

CRASH COURSE beginners guide:

HOW TO Write an eBook



- What is an eBook ?
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- How to Write an eBook
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What is an eBook ?

On the Internet, you have probably seen the term eBook. But: What is an eBook?

An eBook is a document, wrapped as a book, with chapters containing information related to the theme of the eBook. Much like an ordinary book, but with a difference: It is in electronic format.

What does that mean?

It means that the eBook can be stored in computers, and passed on to others on the Internet.

This opens some great possibilities: If you want to publish something, you are no longer dependent on a publisher, a distribution channel, bookstores, commercials, or any other mechanism needed for ordinary production and sale of books: You can perform it all on the Internet.

More on What is an eBook:

This concept has been spreading like wildfire the last couple of years, and today, there are hundreds of thousands of different eBooks on the market.

Here are some characteristics:

What is an eBook: Benefits for users:

They are typically smaller than ordinary books: 30-100 pages is quite common

They deliver very targeted information about a small subject

They are lower priced (in most cases) than hard-copy books

They are marketed on the Internet by the writer herself, or through affiliates (resellers for a profit %)

They are immediately downloadable: Within seconds after secure credit card payment, you get access to the eBook

Ebooks, named so after the term "electronic books", are also named "information products".

In the real estate business, there are three important elements for estimating the value of a property:

Location, location, location.

On the Internet, it is similar, but the key elements here are:

Information, information, information.

People are constantly searching for information on the Net: Most of it is free, but some gems have been turned into products. eBooks are a huge part of that.

What is an eBook: Benefits for writers:

They are easy to produce (once you are an expert on the subject inside the eBook)

They can be placed into the marketplace in an instance (once you know where and how)

It is easy to have others selling it for you as well (once you know how)

They are one of the hottest selling concepts on the Internet

Most important: No storage space and no shipping: These are electronic products, only residing on a harddisk!

This is what is called "a business on autopilot": You can sell products whether you are asleep or on vacation.

All in all, a perfect product for most people who possess a certain skill (and we all do, just think about it), and want to profit from it.

eBooks are normally delivered in a format called "pdf". When you see a filename like "wood-carving.pdf", you know it is formatted for secure reading.

Some produce eBooks in a format called "exe". This means that the eBook is in an executable format: It is a program that is running on your computer.

I would strongly advise against downloading and running a .exe file from anyone you don't trust and know: This is the easiest way to spread malignant SW that can possibly harm or even totally destruct your computer's hard disc, thereby making it useless. Pay great attention to it.

On the other hand, pdf files are static, they cannot do harm to your computer, but you need a pdf reader program in order to open and read pdf files. The by far most used reader is the Adobe Acrobat reader..

If you don't already have it installed in your computer, just click on this link and go to: <http://adobe.com/products/acrobat/readstep2.html> to get your free **Acrobat Reader**

*Thank you to Alf for this **Introduction** from*
<http://www.silvercitizen.com>

Why write an eBook?

It's not true that everything that has been said has already been written. Since that unfortunate axiom came into use, the whole universe has changed.

Technology has changed, ideas have changed, and the mindsets of entire nations have changed.

The fact is that this is the perfect time to write an ebook. What the publishing industry needs are people who can tap into the world as it is today - innovative thinkers who can make the leap into the new millennium and figure out how to solve old problems in a new way.

Ebooks are a new and powerful tool for original thinkers with fresh ideas to disseminate information to the millions of people who are struggling to figure out how to do a plethora of different things.

Let's say you already have a brilliant idea, and the knowledge to back it up that will enable you to write an exceptional ebook. You may be sitting at your computer staring at a blank screen wondering, "Why?"

Why should I go through all the trouble of writing my ebook when it's so impossible to get anything published these days?

Well, let me assure you that publishing an ebook is entirely different than publishing a book in print.

Let's look at the specifics of how the print and cyber publishing industry differ, and the many reasons why you should take the plunge and get your fingers tapping across those keyboards!

Submitting a print book to conventional publishing houses or to agents is similar to wearing a hair shirt 24/7. No matter how good your book actually is, or how many critique services and mentor writers have told you that "you've got what it takes," your submitted manuscript keeps coming back to you as if it is a boomerang instead of a valuable mine of information.

