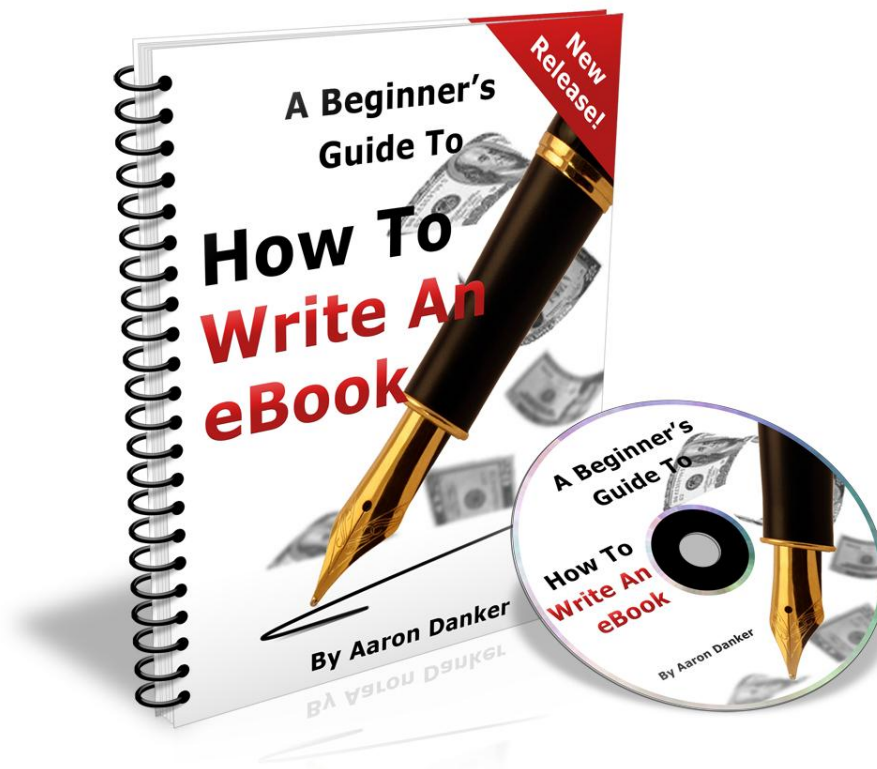


# The Beginner's Guide To How To Write An eBook



..And Make It Sell!

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[PDF Domination](#)

Providing eBook sellers with the tools they need to succeed.

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# Introduction

Dear reader, I would not have believed it if I hadn't done it for myself. You can actually write an eBook without the costs in having to produce a hard cover book. One more almost-too-good-to-be-true fact is that eBooks often sell for the same price that a traditional, hold-it-in-your-hand, book would sell for!

Let me tell you a little about my story. As the Internet began taking over the world, dollar signs flashed almost constantly in the back of my mind. I did some research to see who was making money from this evolution. I ran across import companies, search engines, website development / hosting companies, and auction sites. That was a year ago. Now, more than ever, the Internet is starting to define business. People are actually paying for and downloading songs for their listening pleasure. People are researching, planning, and booking entire vacations online. People who love information are inhaling the Internet. Information is everywhere.

Of course that presents a bit of a dilemma: Information overload. Part of the problem with researching the Internet is the information you glean during your surfing is highly if not completely unorganized. You do a Google search. You notice there are thousands of pages relevant to your search terms. So, you narrow your search by adding a word or two. Now you're down to several hundred pages. And you start clicking on them, one after the other.

On to the next problem of up-popping pop-ups! Darn those things. By the time you close all the windows, you may have very well forgotten why you sat down at the computer in the first place.

Even on sites without pop ups, you really don't know what exactly you're going to get or whether or not the source is reliable. So, the Internet is like a feast with some of the options being spoiled. Yuck! But the buffet is intriguing, so most of us tend to return to try our luck again and again.

Anyway, all this got me to thinking, what about eBooks? Yeah, sure, you can read Charles Dickens on a computer, but I'm talking about eBooks that teach, in a non-fiction sort of way. If I could put a few good eBooks on the web, then maybe people who wanted to learn about a topic could read an entire book from a reputable source online.

So I tried it. And guess what? At first I didn't have much success. But I dusted myself off, studied, tried again, tried again, and tried again. Eventually, through trial and error mostly, I stumbled on a formula that worked!

This eBook was born well after all of that, but I think it's high time I share my experience. There's plenty of room on the Internet for everyone so climb aboard!

# Chapter 1

## Doing A Little Digging!

### How To Select Your Niche

It couldn't be easier to select a topic for an eBook. People are hungry for information, and people are looking to the Internet to feed their hunger. After you've read this chapter, you will feel confident enough to choose your own topic, or you can literally pull your eBook topic directly from this eBook and use it! How's that for a deal?

### Observe What's Going On Around You

If you're smart enough to read this eBook, you're smart enough to look around you and determine what interests you and those around you. Think of what problems you've recently solved, and what kinds of problems others have had and solved. Any problem that has been solved in your world could easily be the subject of your next book. People love to read how other have solved a problem that they currently have.

So, brainstorm a list of problems in your life and in the lives of those around you. Your friend Bob lost his job? Your sister's child had chicken pox? How did they cope or find solutions? While you're at it, start another list of unsolved problems evident in your corner of the world. Write down problems you wish you had solved. Aha! These are subjects that people will really be interested in! How to lose the last ten pounds. The truth about UFOs. The straightest path to becoming a millionaire. From your personal corner, your step-granddaughter is pregnant at age 14? Your grocery bill is double what it used to be? Your roof leaks? These are problems waiting for eBook solutions!

These unsolved problems would also be great eBook topics. Remember, you don't have to know the solution, just the topic. You're going to get someone else to do the research and write the book for you. You will not actually be writing one word.

## **Spend A Few Minutes Googling**

The Internet is a great way to find out what people are looking for at any given moment. You can search for almost anything. Google™ is a popular search engine you can use, or you can try any of the others like Yahoo!® or Mamma.com.

Type in phrases like "top concerns of Americans," "best-selling nonfiction topics," or "popular how-to manuals."

## **And While You're On The Internet...**

Find out the most popular nonfiction books from the New York Times bestseller list, Amazon, and a Google search for eBooks. Your findings will tell you exactly what book subjects people are buying right now.

Try this. Go to [www.amazon.com](http://www.amazon.com). From the tabbed menu running along the top of the Amazon home page, click "Top Sellers."

