

## Selling Your digital downloads

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### **Selling your music and audio downloads**

The best way to sell digital downloads is to sell them yourself from your website. It has always been better to sell direct. Why, because you can keep a higher percentage of the sale.

Don't let other websites and vendors eat up your profits. Every time you have someone help you they want their cut.

Selling your music on itunes, tune core, CD baby and Rhapsody are great. Selling on these sites are great for some additional exposure but you only get paid once a week or worst once a quarter and/or must hit a certain level of sales before receiving a check. If you sell your items directly then you will have the benefit of receiving the funds instantly even if it is a dollar. A dollar today is better than a dollar tomorrow.

A better approach is to market your music on your personal website and on itunes and tune core. After doing a show don't direct people to itunes, direct people to your personal website to buy. On your website make mention that they can also buy from itunes.

### **Start Selling your E-books**

Selling your books digitally is the best way to sell your books. No need to shop your books to a publishing company, directly sell them to your customers. Make it easy for them to buy your book from the comfort of their home. Cut out the traditional publishing company who will take half your profits. Trim down on printing costs and go digital and see higher profits. One thing you should not cut cost on is your design work of your CD or Book cover because this will help sell what you are promoting.

Don't wait months to get paid. Selling from your website is the best way to sell. Here are my top 3 reasons for selling digital downloads.

- 1.) Higher returns
- 2.) Instant payment.
- 3.) Endless inventory
- 4.) Full control of sales

Sorry I had to add that last one.

Although it is not necessary to have a website to sell on the internet, I strongly recommend obtaining a website to sell your digital downloads. This is your digital store that people can stop by anytime 24/7 to buy your products. This ebook will outline the steps to set up and begin selling your digital downloads on your website.

Let me tell you from personal experience that it is a great feeling having a sale come in during the day or at night as you are going to sleep. It's exciting knowing that people don't mind buying what you are offering.

This book will give you action steps to begin selling digital downloads. You are virtually setting up a cash machine that can run itself accepting payments and delivering the products to the buyer instantly. After it is set up no further action will be required to sell except promoting the product. You will also find Ideas for marketing your product. The product can be a song, a Sunday message, an ebook, or video.

Things you will need for this setup:

- 1.) Computer with internet connection.
- 2.) Email account
- 3.) Paypal Account (will walk you through)
- 4.) Ejunkie account (will walk you through)
- 5.) Website (will walk you through pasting the button on your site)

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Let's Get Started

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## Select Your Product

- 1.) Select the product you would like to sell. As stated earlier, this can be a video, ebook, audio clip, or song, but it has to be digital.

## Setup Your Paypal Account

2.) After you select your product, sign up for a paypal account. Go to [www.paypal.com](http://www.paypal.com) . A paypal account will allow you to accept credit card and debit cards through the internet. No need to sign up for the pro account. Sign up for the free account. The free account charges a small percentage on each sale made depending on the price. The pro account charges a monthly fee. If you do not have a paypal account then go through this short tutorial. If you do move to the next step. [Short tutorial on how to start a paypal account.](#)

3.) Ensure that you link your paypal account to your bank account. This is how you will get paid.

## Open an Ejunkie Account

4.) Go to [www.ejunkie.com](http://www.ejunkie.com) and sign up for an account. You need this account to hold and distribute your digital downloads. You can start selling items with ejunkie at \$5 a month (flat fee). They do not charge you for each sell. You can sell as many as you like and only get charged \$5. This price only goes

up when you need more space to hold your digital downloads. Click here to view the action steps for setup. [View this tutorial on how to set up your ejunkie account.](#)

5.) Link your ejunkie account to your paypal account. This will let Ejunkie know how you would like to receive your money.

### **Add the Buy Button to Your Website**

6.) Download your digital file to your ejunkie account then grab the buy button code to paste into your web page. View the tutorial on setting this up. [Click here for the video tutorial.](#)

7.) Paste the button on to your webpage for sale.

8.) If you have more items to sell repeat step 6 and 7. Watch this tutorial on how to add your buy button to your website.

You are now set up to start selling your digital items to the world.

Here are some key things to think about, how is it packaged? How are you presenting your book, CD, or video to the world. This is a great time to think about the art work that covers your product. This part of the selling process can and should be given to a graphic designer/artist to complete but if you are a do it yourselfer then I would recommend using Photoshop to create the cover. This can be the difference of making the sale. You can download a 14 part video tutorial on how to use photoshop by clicking here. <http://www.cdesign8.com/quickstartguide1.html>

After setting up your paypal and ejunkie account and buy now button on your website you are now ready to promote and market your product. You do this by driving traffic to your website. How do you drive traffic to your website? Please move to the next section of Marketing Ideas.

Purchase the entire booklet of Basic Autopilot Selling by going to [www.creativelogoart.com/store3bas.html](http://www.creativelogoart.com/store3bas.html)