Perhaps, in desperation, you've checked out self-publishing and found out just how expensive a venture it can be. Most "vanity presses" require minimal print runs of at least 500 copies, and even that amount will cost you thousands of dollars. Some presses' minimal run starts at 1,000 to 2,000 copies.

And that's just for the printing and binding. Add in distribution, shipping, and promotional costs and - well, you do the math. Even if you wanted to go this route, you may not have that kind of money to risk.

Let's say you already have an Internet business with a quality website and a quality product.

An ebook is one of the most powerful ways to promote your business while educating people with the knowledge you already possess as a business owner of a specific product or service.

For example, let's say that you've spent the last twenty-five years growing and training bonsai trees, and now you're ready to share your knowledge and experience. An ebook is the perfect way to reach the largest audience of bonsai enthusiasts.



Ebooks will not only promote your business - they will help you make a name for yourself and your company, and establish you as an expert in your field. You may even find that you have enough to say to warrant a series of ebooks.

Specific businesses are complicated and often require the different aspects to be divided in order for the reader to get the full story.

Perhaps your goals are more finely tuned in terms of the ebook scene. You may want to build a whole business around writing and publishing ebooks.

Essentially, you want to start an e-business. You are thinking of setting up a website to promote and market your ebooks. Maybe you're even thinking of producing an ezine

One of the most prevalent reasons people read ebooks is to find information about how to turn their Internet businesses into a profit-making machine. And these people are looking to the writers of ebooks to provide them with new ideas and strategies because writers of ebooks are usually people who understand the new cyberspace world we now live in.

Ebook writers are experts in Internet marketing campaigns and the strategies of promoting and distributing ebooks. The cyberspace community needs its ebooks to be successful so that more and more ebooks will be written.

You may want to create affiliate programs that will also market your ebook. Affiliates can be people or businesses worldwide that will all be working to sell your ebooks. Think about this?

Do you see a formula for success here?

Figure out what your subject matter is, and then narrow it down. Your goal is to aim for specificity.

Research what's out there already, and try to find a void that your ebook might fill.

What about an ebook about a wedding cake business? Or an ebook about caring for elderly pets? How about the fine points of collecting ancient pottery?

You don't have to have three masters degrees to write about your subject. People need advice that is easy to read and easily understood. Parents need advice for dealing with their teenagers. College students need to learn good study skills - quickly. The possibilities are endless.



After you've written your ebook

Getting your ebook out is going to be your focus once you've finished writing it, just as it is with print books. People will hesitate to buy any book from an author they've never heard of.

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The answer is simple: give it away! You will see profits in the form of promoting your own business and getting your name out. You will find affiliates who will ask you to place their links within your ebook, and these affiliates will in turn go out and make your name known.

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Another powerful tool to attract people to your ebook is to make it interactive. Invent something for them to do within the book rather than just producing pages that contain static text. Let your readers fill out

questionnaires, forms, even crossword puzzles geared to testing their knowledge on a particular subject.

Have your readers hit a link that will allow them to recommend your book to their friends and associates.

Or include an actual order form so at the end of their reading journey, they can eagerly buy your product.

When people interact with books, they become a part of the world of that book. The fact is just as true for books in print as it is for ebooks.

That's why ebooks are so essential. Not only do they provide a forum for people to learn and make sense of their own thoughts, but they can also serve to promote your business at the same time.

20 questions to ask before you start writing an eBook

1. What will be the title of your eBook and will it have a subtitle?
2. Will you be the only author or will there be other co-authors?
3. Will you publish a print version of your eBook?
4. How many pages will your eBook be?
5. Will your eBook contain graphics, pictures or charts?
6. Will your eBook include an appendix and index?
7. Will you ask other authors to contribute related articles to your eBook?
8. What file formats will your eBook be available in; text, pdf, exe, html, etc.?
9. Will your eBook be sold as a product or will your eBook be used as a promotional tool?
10. Who will be your eBook's target audience?
11. What major benefit does your eBook give your target audience?
12. Will you offer your prospects a guarantee and testimonials to read?
13. Will you include a bibliography about yourself in the eBook?
14. What personal information will you include about yourself in the eBook?
15. What colors and graphic(s) will be included on the eBook cover?
16. Will you let your prospects read free sample chapters or excerpts to entice them?
17. Will you turn the eBook into other information products like videos, audio books, teleclass, etc?
18. What type of payments will you accept for the eBook?
19. Will you allow others to give away your free promotional eBook?
20. Will you be selling the reprint rights to your eBook?

