

The 90 Day Powerseller Challenge

(By John Thornhill)

Remember!

You will gain Powerseller status in 90 days or less if you follow the instructions in this e-Book.

You are free to resell this E-Book **as long as it is not modified in any way.**

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Introduction

Hi,

Let me introduce myself. My name is John and I have been selling on eBay for a few years now. My eBay username is planetsms.

I am not some marketing guru or college graduate; I am also no computer wiz kid. I am just an average guy who has a few years experience selling on eBay. I am not what you would call an expert and I have made mistakes and losses in the past. However, I have now achieved titanium Powerseller status (the highest eBay Powerseller ranking) and I am earning a very nice second income through eBay selling E-Books and I'm going to show you how I do it. If you follow the instructions in this E-Book I assure you that you will be a Powerseller within 90 days for very little work involved. Plus I will show you how to bring back customers again and again. If you're serious about making a nice little extra income please take the time read this book thoroughly. It should take you no more than 20 minutes so why not go and make a cuppa, relax and enjoy!

John.

Requirements

What does it take to become a Powerseller?

A lot of people think that becoming a Powerseller is an impossible dream. What if I told you it's not hard at all? I'm being serious when I say this. Take a look at the Powerseller requirements below.

PowerSeller Level	Gross Merchandise Volume (GMV)	Quantity of Items sold
Bronze	£750	100
Silver	£1,500	200
Gold	£6,000	300
Platinum	£15,000	400
Titanium	£95,000	500

Now if you look at the requirements to become a bronze Powerseller you will see you need your total sales to be £750 or have 100 sales a Month. You don't need both so 100 sales is what you will be aiming for. If that sounds like a lot think about it. This is only between 3 and 4 items a day. This is easily achievable through selling e-books.

Why sell e-Books?

It's quite simply really, because they are so easy to sell. E-Books, (Electronic Books) are probably one of the best selling items on eBay. They can be downloaded and read on your PC.

They cost nothing to deliver, your not rushing to the post box or post office every day. You can even have them deliver themselves. You have a worldwide audience and you can sell endless items on almost any subject.

1000s and 1000s of E-Books are sold every hour on eBay and I am going to show you how to join 100s of sellers and start to make a real income from selling them.

If you do a worldwide search for 'e-book' or 'e-book' on eBay you will probably see well over 5000 results. And a lot of E-Books don't even have the word 'e-book' in the title. I would imagine at any given time there will be about 30,000 E-Books for sale on eBay. Basically, E-Books are everywhere; you probably have a few right now on your PC.

What you will need

This is what you will need to make things run smoothly.

1, I imagine you will already have an eBay account but if you're new to eBay [Click Here](#)

2, Some web space and a domain name (not essential but highly recommended)

3, A pop3 email account

4, WinZip

5, Adobe acrobat reader

6, eBay turbo lister

7, eBay selling manager

8, A Paypal account

9, A Squaretrade account

Web space

Get some web space. You will find things much easier if you have some web space and upload all your E-Books in zip format. Then all you need to do is send out emails to the winning buyer and provide the link so they can download the E-Book straight from your web space.

Of course you could send out the E-Books as attachments but I would strongly advise against this for the following reasons.

1, Some people don't know how to open an attachment.

2, Some people are worried about viruses contained in attachments.

3, Some email clients prevent attachments from being opened.

4, Your outbox will be constantly full because of the size of the emails your sending.

5, Your customers inbox may be full and they will not receive your E-Book.

6, You could get blamed for a virus someone receives.

You should have some free web space provided with your internet service provider. If you're not sure ask them and get your web address (URL) from them.

Now get yourself a domain name. You can get one for only £1.99 per year from 1&1.

They also provide very competitive rates for web space if you have none. I have used them for 3 years and have never had any problems. They also have an excellent local rate customer service help line if you run into any problems.

Check the link below for more details:

[Buy your domain from 1&1 - Best domain prices in the UK!](#)

You're probably thinking why bother, well the reason is simple. Imagine sending out a download link? Which looks the most professional? www.planetsms.co.uk/ebook1.zip

Or

www.myinternetserviceproviderswebpaceaddress.whoevertheyare/myusername/ebook1.zip

The first one is my web space and I'm sure you will agree it looks more professional. The second one is made up but it will look something like that.

Remember, you're trying to bring customers back so the more professional you look the better. You could also set up your own E-Book store and send out this link to your customers.

You could maybe offer a bulk package or discounts compared to your eBay store. If you do have free web space 1&1 will let you redirect your chosen domain to any address you want. So you can be up and running for only £1.99

Put all your zipped E-Books in a folder called e-Books and simply upload the whole folder. See your web host for instructions on how to upload as they all differ, most will provide free software to upload.

Now let's say I have an E-book called hypnosis.

