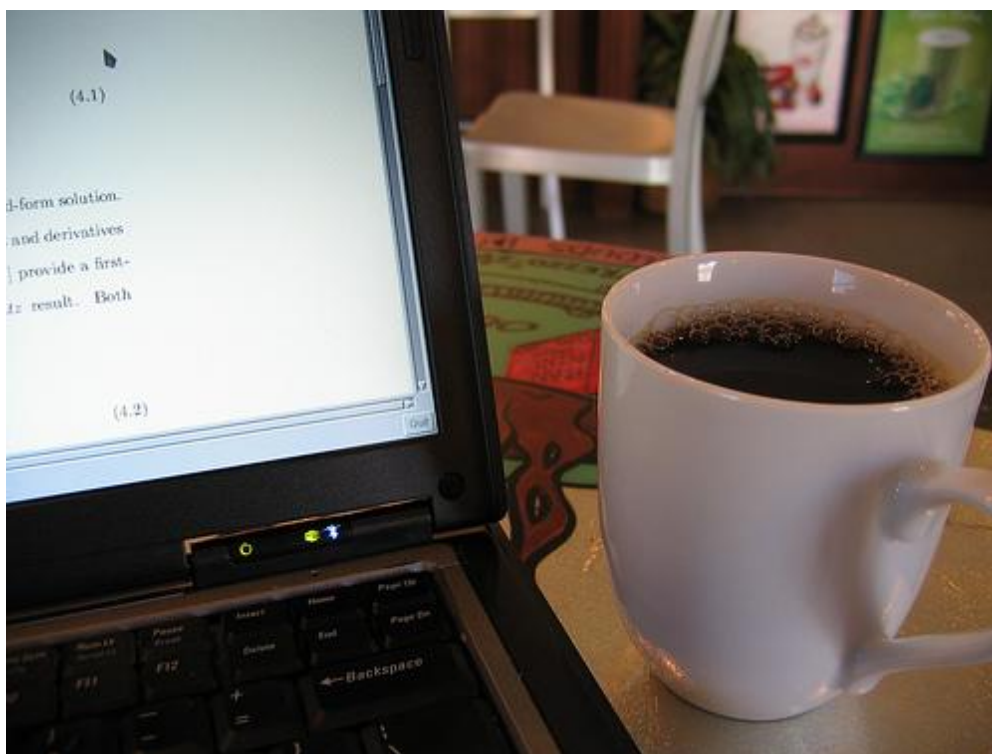


Step-by-Step Tutorial: Write, Publish and Market Your Ebook

Marelisa Fábrega
Abundance Blog at Marelisa Online



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Write, Publish and Market Your Ebook: Step-by-Step Tutorial

By Marelisa Fábrega

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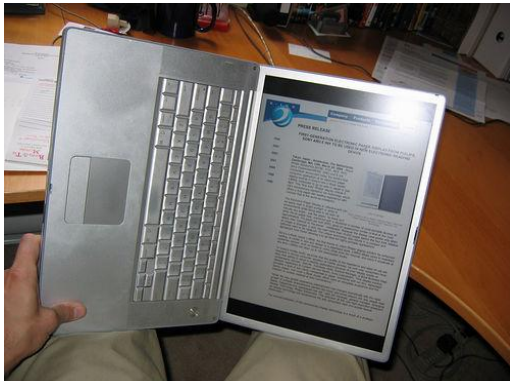
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INTRODUCTION



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There are many reasons to write an ebook, including selling it for a profit, as a creativity project, to share your knowledge with others, to increase traffic to your blog or web site, or to establish your expertise in a given area.

Today, one of the best businesses in the world is **information publishing**, and you can take advantage of this trend by publishing an ebook.

Ebooks are the perfect information product because there's no inventory, near-zero overhead, high profit margins, no printing costs, no shipping costs— ebooks

are delivered as an electronic .PDF or .EXE file over the internet—, and they're quick and inexpensive to produce.

In addition, if you have your own information product you're immediately recognized as more of an expert in your field. Writing an ebook can also help you to build your brand and [make your ideas spread](#).

You can even create an ebook simply to express yourself; for example, you can publish your poetry or a short story you've been working on as an ebook.

Although this ebook is mostly directed toward bloggers who want to sell an ebook, whatever your purpose for writing an ebook may be, below you'll find lots of information, tools, and resources you can use to get started creating your ebook right away.

THE BASIC FORMULA

Here's the basic formula for creating your ebook:

1. Brainstorm different topics you could write about based on your experience, interests, and knowledge. Keep in mind that you're looking to solve a problem for others.
2. Conduct market research to make sure that there's a market for your topic, and that the market is not overly saturated.
3. Once you've chosen a topic, write your ebook.

