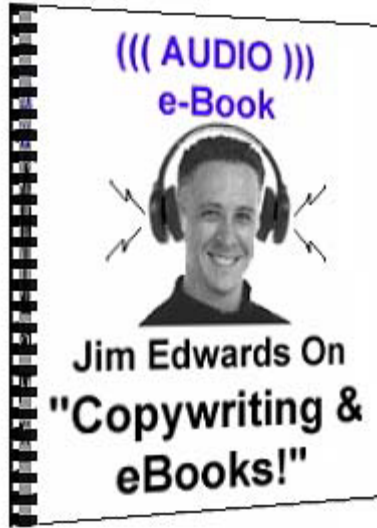


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“Jim Edwards on  
Copywriting and eBooks”

A candid conversation with Jim Edwards about how he got started  
copywriting for the web and creating best selling ebooks!



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## About the Author



### *Jim Edwards*

Jim Edwards is a dynamic and entertaining speaker who has developed, marketed and operated outrageously profitable online businesses for both himself and his clients worldwide since 1997.

**Jim publishes a **FREE** no-holds-barred, “tell it like it is” multi-media newsletter at [www.IGottaTellYou.com](http://www.IGottaTellYou.com) - listen and watch online as Jim teaches you the secrets to making “real” money online!**

**Jim also operates one of the most successful ebook affiliate programs online at [www.ebookfire.com](http://www.ebookfire.com)**

Jim is a frequent guest speaker nationally at conferences and seminars on such subjects as search engine and directory traffic generation, “shoestring online marketing” and more.

He is the author and co-creator of numerous highly successful ebooks and “info-products”, including:

- **[“Turn Words Into Traffic”](#)**  
Finally, the secret to Non-Stop, FREE, Targeted Website Traffic! How to write and publish articles online that bring an “avalanche” of website visitors and customers!
- **[“eBook Secrets Exposed”](#)**  
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"Finally... Here's What You REALLY Need To Make FAST CASH on the Internet!"

Jim lives in Williamsburg, Virginia with his wife, daughter and four dogs.

He enjoys writing, walking, softball, playing video games and listening to Elvis, Frank Sinatra, and Willie Nelson.

## **((( Audio ))) eBook Introduction**

The following is a “live” recording of a conversation I had with a man in Canada named Mitch Baldwin.

He interviewed me for his ebook on success and persuasion and how online “gurus” use it to sell and motivate people to buy through the Internet.

I’ve never been big on being called a guru... in fact, I try like hell to keep anyone from referring to me that way. I’m just a guy who figured a few things out and is now trying to help others see how much easier it is to be successful than not just by taking action on a few basic principles. ☺

In this interview we cover:

- The simple change I made in my attitude that made all the difference for me and took my online business from a “money hobby” to a serious full-time income...
- The biggest obstacles I had to overcome before I started making serious money online...
- The #1 sales copywriting mistake I see people making (and how to avoid it like the plague!).
- How I motivate myself to sit down and write sales copy (and eliminate all excuses for myself to avoid procrastination)...
- My true feelings about “ebook compilers” and why they aren’t a great way to publish information... and MUCH MORE!

So I hope you enjoy this 30-minute interview in “audio-ebook” format. Please drop me a line if you have any comments or suggestions.

Thanks

Jim

[Jim@ebookfire.com](mailto:Jim@ebookfire.com)

Play the audio on the next page ☺

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