This E-Book will be at the location www.planetsms.co.uk/ebooks/hypnosis.zip

That would be the link I send out to my customer. Much better than sending an attachment.

A pop3 email account.

If you want to set up auto delivery you will need a pop3 email account to use with outlook express.

Again, you may have one free with your Internet Service Provider.

If you sign up for any web space with 1&1 you will get unlimited pop3 email addresses.

You can also get many free pop3 accounts. Just do a search on Google.

WinZip

You will need WinZip to zip up (compress) your E-Books. This reduces space on your server (web space) and speeds up download times. You may already have this installed on your PC. If not visit www.winzip.com to download it free. Don't worry about the trial period, once it runs out it still works fine.

Adobe acrobat reader

Loads of E-Books are in PDF format. You will need acrobat reader to view them.

Download it free from www.adobe.com

eBay Turbo Lister

With this clever tool you can upload 100s of items to eBay in minutes.

Download it free from eBay.

Selling manager Pro

This is a subscription based service eBay provides. If your selling loads of items it can take care of invoices, feedback, feedback reminders, auto re-listing and a whole lot more. This saves hours a week and is worth the small Monthly fee eBay charge. Check eBay for details.

A Paypal account

You must have a Paypal account, without one you will get nowhere; you also need one to set up auto delivery of your E-Books. Visit www.paypal.com for details.

A Squaretrade account

I would recommend you join Squaretrade, this shows you are a trusted seller and you get the Squaretrade seal like mine below inserted into all your auctions. You will notice the difference in sales as soon as you join as any potential customer knows you can be trusted. Click on my seal below for more info.



Choosing the title

Your title is crucial as this is what gets a potential customer to view what you are selling. You could be selling the bargain of the decade but if no one clicks on your title you won't make a penny.

Try to keep your title relevant to the product you're selling. Also experiment with different titles till you find a winning formula.

Let's say we are selling an E-Book on hypnotism. Which title appeals to you the most?

- 1. E-Book on hypnotism. Find out more.**
- 2. E-Book. Discover hypnosis.**
- 3. Hypnosis, the secrets revealed. Ultimate guide.**

I am hoping you have chosen number 3. If you did there will probably have been 3 keywords that attracted you to it:

Secrets, Revealed, Ultimate

People love to find out 'secrets' you will see this word a lot on eBay. The 2 words together, 'secrets revealed' makes the visitor want to click on your title to find out more. You should also capitalise certain words to draw the visitor in. Something like:

Hypnosis, the SECRETS REVEALED. Ultimate guide.

Notice how you look straight at **SECRETS REVEALED**. As E-Books usually provide 'secret info' you can use this method a lot. There are many other words you can use to draw visitors to click on your title such as:-

Amazing, fantastic, rare, best on eBay, mint, make money, resell, resale, superb, complete guide.

There are many more. Try browsing eBay and looking at what words the big sellers use. These words work best capitalised, but don't make the whole title capitalised as this won't draw visitors to your keywords. Also, make sure you use as many of the characters allowed in your title as possible. (56 characters)

Listing tips

This is probably the most important page so please read it all.

OK. You've got all your E-Books and sorted out your prices and now you're ready to start listing.

Once you start to list your items there are a couple of very important things to remember. The day and time you start your listings is crucial as over 80% of sales occur as the listing is ending. This is because your item is coming to the top of the category as it's ending, so you need to work this out.

Most people work from 9-5 so the best times to end your auctions is between 7-11pm. Also, it's not a very good idea to have your listings end between 6 and 10 on Friday and Saturday nights cause most people are out, but after 11 can usually be good. Weekend afternoons, in particular Sundays are good.

I always put my auctions on 10 day duration for maximum exposure and always make a point to list all my items on a Thursday afternoon and night. This is because they will all end on a Sunday afternoon and night and that's when I seem to have the most success. I have found Sunday, Monday and Thursdays are the best days for sales. Also, you will have more success at the beginning of the Month as most people get paid at the end of the Month.

Once you start you will probably not see much action till your auctions start to end. It's very important to list every day then after the initial 10 days you will have auctions ending daily. I use turbo lister, once set up it only takes minutes to list 100s of items. Try to list at least 10-15 items a day then after 10 days you will have over 100 auctions running.

Try to spread out the start times of your auctions, for example. If you had 30 E-Books to list you could make your first one start around 7pm then list one every 10 minutes, then the last item would start at midnight. That means all these auctions would end between 7pm - 12am 10 days later. This seems to help with sales as all your auctions are not ending at the same time. If you are a selling manager pro subscriber in the UK you can spread out the start times for all of your auctions free. I think this varies with other countries and you would need to check eBay in your country for more information. Use turbo lister spread the start times. Just check the box at the bottom of the page, set the time you want your auctions to start and the amount in minutes you want them separated.