How to Write an Ebook

The hardest part of writing is the first sentence.

When you look at the whole project, it seems like an impossible task. That's why you have to break it down into manageable tasks. Think of climbing a mountain.

You are standing at the foot of it and looking up at its summit vanishing into the clouds. How can you possibly scale such an immense and dangerous mountain?

There is only one way to climb a mountain - step by step.

Now think of writing your ebook in the same light. You must create it step by step, and one day, you will take that last step and find yourself standing on the summit with your head in the clouds.

The first thing you have to do, as if you actually were a mountain climber, is to get organized. Instead of climbing gear, however, you must organize your thoughts.

There are some steps you should take before you begin. Once you've gone through the following list, you will be ready to actually begin writing your ebook.

Write an ebook: Beginning Steps

First, figure out your ebook's working title. Jot down a few different titles, and eventually, you'll find that one that will grow on you. Titles help you to focus your writing on your topic; they guide you in anticipating and answering your reader's queries. Many non-fiction books also have subtitles.

Aim for clarity in your titles, but cleverness always helps to sell books - as long as it's not too cute. For example,

Remedies for Insomnia: twenty different ways to count sheep. Or:
Get off that couch: fifteen exercise plans to whip you into shape.

Next, write out a thesis statement. Your thesis is a sentence or two stating exactly what problem you are addressing and how your book will solve that problem.

All chapters spring forth from your thesis statement.

Once you've got your thesis statement fine-tuned, you've built your foundation. From that foundation, your book will grow, chapter by chapter.

Your thesis will keep you focused while you write your ebook. Remember: all chapters must support your thesis statement. If they don't, they don't belong in your book.

For example, your thesis statement could read:

We've all experienced insomnia at times in our lives, but there are twenty proven techniques and methods to give you back a good night's sleep.

Once you have your thesis, before you start to write, make sure there is a good reason to write your book.

Ask yourself some questions:

Does your book present useful information and is that information currently relevant?

Will your book positively affect the lives of your readers?

Is your book dynamic and will it keep the reader's attention?

Does your book answer questions that are meaningful and significant?

If you can answer yes to these questions, you can feel confident about the potential of your ebook.

Another important step is to figure out who your target audience is. It is this group of people you will be writing to, and this group will dictate many elements of your book, such as style, tone, diction, and even length.

Figure out the age range of your readers, their general gender, what they are most interested in, and even the socio-economic group they primarily come from.

Are they people who read fashion magazines or book reviews? Do they write letters in longhand or spend hours every day online. The more you can pin down your target audience, the easier it will be to write your book for them.

Next, make a list of the reasons you are writing your ebook:

Do you want to promote your business?

Do you want to bring quality traffic to your website?

Do you want to enhance your reputation?

Then write down your goals in terms of publishing:

Do you want to sell it as a product on your website, or do you want to offer it as a free gift for filling out a survey or for ordering a product? Do you want to use the chapters to create an e-course, or use your ebook to attract affiliates around the world?

The more you know upfront, the easier the actual writing will be.

Decide on the format of your chapters. In non-fiction, keep the format from chapter to chapter fairly consistent. Perhaps you plan to use an introduction to your chapter topic, and then divide it into four subhead topics. Or you may plan to divide it into five parts, each one beginning with a relevant anecdote.



How to make your ebook "user friendly"

You must figure out how to keep your writing engaging.

Often anecdotes, testimonials, little stories, photos, graphs, advice, and tips will keep the reader turning the pages.

Sidebars are useful for quick, accessible information, and they break up the density of the page.

Write with a casual, conversational tone rather than a formal tone such as textbook diction. Readers respond to the feeling that you are having a conversation with them.

Break up the length and structure of your sentences so you don't hypnotize your readers into sleep. Sentences that are all the same length and structure tend to be a good aid for insomnia!

Good writing takes practice. It takes lots and lots of practice. Make a schedule to write at least a page a day. Read books and magazines about the process of writing, and jot down tips that jump out at you.

The art of writing is a lifetime process; the more you write (and read), the better your writing will become.