Here's what I learned just from spending a few minutes on Amazon that day. People are reading good fiction from already-best selling authors (Da Vinci Code, the Harry Potter series, and others). Secondly, Amazon buyers, buying over the Internet, are interested in nonfiction topics such as improving their lives and making more money. For these books, just about any author will do, even virtual unknowns or people who went to prison for lying to the American public.

And that quick visit only confirmed that the straightest route to eBook profits is in the non-fiction eBook market. This is for a number of reasons. Fiction readers tend to like to curl up in a chair with an actual book. Some of them attend book clubs where the physical books are brought around someone's kitchen table with wine and cheese. Fiction readers tend to purchase from authors they're already familiar with. Fiction can be more difficult to write and deliver well. Also, many of the classics in fiction are available as free eBooks. A reader interested in fiction could just

download those. So stick with nonfiction unless you're feeling particularly bold and experimental.

Here is some more good news, and if you didn't already know this then you are going to be smiling big. Drum roll please... ideas are not copyrighted, therefore any idea you see, hear, or read anywhere anytime, is yours to use for an eBook!

You can create books around the same ideas that are covered in the Amazon best seller list, and turnaround and create an eBook on the exact same subject!

Now, copyright law does protect the way ideas are expressed, so you want to make sure your hired author does not plagiarize or copy book text outright. And you cannot use the title word for word either. But there's nothing stopping you from creating another book or eBook that covers the same subject with a different voice. It's all as completely legal and guilt-free as non-fat Haagen Dazs. This is why looking at bestseller list is a great way to get topic ideas.

## **Digging A Little Deeper**

There are groups of people who are willing to buy nonfiction eBooks: hobbyists. At any given time, these people are looking for ways to spend their money on their hobbies. **Their passion is your financial gain.**

What avid hobbyists want will always make great eBook material. Note that I did not say what hobbyists need. You may have certain opinions on what exactly certain people should need or should read. But those are not necessarily good topics for immediate eBook profit. Those topics may be areas for you to dabble in at your leisure. However, if you want to make money at this, find out what niche groups want, and hit those groups with your eBook.

Find hobbyists and niche groups by searching the web for "popular hobbies," "enthusiasts," or "what America is buying." Or, you can search specifically for forums and discussion groups for hobbyists. In the forums, people talk with each other to share ideas with one another. Often, they will exchange testimonials for equipment, upcoming events, and books.

One popular site where hobbyists go to talk to one another online is Yahoo!. Check it out. Go to [www.yahoo.com](http://www.yahoo.com). Click "groups." On the

groups page you'll see a list of categories such as Business & finance, and Religion. For demonstration purposes, click on "Games."

On the games screen, game subcategories are listed followed by numbers. The numbers indicate how many discussion forums are available for that subcategory. These numbers reveal a lot. Notice how "role playing games," and "video & computer games" have factors of ten or in some cases factors of 100 more forums than other subcategories. "Wargaming" and "paintball" don't even come close, although those categories are much more discussion-laden than "horseshoe pitching."

Some of the forums are open to new members, and you can join to read what everyone's discussing. Once in the forum, you can review discussion threads from today, yesterday, or a year ago. Don't go back too far if you want to find out the hottest possible eBook topics. You can participate in discussions if you like. FYI, do not drop into a discussion group just to market an eBook; hobbyists consider this spam and will drop you from the group.

When you read and/or participate, you'll find out what this group is buying. All you have to do is skim to find out what questions they are asking each other about products or travelling or information. What they are interested in buying is a key piece of information because passionate consumers love to research before they buy. This is an immediate eBook market. Create a book on how to select the best this or that on the market, related to the current wants of the enthusiasts.

Enthusiasts come in all shapes and sizes. Think brides-to-be, golfers, white-water rafters, people who collect vintage baseball cards, wine connoisseurs, gardeners, frequent vacationers, video gamers, and parents who put their children into private tutoring, ballet, and violin lessons before age 3.

There are some hobbies that seem to continually attract enthusiasts, like playing golf, watching football, restoring old cars, and listening to music. These are classics. Then there are some hobbies that seem to come and go in waves, such as Red Hat Societies participation, snow boarding, or line dancing. Pick either a classic hobby or a fluctuating hobby in its peak season for your best odds.

A big market on the Internet is the 20-30 set. Here's what they are doing right now, according to one survey. They're snowboarding, wakeboarding, travelling, camping, listening to music, taking photographs. They're drinking gourmet coffee, rock climbing, playing guitar, camping, dancing,

looking for online love, shopping for computers and other electronics, attending sports events, studying the Bible, exercising, trying to find jobs, and watching movies. Any one of these subjects would make a great eBook with a buying market standing by.

## **Finding Out Exactly What People Want**

Wouldn't it be great if you could actually pin-point the words or phrases that people are actually typing into the search engines like Google and Yahoo?

If you go to the [Google Keyword Suggestion Tool](#) you'll be able to type in a keyword or phrase and Google will give you a variety of keywords and phrases that people have typed and how many times they have enter it within a month. This will give you a good indication of what specifically your market is searching for within that niche!

If you would like some step-by-step video tutorials on how to do the keyword research for your niche check out [PDFDomination](#).

# Chapter 2

## Knowing Where The Money Is

### The Sky's The Limit!

There is almost **no limit** whatsoever on the marketability of how-to books. Everyone wants an instruction manual, advice, and encouragement that they can do anything they read a how-to book for. Anything you know how to do, anything you've ever wanted to learn, or anything that's teachable at all, can become a how-to eBook.

How-to books for hobbyists are a good way to go, and this overlaps with the discussion above. A hobby how-to eBook could be anything from how to build a home from hay bales to how to play Texas Hold 'Em to how to understand Shakespeare.

One book publisher knows how hungry we are for how-to information, and has created a whole series of "Dummies" books around the market. Further, there are other similar book series', and all of them are doing quite well! "The Everything" series, "Idiot's Guide" series and others are all cashing in on the how-to phenomenon.

You could cash in by creating eBooks on any or all subjects covered in any of those series'. Go to [www.dummies.com](http://www.dummies.com), and check out their list of titles. Pick one you like, and move full speed ahead!