You may have noticed a lot of my sales are from single listings. If I list an e-book at 47p + 50p administration charge (place this in the postage section). It costs 15p to list and only 2p in eBay fees if the item sells.

If you list a Multi/Dutch auction you cannot list lower than 99p and you can only list in one category. So for the price of one Dutch auction, £2. You can list 11 e-books in 11 different categories. The reason I list at 47p is to get

more exposure at the top of the 'lowest first' search listings. I would not recommend putting an admin charge on all of your listings as although this has never happened to me I have heard of eBay ending items like this. If you are going to do it just do it to a few listings.

I also list a lot of single items at 97p. This has no admin charge and also gets you quite high in the 'lowest first' search.

Another way to get top of the 'lowest first' search is to have a few auctions (not buy now) starting at 1p. Make sure you mention at the start of the listing your E-Book is available to buy now in your eBay store. You may get some books only selling at 1p but this way you gain lots of visitors to your store. The strange thing is some auctions will sell for more than your asking as the buy now price, I think some people just like the thrill of winning the auction. It's not unusual to have an item that's selling for 98p on buy it now going for over £3 in an auction.

Once you know your best sellers you can think of charging between £2 and £3 instead of 98p. When you do this I would advise doing a Multi/Dutch auction pricing your items at £2.49 each. Make 50 items available, then make it bold, highlighted and featured and use a sub title, also choose the gallery image (not gallery featured). This will cost you just under £15 in listing fees but you only need to sell 6 to break even then the rest is profit. Once you find these items and the best categories you can't lose. You could have say 10 - 20 featured auctions running each making you between £10 and £50 (or even more) profit for a 10 day duration. Not bad for sitting back and doing nothing.

Another crucial thing to remember is to make sure you check the post worldwide box in the postage section. This makes your item available worldwide. So many eBayers overlook this, if you don't check this your listings will only be seen by people in the same country as you. I would say about a quarter of my sales are to overseas customers.

It's best to re-list unsuccessful single items at least once as you get your fees returned if it's successful the second time around, this gives you 20 days advertising from only 15p. However, if the item does not sell the second time around you will have to pay for both listings. If this happens consider changing the title or category.

Consider using selling manager pro as this can take care of re-listing multiple items.

Also, if you have an E-Book that is virtually a non seller don't give up on it. Simply list it as a store inventory item in your eBay store. This only costs pennies per Month and helps fill your store.

Also, make sure you accept every form of payment possible including cheques, postal orders and other online payment systems as well as Paypal.

Importance of feedback

To gain Powerseller status your feedback must be over 98%. Follow the simple rules below and your feedback will always be excellent and you will have no problems.

Your feedback is your biggest selling tool bar none and you must protect this as best you can. I have found through experience being polite at all times and in all circumstances, this goes a very long way in achieving a good rating.

A happy customer is a good customer and you will find many eBayers come back for more if you are polite and efficient. Always be polite in any emails with customers particularly before any sale. Do your best to reply to any questions within 24 hours. If you have the time check your emails as often as you can as a potential customer will only look somewhere else if you don't respond quickly. If you do reply after 24 hours start your email by apologising for the delay. If you can set up an auto responder letting your potential customer know your email has been received.

When I send out my email to the winning bidder I always have it look something like:-

Dear eBay Member,

Thank you so much for choosing to buy from me.
I know you have a lot of choices and I appreciate your business.
First of all, if you are not completely satisfied with your purchase from me please let me know before leaving feedback.

As long as you are happy with your purchase please leave me positive feedback and I will do the same for you as soon as I can.
You can download your E-Book from the link below.

(Insert your link here)

On some systems the link may not load, if this happens simply copy the link and paste it into the address bar in your web browser.
If you need any help at all or have any questions please don't hesitate to ask.
Once again thank you for your custom, I hope we can do business again in the near future.

If you have not checked out my eBay store why not take a look as I have many more quality E-Books for sale.

(Enter the link to your eBay store here)

Regards,
John

Straight away the transaction is off to a friendly start.

I feel this politeness only encourages the customer to leave nothing but positive feedback as I have stated I will do the same for them. Also, they have been made aware to contact me first before leaving any feedback if there are any problems or concerns. Notice how I have thanked them twice for their custom and hope to do business again. This encourages them to consider further purchases. Perhaps even clicking on the link to my eBay store and buying more E-Books.

If someone asks for a refund don't ask why just refund them. You may get a rude or offensive email saying your product is rubbish, this will usually be from someone with little or no computer skills not knowing how to use your product.

Simply apologise and process the refund.

After all, it's only cost you about 40p-50p for the sale so why risk a negative for so little.