The better your writing becomes, the bigger your sales figures.

In an ebook that is read on the screen, be aware that you must give your reader's eye a break. You can do this by utilizing white space. In art classes, white space is usually referred to as "negative space."

Reader's eyes need to rest in the cool white oasis you create on your page. If your page is too dense, your reader will quit out of it as soon as their eyes begin to tear.

Make use of lists, both bulleted and numbered. This makes your information easy to absorb, and gives the reader a mental break from dissecting your paragraphs one after the other.

Finally, decide on an easy-to-read design. Find a font that's easy on the eyes, and stick to that font family.

Using dozens of fonts will only tire your readers out before they've gotten past your introduction. Use at least one and a half line spacing, and text large enough to be read easily on the screen, but small enough so that the whole page can be seen on a computer screen.

You will have to experiment with this to find the right combination.

Of course, don't forget to run a spell and grammar check. You are judged by something as minor as correct punctuation, so don't mess up a great book by tossing out semicolons randomly, or stringing sentences together with commas. (By the way, that's called a "comma splice.")

Last of all, create an index and a bibliography.

That's it! You've written an eBook! Now all you have to do is publish your eBook online, and wait for download request from your website visitors.

Create eBook Titles with Impact

A clever title is great if it is clear, but a clear title is always preferable. A shorter title is better than a longer one.

Your reader will spend only four seconds on the cover. While some long titles have succeeded, usually the shorter, the better.

A title is part of your eBook's front cover. Most buyers buy mainly because of the front cover.

Start with a working title before you write your chapters. Include your topic, your subject and use the eBook's benefits in your sub title if possible.



Create eBook Titles:

Here are a few tips on how to create eBook Titles that Sell:

Create impact for your title - Check out other authors' titles by researching on the Internet as well as local bookstores. Your title must compel the reader to buy now.

Include your solution in your title. Does your title sell your solution? Make sure it answers the question rather than asks one.

Use positive language instead of negative.

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Expand your title to other eBooks, products, seminars, and services. Make sure that your title will work well with the title of your presentations, articles and press releases you'll need to promote the eBook.

Use original expressions — a way of expressing one idea for your eBook — yours alone.

Include benefits in your subtitle if your title doesn't have any. Specific benefits invite sales. For instance, Google AdWords: A Money-Making Guide for Internet Marketers, Business owners, and Individuals.

Choose others' eBook titles in your field as models. Choose five eBook titles and covers that attract you.

Be outrageous when you create eBook titles. People do judge an eBook by its title. It must be so outstanding and catchy it compels the reader to either buy on the spot or look further to the description of the eBook. Take a risk.

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Short titles are best, say three to six words. Titles should spell out at least the main benefit of the eBook. This would make it appealing to your target audience.

Experiment with your ideas. Use combinations of all sorts of ideas pertaining to the eBook to create an appealing title. Including a popular search term may also help.

Use power words to compel someone to buy your eBook. This strategy is used very effectively in advertisements. Words such as "Free", "How to" and a number of ways such as "101", or "1001" are attention grabbing words.

The title should generate curiosity amongst targeted audience. It should in no way mislead your reader.

Are you ready to create eBook titles that sell?

Quickly Overcoming Writer's Block

What is writer's block?

Well, I just can't think of a single darn thing to say. Oh well, I'm outta here!

Sound familiar? No! Oh, get real! We've all experienced this phenomenon when we absolutely have to write something, particularly on deadline. I'm talking about. . . .uh, I can't think of what the word is . . . oh, yes, it's on the tip of my tongue . . . it's:
WRITER'S BLOCK!!!!

Whew! I feel better just getting that out of my head and onto the page!
This is the patron demon of the blank page.

You may think you know EXACTLY what you're going to write, but as soon as that evil white screen appears before you, your mind suddenly goes completely blank.

I'm not talking about Zen meditation stare-at-the-wall-until-enlightenment-hits kind of blank.

I'm talking about sweat trickling down the back of your neck, anguish and panic and suffering kind of blank. The tighter the deadline, the worse the anguish of writer's block gets.

Having said that, let me say it again. "The tighter the deadline, the worse the anguish of writer's block gets." Now, can you figure out what might possibly be causing this horrible plunge into speechlessness?