4. Publish your ebook.
5. Promote your ebook with enthusiasm!

SOME THINGS TO CONSIDER – GENERAL OVERVIEW

Some of the things you'll need to consider during the process of creating your ebook are the following:



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1. What should you write about?
2. Who will be your target audience? Is there a market for your ebook? Is that market overly saturated?
3. What will your ebook's title and subtitle be?
4. How long will it be?
5. Will it contain graphics, pictures, and charts?
6. What about ebook design? Will you do it yourself or hire someone?
7. What will the cover look like?
8. How will you turn it into a .PDF, .EXE, or other type of file which you can easily distribute to others; that is, how will you compile your ebook?
9. Will you offer it for free?
10. If you're going to sell it, how much will it cost?
11. Will you offer a money-back guarantee?
12. How will you deliver your ebook to buyers and get paid?
13. How will you launch it?
14. How will you promote/market it?
15. Will you also publish a hard copy version?

INVENTORY OF YOUR KNOWLEDGE, SKILLS AND TALENTS

- ✓ What are your innate talents (your information product can be based on explaining a process you normally perform very well)?
- ✓ What skills do you use in your job?
- ✓ What did you study in college? What additional courses/seminars have you taken?
- ✓ What do you enjoy reading or learning about? What types of magazines do you like to read?
- ✓ What do you enjoy doing in your spare time? What are your hobbies?
- ✓ What types of major purchases have you made?
- ✓ Do you have pets? How do you care for them?
- ✓ Are you a parent? Can you provide valuable insight into some aspect of parenting?
- ✓ Do your friends and family generally ask you for help in any one particular area?
- ✓ Have you overcome a problem in your life that others might be having? For example, have you found ways to deal with a difficult boss, gotten over a cheating spouse, found the courage to go back to school after age forty, and so on.

WHAT ARE YOUR BLOG READERS SAYING

- ✓ If you have a blog, which are your most popular blog posts? Can you elaborate on them?
- ✓ Again, if you have a blog, what questions are your readers frequently asking you in the comments section or through emails? Consider polling your readers and asking them what they would be interested in learning more about.

VISIT CLICKBANK AND AMAZON

- ✓ Find topics for ebooks—or even printed books—that people are buying right now, and enter the market yourself. To find popular ebooks visit the [Clickbank Marketplace](#) (they let you sort by popularity). And, of course, to see which topics are selling well in printed books, visit [Amazon.com](#).

VISIT “HOW-TO” SITES

- ✓ Visit web sites people go to in order to learn how to do things, such as [ehow](#) and [Quamut](#). Which are popular topics in which you either have expertise, or you’re willing to do the necessary research to be able to write well about the subject and provide value?

Some more “how-to” web sites include: [How Stuff Works](#), [So You Wanna](#), [Wonder How To](#), and [How To Do Things](#). Here are some examples of problems people might be trying to solve:

- Discover How to Avoid Credit Card Scams
- How to Incorporate Your Small Business
- A Beginner’s Guide to Growing Your Own Herbs
- The Comprehensive Guide to Managing Your Time in College
- Little Known Ways to Reduce Your Debt
- The Bachelor’s Guide to Cooking Quick, Healthy Meals
- An Expert’s Guide to Pay Per Click Advertisement
- The Complete Guide to Growing Bonsai Trees

PROBLEMS OTHERS ARE DESPERATE TO SOLVE

Another option is to brainstorm a list of problems that people are desperate to solve, which is the approach suggested by Alexis Dawes in her ebook ["Desperate Buyers Only"](#). She argues that instead of selling basic how-to information—such as an ebook filled with scrapbooking tips or one on how to take a great picture with a digital camera—you should sell to desperate people. That is, people with pressing issues they need to solve right now, people with problems that are clear, bothersome, and maybe even embarrassing.

These people are going to be running after you for a relief to their problem instead of you having to run after them to try and get them to purchase your ebook.

STEP TWO. CONDUCT MARKET RESEARCH

Once you've created a list of potential topics, use your critical thinking skills to narrow it down to a few topics you think have the most potential. Then it's time to conduct market research.

"This may seem simple, but you need to give customers what they want, not what you think they want. And, if you do this, people will keep coming back."

-John Ilhan

If you're going to write an ebook and your objective is to make a profit, then you need to find a market of people willing to pay for your knowledge in the topic you've chosen to write about.

Before you get started on your ebook, you should conduct market research in order to determine the following two things:

1. Is there adequate demand for the subject you want to write about?
2. Is there too much competition?

You want to find a subject matter that is in high demand, but that doesn't have too much competition. The last thing you want to do is spend time and resources writing, publishing and marketing an ebook, only to discover that there's very little demand for the topic or that the market is already overly saturated.

Naomi Dunford from the blog "Itty Biz" offers some excellent advice on how to conduct market research in this blog post: [Finding and Wooing the Market for your Ebook](#).

SOME TIPS TO APPLY WHEN ASSESSING THE COMPETITION

Your objective is not to find a niche where there's no competition. A lack of competition probably means that there are no profits to be made in that niche or, even if it could be a profitable niche, you'll have to work very hard to educate the market as to why they need your information.

