

# How To STOP Digital Product Theft!

By Michael Green



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<http://www.easy-download.com>



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## What Is Digital Product Theft?

Whether you have created your own product or you sell someone else's, you need to be aware that the chances are that your product either is or will be stolen!

So why's the risk so great?

It all comes down to the nature of digital products.

A digital product is an information based eBook, a piece of software, an audio or video file or any other item that can be sold and downloaded over the internet.

But because digital products are so easy to deliver, they tend to be easy to steal too.

Yet despite the likelihood of product theft, surprisingly few online entrepreneurs bother to do much about the problem.

That's sad because they are quite literally being ripped off day-by-day. What's more there are some fairly simple steps and low priced pieces of software that can be used to fully protect yourself.

This eBook is entitled: "How To STOP Digital Product Theft!" and it aims to let you in on some of the best ways to protect your digital product today. Reading this eBook could be the most cost-effective thing you'll ever do online.

If you are in a hurry and don't want to discover the background behind digital product theft, but still want to start protecting your own online products, then be certain check out these three important resources. You owe it to yourself to stop your product(s) from being stolen.

**Protect your ClickBank download or membership path and area:**

<http://www.Easy-Download.com>

**Protect your PayPal download path**

<http://www.howtocorp.com/paypallinklock>

**Track and terminate digital product usage:**

<http://www.howtocorp.com/clicklocker>

**Track and terminate eBook usage:**

<http://www.howtocorp.com/ebookgenerator>



## How Does Digital Product Theft Occur?

Essentially there are three methods of your product being stolen:

### **Your download or membership distribution area gets discovered.**

People have become very accustomed to the approach that when they buy something online, once their credit card has been cleared – probably using a service like [ClickBank](#), [PayPal](#) or another credit card clearing merchant like [Card Service International](#) – they'll then be automatically directed to a product download area.

Very popular services like ClickBank and PayPal require you to enter the path to wherever you have stored your eBook or digital product in order that, once the payment has been cleared, your customer can legitimately go and download your product for themselves.

But the problem occurs because this download path can all too easily be discovered.

How?

Well for one thing vendors frequently choose rather predictable locations to store their actual product download.

So a basic tip (though still nowhere near secure) is to ensure that you haven't placed your product in a very predictably named directory like these:

<http://www.yourdomainname/download>  
<http://www.yourdomainname/membership>  
<http://www.yourdomainname/thank-you>

All of these are easy to guess download locations for your product and you'd be amazed to discover just how often people will simply trawl your website with the hope of uncovering the special location for your product.

I'm going to tell you more about this later and even show you the evidence from my own sites and provide you with the ability to check which download links the crooks are looking for on your own website RIGHT NOW.



## **Your product is being shared around the internet like wildfire**

The second most likely method of your product being stolen is via person-to-person sharing.

In other words, one copy of your eBook, software or whatever your digital product happens to be, is legitimately purchased. But for each legitimate purchase, several people may well be enjoying access!

That's a scary thought, but it's even worse than it seems.

Product sharing can take place in a variety of ways:

1. Someone purchases your product uses it and provides the download path to friends or colleagues.
2. Someone purchases your product uses it and provides the access and login details to a friend or colleague.
3. Someone purchases your product and then posts their password access details onto the web, probably via a newsgroup, or WaReZ CrAckz type website. These are sites specifically dedicated to providing ripped off passwords of very many software packages and digital products.
4. The third and most straightforward method of your product being shared around is for someone to download it, and then they physically email the product itself to someone else.

## **Someone buys your product, then takes advantage of your money-back guarantee but continues to access the information.**

Perhaps the most obvious and galling version of product theft is when someone actually purchases your digital product, only to then return it.

As a result they've not only benefited from your product directly, but may well still continue to have access to the product even though they've received a full refund from you.

Don't worry, there are steps available to STAMP OUT this behavior – so read on...