From time to time you will get awkward offensive customers but try to rise above any war of words and stay calm. If you have to reply always be polite. I know it can be hard but if you stay polite while someone else is losing it you will feel better. Plus if negative feedback is left it may pay off later. (see below)

There will always be one awkward eBay buyer who leaves a negative, this will happen no matter how good you are and my experience has found it's normally the newbie's who are most likely to leave you a negative, this is also normally done without contacting you first and it can be very frustrating.

(See below for tips on how to get this removed)

One or two negatives per 500 or so sales won't hurt anyway and if you keep your percentage above 98-99% you will have no problems.

The best way to protect your feedback when you sell is to never leave feedback first. This stops lots of negatives. I learned this the hard way. When I was new to eBay I always left feedback as soon as I received payment.

Believe me, this is not the way to do it!

A happy customer will always leave feedback first. One method I have used a few times is I have been left a negative off someone who has left the feedback without contacting me first. This has usually happened because their spam filter has caught my email and instead of enquiring about it they just decide to go and leave a negative comment.

eBay states to try and resolve any disputes by contacting your trading partner before leaving feedback, this is stated clearly before they hit the 'proceed to leave feedback' button. So in return I have left them a negative saying something like 'unwarranted negative feedback, no communication prior to

feedback' So now we both have a negative, I give it about a week and then contact them saying it would be in both our interests and if they would like to remove both feedbacks mutually through eBay. It's happened to me a few times and usually the feedback has been removed. It may sound unethical but it works. This is why you must always be polite at all times as if you end up in a war of words it's highly unlikely that your trading partner will agree to mutual removal of feedback.

Did you know you can also get negatives removed through Squaretrade. I would recommend joining as you get the Squaretrade seal like mine below inserted into your listings which shows you are a trusted seller. For more info visit www.squaretrade.com

Gaining feedback quick

If you have a low feedback rating or are new to eBay your gonna have to get your rating up before you will start to be successful. Once you get into double figures, preferably over 50 you will start to notice more sales.

The best way to get your feedback up if it's low is to go and buy some e-Books, make sure you buy books with resale rights. Not only will you be improving your rating your getting some stock to set you on your way.

Just do searches for e-Books then hit the lowest first option. It's possible to buy all the stock you need to get started for a few pounds, pence, dollars or even a few cents.

Make sure you search worldwide, just check items worldwide on eBay's home page as you can pick up loads of e-Books for \$1 which is only about 60p. You may even see some for less as there will be other members selling cheaply just to get their rating up.

I always leave feedback first when I buy and if I have not received feedback in return after a few days I email the seller and ask if they will leave me feedback in return for mine. Most sellers simply forget but you will usually get your feedback within 24 hours.

Watch out for sellers selling for 1p or 1c as they will probably be upping the price by charging you for postage. I have seen many eBayers selling for 1p, 1c but charging £/\$4.99 postage as an admin fee, make sure you check the postage cause if you hit buy now your committed to buy.

Automated delivery

Automate delivery of your E-Books with Outlook Express

Many eBayers still sit at their PC sending e-books to customers. Apart from this boring repetitive task your customers have to wait for delivery. They would rather get their product straight away, plus if you mention in your listing you deliver immediately you have more chance of making that sale. Plus this gives you more time to get on with your life.

You can download an E-Book explaining even more ways to do this by [clicking here](#).

Here is how I have my auto emails set up.

You can use this if you want winning buyer emails sent out for download instructions instead of sending out an attachment. Ensure sure you use a separate email address from your main eBay account. Also make sure you add this to your PayPal account. You must also have this address as a separate identity in outlook express.

To create a new identity click on file > identity > add new identity.

This is the email address your payments will go to. When you list an item on eBay you can add this email address in the payment and postage section.

Another way to do this is to use a web based email account such as Hotmail or Yahoo for eBay. These are free. Then use your outlook express account for your PayPal payments. You can then have both email accounts running at the same time.

REMEMBER TO ADD BOTH THESE ADDRESSES TO YOUR PAYPAL ACCOUNT.

Example:

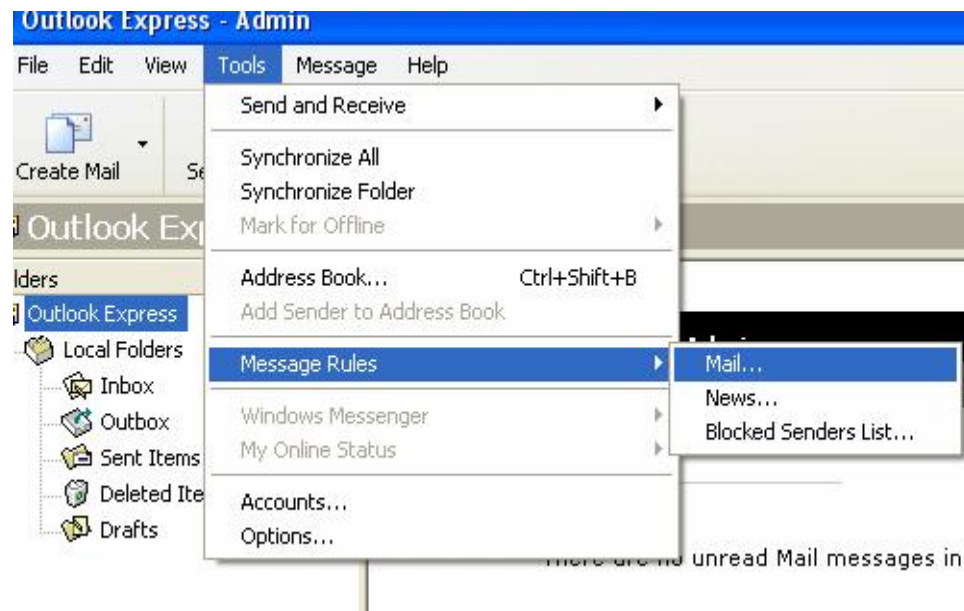
myemailaddress@hotmail.com REGISTERED WITH EBAY AND PAYPAL

myotheremailaddress@whoeveriam.com REGISTERED WITH PAYPAL ONLY AND TO BE USED WITH OUTLOOK EXPRESS (THIS IS THE EMAIL ADDRESS YOU SEND PAYMENTS TO)

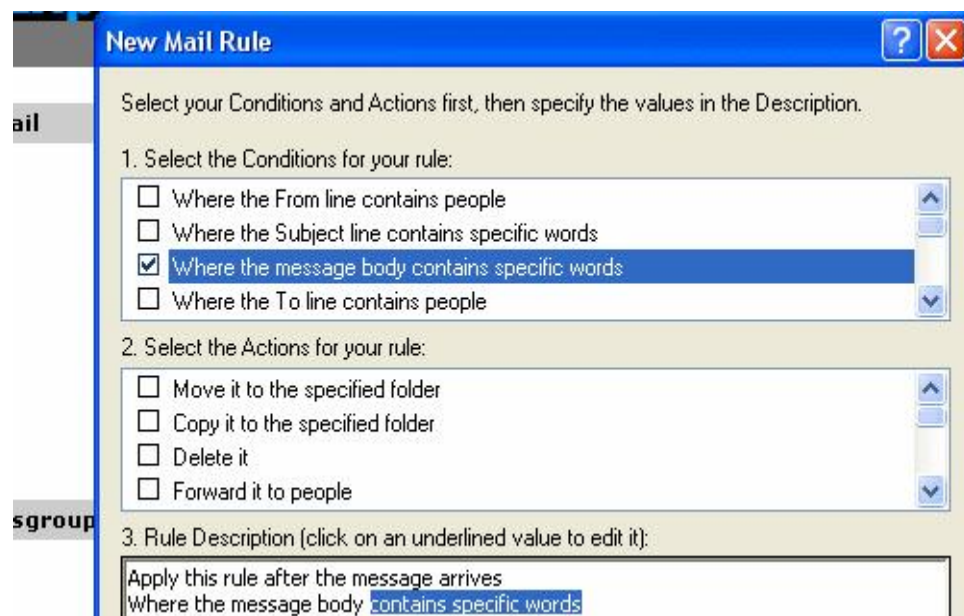
In this example we are going to set up an auto responder for the eBay item

'Automate delivery of your e-books with outlook express'

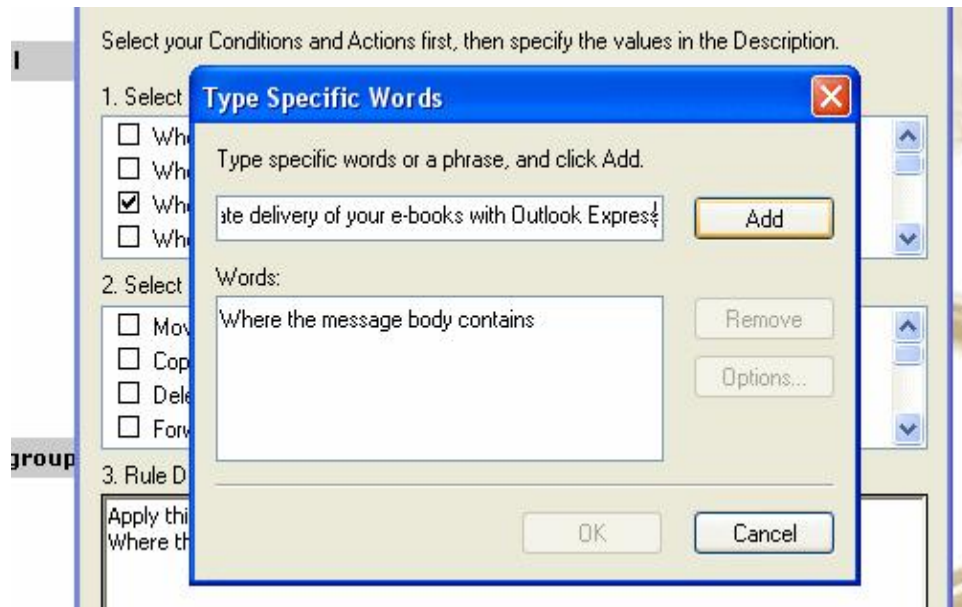
You need to have all your emails in a folder as TEXT DOCUMENTS. In outlook express click on tools, then message rules, then mail.