The answer is obvious: FEAR! You are terrified of that blank page. You are terrified you have absolutely nothing of value to say. You are afraid of the fear of writer's block itself!

It doesn't necessarily matter if you've done a decade of research and all you have to do is string sentences you can repeat in your sleep together into coherent paragraphs.

Writer's block can strike anyone at any time. Based in fear, it raises our doubts about our own self-worth, but it's sneaky. It's writer's block, after all, so it doesn't just come and let you know that.

No, it makes you feel like an idiot who just had your frontal lobes removed through your sinuses. If you dared to put forth words into the greater world, they would surely come out as gibberish!

Let's try and be rational with this irrational demon.

Let's make a list of what might possibly be beneath this terrible and terrifying condition.

Perfectionism. You must absolutely produce a masterpiece of literature straight off in the first draft. Otherwise, you qualify as a complete failure

Editing instead of composing. There's your monkey-mind sitting on your shoulder, yelling as soon as you type "I was born?," no, not that, that's wrong!

That's stupid! Correct correct correct correct?

Self-consciousness. How can you think, let alone write, when all you can manage to do is pry the fingers of writer's block away from your throat enough so you can gasp in a few shallow breaths? You're not focusing on what you're trying to write, your focusing on those gnarly fingers around your windpipe.

Can't get started. It's always the first sentence that's the hardest. As writers, we all know how EXTREMELY important the first sentence is. It must be brilliant! It must be unique! It must hook your reader's from the start! There's no way we can get into writing the piece until we get past this impossible first sentence.

Shattered concentration. Your cat is sick. You suspect your mate is cheating on you. Your electricity might be turned off any second. You have a crush on the local UPS deliveryman.

You have a dinner party planned for your in-laws. You . . . Need I say more. How can you possibly concentrate with all this mental clutter?

Procrastination. It's your favorite hobby. It's your soul mate. It's the reason you've knitted 60 argyle sweaters or made 300 bookcases in your garage workshop. It's the reason you never run out of Brie.

FACE IT! IT'S ONE OF THE REASONS YOU HAVE WRITER'S BLOCK!



How to Overcome Writer's Block

Okay. I can hear that herd of you running away from this article as fast as you can. Absurd! you huff. Never in a million years, you fume. Writer's block is absolutely, undeniably, scientifically proven to be impossible to overcome.

Oh, just get over it! Well, I guess it's not that easy. So try to sit down for just a few minutes and listen. All you have to do is listen ? you don't have to actually write a single word.

Ah, there you all are again. I am beginning to make you out now that the cloud of dust is settling.

I am here to tell you that WRITER'S BLOCK CAN BE OVERCOME.

Please, remain seated.

There are ways to trick this nasty demon. Pick one, pick several, and give them a try. Soon, before you even have a chance for your heartbeat to accelerate, guess what? You're writing.

Here are some tried and true methods of overcoming writer's block:

Be prepared. The only thing to fear is fear itself. (I know, that's a cliché: but as soon as you start writing, feel free to improve on it.)

If you spend some time mulling over your project before you actually sit down to write, you may be able to circumvent the worst of the crippling panic.

Forget perfectionism. No one ever writes a masterpiece in the first draft. Don't put any expectations on your writing at all! In fact, tell yourself you're going to write absolute garbage, and then give yourself permission to happily stink up your writing room.

Compose instead of editing. Never, never write your first draft with your monkey-mind sitting on your shoulder making snide editorial comments.

Composing is a magical process. It surpasses the conscious mind by galaxies. It's even incomprehensible to the conscious, editorial, monkey-mind.

So prepare an ambush. Sit down at your computer or your desk. Take a deep breath and blow out all your thoughts. Let your finger hover over your keyboard or pick up your pen.

And then pull a fake: appear to be about to begin to write, but instead, using your thumb and index finger of your dominant hand, flick that little annoying ugly monkey back into the barrel of laughs it came from.

Then jump in? quickly! Write, scribble, scream, howl, let everything loose, as long as you do it with a pen or your computer keyboard.

Forget the first sentence. You can sweat over that all-important one-liner when you've finished your piece. Skip it! Go for the middle or even the end. Start wherever you can.

Chances are, when you read it over, the first line will be blinking its little neon lights right at you from the depths of your composition.