## Here's The Hard Evidence That Your Product Is Also Being Stolen!

Just hiding your product in a harder to guess directory is certainly NOT the answer!

How can I be certain? Well recently I installed a great piece of software onto my web sites with the intention of checking for missing links that I may have accidentally included.

The software is called [404director](http://www.howtocorp.com/404) (a 404 is the name of an error page that you see when a link is dead or wrong) and you can pick up your own copy here <http://www.howtocorp.com/404>

The software emails you to let you know if a link is dead, or if someone out there (one of your affiliates for example) is accidentally referring potential customers to a dead or wrong link.

It certainly does its job and has saved me a fortune by allowing me to contact anyone who happens to be pointing to the wrong place on any of my websites.

But to my surprise the greatest number of alerts that I was receiving were related to crooks trying to steal my products!

In fact each and every hour I will receive 20 – 30 emails informing me of someone who is trying to steal one of my toolkit eProducts. On the next page you can see how my email inbox frequently looks:



## Product Theft Attempts - Proof

Each of these emails in my inbox reveals someone trying to steal one of my products.

|                     |  |                  |
|---------------------|--|------------------|
| 📧 alert404@creat... | 404 error at createandsellproductsonline.com | 07/11/2002 03:14 |
| 📧 alert404@creat... | 404 error at createandsellproductsonline.com | 07/11/2002 03:14 |
| 📧 alert404@creat... | 404 error at createandsellproductsonline.com | 07/11/2002 03:14 |
| 📧 alert404@howt...  | 404 error at howtowriteanewsletter.com       | 07/11/2002 02:58 |
| 📧 alert404@howt...  | 404 error at howtowriteanewsletter.com       | 07/11/2002 02:56 |
| 📧 alert404@howt...  | 404 error at howtowriteanewsletter.com       | 07/11/2002 02:56 |
| 📧 alert404@howt...  | 404 error at howtopdfcreator.com             | 07/11/2002 02:10 |

Inside each email I get to see which download path the thief is attempting to access. If you sell an electronic product, you can be sure that someone is trying to steal it everyday!

Date: 07-11-2002[03:22:01]

User requested for: <http://www.createandsellproductsonline.com/download/>  
was not found !

User Details:

IP addr:63.12.2.55

Browser:Mozilla/4.0 (compatible; MSIE 5.5; Windows NT 5.0)

Referred by: n/a

Error Code: 404

As you can see, [404director](#) inadvertently alerted me to a problem that was rampant. People are constantly trying to guess the download path for my products. And by definition, that means they are doing the same thing to you RIGHT NOW!



## How To Easily Prevent Your Product From Being Stolen

Again, just hiding your product in a hard to guess directory is NOT the answer!

Fortunately for me, thieves will NEVER find what they are looking for, because I've always taken the precaution of placing my products behind secure download areas.

Let me show you how this approach works...

My fast moving: "[Create And SELL Products ONLINE](http://www.createandSELLproductsONLINE.com/toolkit)" toolkit sells for \$127.00, but you can access the membership area for free by clicking here:  
<http://www.createandSELLproductsONLINE.com/toolkit>

Trouble is...unless you've actually paid for the product, you won't be able to download a thing because I've placed the toolkit itself behind a secure access area.

This is the first principle for you.

You MUST place your actual products in a password protected secure membership area, which can ONLY be accessed by those who have paid you for your product first.

That's a simple point to understand, but most online entrepreneurs struggle to achieve this, most often because it would normally require some pretty advanced programming skills.

Let's just consider what's required and then I'll show you my actual solution, which you can use yourself. When I first started selling products online, building my now well known [How To Corp](#) business, I wrote a brief for a programmer to create a web based password protected system for me.

Here's the actual brief I gave my programmer:

### **Programmer brief for producing a fully automated password protected membership site for my "How To Corp" eProduct customers**

After purchasing via [ClickBank](#) I require my customers to be sent to a page where they can set up their own password to gain access to the membership area for my product.