When looking at your competition ask yourself questions such as the following:

- Do the books available cover your subject matter well? Is there a gap in these books?



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- Are the books directed at the same market you'll be targeting?
- Do you have a Unique Selling Proposition that would make your ebook stand out from the books that are already available? Why would a book buyer prefer your ebook over what is already out there?

Read the reviews of the books in your niche that sell the most on Amazon. The people who review the books often provide excellent information on how to make the book better, which may give you ideas on how to cover an aspect of the topic that others have left out of their books.

CONDUCT MARKET RESEARCH ON YOUR BLOG READERS

If you have a blog, you can test the waters by writing a few blog posts on the topic you're planning to write your ebook on and see how your readers respond. Did you get a lukewarm response? Did your readers seem interested in learning more about the topic? Did you get lots of questions in the comments section?

You can even come right out and ask your readers to send you an email if they would be interested in purchasing an ebook on the topic you've selected. You can even set up a poll or survey on your blog.

STEP THREE. WRITE YOUR EBOOK

By now you've chosen a topic you're passionate about, you've verified that there are people out there looking for information on your topic and willing to pay for it, and you've concluded that although there's some competition out there, there's enough room for your product.

Now it's time to start writing. The process is basically as follows:

1. Create a structure for your ebook.
2. Conduct research.
3. Write your ebook.
4. Edit your work.



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CREATE A STRUCTURE FOR YOUR EBOOK – DEVELOP A TABLE OF CONTENTS

“How to Write and Publish Your Own Ebook in 7 Days” is co-authored by Jim Edwards and Joe Vitale. The reviews the book received on Amazon are less than stellar, but one reviewer mentioned that an idea offered in the book is to write the sales page for your ebook first. This will help you to focus on what your ebook needs to include to appeal to its target readership. That is, begin by keeping in mind the benefits your ebook will provide to your readers.

To structure your ebook, create an outline—which is basically your table of contents—with chapter headings and the points you want to make under each chapter heading. Some people prefer to create a mind map instead of an outline.

A mind map is a graphic technique for representing ideas, using words, images, symbols and color. Basically, you write down your ebook's topic at the center of a piece of paper. You draw branches leading out from the central issue, and smaller branches leading out from these. The branches are organic and free flowing, instead of being structured and rigid. The first level of branches represents the main benefits your ebook will provide to your readers and each will correspond with an individual chapter. Add only a few words per branch.

Then, from each main benefit you're going to branch out into supporting facts, anecdotes, resources, and so on. It's important to use color and images when creating mind maps to further stimulate both memory and imagination.

One way to brainstorm a table of contents is to once again visit Amazon and use their “Search Inside This Book” feature to get an idea of the content provided in books in your niche. You can also visit [“Google Books”](#) and take a look at the table of contents for the books in your niche for which a preview is provided. Of course, you’re just getting ideas; you’re not copying somebody else’s table of contents.

Notice that each chapter in this ebook solves a particular problem related to creating ebooks. The first chapter shows you different methods for coming up with a list of potential topics you’ll enjoy writing about; the second chapter shows you how to conduct market research to make sure your ebook will sell; this chapter gives you tips on how to write your ebook, and so on. Keep this in mind when creating a table of contents: every chapter should solve a particular problem or create a specific benefit.

Another option is to write a table of contents in the form of a list of questions that your audience wants answered.

If you’re stuck deciding on what to include in your table of contents you can use “The Alphabet Method” suggested by Jimmy D. Brown in “30 Writing Tips for Ebook Authors”. Basically, you go down the alphabet and think of events, people, items, and verbs that start with each letter. For example, if you’re writing a book on “How to Get Your Baby to Sleep Through the Night” you could list the following:

- A – Atmosphere
- B – Bath
- C – Consistent bedtime routine
- D – Diaper change
- E - Eating/Nursing

CONDUCT YOUR RESEARCH

Here are eight tips for doing your research:



1. The amount of research you’ll have to do will depend on your level of expertise in your subject matter.

2. If you already have a lot of knowledge in your subject area, write down everything you know—under each chapter heading—and then do supplemental research to fill-in the blanks and to make sure that your information is up-to-date.

3. If you don’t know much about your subject matter, then you’ll have lots of research to do in order to provide value for future buyers of

credit: [gcoldironjr2003](#)

your ebook. The key is to be well organized. You can use a three-ring binder and begin collecting and organizing your information. Another option is provided in numeral 8 below.

4. Make sure you carefully record where you found the information. You may want to go back to certain resources; in addition, you want to make sure that you give credit to others for their ideas.

5. Your research can include online research, books, magazines, interviewing experts, conducting your own experiments and reporting on the results, and so on.

6. Take each point in your outline/mind map and do the necessary research to be able to expand it until you've covered everything that is need in order to comprehensibly and clearly convey the information that your readers need.