Concentration. This is a hard one. Life throws us so many curve balls. How about thinking about your writing time as a little vacation from all those annoying worries. Banish them!

Create a space, perhaps even a physical one, where nothing exists except the single present moment. If one of those irritating worries gets by you, stomp on it like you would an ugly bug!

Stop procrastinating. Write an outline. Keep your research notes within sight. Use someone else's writing to get going. Babble incoherently on paper or on the computer if you have to.

Just do it! (I know, I stole that line from somewhere). Tack up anything that could possibly help you to get going: notes, outlines, pictures of your grandmother.

Put the cookie you will be allowed to eat when you finish your first draft within sight - but out of reach. Then pick up the same type of writing that you need to write, and read it. Then read it again. Soon, trust me, the fear will slowly fade away.

As soon as it does, grab your keyboard - and get writing!



Make money with eBooks

15 creative ways to make money with eBooks



1. Allow other e-zine publishers or web site owners to republish small nuggets or excerpts of information from your ebook with your byline or ad included.
2. Make extra profits from selling monthly updates of your ebook. You could also back end sell the extra never released chapters of your e-book.
3. Give away a free ebook and then give people an option of buying the paid version of the ebook. Also let others give away the free version of your ebook.
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16. Submit your eBook to the growing number of free eBook directories on the Internet.
17. These web sites also offer more information about eBook marketing.
18. Some of them also have eBook discussion forums where you can ask questions and learn more about eBook marketing.

It is just SO SIMPLE AND EASY to publish your own eBooks with a free eBook marketing campaign! When you see how easy it is you will kick yourself for not having been publishing and promoting your own eBooks sooner.

18 reasons why you should give away an eBook:

1. People will visit your web site to get the free valuable information.
2. Advertise your products or services in the eBook.
3. You will become known as an expert on the subject of the eBook.
4. Offer the eBook as a free bonus for purchasing one of your products or services.
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11. Gain free advertising by submitting the eBook on freebie sites.
12. Make money selling the reprint rights to people who would like to sell the eBook.
13. You'll gain valuable referrals from people telling others about your eBook.
14. Make money cross promoting the eBook as a free bonus with other people's products or services.
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16. Increase subscribers to your ezine by giving away the eBook as an incentive to subscribe.
17. Give away the eBook to people that join your affiliate program.
18. The biggest reason you should write an eBook and then give it away for free: you'll feel good helping people improve their lives.

That's why you should give away an eBook.

Steps to eBook Success

Even if your best friend owns a top publishing company, giving you an immediate "in", this does not guarantee publishing success.

First, you have to write a quality eBook that has a clear target audience. And your eBook must answer a common problem or need that audience shares. Then you have to develop a marketing plan, and stick to it for at least two years.

Let's begin with the process that should commence before you write your first word.

Begin by reading A LOT.

Read both eBooks you passionately love and eBooks you can't seem to make it past page five. Then figure out what the author did in the eBook you loved, and what was wrong with in the eBook you couldn't finish.

Write down these points so they are crystal clear to you. Read other people's eBooks for inspiration and to discover what you should avoid as a writer.

The next step is to plan out your eBook.

Narrow down your subject, and then divide it into chapters. Each chapter should address a specific aspect of the problem your eBook is going to solve. In each chapter, break the specific aspect down into several parts.

This will help your readers take in your information a bit at a time instead of overwhelming them with every bit of information clogging up the pages until they feel like they're about to go blind. It's not quite spoon-feeding the information to your readers, but it's close.

The next two steps are obvious. Write your eBook and then revise it. And then revise it again.

And perhaps again. Of course, writing is extremely hard, and writing a eBook can seem like an impossible task. There are many eBooks out there that give you guidelines to help you become familiar - and even love - the process of writing and revision. Find a number of eBooks about writing.

Better yet, find a number of eBooks about writing the specific type of eBook you aspire to write. These can serve as roadmaps on your writing journey.

Once you've written your eBook and revised it at least twice, show it to someone else whose opinion you respect. If you're lucky enough to know a good editor, see if you have something to barter for him or her to go through your manuscript. Or join a writing group and let the other members critique your work.

Then take all these ideas from other people, and revise your manuscript one last time. And then stop!

Put down that pen! Get your hands off the keyboard!