Since this account set up page will be my "thank-you" page in [ClickBank](#), I DO require this page to be properly protected by a more sophisticated system than simply giving the directory and "difficult to guess name". I believe I require some kind of purchase





validation code to be passed through from [ClickBank](#) to achieve this?

Once my customer has immediately and automatically established their own login and password details, they should be given the option of going to the download membership area straightaway, but in addition they must be sent an email to confirm their login and password details and I would like to receive a copy of the same.

I require a web based administration area so that I can view edit and delete my customers.

What my programmer actually produced massively surpassed my expectations. What I got was a system that was so good, that it has enabled me to quickly and easily build my own online business, secure in the knowledge that ONLY my customers can access my products.

Having used the software for ALL of my now famous [How To Corp toolkit products](#), I finally decided that I should make this Download And Membership Protection System commercially available.

So we made some tweaks, packaged it up and launched the software as my latest toolkit called [www.Easy-Download.com](http://www.Easy-Download.com)

Now you can benefit by 100% protecting your product download area, without having to re-invent the wheel or brief a programmer.

Best of all [www.Easy-Download.com](http://www.Easy-Download.com) doesn't require great technical knowledge. You simply fill in your website's details on a web based administration form; this creates a personalized Perl script file, which you then upload to your server. Full easy-to-follow instructions are included.

From the moment you implement [www.Easy-Download.com](http://www.Easy-Download.com) you can stop worrying about your product download or membership path being guessed. No one will be getting access to your product, unless they've paid you first!

If you are not using a proper password protected system to protect your digital product, then take this opportunity now to quickly and easily resolve that urgent loophole. Pick up your own copy of my [Easy-Download](#) software at <http://www.Easy-Download.com>

Don't worry if you don't have much computer knowledge, we can even install the software for you – so grab it now <http://www.Easy-Download.com>



## How To Trace And Terminate Use Of Your Stolen Products

It's tempting to imagine that just because your product has been stolen, there's little that you can do.

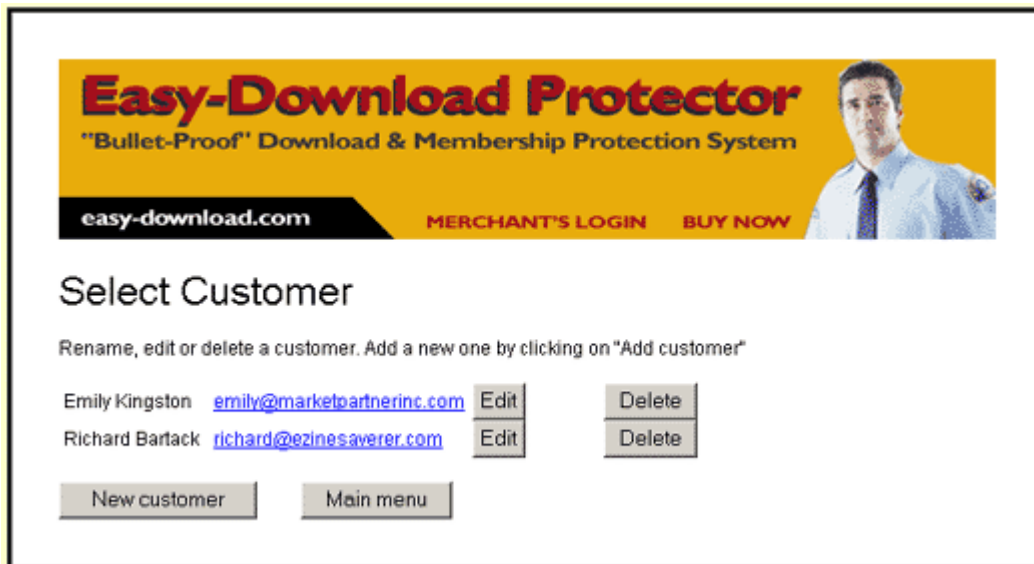
Wrong.