7. If you're doing your research and it looks like your book is going to be 500 pages long, then your topic is too broad. You need to narrow it down.

8. I use Squidoo lenses to organize my research. Squidoo lenses provide modules which you can use in the same way as you would use index cards. Just insert a different idea in each module and link to the source of the information for easy reference. You can also use a "Link Module" to create a list of resources you want to go back to. (If you don't want other people to have access to the information, don't publish your squidoo lens, just use the workshop.)

In addition, you can easily reorder the modules, which will help you to organize your material. Here's the squidoo lens I made to write the post which inspired this ebook: <http://www.squidoo.com/writing-your-ebook>.

WRITE YOUR EBOOK

Here are some tips for writing your ebook:

- In your introduction answer the following question: "What is the book's purpose?"
- Keep your readers in mind as you write. Are you giving them value? Envision your ideal reader and ask yourself what they would want to know about this topic. Are you making the reading experience easy and enjoyable for them? Make decisions about the content, form, and style of your ebook based on your understanding of your readers' expectations.

"If there's a book you really want to read, but it hasn't been written yet, then you must write it."

-Toni Morrison

- Break up the length and structure of your sentences and paragraphs to make sure that your writing doesn't become monotonous.
- Give your readers' eyes a break by leaving sufficient white space.
- Indented quotes and examples, as well as section and sub-section headings, will help you keep your reader's alertness.
- Will images and/or diagrams help you get your point across?
- Make use of lists, both bulleted and numbered.
- Find a font that's easy to read and stick to that font family. You don't want to use too many fonts and get "the ransom note look".
- Get a good dictionary and Roget's thesaurus.
- Judy Cullins explains in "[Write Your Own Ebook or Other Short Story Book - Fast](#)" that you should open each chapter with a hook that grabs your reader's attention. You can do this with a few thought-provoking questions or shocking facts that relate to your readers' problems. In addition, each chapter's title should be clear, concise, and compelling.
- Cullins also advises that as you write you keep in mind "Essential Hot Selling Points for Each Chapter". This will help you write more focused, compelling copy, and it will help you get ready to market and promote your ebook even as you're writing it.
- Add quotes that are relevant to your subject.
- As William Zinsser advises: "[T]he secret of good writing is to strip every sentence to its cleanest components. Every word that serves no function, every long word that could be a short word, every adverb that carries the same meaning that's already in the verb, every passive construction that leaves the reader unsure of who is doing what – these are the thousand and one adulterants that weaken the strength of a sentence."

Of course, another way to say this is: "Omit needless words" (Strunk and White).

- Don't make your subject-matter too broad or general: give your readers specifics they can apply right away. Here's a quote from Jack Hart, author of "[A Writer's Coach](#)":

"Shrink your subject. Most of us are way too ambitious when we set out to write. So we end up with a Missouri Basin phenomenon—a flood that's a mile wide and an inch deep. Give your readers some depth so that they can

enjoy the water. Pick the most interesting, unusual, or surprising aspect of your subject and dive in.”

- Look for more writing tips in my blog post: [“54 Tips for Writers, From Writers”](#).

EDIT YOUR WRITING

Make sure to edit your work. Writing that is filled with spelling or grammatical errors is like a road filled with speed bumps. Your goal should be to provide a smooth reading experience for your readers. Here are some points to keep in mind while editing your work:

- Check for grammatical, spelling, or stylistic errors. In addition, make sure that the ebook’s organization makes sense, and that you transition well between sentences, paragraphs, and sections.
- Insert examples and explanations where the information is unclear or incomplete, and take out irrelevant information.
- It’s ideal if you can give yourself a break between writing and editing—maybe even for a couple of days--so you can look at the document with fresh eyes.
- Here are three books you’ll probably want to own:
 - [The Elements of Style, Fourth Edition](#)
 - [The Chicago Manual of Style: The Essential Guide for Writers, Editors, and Publishers \(14th Edition\)](#),
 - [On Writing Well, 30th Anniversary Edition: The Classic Guide to Writing Nonfiction](#).
- Try to get three people you know—who are well read and well educated—to go over your manuscript and get their input in terms of organization and content. Ask them to point out any spelling mistakes and/or grammatical errors. You might even consider hiring a professional editor to go over you work.

*“I’m not a very good writer,
but I’m an excellent rewriter.”*

-James Michener

STEP FOUR. CHOOSE YOUR EBOOK'S TITLE



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Your title has to be catchy in order to capture your readers' attention, and it should contain the keywords that people use to search for information on your topic.

Use the [Google Ad Words Key Word Tool](#) to find the best keywords to use for your title. This will help Google searchers find your ebook. It will also bring more traffic to your site.

