



## INDEX

- CHAPTER 1..... Why Write An e-Book?
- CHAPTER 2.....How To Write An e-Book
- CHAPTER 3.....Overcoming Writers Block
- CHAPTER 4.....Choosing An e-Book Compiler
- CHAPTER 5.....Steps To Publishing Success
- CHAPTER 6.....How To Price Your e-Book
- CHAPTER 7.....e-Books Are Promotional Powerhouses

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# CHAPTER 1

## Why Write an E-Book?

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 e-book. 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.

E-books 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 e-book. 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 e-book when it's so impossible to get anything published these days?"

Well, let me assure you that publishing an e-book 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 e-book 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 e-book is the perfect way to reach the largest audience of bonsai enthusiasts.

E-books 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 e-books. 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 e-book scene. You may want to build a whole business around writing and publishing e-books. Essentially, you want to start an e-business. You are thinking of setting up a website to promote and market your e-books. Maybe you're even thinking of producing an ezine.

One of the most prevalent reasons people read e-books 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 e-books to provide them with new ideas and strategies because writers of e-books are usually people who understand the new cyberspace world we now live in. E-book writers are experts in Internet marketing campaigns and the strategies of promoting and distributing e-books. The cyberspace community needs its e-books to be successful so that more and more e-books will be written.

You may want to create affiliate programs that will also market your e-book. Affiliates can be people or businesses worldwide that will all be working to sell your e-books. 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 e-book might fill.

What about an e-book about a wedding cake business? Or an e-book 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 e-book

Getting your e-book 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. Wouldn't you?

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 e-book, and these affiliates will in turn go out and make your name known. Almost every single famous e-book author has started out this way.

Another powerful tool to attract people to your e-book 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 e-books.

That's why e-books 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.

## **CHAPTER 2**

### **How to Write an E-book**

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 e-book 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 e-book.

### [Beginning Steps to Writing an e-book](#)

First, figure out your e-book'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 e-book. 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 e-book.

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 e-book. Do you want to promote your business? Do you want to bring quality traffic to your website? Do you want to enhance your reputation?

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