Now you can exact revenge on your thief in a number of ways.

First, let's assume you have invested in my [www.Easy-Download.com](http://www.Easy-Download.com) software and someone requests a product refund – perhaps they're really planning to ask you for a refund, but keep and use your product anyway!

No problem, before you even refund their money you enter the administration area of my product and simply delete that user. That way their access to your download or membership area is rudely interrupted.

Here's how the easy-to-use administration area looks:



All you need to do is select the customer and delete their access, and do this before providing their refund!



That's fine because you know that the risk of theft exists when a product refund is requested. But what about discovering whether your product is being passed around more than one user?

Fortunately you can now use sophisticated software to track usage and terminate those who are cheating.

This type of software works by tracking the IP addresses of the computers on which your product is being enjoyed.

Now if two or more computers are running your product simultaneously, then you'll know that your product has been compromised or stolen.

Which technique you use to block this behavior will depend on the type of product you are selling.

Whichever one of the following products you choose, you should still have terminated access to your download or membership area using my <http://www.Easy-Download.com> product, as described above.

In other words, this next step should be used in conjunction with a proper "bullet-proof" download and membership approach.



## Denying Access To Your eBook

There's a terrific piece of software available within which you can create your own eBook. It's called <http://www.howtocorp.com/ebookgenerator>

Like many of the eBook generator applications, your reader receives their book in an executable (exe) format.

The advantage of this particular eBook generation software is that you can track, trace and terminate usage of the book, based on a sophisticated, but easy-to-use tracking facility.

It's quite simply brilliant and works exceptionally well.

There is only one draw-back, exe files will only work for PC's, so you won't get the additional flexibility of people with different computer systems (such as MACs) being able to read your eBook.

That drawback aside, I cannot recommend this software highly enough. Get yourself a copy here <http://www.howtocorp.com/ebookgenerator>



## Denying Access To Absolutely Any Digital Product

Here's a piece of software that can lock your eBook, even if you've distributed it in Adobe PDF format, and it can lock a piece of software or any .exe file.

In fact, here's how the maker of this software describes his product:

"Instantly Terminate Access To Copies Of Your Digital Products That Have Been Pirated, Illegally Distributed, Refunded, Or Are Out Of Date! Integrates Seamlessly In Seconds With ANY Type Of Digital Product Or Payment Processor!"

The great thing is that this is backward compatible, so it doesn't matter that the file you are trying to protect already exists – you can still apply this incredibly impressive approach to locking the product for good.

Here's the link for you to check out <http://www.howtocorp.com/clicklocker>



## Summary – Your Best Approach For Protecting Your Digital Product

1. Ensure that you have a proper system in place for allowing access to your product in the first place. This means using a proper programmed approach to your download or membership area. Please consider using my own <http://www.Easy-Download.com> software for this purpose.
2. Take steps to track and trace your product usage. Use either [eBookGenerator](#) or [ClickLocker](#) to remove access from thieves who have stolen your products. See these links:

I hope that you have found this mini-course useful and informative. Please do take the likelihood of your product theft seriously, because there is no doubt that the problem is rampant on the internet and you are almost certainly a victim whether you know it or not. In other words – the problem of product theft is costing you money personally.

If you've enjoyed the information in this mini-course and have found it useful, please DO FEEL FREE to pass it around to your friends, colleagues and even out to your own email list.

On this occasion you will not be breaking any copyright to help inform other online marketers of the "theft" dangers. You cannot however alter any aspect of this eBook.

Best of luck with your online marketing.

Yours,

Michael Green  
President  
[How To Corp](#)

P.S. Your simple solution to protecting your online income starts with installing a proper password protected area where ONLY your paying customers can access your product. You won't require any programming knowledge to use my [Easy-Download](#) software to achieve precisely this. So act today...before anyone else helps themselves to your online income by stealing your product.