Remember that even though the books have "Dummies" in the title, that the books are as popular as they are because the readers are not treated like dummies at all. The authors cater to a person who wants to find out the easiest way to do something without too much tangential discussion. When you have your eBook written and when you choose a title, make sure you are appealing to a reader's smarts! If you use words like stupid,

dumb, or hopeless in the title, make sure that it is clear that the meaning would not extend to insulting the individual reader.

eBooks, because of their brevity and because they are marketed primarily on the Internet can target smaller audiences. You don't have to write a universal book like How to use a computer (which may not be interesting enough to sell anyway in this decade). eBooks can cover more specific territory. Knowing this, you can;

- 1) create your eBook in a specific way for a specific niche readership, and
- 2) create additional eBooks for different facets of the same subject, and sell each one separately!

Say you've decided to write an eBook on fishing. (FYI, this is one of those hobbies where enthusiasts are willing to spend money!).

You could create "How to Catch Freshwater Trout," "How to Tie Your Own Flies," or "How to Plan a Successful Deep Sea Fishing Trip." Almost anything related to the hobby can become a separate eBook depending on how much detail you include. Clearly, "How to put on waders," probably wouldn't be a great choice (though some would say it's impossible to underestimate today's consumer), because you would have to strain to fill up 60 to 100 pages on such a simple topic. You get the idea. The topic would need to be, in most cases, book worthy. Use good judgment.

Then, life itself requires instructions, as we know from "Life's Little Instruction Book." So, life also qualifies as a good how-to book topic. There are numerous subtopics, and you'll never run out of ideas. Here are a few examples:

- "How to ensure your child gets an A+ in math"
- "How to have a successful garage sale"
- "How to organize your home office"

And while we're on the subject of how-to books, I'd like to make one quick point. The titles of these eBooks do not need to be incredibly clever. Be sure the words "How to" are the first part of the title, and the rest should tell exactly what the eBook is about.

For example, which of these three titles would be best?

1. "How to have a successful garage sale."
2. "One weekend away from a cleaner house"
3. "How to sell your old shoes for a profit"

Although numbers 2 and 3 are clever, a little punchy, and correspond with the eBook content, I would still recommend using title number 1. "How to have a successful garage sale" sums it up pretty well and will catch the eye of an Internet surfer who is interested in putting together a garage sale and needs a how-to manual.

Anyway, back to the point. Any phase of life, way of coping with life, or large or small thing about life can be the subject of a how-to book.

## **Looking Young**

Perhaps sixteen year old girls don't want to look younger, but from that point on, and for most of the population in Western society, looking young is a common desire. Everybody wants to find the fountain of youth, whether it be in a pill bottle, a special diet, surgery, or an eBook.

An eBook about staying or appearing young in the face of growing old will have a solid future. Here are some title ideas, and I'm sure you can come up with a truckload more.

- "Drop ten years and ten pounds in ten days"
- "How to look 28 forever"
- "100 ways to look younger"
- "Grocery store products that will help you look younger"
- "Look 30 again without surgery"
- "How to live to be 100"

This topic is red hot. Botox, surgery, chemical peels, lasers, diets, acupuncture, electronic pulses, mega vitamins, prescription teas, thigh

cream, and teeth whiteners are being purchased by baby boomers, the elderly, and even women as young as 20 ! No one wants to look a day older than they have to.

## **Health**

Health is a concern to anyone who is growing old or ill or faced illness with a loved one or wants more energy or, basically, everybody. Health eBooks are a good investment for you to make. And doctors don't have to be the authors. Anyone with any credentials, or no credentials at all, can write books on health. Just be sure you don't claim to be a doctor if you're not one.

Here are some health topics you can hit at this moment in time and be almost guaranteed immediate interest, readership, and sales!

Disease prevention and cure. As our baby boomer population ages, most will be afflicted with heart disease, cancer, diabetes, dementia, or some other malady. Give these people some hope. Create an eBook on how to cope, how to find the best practitioners, how to avoid disease triggers, or cures American doctors are unaware of.

Natural remedies. People are curious about alternatives to standard medicine, and are anxious to try herbal, natural, or holistic treatments. Create a book on any disease that covers alternative cures. For example, "How to Treat Lymphoma, Naturally." Or, you could just address natural supplements in general, "The best natural remedies for common ailments," or "Holistic health."

Diet. What we eat is always a hot topic. There are literally dozens if not hundreds of diet fads currently out there. Pick any one of them for an eBook. Then there's obesity, general health, and also diet supplements like vitamins. Think "How to equip your kitchen for macrobiotic dieting." Or, "Eat to cure cancer."

## **Travel**

Never has so much travel been available to so many. People today want to get in touch with the people they love. They want to experience different parts of the world. See exotic things. Be entertained. Also, because, especially in America, adults sometimes work well more than 40

hours a week, people need really good vacations. They're doing their research to make sure that they will really enjoy their precious few weeks off each year.

Here are some topics for you: how to trade frequent flyer miles, how to keep airport security off your back, how to travel on a dime and get change, and how to keep your children happy on long car trips.

Beyond the how-to's, there is plenty of room for books like, the best amusement parks for your money, top 100 campgrounds, things you must see and do in Utah before you die, and free things to do when visiting Washington, D.C.

Get the idea? The good thing about creating travel eBooks is that you may already know a lot about a place that other people may be interested in visiting. Makes it easy!

## **Money**

Money makes the world go around (well that and the earth's axis and planetary forces), and so it would make sense that eBooks would abound on the topic of money. They do, but the market is nowhere near saturated. There's always room for more. From getting rich to just saving money day-to-day, people are always interested in how-to books related to money. Ideas below:

- "How to feed your family on less than \$40 a week"
- "How to get free stuff"
- "How to pay almost no taxes"
- "How to buy a retirement home for no money down"
- "How to be richer than your parents"
- "How to buy cars at auction"
- "How to start a financial management business"

## Self Development

In these days, although fewer and fewer are attending churches, more and more are flocking to purchase self-help books. Self-help books are leaping off shelves at brick and mortar bookstores. People want to feel that if they read a self-help book, they have all the power to change their lives. Whether or not this is true is moot. Changing your life, soul searching, and helping thyself, are all great eBook topics.

As much as ever before, people want to know how to find peace with their pasts, how to be creative or spiritual in a consuming society, and how to find true love. There is no end to how-to books you could create in the category of self-help, or life enrichment. Here are a few more ideas here:

- How to marry for life
- How to unbreak your heart
- How to stay sane in a crazy world
- How to meditate

## A Few More Topics Bound To Explode

These are fiery hot topics that are sure to be on the rise. You can pull any one of these to use for your first eBook. Then come back and pull another topic for your next eBook.

**Using the latest electronics.** We are a society obsessed with having the latest and greatest technology. Do an eBook on iPods, email/camera cell phones, wireless Internet, digital TV, or any combination of these items.

