



Selling Your Audio Books On 45 Minutes To...

Getting Started Guide

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Prepare your audio



1. Product title:
 - a) 45 Minutes to... “your title” & description title
for example, “45 Minutes to Learning How to Negotiate”
Learn how to close multiple times.
2. Product Description, bullet points, etc...
3. Product Image, box cover, logo, or graphic.
4. Create search terms, “Someone looking for your audio would search what words?” ex. Sports, football, coach, etc...
5. Which category is your audio classified under. Review list of [categories](#) enclosed.
6. Upload to server as an mp3 file. We will add introduction and ending.
7. Upload information:
 1. **Manual Settings**
 2. **FTP Username: upload@45minutesto.com**
 3. **FTP Password: provided upon signing agreement**
 4. **FTP Server: [ftp.45minutesto.com](ftp://ftp.45minutesto.com)**
 5. **FTP Server Port: 21S**
 6. **FTP Server Port: 22**

Account Setup



1. Confirm your business name and address.
2. Enter contact information
3. Enter payment information, where do you want us to forward your check. Paypal or mail a check. Checks will be mailed twice per month.
4. Set affiliate share amount. Typically 10-15% of sale item.

Setting up your seller profile.



1. Your profile picture or company logo.
2. Description of your company or bio.
3. Do you want your page to receive comments?
4. Would you like your email visible for people to contact you directly?
5. Your refund policy.

Site Terms



Pricing

*** Referral Fee for Sales on 45minutesto.com all categories.**

Product Category	Referral Fee	Monthly Fee
45 Minute Audio Books	15%	\$0
* Maintenance Fee for Uploading, Resizing, and Editing of Audio intro/outro		
Setting up product page		\$0
Audio Editing intro/outro		\$0
Setting up Bio		\$0
45minutesto.com will not own the rights to your work. Our focus is on distribution of your material. Once you choose to work with us, we are seeking to have an exclusive right to sell your audio books (including any attachments to the file) for a period of 3 years. We would also need a 6 month seasoning period for any outstanding orders that come from our previous advertisement. For more info on our terms please visit the site and click on the link at the bottom of the page called Terms		

•These terms will apply to the first 50 authors on site. Subject to change as more authors are added. The first 10 audio books are free to set up. Any more audio's above and beyond a service fee of \$25 per audio will be applied.

Copyright Terms



Claims of Copyright Infringement 45 Minutes to... Inc. ("45 Minutes to...") respects the intellectual property rights of others, and we ask our users to do the same. 45 Minutes to... may, in its sole discretion, terminate the accounts of users who violate others' intellectual property rights. If you believe that your work has been copied in a way that constitutes infringement on 45 Minutes to...'s web site, please provide the following information to 45 Minutes to...'s Copyright Agent: an electronic or physical signature of the person authorized to act on behalf of the owner of the copyright interest; a description of the copyrighted work that you claim has been infringed; a description of where the material that you claim is infringing is located on the site; your address, telephone number, and email address; a statement by you that you have a good faith belief that the disputed use is not authorized by the copyright owner, its agent, or the law; a statement by you, made under penalty of perjury, that the above information in your Notice is accurate and that you are the copyright owner or authorized to act on the copyright owner's behalf.

You as an owner/author of material that is posted for sale on the site will retain ownership of the material. You can register your material by visiting the US Copyright office online.
<http://www.copyright.gov/eco/>

Copyright Agent
Carbuccia and Associates Inc.
Email: copyrightagent@45minutesto.com

Site Categories



- Arts & Entertainment

- Business

- Career Skills
- Commerce & Economy
- Leadership
- Management
- Personal Finance & Investing
- Sales

- Education

- Health & Fitness

- Diets and Nutrition
- Workouts

- Kids

- Ages 0-4
- Ages 5-7

- Real Estate

- Short Sales
- REO's
- Buyers/Sellers

- Self Development

- Communication Skills
- How to
- Meditation
- Motivation and Inspiration
- Parenting

- Teens

- Ages 11-13
- Ages 13 & Up
- Family and Relationships

- Religion & Spirituality

- Sermons & Ministries
- Romance & Friendship
- Social Issues

Payment



1. All payments will be made twice per month and checks will be sent directly to the mailing address of your choice.
2. When an audio is purchased and downloaded. We would receive payment through our Pay Pal account and a check would be forwarded to you for the grand total in sales for those 2 weeks, less our 15% referral amount.
3. Example, 1 audio for \$10 less our 15% = \$8.50 sent to you.

Features & Benefits



Features	Free	Service Fee
Personal Blog Page	http://45minutesto.com/blog/yourpage	\$0
Sub-domain	robert.45minutesto.com	\$25
Email Alias Address	robert@45minutesto.com	\$25
Shopping Cart	People can buy audios from your blog page.	\$0
Formatting of your audio	Garage Band – We add intro & exit to audio. Each audio would include a “Welcome to 45 Minutes to.com, your online audio book store. We hope you gain the most from this audio book. We encourage you to become an affiliate with our site and refer your friends to our site 45 Minutes To.com. Thank you again and have a wonderful day.”	\$0

Features & Benefits Cont'd



Amazon.com	Coming Soon!	\$0
Audible.com	Coming Soon!	\$0
iTunes Store	Coming Soon!	\$0
Auto-responders	When people send you an email, they receive an automatic message reply.	\$0
Domain Registration	Yearly Registration	9.95 per year
Host your own blog and site	Hosting and Blog Creation Separate	Price varies on design and hosting needs.

Features & Benefits Cont'd



Conference Call Number	http://conferencecall.45minutesto.com	\$0
Record your conference calls	http://conferencecall.45minutesto.com	\$0

Selling Tips & Advice



1. Keep pricing competitive by comparing with other authors and their pricing as well.
2. Create bundles. Having an audio is great, however if you could include a pdf book or workbook to help people, this would increase the value of the product.
3. Offer a coupon code for products in order for people to receive a discount on the product.
4. Be accessible to your customers. You have the option to have your customers post on your bio page or not. If they post then respond in a timely manner. This helps with future sales.
5. Use social media to self-promote titles and encourage people to become affiliates. This way they help drive traffic to your product and increase sales.
6. Create a fan page on facebook and create a twitter account. These are the 2 largest mediums for branding and marketing.
7. Good Luck!! Thank you again for joining our seller platform! We wish you the best and hope you that you have a successful selling experience!