In the article [“How to Come Up With a Great Title For Your Non-Fiction Book”](#), Susan C. Saffron uses the following titles of best-selling print books as examples:

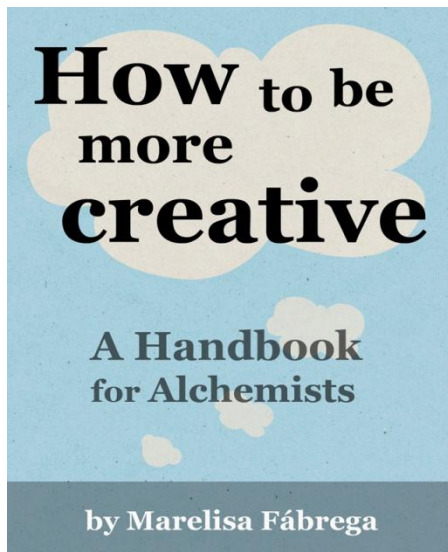
- The Tipping Point: How Little Things Can Make a Big Difference (by Malcolm Gladwell)
- The 4-Hour Workweek: Escape 9-5, Live Anywhere, and Join the New Rich (by Timothy Ferriss)
- Getting Things Done: The Art of Stress-Free Productivity (by David Allen)

She explains that they each have a title and a subtitle. The title gets your attention, and it often makes a promise: such as the promise of a 4-hour workweek. The subtitle is longer, more descriptive, and it contains benefits or the solution to a problem: we all want to be more productive while having less stress in our lives. In addition, try to elicit an emotion with your title.

Also, make sure that you test both your title and subtitle. A great example is Tim Ferris' book, “The 4-Hour Work Week.” He intended to call it “The Vagabond Millionaire.” However, after testing the market online, he found that “The 4-Hour Work Week” is what his target market wanted. Here's an interview Leo from “Zen Habits” did with Tim Ferris in which Tim talks about selecting the title for his book: [Publishing 2.0: Tim Ferriss on Using a Viral Idea to Create a Best-seller](#). Notice that he emphasizes the importance of devoting a large chunk of your e-book creation time to choosing the right title.

[This YouTube video](#) shows an interview with Ian Ayres, author of the bestselling book “Super Crunchers”, in which he explains that he wanted to name the book “The Death of Intuition”. However, he ran a randomized test using Google ad words and discovered that the title “Super Crunchers” produced 68% more click-throughs than “The Death of Intuition”. That is, the majority of consumers responded better to the “Super Crunchers” title.

STEP FIVE. DESIGN YOUR EBOOK COVER



You've probably heard of the four "P's" of marketing: Product, Pricing, Promotion and Placement. However, there's actually a fifth "P": Packaging.

No matter how well written your ebook may be, or how much valuable insight and useful information it may contain, it will be very difficult to get people to buy it if it comes wrapped in an ugly package. People do judge a book by its cover.

If you have Photoshop on your computer, here's a simple tutorial that will help you create a great looking ebook cover: "[Tutorial: How To Create An Ebook Cover With Photoshop](#)".

Another option is to purchase an ecover generator—such as [Ecover Generator Software](#)--with which you can create an unlimited amount of ebook covers.

I asked Launch Coach [Dave Navarro](#) for his opinion on the "Ecover Generator Software" and he answered that he uses it, but that he recommends that you get your first cover made by a professional. Then you can tweak the source Photoshop file for future ecovers using the "Ecover Generator Software". There are several other ecover generator products on the market. If you choose to go down this route, pick the one that best fits your needs.

A third option is to consider hiring a graphic designer to design your cover. Ask around for referrals of good graphic designers. In addition, you can find graphic designers at freelance sites: the major online freelance sites are [Elance.com](#), [Guru.com](#), [oDesk.com](#) and [RentACoder.com](#).

In fact, you can hire a graphic designer to design your entire ebook, not just the cover. Here's a great article by "The Men With Pens" titled "[Does Your eBook Design Stand Up or Fall Flat?](#)" which explains the many design possibilities for ebooks.

Once you create a graphic for your ebook cover you can have the graphic converted to a three dimensional (3-D) image by using Photoshop or one of the various ebook cover software available.

I created this entire ebook, including the cover page, using MS Word 2007. To insert a cover page using Word you simply go to the Insert menu and select "Cover Page". You're presented with a series of pre-formatted templates. Choose one, click on it, and it's automatically inserted at the start of your document. Easy!

"Your cover matters. Way more than you think."

— Seth Godin

STEP SIX. COMPILER YOUR EBOOK

© photo credit: [kelygifford](#)

Once your ebook is written (this can be in HTML or Word), you need to “compile” it. Basically, you can choose between two formats: .EXE and .PDF (there are others, but these are the main ones). The advantage of .PDF books is that they can be read on any computer, including Macintosh computers. All you need to read a .PDF file is the free Acrobat Reader software.

Ebooks in .EXE format can only be used by Windows users, so anyone with a Macintosh computer will not be able to open the file. However, the software that creates these kinds of ebooks can be handy if you want to personalize or customize your ebook.