One of the most important steps to actually producing a eBook is to know when to stop writing and tinkering with it.

You've finally written your eBook! Pop open the bubbly! Give yourself a night out on the town!

Okay, now that this necessary celebration is out of your system, what do you do next?

How to turn your eBook into Profits

Ebooks are a revolutionary way to publish your eBook without incurring the costs of print production. All you need is a relevant and targeted subject and some inexpensive software, and you can transform your manuscript into a eBook.

The problem, in terms of actually seeing any profits from your eBook, is that the market is overwhelmed with eBooks, and many of them are not worth the time it takes to download them.

Just because the ability exists to easily produce an eBook, doesn't make it a good writing.

Make sure your eBook does not simply rehash old material. You will injure your credibility as an author by claiming to offer valuable new insights and disappointing your audience with material they've read a zillion times before.

So spend enough time writing and revising your eBook to make sure it's of the highest quality and presents the most current information. A good eBook will eventually sell itself; false claims about your eBook will make it extremely difficult to sell any future eBooks you may write.

Assuming you have determined that you do indeed have a quality product that answers some question or need of your target audience with NEW information, how do you know how much to charge for it?

Rule number 1: Set a price for your eBook equal to its value. An under-priced eBook will only give the impression that your eBook isn't worth very much.

To figure out a fair price, estimate how much time you put into creating it and how difficult it was to transform the necessary information into understandable and engaging writing.

Figure out how much your time and effort is worth, and then price it accordingly. The goal is for you to be adequately compensated for your talent, your time, and your effort.

Once you've figured out a price that is high enough to convey the value of the eBook, but not so high as to be out of the reach of your target audience's mean budget, then it's time to offer it for sale on your website. To attract sales, you will need to develop a promotional campaign, particularly if you are an unknown author.

There are multitudes of eBooks about self-promotion that will guide you in your efforts. Choose a plan that is both creative and professional. Learn how to write a catchy yet informative press release, and send copies of your eBook to sites that specialize in eBook reviews.

Learn how to write powerful sales copy, or hire someone to write it for you. This is an essential. You absolutely need excellent sales copy to sell your book. Make sure the copy includes all the reasons your target audience needs your eBook, and the benefits they will derive from buying it.

Use graphics in your promotional materials. Beautiful graphics have the power to instantly convey the quality and value of your eBook. Graphics can also convey the amount of valuable information the eBook contains, and your careful attention to detail.

Professional graphics sell professional eBooks. They reassure the customer that the product is what it claims to be.

Consider excerpting chapters for articles. You can offer these tidbits for free on your website as a sort of demo of your eBook. Include an order form for your eBook at the end of the excerpted articles.

Finally, when you setup your download link, make sure to simplify the process. It's a good idea to offer a few bonuses that make your eBook even more enticing to purchase, but make sure the bonuses are valuable and high quality.

Too many bonuses that are basically a load of useless stuff will compromise the impression your audience has of your eBook. The goal is to convey to your audience that they are getting a quality product for a good deal.

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Make sure your eBook is a quality product. Make sure it is relevant and current. Develop an effective marketing plan that includes excellent sales copy and excerpted articles.

Then offer your eBook for sale, and wait for your audience to discover you!

eBook Press Release

A press release is a fantastic way to let the world know about your new eBook. A well-written press release can get eBook seen by hundreds of potential customers and important media.

Here are the basics on how to write an effective eBook press release for your eBook.

Attention grabbing header

The opener is crucial. You must grab the reporter's attention so that you can draw them into the meat of the release. A good way to do this is to tie

your eBook into a recent event, public appearance, or other newsworthy cause.

Focus – write for your audience

Start with a newsworthy happening. Write simply and correctly, checking for proper grammar, spelling, and punctuation. Write for your target audience, not for your business interests.

Resist using hype

Stick to the facts. If you write your eBook Press Release like an advertisement, it won't be taken seriously. Instead focus on the unique benefits and information that a reader can gain exclusively from your eBook.

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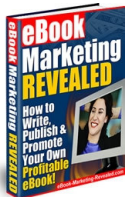
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If you're interested in starting your own easy-to-run online business, doing something you truly enjoy, and without having to spending a lot of money to get started, then this is the most important letter you'll ever read.

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