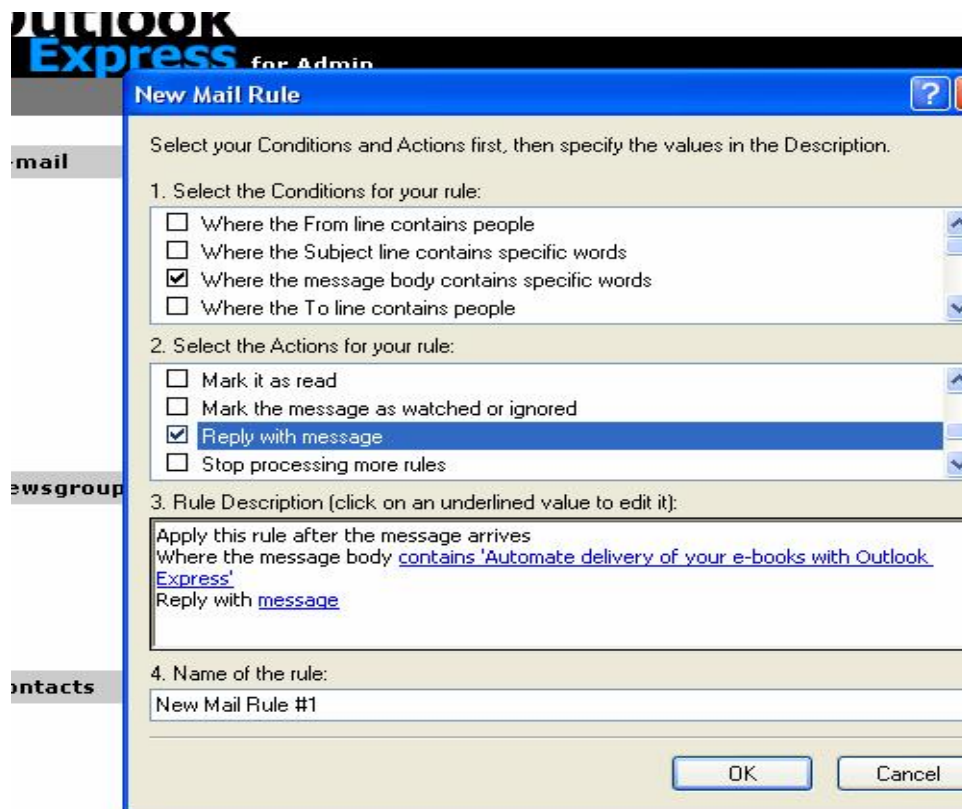
You will now have the message rules dialogue box open. In section 1 select the 3rd box.



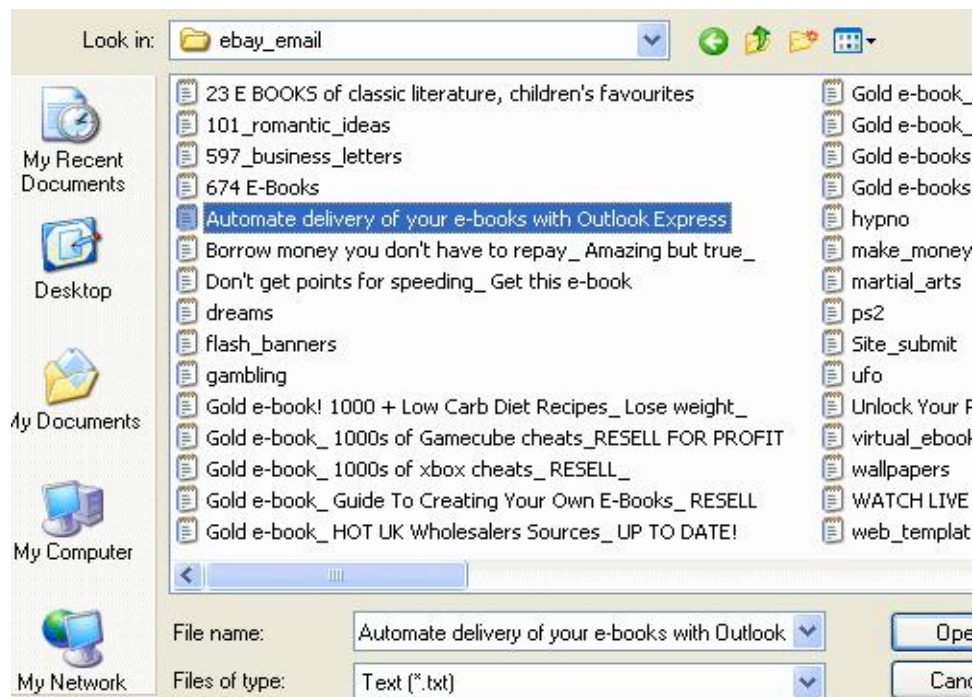
Now you will see in box 3 a rule has been added, click on it. Now add the EXACT TITLE including any commas or full stops. It's best to copy and paste your title from your listing, make sure there are no spaces before or after the title. Click on add.