PDF FILES

PDF stands for Portable Document Format. It’s a distribution format developed by Adobe Corporation to allow electronic information to be transferred between various types of computers. Adobe Acrobat Professional is a full-feature PDF maker, although it may be out of some people’s price range.

If you’re not ready to purchase Adobe Acrobat, don’t despair. There are several free PDF makers out there. Keep in mind that some free PDF makers don’t hyperlink text. In addition, they may have some other shortcomings, such as limiting the size of the document that can be converted into a PDF.

You can play around with the ones listed below and choose the one that works best for you: copy some of your eBook into a sample document—about ten pages long—and use your sample document to test how different PDF converters will present your ebook.

- [Pdf995](#): You can download this pdf maker for free. I was told on twitter by [@nitropdf](#) that PDF995 is filled with lots of annoying ads, although the end result is generally good.
- [Google Docs](#): If you create a document on Google Docs it gives you the option of downloading the document as a PDF; the problem is that there’s a limit to how large the file can be.

- [PrimoPDF](#): I've read several positive comments about this PDF maker.
- [2007 Microsoft Office Add-in: Microsoft Save as PDF or XPS](#). This download allows you to export and save to the PDF and XPS formats if you have Microsoft Office Word 2007. (I found this tip on [Dave Navarro's blog](#). I wrote this ebook using MS Office Word 2007 and turned the document into a PDF using this add-in).
- [Cute PDF](#): This one was recommended by [@CaroHealthEd](#) on twitter.
- [Open Office](#) is free software that basically does everything that Microsoft Office does. You can create your document using Open Office and then convert it into a PDF. (This one is recommended by [Seth Godin](#)).

EBOOK COMPILERS

Instead of a PDF Maker you can use an ebook compiler. Most ebook compilers will create an ebook by compiling an HTML page as an .EXE file. The one you select will depend on how many features you want and how professional you want the product to look.

Ebooks can be created as web pages using HTML. You can set up an ebook as a collection of web pages which a customer can view after receiving a password and login code. In effect, this method turns your ebook into a password protected web site. If you're looking for an ebook compiler here's an article that rates several of them: "[Rating Ebook Compilers](#)".

STEP SEVEN. CHOOSE BETWEEN CREATIVE COMMONS OR COPYRIGHT

You need to decide what rights you want to keep regarding your ebook. That is, do you want your ebook to be copyrighted or do you want to use a Creative Commons license.


Copyright gives the author of an original work exclusive right to that work for a certain period of time, after which the work enters the public domain. **Creative Commons** is a non-profit organization which seeks to provide an alternative to the automatic “all rights reserved” copyright and allow more leeway for creative works to be shared and built upon. It’s sometimes referred to as a “some rights reserved” copyright.

CREATIVE COMMONS

If you’re offering your ebook for free consider getting a [Creative Commons license](#). With a Creative Commons license you keep your copyright but allow people to copy and distribute your work provided they give you credit, and only under the conditions you specify. Seth Godin makes a good case of why you should go down the free ebook route in his blog post [“You Should Write an Ebook”](#).

Here are some more reasons why you should consider going down the free ebook route:



 photo credit: [woody1778a](#)

- ✓ If you write something worthwhile that catches on and your ebook is free, it will be spread far and wide by others.
- ✓ With a free ebook you get your message out there. Think of a free ebook as a way to build a foundation.
- ✓ Let others get a sample of your work by offering a free ebook so they can decide if they’re willing to buy the ebooks you offer for purchase.
- ✓ Free ebooks are a great way to increase subscribers to your blog.

- ✓ If relevant, you can include affiliate links within your ebook; if someone buys products through your affiliate link you get paid a commission (that is, there are ways to make money from an ebook even if you give it away for free).
- ✓ You can also write an ebook on a topic that’s related to an affiliate product you sell on your site. For example, I sell the [Silva Life System](#) on my blog, which is the

world's best-selling and most effective meditation program. I could write an ebook about meditation and all of its positive effects and give it away for free to encourage people to purchase the Silva Life System.

- ✓ You can use the last page of your ebook as a mini-catalog of the ebooks that you have for sale and of affiliate products you sell on your site.
- ✓ One option is to offer a free ebook if people sign up for your newsletter. That way you're building a list of people whom you can email with future offers (which is what Seth Godin would call "permission marketing").

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STEP EIGHT. SET UP A PAYPAL ACCOUNT

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STEP NINE. GET YOUR SHOPPING CART AT EJUNKIE



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You can view Ejunkie’s “Getting Started” guide [here](#).

STEP TEN. MARKET/PROMOTE YOUR EBOOK

You're going to have to devote lots of time to marketing your ebook: it doesn't matter how good your ebook is, it will not sell itself. Just as you devoted time and effort to planning and writing your ebook, you need to devote time and effort to creating a comprehensive marketing plan. Here are fifteen ways to market/promote your ebook:

“To write books is easy, it requires only pen and ink and the ever-patient paper . . . But the most difficult task of all that a mortal man (or woman) can embark on is to sell a book.”

