

How To Use Forums And Message Boards To Get Hoards Of People Downloading Your 'How To Profit From Your Hobby' Ebook

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Today in the second part of this 5 part mini course we're going to look at ways you can use online forums and message boards to promote your copy of the **How To Profit From Your Hobby** ebook.

We'll quickly look at two different ways of using forums to create awareness around your ebook and drive visitors to your site to check it out.

1) By starting a new topic

2) By replying to an existing topic

Of course, make sure you check each forum's posting guidelines to make sure you won't get yourself into strife by posting your messages there.

Ok, let's begin...

1) The first way of attracting people to check out your ebook is to start a new forum topic and invite feedback.

You can do this by –

- Asking a question – if your topic is dogs, ask what are forum members best tips on building a business working with dogs
- Request a referral – does anybody know of a good place to find information on turning your shared love of dogs into a profitable business?
- Ask for other people's opinions – do you think you could turn your love of dogs into a profitable business if somebody showed you how?

You get the idea.

You want to generate discussion on a topic related to your niche market.

Once your post is done, put a link in your sig file at the bottom of every message you post saying something like –

A friend of mine has written a report that looks at case studies of how 4 real people have turned something they love doing into successful businesses. To grab a free copy, visit www.yourwebsitenamehere.com/ebookpage.html

You'll find many forum members visiting your site out of curiosity and downloading your ebook. And of course, every person who reads the book is a potential Site Build It buyer...

2) The other way of generating interest using forums is to enter the current hot topics already being discussed with a question or suggestion of your own.

When somebody asks a question you feel capable of answering, especially if it involves profiting or saving money in some way from your hobby, take your time and offer a step-by-step guide or tutorial on how they can solve their problem.

Or, you could write an article covering the various pros and cons of different methods of tackling the problem.

Either way, finish your post with a mention of the availability of the ebook and a link to your opt-in page.

You may be able to answer somebody else's question with some insight that other people really take notice of.

And remember, at the end of your post, instead of putting a link directly to the home page of your website, put a link to your Opt-In form instead.

For example, you could say –

A friend of mine has just written a great little ebook that covers the step-by-step process that 4 people used to build successful businesses around very different hobbies and pastimes. It might be just the thing you are looking for. Feel free drop by www.yourwebsitenamehere.com/ebookpage.html to grab a free copy.

Then when people come to check out your site, they'll land on your Opt-in page and many of them will likely join your list if your post was indeed worthwhile and you have their attention.

That's just two quick ways of using forums to generate immediate interest in your ebook.

These two tips are a small part of what I've learned from Jimmy Brown over the last few months since I subscribed to his [List and Traffic Newsletter](#).

In **Part 1** of the series of articles and MP3 files that Jimmy calls his **List Profit System**, (which is brilliant by the way), you'll find another stack of strategies and techniques you can use to generate instant buzz around the ebook and get lots of visitors coming to your site to check it out (and download it).

[Log in to List and Traffic](#) now while you're thinking about it and listen to this section of the **List Profit System** audio series.

Then, once you have the system down pat, take 30 minutes to an hour each week visiting forums related to your favorite hobby market, make posts, ask and answer questions, and drive targeted visitors to your Opt-in page where they can download a copy of the **How To Profit From Your Hobby** ebook with your affiliate link inside.

As with the process of submitting articles we discussed last time, this will have a cumulative effect over time.

It will start off small, but over the next few weeks you'll start to see the flow on effect that word of mouth marketing has and I'll wager you'll be very happy with the results 😊

I hope this second short tutorial helps you to get started using forums and online message boards to promote the **How To Profit From Your Hobby** ebook.

In the next tutorial article, I'll show you how to promote the ebook using targeted ads to find even more highly targeted visitors hungry to download the book from your website.

Until then,

Warmly,

Rocky Tapscott