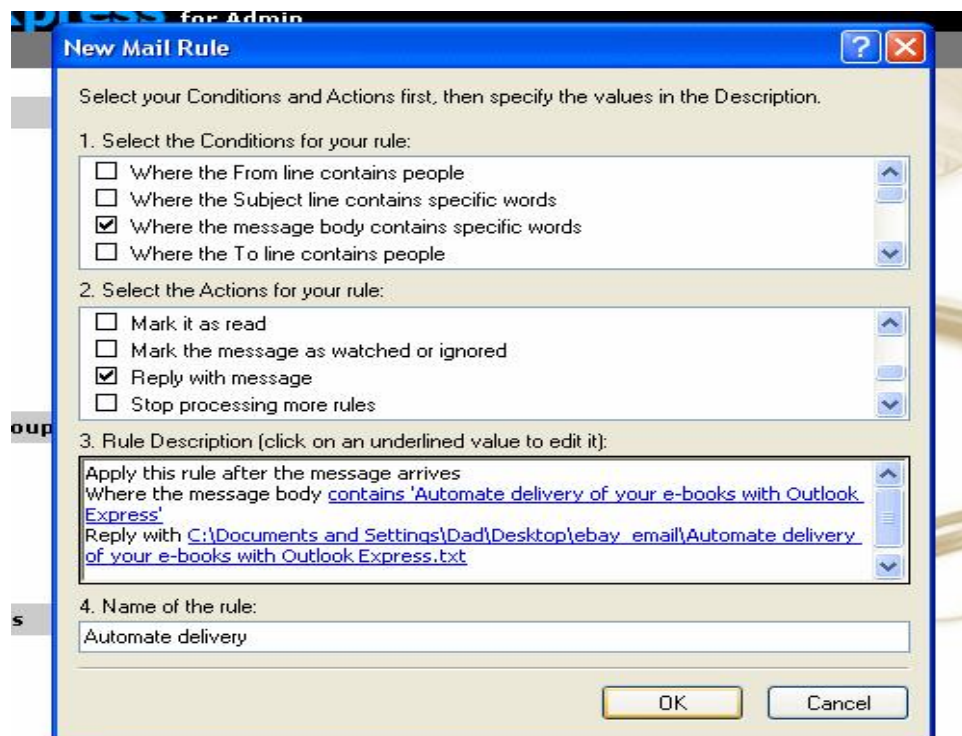
Now in section 2 select the box 'reply with message'
Now click on the text in section 3 named 'message'



In the files of type (bottom of picture below) select Text:
Now locate the text document you wish to use, click on open.



Name the rule (section 4) and click on Ok



Finally, set your send/receive options in outlook express to about 5 minutes.

Go to tools > options. Now tick the 'check for new messages every' and put in 5. This means outlook express will check for new messages every 5 minutes and if you have any new mail it will respond

REMEMBER THAT YOU WILL NEED TO ADD THIS EMAIL ADDRESS IN THE PAYMENTS AND POSTAGE SECTION WHEN YOU LIST AN ITEM. LOOK FOR THE 'PAYMENTS WILL GO TO' AND ADD IT THERE. IF YOU DON'T DO THIS PAYMENTS WILL GO TO YOUR EBAY EMAIL ADDRESS BY DEFAULT.

You have now set it up. Now any email going to this email address with that specific text will reply with the text document you specified. That's why you need a separate email address cause if you got any questions through eBay it would reply with download instructions for your e-book and your potential customer would get it free.

You can test it by sending a test email from another address with the auction title in the email body.