**Home improvement.** There's so much of a craze in this area that do-it-yourself (DIY) stores are on every corner of major cities. If you haven't been to a Home Depot or Lowe's lately, then you are one of the few. Sure, apartment dwellers and young students aren't in this market, but people with homes and money to afford them are in this market. In fact, some cable TV services offer entire channels dedicated to home improvement.

Especially of current interest are in-home automation systems. DIY home improvers are eager to learn about and buy things that will make their

home lives more relaxing, high-tech, or fun. Create a book to teach them how to make their lights come on for them before they get home from their jobs, or how to press a button to adjust window blinds, music, or temperature. Or how Bill Gates' house works. Or how to add automation to an existing home, or how to build-in automation when a house is constructed.

**Identity theft prevention.** Especially because eBooks are marketed on the Internet, this is a great topic. This is because people who purchase over the Internet are concerned that their credit card numbers will not be seen by others or misused in any way. Even away from the computer though, consumers are on-edge about identity theft. Today, people are shredding their receipts, removing their personal information from the face of their checks, and cautiously covering themselves when they type in passwords at public terminals or ATMs. Microchips are being installed on ID cards. People are worried. Tap into this with an eBook!

**Safety.** Along the same lines as worrying about identity theft, people are worried about their safety from other things like crime, chemical warfare attack, and natural disasters. Watch the evening news tonight, and you will be able to list at least twenty things that people are afraid of. When you talk about safety, you are speaking their language. Titles along the lines of be prepared for any natural disaster would go over well, as would those like never be a crime victim again, how to defend yourself in a parking lot, or prevent sudden infant death syndrome (SIDS).

**How-to manuals for any new product recently on the market.** This harks back to the Dummies series but takes it one step further. Target your eBook to people who want to buy the most current commercially available item. How to use the new model John Deere tractor. You will be sure that no one else has a book like yours, and you can say so in your sales pitch.

**How to survive any phase of life.** People face numerous demons and battles as they live their lives. For many, when they're in need, they'll be reaching out for help. Support groups, private therapy, being with friends, starting over - these are all solid topics for an eBook. You could also reach out specifically to certain people needing emotional assistance. How to get through the terrible two's. How to cope with a cancer diagnosis. Living with your own shortcomings. How to live with someone who is dying. Surviving high school. Any of these will do.

**Anything to do with pets.** People are pampering their pets more than ever before. Some pets are treated better than people. It's the people who spend small fortunes on their pets that will also be willing to pay good money for an eBook that gives them ideas on how to treat their animals even more royally than they already do.

Write books on how to pamper your parakeet, homemade meals for picky dogs, where the pet spas are, how to train your kids to be cat-friendly, million dollar homes for mutts, which animals make the best pets, or pet psychology.

**Travelling mixed with the subjects above.** Not only are people travelling like crazy, but they want to customize their itineraries and their methods of travel with their hobbies and lifestyles. Try a few of these on for size: where to dine around the globe and still stay on a low-carb diet plan. Hotels with the best exercise facilities. How to travel exquisitely with large dogs. Crime-proof your campsite. Be creative. There's a market here.

**Using the Internet to meet people.** As I said, the craze is upon us. Everyone's online, and sometimes folks spend more time chatting with Internet buddies than they do talking face to face with actual friends. I know I've been guilty of this one myself. Anyway, along with the advent of the World Wide Web, came people who need a little help figuring out how to get where they want to get. They want to find like-minded people, find a date, find love, find support.

There's a huge eBook market for hooking people up with people online. Here are just a few things that could be covered: speed dating online, virtual music jams, taking online classes, hooking up with people who share your hobby, and finding online support groups. Any of these and more are of interest to people who wish to get maximum benefit from their ability, thanks to the Internet, to network with people in the farthest reaches of the world. In fact one of the appeals with online communing is that distance does not matter. Help these people in foreign lands find each other with an eBook.

**Topics of special interest to women.** The facts don't lie. Women dominate the Internet, and they spend or influence spending of 80 cents for every dollar changing hands. What women want has never been so important to business owners and authors.

Certain topics appeal particularly to the female set. These include beauty, health, decorating, emotional support, and life enrichment. Women do a

few things, generally, that men don't. They play bunko, wear make-up, and talk for hours to their girlfriends on the phone. They send more greeting cards, prepare more casseroles, and vacuum more often than men. They eat more salads and go shopping more often for clothes. They get more pedicures and love to dance more than the average man.

There are two things to keep in mind with regards to women and eBooks. If you want to attract a female market, you need to write about a topic that women like to read about, and you want to make the title friendly towards women.

Here's a female-oriented subject and title: Where to find great shopping bargains in Taos. And here's a male subject: Where to catch the most fish in Taos.

Here's a female-friendly title (same as above): Where to find great shopping bargains in Taos. And here's a male-friendly title on the same subject: Keep your money in your pocket in Taos. See the difference? Know your market, and if you need to choose between one or the other, you're safe going with the women's title.

**Sex.** People don't need to sneak out of bookstores with erotic books in their hands anymore, and they know it. They are looking on the Internet for sex materials, toys, and books. The Internet is private, individuals can take their sweet time, and indeed they can surf with or without a lover sharing their chair. There's been a recent eBook success entitled *Orgasms for two*. There is room for more similar eBooks. On the subject of sex, this is one case where a fiction book may also do the trick. You could create erotic short stories or a how-to-have-great-sex eBook. Either eBook would entice adults interested in this category (and incidentally, most adults are indeed interested in this category).

# Chapter 3

## What Format Should My eBook Be?

By now your mind should be burning with ideas and you will have already come up with a layout for your eBook and know exactly what to write about and how to solve your reader's problem! Now you need to think about how you're going to present your eBook.

### PDF vs EXE

There are two common eBook formats, EXE (executable files) and PDF (portable document format). These formats refer to the type of electronic file your eBook will be. One type has .exe after the filename, and the other has .pdf after the filename.

Despite the fact that you can create some very cool interactive eBooks in .exe format, people generally don't trust .exe files being sent to their computer – whereas .pdf is a standard format that nearly everyone knows about.

I recommend the .pdf approach for several reasons. First, of the two options, .pdf usually results in a smaller file. This will allow buyers to have a faster download of your eBook. Secondly, .pdf files can be read easily with Adobe Acrobat Reader, which again is installed on most PCs by default. Thirdly, PDF software will not cost an arm and leg to produce unlike an .exe eBook would. Most of the free versions work really well if all your eBook contains is text. However, the free converters tend to contain popup advertising.

