on their MP3 players than reading them), the school generates some additional funds, and you have an additional income stream that is running on autopilot through the whole school year - and the next - and the next - and the next.

Once you've put together one of these sites you'll have something to show other schools. How easy would it be to do exactly the same thing with 5, 10 even 100 local schools.

Do you see now why it's possible to build an online empire of e-commerce enabled audiobook sites quickly and easily by having dozens - or even hundreds - of affiliate partners? All it takes is a little imagination and a willingness to get active.

## Work with others or do it yourself

But maybe you don't want to build your empire by getting other people involved. Maybe you want to do it all yourself - that's fine too. Just think of a subject and build a site around it. Because SellDirect makes it so quick and easy to make ecommerce enabled web sites you can, even over a short period of time, build yourself quite a collection of revenue generating sites.

Earlier on, I asked you to imagine a business that enabled you to wake up in the morning and decide to increase your income by 10%. If there ever was a business that could do that, THIS is it! Just think ... today you could have just one affiliate partner - but if all you do all day is send out e-mails to website owners proposing a customized audiobook site as described above, you could have 2 or 3 (or most probably many more) by the end of the day. That could conceivably double or triple your earnings, let alone increase them by 10%, couldn't it?

If the prospect of being able to create an ever expanding empire of revenue generating sites anytime you want appeals to you, don't forget that the official launch date for this exciting system is Thursday, November 16, 2006 at midday (Eastern time). You'll need to go to Build-an-Empire on that day because you don't want to miss out on the limited number of places available.

The really great thing is that SellDirect is **just one part of the whole system.**

In the next of these mini-reports, I'll tell you about one of my favorite features. It's called ContentDirect™ and it helps you to generate a terrific secondary revenue stream for you that is over-and-above any income you might make from downloadable audiobooks.

Whenever I've demonstrated the ContentDirect part of the system to people they've been completely gob-smacked at what it does and how easy it is to use - so don't miss it! It's positively mouth-watering!

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## What you need to do next ...

Over the coming days we'll be making available a variety of mini-reports covering everything you need to know about this exciting project.

- Part 1 - **Overview**
- Part 2 - An Introduction to the **SellDirect** Technology
- Part 3 - An Introduction to the **Content Direct** Technology
- Part 4 - Why this particular market will see **rapid growth over the coming years**
- Part 5 - **Three Startling Trends** that you should be aware of
- Part 6 - Why this system is **like nothing you've seen before**
- Part 7 - The Potential for **Exponential Growth**
- Part 8 - Bringing it all together

To receive copies of these mini-reports as they are made available you need to make sure you're on the priority notification list. If you're not already on the list visit the page below and enter your details.

<http://www.build-an-empire.com/extra.html>

This will add you to the priority notification list and it will also give you the chance to get your place **before** they are made available to everyone else.

Here are just three of the revolutionary things you'll find out about if you join the priority notification list:

- You'll get to see **videos of exactly how the system works**.

- You'll be one of the first to hear about the amazingly simple to use and yet unbelievably powerful ContentDirect™ feature that lets you create an **infinite number of completely unique niche sites** on almost any subject - and generate **substantial revenues from AdSense** to boot!
- You'll learn how you can **generate an income from this system without ever selling an audiobook.**

Add yourself to the  
**Priority Notification List**  
right now



**Click the link below**

<http://www.build-an-empire.com/extra.html>

Thanks for taking the time to read this mini-report. I'm sure that by now the potential of this incredibly exciting project is starting to dawn on you. Do make sure to join the Priority Notification List (see above) as the additional information that I'll be sharing with you over the next few days will completely blow you away.

Wishing you every success,

*Paul Smithson*

Paul Smithson  
Founder and CEO

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