There are different rules you can apply and you can do it different if you want to. I just wanted to show you how easy it is to set up. Now just sit back and let your auctions go on auto pilot.

There is nothing better than getting up in the morning to see you have sold a bundle of E-Books and they have been delivered, positive feedback has been left and you have done the same in return.

All while you have been asleep!

Open an eBay store

You must have an eBay store. Without one you won't sell half as much as you will by having a store.

Ensure you name all your categories and put items in every one. If a store looks full a visitor is more likely to browse. Advertise your store in every listing and provide a link. Don't just expect visitors to click on the link eBay provides. Spend time getting it looking right, eBay provides many tools to help you get a professional look, even if you have little computer knowledge. Why not have a look at [My Store](#).

Generate visitors

Right, it doesn't take a genius to work this formula out.

More visitors = more sales = powerseller status.

Make sure you provide a link to your store in every auction. Don't just expect people to click on the link eBay provides. Make a link and ask people to click on it and they will.

How many times have you seen the term 'please view my other auctions' or 'visit my eBay store for more bargains' I bet you've clicked on those links sometimes too? I know I have. It's all about encouraging the person to do what you want.

After all, if they don't click on your link what have you lost? Nothing.

Another way to generate visitors to your eBay store is through email. You should include a signature in your emails. Something like the one below. In outlook express go to tools, options then signatures and set one up.

```
=====  
Get 100s of E-Books from only 1p at my eBay store  
Simply visit www.myebaystore.com  
=====
```

Notice how I use = as a border, this makes your signature stand out.

Notice how I mention from 1p. All you have to do is have a few auctions (not buy now) starting at 1p

In these 1p auctions mention the E-Book is available as a buy it now item from your eBay store and provide a link. Always mention you have 100s of other titles in your store and always provide a direct link at the start of each listing. Your book may only sell for 1p but lots of people will click on the link and visit your store. Also, use the auto invoice eBay selling manager or Paypal provides (use one or the other, not both), again mention you have more E-Books for sale in your store. Also mention this in your winning buyer emails.

You can also mention in any emails that you have a mailing list. Ask people to sign up in any winning buyer emails. Perhaps offer a free E-Book just for signing up.

If you can set up an auto responder. Have it say something like:

Hi,

Thanks for getting in touch, I have received your email and will respond soon.
Then include your signature.

Get 100s of E-Books from only 1p at my eBay store
Simply visit www.myebaystore.com

Notice this one has stars (shift + 8) Experiment and find out what you like best.

Under no circumstances should you spam any past customers. I'm pretty sure you hate receiving spam (unsolicited emails) and so will your past customers, and by spamming them you will probably have the opposite effect of gaining more custom. You may also be reported to your internet service provider or eBay.

Powerseller rules

If you stick to the simple rules below I guarantee you will become a Powerseller within 90 days. The only exception to this is if your feedback drops below 98%. However, if you look at the 'importance of feedback' page and follow the instructions there your feedback will never drop below 98%.

- 1, Try to list at least 10 different items every day. Always list for 10 days or if your in the US at least 7 days. (this avoids the 10 day fee)
- 2, Always re-list unsold items at least once as you get your fees returned if the item sells second time around.
- 3, Add more E-Books to your collection. Make it your policy to add at least 1 new E-Book per week.
- 4, Open an eBay store and provide a link in all your listings and winning bidder emails.
- 5, Run a few auctions (not buy now) starting at 1p or 1c, one a day will do, just list a different item every day. These may not sell for much but it attracts buyers to your store. It also adds to sales and feedback.
6. Once you hit 100 sales you are only 2 Months away, just keep going.
- 7, Remember, 100 sales a Month is all you need, that's only between 3 and 4 sales a day.

Getting Started

The best way to get started is to simply browse eBay for E-Books with resale rights.

The best way to find good sellers is to look for E-Books in featured auctions as the person selling them must have them featured for a reason.

If it's from an experienced seller with loads of feedback watch the item and see how many they sell. If they seem to do well you know it's going to be a good seller so buy it. Or browse eBay for the same E-Book at a lower price.

I would recommend you sell at least 25 different items. You could buy these from other eBay sellers or look to buy a bulk package and sell these separately. You could also use your favourite search engine and do a search for 'free ebooks'. There are 1000s out there and it's possible to get a nice collection ready to sell without spending a penny. Remember, you already have one E-Book that you can resell. This one!!

Or you could [Join me!!](#)

That's about all for now. Thank you for reading and good luck selling e-Books in the future.

Regards,

John

P.S. - Here are some websites you may find useful.

Automate delivery without using outlook express.

www.mydigitaldispatch.com

www.payloadz.com

Free pop3 email accounts, to automate delivery with outlook express.

www.lycos.co.uk

www.hotpop.com

Create your own e-Book. This is where the big money is. Must see!

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