To be able to convert every bell and whistle in your eBook to .pdf, you can purchase Adobe's program to do so at a cost of over \$200. This may be necessary if your eBook is unusual, containing animated film clips or

other technically unusual features. However if you're starting out, this may be out of your budget.

One PDF creator that I use is [PDFCreatorPro](#) which comes as part of the [PDFDomination](#) package. What's great about this converter is the in-built word processor – which means you don't need any office program installed on your PC. It's definitely a cheaper alternative to Adobe's program.

Some eBook authors prefer the .exe file because it can provide additional flexibility, nice graphic conversion, and other features. Most .exe converters or services cost a bit, and honestly, you probably won't need those features. First of all, most eBook readers just want to read your book and are not terribly impressed with extraneous details that would not be presented in a paper book, with the exception of hyperlinks. Secondly, .exe files are only viewable on PC's, so right off the bat, you lose potential Mac customers.

You can, of course, put your eBook on the web as a MS Word file. This makes for a cumbersome download and then your customer will need to have a similar program to read your book. However doing this means you're exposing your hard work for someone else to easily edit and manipulate to put their name on!

With .pdf, you are allowing your reader to only view the eBook and print it off.

You can put your eBook on the web in .html format so that it can be read just like a web page. Some word processing programs have html converters that you can try. To me, this is going to extra trouble that you just don't need. Take the simpler road - .pdf.

# Chapter 4

## Make Me Want Your eBook!

Now I could go on here for quite a while because the sales page is a massive topic onto itself. The web page for your eBook should contain a sales letter that is immediately visible. In fact, your web page really doesn't need to contain much else, unless you choose to use additional pages for other uses.

Your sales letter is your 24 hour salesman. If you do a bad job here, you can kiss the sales of your eBook goodbye! So it's a good idea to know exactly what you're trying to sell and the benefits of your product.

### **The Elements Of A Sales Page**

Here are the components of a great sales letter.

1. A catchy headline.
2. A list of amazing benefits for the reader. Tell visitors what problems your eBook solves or how it will improve their lives.
3. Testimonials. Quotes from people who have read the book or from people who know you and are willing to write something great about you for your site.
4. A guarantee.
5. A link to a sample chapter.
6. A link to purchase the eBook.
7. The price. Going rates are anything from \$5.95 up to \$97!
8. About four pages in length.

9. A narrow page with wide margins for easy reading.

10. Dark text on a white or light-colored background, for easy reading.

Tip: Get testimonials early in the game by offering your eBook free to those who will in exchange, give you a one or two sentence testimonial.

## **A Sales Letter Template You Can Use Right Now**

Here's an example sales letter. You can use this as a template for copy on your web page. Feel free to change the colors, fonts, and content (obviously use your own title and other information).

Add your own cover art where the sample is, or put the cover art icon elsewhere close to the top of the page. Note in the example the use of quotation marks, capital letters, italic text, and colored text draws your attention. The very first line should be your eBook title. Also, notice that in the sample, the "click here to purchase" is repeated in different places.

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Start of sales page

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**"The BEST eBook Ever!"**

**Stop Driving To A Dull Workplace  
Day After Day! Spend Your Days  
At Home And Work Only A  
*Fraction* Of A 40-Hour Week!**

"Discover how to make your living entirely on the internet using free web hosts, free programs, and free marketing"

This 80-page book available for immediate download will tell you how it's done! After you've read it, you may very well decide to quit your day job.

[Click here to download a free chapter!](#)

OR

[Click HERE to order the entire book for \\$12.95](#)

***Dear Friend,***

I used to work up to 60 hours a week at a well-paying white collar job. The money was good, my wife drove a nice SUV and my kids had the latest toys.

I was good at my job.

**There was one problem. I was not happy.**

I decided to do something drastic. Instead of selling my services to my employer for a paycheck and dark circles under my eyes, I decided to sell my services to people over the Internet. I would be my own boss, work from home, and see if I could make a living.

What I discovered is that I could do more than just make a living. **I could change my life entirely.**

And I want to share my experience and secrets with you. So I've compiled the most important things you would need to know to do what I did into a short, readable, eBook.

**This information will save you ... hundreds of dollars** since I have included links to lots of free resources you can use to get started including the best free web host providers, the best free software programs, the best free marketing techniques, and the best places to get free help when you need it.

**This book will save you ... hours and hours of time**, since I've done the research. All you have to do is click and download the free tools, and you're set!

**This book could ... change your life.** Once you get your Internet business up and running, you'll have time to spend with your family, time to join the fishing club, time to make peace with yourself, time to laugh with friends, or time to start more Internet businesses!

And you'll still be able to pay your mortgage.

There is no miracle path to instant riches on the Internet, but if you get good advice, roll up your sleeves and give it a determined try, YOU can do this!

**I guarantee it.**

If you are not satisfied entirely, I will refund your money at any time ever, no questions asked.

This book is worth over \$500, because that is the MINIMUM it will save you on the costs of starting your Internet business.

You need to know these secrets!

**The price is only \$12.95.** I can do this because I sell a lot of these while running my other Internet business.

[Click here to order.](#) Once your credit card is accepted, the complete eBook will be emailed to the address of your choice. There is nothing more to buy. No hidden agendas. Just me sharing my knowledge with you.

What do you have to lose? There's a 100% guarantee or your money back!

Try it today. And when your life takes a major upswing, write me and tell me how the system's working for you!

Best regards,

You Expert,  
Former 9-to-5 employee,  
now CEO of [www.makingmoneyontheweb.com](http://www.makingmoneyontheweb.com)

P.S. Check out what readers are saying about this book!

*Thanks for your incredible Ebook. I plan to buy copies for all my friends for Christmas this year!*

- Guy Abreans, Atlanta, Georgia

*Wow, I was really skeptical, but with your book in hand I was able to navigate myself into a great, booming, Internet business for myself. Good-bye*

*Monday morning traffic, hello mailbox money! I can't thank you enough!*

- Jennifer Zuniga, Puerto Rico

*To say I've been enlightened would be an understatement. I am no longer overwhelmed or intimidated by the Internet. I've tapped into the great free services you've recommended, and I now have a business presence on the web. I've got marketing strategies in the works, and I'm just about to quit my day job. It's been easy to overcome what I thought would be much more difficult hurdles. My appreciation for inspiring and teaching through your book on how to do this.*

- Dr. Rodney Nhar, Sott Wells, California

*You, Thank you from the bottom of my heart.*

- Peg Thomlinson, Alberta, Canada

[Click here to download a free chapter!](#)

OR

[Click HERE to order the entire book for \\$12.95](#)

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End of sales page

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# Chapter 5

## It's All In The Packaging!

### Wait! Why Would An eBook Need Cover Art?

#### **Do not for a moment think that an eBook does not require a cover!**

If you're going to sell your eBook to the public, go the extra half mile and get some great cover art for it. Of course your eBook is full of all your best, Grade A meat. It discusses a sought-after topic, was prepared, written and well edited and approved by you yourself. Customers should be able to read about you on the internet, click on a text link, and buy your eBook. Write it and they will come. Right?