-- Felix Dahn

1. **Pre-sell.** Your marketing plan should include pre-launch promotional efforts to start building anticipation for your ebook. This can include writing blog posts related to your topic leading up to the launch, offering free video clips, posting a sample chapter, and so on. If you can get people excited about your ebook even before it's available for sale, you're way ahead of the game.

For more information on how to effectively pre-sell your ebook you can purchase the ebook "[How to Launch the **** Out of Your Ebook](#)".

2. **Create a compelling landing page for your ebook.**

Your landing page should clearly communicate the problem your ebook will solve, or the need it will fill. Make sure that you take the time to write a benefit-rich headline that speaks directly to the reader's self-interest.

In addition, your landing page should direct your prospects to take action. That is, to purchase your ebook, opt-in to your newsletter, subscribe to your blog, and so on.

For a great series of tutorials on how to create killer landing pages, click [here](#).

3. **Get testimonials.** This tells visitors that someone other than you found the content of your ebook to be useful. Remember that people are busy, so ask for testimonials with enough anticipation so that people can get them to you by your launch date.

4. **Give away free copies to bloggers in exchange for reviews of your ebook, or interviews with you about your ebook.** This will give your ebook more credibility, expose your ebook to other bloggers' audiences, and provide backlinks to your ebook landing page. Jonathan Mead from "Illuminated Mind" did that [here](#).

5. **Create a squidoo lens about your ebook.** My squidoo lens, "[How to Be More Creative](#)", was created to market my ebook, "[How to Be More Creative – A Handbook for Alchemists](#)".

6. Write guest posts on the topic of your ebook. This exposes you to a wider audience and also builds backlinks to your ebook landing page. For example, I wrote a post for [“The Jungle of Life”](#) to promote my ebook which is titled [“Flip It”](#).

7. Include your ebook in your email signature box. My email signature now reads as follows:

Marelisa Fábrega
[Abundance Blog at Marelisa Online](#)
Author of [“How to Be More Creative – A Handbook for Alchemists”](#)



 [photo credit: Arturo de Albornoz](#)

8. Use Twitter. Tweet about your topic frequently so that people identify you as an expert in that subject-matter. Remember that social networking is about helping others first, and then they’ll want to help you.

9. Create an affiliate program so that others market the ebook for you. Make sure that you offer affiliates a nice percentage of the commission and that you give them marketing tools to help them promote your product. You should have at least a 125 x 125 banner to offer affiliates, and preferably give them a selection of banners to choose from. Alex Fayle from “Someday Syndrome” has a well-put-together page explaining his affiliate program, which you can visit [here](#).

“[I]t is useless to be a creative original thinker unless you can also sell what you create.”

-- David M. Ogilvy

10. Build a mailing list. On average, people need to see a marketing message seven times before they’ll take action and buy your product. A newsletter is a great way to keep your message in front of your audience. At the same time, by giving them quality information on a continuous basis you build your credibility and create trust.

11. Write articles about your topic and send them to article directories. Three of the best article directories are [Ezine Articles](#), [Go Articles](#), and [Article Dashboard](#). In addition, [here’s](#) a list of the top 21 article directories.

12. Publish excerpts from your ebook. Giving people excerpts of your ebook is the equivalent of Amazon’s “Look Inside This Book” feature. Excerpts let people get a feel for your ebook, the quality of your writing, and the type of information they can expect to find inside. You can also create a “teaser” ebook and give it away for free. In your “teaser” ebook you should provide lots of value and leave people wanting more.

I published the [introduction](#) to my ebook in the landing page, and I also published [an excerpt](#) that didn't make it into the ebook because of length considerations. You can also offer tips related to your ebook's topic, offer a free e-course, or create a video.

13. Find a Joint Venture Partner. Joint venture partners are basically the big players in your niche who you can really leverage to boost your ebook sales. Your joint venture partners should get perks such as higher commissions than your affiliates, exclusive marketing tools, and so on.

14. Create scarcity or a limited-time offer. For example, you can offer your ebook for 20% off during the first 60 days after it's first launched in order to give your offer some urgency and encourage people to act now rather than later.

15. Offer freebies. People like to feel that they're getting a lot of bang for their buck, so see if you can offer a bonus or something extra to anyone who buys your ebook. This can be a free report, a free consultation, and so on. Again, you can offer a free report to "the first 50 people who purchase" in order to encourage quick action.

In addition, you can ask other bloggers who write for the same target market you're trying to reach with your ebook if they want to contribute bonuses. This gives more value to buyers of your ebook and it gives the other bloggers exposure to your blog's audience.