**Wrong.** Even online, people continue to judge books by their covers. Look at it like this. Would you buy a book from Barnes and Noble if it were just a stack of papers stapled together? Heck no you wouldn't. For \$15.95, you want something with an official binding and cover.

What would bookstores be like if every shelf held only stacks of paper held together with binder clips, large staples, rubber bands or manila folders? Even if Edgar Allen Poe wrote the pages (assuming you hadn't heard of him), and his handwritten pages were sitting there, hardly a soul would be enticed to buy.

No matter how good a book is, it must be nicely packaged. The value of a paper book is **exponentially** increased by the addition of nothing more than a glue binding and nice cover. Likewise, an eBook's sale-ability and appeal is exponentially increased when it is packaged with an appropriate cover.

In order to sell well, a book sitting on a retail shelf will actually have to have more than just any old cover. It will need to have a spine as well. And the pages cannot be attached with notebook rings (usually). The

cover should appear to be professionally designed. In other words, a red cover from Kinko's will not make buyer's pull out their credit cards and rack up purchases. Brick and mortar booksellers know how to sell books. They do it with eye-catching displays and covers with color, catchy text, and shiny spines.

And if they really want to grab your attention with a book, they may make a special display, offer a bonus, have the author available to sign copies, or set a particular book on a particular shelf where it will be more visible to passers-by.

As we all know, it's tough to sell a book! Sometimes even good covers get passed by, because other covers are more enticing! So, hear me when I tell you, don't even think of trying to market an eBook without cover art!

Consumers want to see a picture of what they're getting. And that picture has to look good. It has to make them say, "Wow, that looks like an incredible book!" You have only a second or two to grab their attention. You must do it with a picture. And the picture must be as good as it can possibly be!

If you are thinking of offering your eBook as a free gift for visiting your web site, subscribing to your newsletter, or as a bonus for purchase of something else, then the artwork is less important. But still, there is no excuse. If a book is worth the effort of writing and marketing to consumers, then it is worth getting great cover art to package it with.

The artwork serves two purposes:

1. It gives Internet surfers an immediate image of your book when they're glancing at a web page. People only spend a few seconds scanning on the web, so your picture can make or break a sale when there's hardly time to read the rest of your sales pitch.
2. It puts a nice graphic at the beginning of your book. Although eBooks don't need complete covers like traditional books do, people like the idea that eBooks are just like paper books. The cover art makes your eBook appear more official and published like a traditional book, and that makes the eBook more appealing to readers. It will grab their attention when they first open the file to read.

Here's an example of basic cover art you could use with your eBook.



This example graphic is about the right size to place onto a web page where you will be selling or giving away the eBook. You may place a larger version of on the first page of the file that readers will open when they purchase your eBook.

Your eBook cover will look more like a paper book, and therefore more appealing if your cover art also contains the title along the spine, and aesthetically pleasing designs, drawings, or photographs on the cover.

I've just put this simple picture here to give you a quick example of how it looks compared to text. You've been reading a bunch of words up until this point. Do you see how your vision is pulled toward the picture of the book? Even this bare bones cover grabs your attention doesn't it?

## **How To Get A Cover**

There are a couple ways to get great cover art for your eBook. The first is to create it yourself. This is the most time-consuming of the options.

### **Do It Yourself**

To make your own cover, use your favorite drawing, painting or graphics software. Draw a rectangle. Add a book spine and pages to give your rectangle three dimensions to look like a closed or partially open book. Fill your drawing with interesting colors or patterns. Add your title and author byline to the front and spine. Embellish and revise ad nauseum.

If you're wondering which graphics program to use, there are many to choose from. Some standard office programs provide the ability to create graphics, including MS Word. More flexible, but more complicated graphics software you could use just as well includes Macromedia Fireworks, CorelDraw, or Adobe Photoshop (which I recommend).

Developing your cover from scratch is do-able, and even you could do it if you were so inclined. But I don't recommend the do-it-yourself approach. This is because, if you're short on software skills, artistic talent, or time or if you would rather focus your energies elsewhere, then there are more efficient ways to get cover art.

### **Hire A Professional**

If you hire a designer to prepare your cover art, you will get the following benefits:

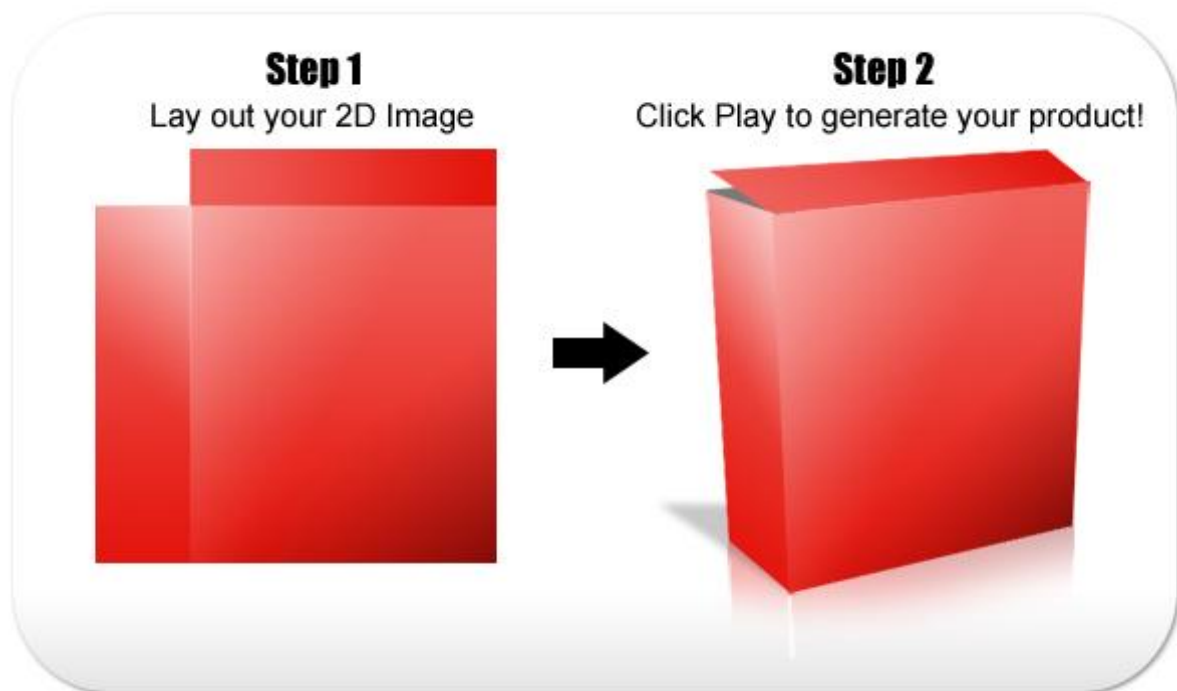
1. You get full copyright and exclusive ownership of the finished artwork.
2. Professionals with professional skills can turn around your project quickly. Sometimes in a matter of days.
3. You avoid struggling with software to create your own artwork.
4. Designers are familiar with what types of colors, fonts, and overall designs are better for marketability.
5. An artist can likely also help you create matching graphics for your web page menus, headers, etc.

Artists who design eBook covers generally charge from \$50 to \$500. If your investment of, say, \$100 results in an additional 100 eBook sales, wouldn't that be a good investment? YES! This is why I would recommend professionally designed eBook cover art if you have the budget. The cost is completely offset with improved marketability and increased sales.

### **Photoshop Template Scripts (MyRecommendation)**

Photoshop templates will still require you to add your own text and additional graphic elements, so you'll still be investing some time, just a little less time than drawing each line of the picture from absolute zero.

If you've got a copy of Photoshop you should be using 'pre-programmed' action scripts. These are specially designed to convert your 2D flat template into a 3D work of art.



All you have to do is add some text, a picture and click the play button and the script will automatically convert the image for you. Simple. This is definitely my favourite option and most cost-effective and time-effective solution.

[PDFDomination](#) provides this particular script as part of the eBook creator package along with a PDF creator and instructional videos.

## **Sales Page Graphics**

Next, you'll want to get your page set up. You can hire this out - there are literally thousands of web designers out there - you'll pay \$150 for help with a page or two and up to \$5,000 for a complicated set of pages with storefront and graphics.

Finding a web designer online is much of the same old same old. Do an Internet search, or ask one of your technical friends for recommendations.

What I recommend is that you tap into your eBook cover artist. Remember how I said you should develop a relationship? Once you get to that point, you can get some additional advice and help from them. Ask if they also do web page design or if they can refer you to someone good.

Definitely outsource your web page design, at least for your first eBook. This is worth the money, in the same way that hiring a cover artist is. After you outsource your first web page, and some time down the road when you have more time on your hands, you could learn a bit about web design. Then you can copy the page you had designed professionally and use it as a template to self-design additional pages for new eBooks that you create.

# Chapter 6

## I'm Ready To Open Shop!

Luckily you don't have to convince Barnes and Noble to put your book on a prominent shelf. You have the Internet at your disposal, and the Internet is the place where eBooks are purchased 99 percent of the time. The remainder of eBooks are sold at conferences and the like by CD-ROM (which incidentally should be packaged with great cover art and delivered in a shiny crystal case).

### Get A Presence On The Web

First things first. You'll need some web space for your book. You can either pay a host or you can get free hosting service. I recommend you pay (for an inexpensive web host like [Hostmonster](#)), and I'll tell you why.

There are many providers of free web pages, and a quick Google on "free web hosting" will illustrate that to the tune of page after page of providers. However, some of the services are unreliable, have annoying pop-ups or other advertising, or have strict requirements on what you can and can't sell.

Other free web hosting services do not allow you to use your own domain name. Besides the annoying ads and rules, the domain name issue is a huge reason not to use free hosts. If you want to be professional and maximize sales, you will need your own domain, and not [www.some-company.com/with-distracting-advertising/you-get-what-you-pay-for](#).

You can purchase a domain name to match the title of your eBook or the name of your business easily through any number of services. This should not cost you more than \$20 per year, so don't pay more than that. Some fee-based web-site hosts will register your domain name for you as part of their pricing.

To get your own domain name to show up when you use your ISP or other free web host, you can purchase forwarding services which will redirect users to your free web host when the user types in your domain name. These can run \$10 to \$50 per year. Not worth it. You'll be paying for service, yet still getting the annoying advertising and rules from the free host provider. Not the best of either world.

I recommend paying for web hosting service. First of all, it's pretty cheap these days. You can get your own web page with tracking features for around \$20 - \$30 per month. You'll get enough space to store a library full of your own eBooks if you wish. And you can use your own domain name.

And if and when you add more eBooks to your library, then you should consider using forwarding services as necessary so that you can direct traffic to your best eBook-selling site.

## **Get Ready To Accept Credit Cards**

By and large, your eBook buyers will want to pay by credit card. After all, the benefit of eBooks is that they are terribly easy to get. Just type in your credit card number and in a few moments you're reading through a great book!

You should also provide a mail box where visitors can send a check for your eBook, but this is only to show them that you have an address. It adds to your credibility, but don't expect many orders, if any, through this channel. In fact, if you only provide a postal mail box address and do not provide your customers with the ability to click and pay by credit card, you can expect to lose 95 percent of your buyers. However, put the address on the site, and do process orders that come in that way. Use a box that is not your personal residence for reasons of personal security.

Services abound that will accept credit card payments and send you the money. A common one is <http://www.paypal.com>. Paypal and most other services charge an upfront fee and percentage, but the charges are reasonable. Get set up immediately. You want your customers to buy immediately.

## Upload Your Information To The Web

You'll want to upload all relevant eBook information onto your web page, including your eBook cover art, the eBook itself, a link to order and pay for your eBook, and your sales letter.

To upload from your computer to the World Wide Web, you'll need an FTP program. Most web host services will provide you with the software required to do this and provide clear instructions. If your service doesn't provide you with FTP help, you can use the one such as [SmartFTP](#).

## Automating The System

Next you'll want to consider how exactly you're going to delivery your product after you've made your sale. Are you going to do it manually by checking your Emails everyday for a sale to occur and then send your eBook as an attachment to your customer or do you want to do it automatically?