ADDITIONAL CONSIDERATIONS

Here are six additional considerations to keep in mind when creating your ebook:

- Create a schedule;
- Your ebook's length;
- Setting the price;
- Turning your ebook into a print book;
- Where to upload your ebook if you don't have a blog or web site;
- Back-end products.

CREATE A SCHEDULE

Instead of simply leaving “write ebook” as an open-ended project on your to-do list, create a detailed timeline. For example, you can set a thirty-day deadline by which you want your ebook to be up on your site. You need to set a deadline for each of the steps outlined in the process above, including the date by which each chapter will be completed when you're in the writing stage. Then make sure that you set a specific time slot in your daily calendar to devote to your ebook.

Darren Rowse from “ProBlogger” interviewed Leo Babauta about Leo's ebook “Zen To Done”. Leo explains that when he was writing his ebook he had a full time job and he also had to keep up with his posts at “Zen Habits”; in addition, he has a wife and six kids. Basically, he set aside two hours each morning during which all he allowed himself to do was work on his ebook. (You can read the interview [here](#).)

By setting up specific work times on your calendar you'll help ensure that you meet your deadline and are able to complete your ebook in thirty days (or in the timeframe you've established).

YOUR EBOOK'S LENGTH

The most important element of your ebook is the quality of the content. If you know how to do something that other people need or want to know how to do—and you can explain it well in a few pages—the value of the information should make up for the fact that it's a short ebook. That being said, most ebooks are between 30 and 100 pages long.

You don't want your ebook to be too long because most people find it difficult to read online and they don't want to print out too many pages. In addition, people want fast, easy to read information.

If your ebook is getting very long you can consider turning some of the information into a separate report which you can offer as a free bonus to people who purchase your ebook.

SETTING THE PRICE

The price of your ebook is an important part of your marketing strategy. If you price your ebook too low people will think it has little value. On the other hand, if people can't afford your ebook, or if they perceive that your ebook won't provide enough value to justify the high price, they won't buy it.

You should also keep in mind that one of the best ways to market your ebook is to have affiliates do some of the selling for you, and you need to offer affiliates an attractive commission or they won't be interested in promoting your ebook.

Keep the following points in mind when choosing a price for your ebook:

- Write a compelling landing page filled with benefits so that people feel like your ebook is worth the price you're asking for it (obviously, your ebook has to deliver on those benefits).
- Look to see what other ebooks in your niche are selling for. If you're going to charge more than others are charging, then you have to have a good reason for doing so.
- As mentioned elsewhere in this ebook, you can also include bonuses so that people feel like they're getting their money's worth.

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Once you have your ebook in the form of a PDF, you can use a "Print-On-Demand" service to turn it into a print book. [Lulu.com](#) is one option, but there are many more, such as Booksurge, Createspace, Wordclay and Blurb. Print on demand means that books are printed as they are ordered, rather than in advance.

For example, you can use Lulu.com print-on-demand and sell your books on Amazon.com. When someone orders the book from Amazon, the order goes to Lulu and then they print the book and ship it to the customer.

Lulu has several [packages available](#) which include author support, ISBN (International Standard Book Number), Amazon Distribution, custom cover, formatting, and so on. You also have the option of purchasing editing services. Be advised that there are other "Print-On-Demand" services that also offer similar services.

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I have my ebook listed for sale at Lulu.com. You can see the listing [here](#).

BACK-END PRODUCTS

In addition, you can think of back-end products you can sell which are related to your ebook, such as the following:

- ✓ More detailed ebooks; (if you're writing about a complex subject you could have three ebooks: one for the beginner, one for the intermediate, and one for the advanced).
- ✓ Tele-seminars.
- ✓ An e-course.
- ✓ One-on-one coaching.
- ✓ A higher-end info-product which includes audio, workbook-pages, videos, and so on.
- ✓ A membership site.

FINAL WORDS

I hope you found this ebook helpful. To get even more value out of it, read it in conjunction with my ebook [“How to Be More Creative – A Handbook for Alchemists”](#). It explains that creativity is not the sole domain of the arts but is important in any field, from medicine to business, and from engineering to developing a creative solution to a negotiation impasse. Whatever you do, creativity helps you do it better.

Having the ability to come up with creative ideas can help you each and every day with all of the following:

- Solve everyday problems more efficiently and effectively.
- Turn problems into opportunities.
- Find new ways of doing things.
- Find creative ways to generate more income.
- Create new products, processes, and services.
- Become indispensable to your organization.
- Develop the ability to make do with whatever is at hand to reach your goals.
- Generate ideas for artistic pursuits such as writing, drawing, composing, photography, and so on.
- Find unexpected ways to resolve conflicts.
- Lead a more fulfilling life by being “a creator”.

For fabulous articles on being more creative, increasing your productivity, and simplifying your life, subscribe to [Abundance Blog at Marelisa Online](#), for free, either by RSS feed by going [here](#), or by email by [clicking here](#).

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