I hope you said automatically! One piece of software that is designed to automatically deliver eBooks and software to your customer's Email address as soon as they have paid you is [MyDigitalDispatch](#).

So when your customer pays you through PayPal, MyDigitalDispatch will instantly collect their data and send them a nice Email saying "Hi {name}, thank you for your order, we've just received a payment for the amount of {amount}.. please click the link below to download your eBook.. {secured download link}.." etc.

Whilst some other payment processors automatically send your customers to download your eBook, some (like PayPal for example) don't. This is where you will need third party software that does this for you automatically in a professional and secure manner.

# Chapter 7

## Where Are My Customers?

Why worry so much about marketing? Well, mainly because you want customers to know your eBook 1) exists and 2) is worth their money and time.

The long and short of it is that you want to understand the market for your eBook. You will know the general market when you choose the topic, especially if you chose a topic because of its target market discussed in Chapter 1 of this eBook.

Here are promotion techniques that I use to get my eBooks noticed..

**Forums** – Get involved with forums discussions in your niche and leave your link wherever possible without spamming the forums because that will get you kicked out.

**Email Signatures** - Add a link to your eBook web site at the bottom of every email you send for any reason.

**Website Submission** - Submit your eBook web page to the major search engines. Your hosting service may be able to help you with this, you can purchase Internet marketing software to automatically submit your information to a list of search engines, or you can go to each of your favorite search engines and submit the site yourself.

**Pay-Per-Click Advertising** - from pay-per-click search engines, so people will more readily see your eBook. In this way, you buy traffic to your site.

**eZine Advertising** - Buy ad space in e-zines or newsletters that are reaching your target readers.

**Build A List Of Prospects** - Create a monthly newsletter, and tout your book in it every month.

As you build your library, provide links to your other eBooks in each of your eBooks.

# Chapter 8

## Essential Resources!

### The Starter Kit



[PDFDomination](#) contains **everything** you will need to start creating your own profitable eBooks. From specific keyword research in Google, to setting up your 'Buy Now' button to converting your word document into PDF to creating 3D virtual covers for you automatically. I recommend you download this kit as it is a great place to start and you get everything you need in one package!

### Outsourcing Work

These would come in handy if you ever decide to call upon individual ghostwriters or graphic designers.

[www.elance.com](http://www.elance.com) - This site has a large bank, or database, of ghostwriters looking for work. You can place an ad here and wait for offers to come in.

[www.guru.com](http://www.guru.com) - Like Elance only bigger by almost a factor of ten, Guru also has a database of ghostwriters and graphic designers looking for work.

## **eBook Submission Sites**

Things change quickly on the web, so if any of these links don't work at some times, just move on and try another from the list.

[www.thefreesite.com](http://www.thefreesite.com)

[www.virtual-eBooks.com](http://www.virtual-eBooks.com)

[www.eBookssubmit.com](http://www.eBookssubmit.com)

[www.download.com](http://www.download.com)

[www.freehound.com](http://www.freehound.com)

[www.infochoiceuk.com](http://www.infochoiceuk.com)

[www.virtual-eBooks.com/subsites.htm](http://www.virtual-eBooks.com/subsites.htm)

[www.eBookdirectory.com](http://www.eBookdirectory.com)

[www.the-eBook-directory.com](http://www.the-eBook-directory.com)

[www.eBooksbytes.com](http://www.eBooksbytes.com)

[www.free-eBooks.net](http://www.free-eBooks.net)

[www.eBookpalace.com](http://www.eBookpalace.com)

[www.eBooktoday.com](http://www.eBooktoday.com)

[www.kdhbooks.com](http://www.kdhbooks.com)

[www.free-eBooks.com](http://www.free-eBooks.com)

[www.web-source.net](http://www.web-source.net)

[www.marketing-resources.com/eBook.html](http://www.marketing-resources.com/eBook.html)

[www.serennea.net/special.htm](http://www.serennea.net/special.htm)

[www.onelist.com/community/Ebook\\_News](http://www.onelist.com/community/Ebook_News)

<http://eBooks.searchking.com>

[www.stealthpromotions.com/e-library1.htm](http://www.stealthpromotions.com/e-library1.htm)

<http://eBookshop.bizland.com/>

<http://marketing-resources.com/eBook.html>

[www.eBook2000.com/cgi-bin/links/add.cgi](http://www.eBook2000.com/cgi-bin/links/add.cgi)

<http://eBooks4free.netfirms.com>

<http://carver.bizland.com>

[www.bizinfocenter.com](http://www.bizinfocenter.com)

## **eBook And Software Submission Sites**

The sites listed below also list free eBooks, but they also list software programs or other items. You may need to navigate to the proper area to list your eBook. Also, as with the strictly-free-eBook sites, these may change as the web evolves in daily fashion.

[www.shareware.com](http://www.shareware.com)

[www.davecentral.com](http://www.davecentral.com)

[www.download.com](http://www.download.com)

[www.jumbo.com](http://www.jumbo.com)

[www.filemine.com](http://www.filemine.com)

[www.upload.com](http://www.upload.com)

[www.freewarefiles.com](http://www.freewarefiles.com)

[www.freewareweb.com](http://www.freewareweb.com)

[www.softseek.com](http://www.softseek.com)

[www.simtel.net/simtel.net](http://www.simtel.net/simtel.net)

[www.euro-share.com](http://www.euro-share.com)

<http://topsoft.com>

[www.webattack.com](http://www.webattack.com)

[www.freewarehome.com](http://www.freewarehome.com)

[www.zdnet.com](http://www.zdnet.com)

[www.tucows.com](http://www.tucows.com)

## Final Thoughts

Whew! I hope you've enjoyed learning about outsourcing your eBook. When you outsource your eBook, you will be investing a little money, but saving a bundle in time, and you can get all your investment back and more. And just think - your hardest task was coming up with what your book would be about! The rest can be outsourced or done in rapid fashion by following the advice and tips in this eBook.

I'm glad you are interested in getting on the eBook bandwagon! I've enjoyed my experience with creating and selling eBooks on the Internet, although I have to admit I stumbled and made some glorious mistakes early on in my learning curve.

Your journey will be smoother than mine. However, if you encounter a few bumps on the road, dust off and get back in the game. The market is out there. If you're resourceful and keep at it, you can have a lot of fun, meet interesting people, make money, and be proud of your work!

*Best Regards,*

*Aaron Danker*

[PDFDomination.com](http://PDFDomination.com)