



How To Write an eBook

Everything You Need to Know to
Write Your First eBook

CHAPTER 1

Topic Selection & Writing Your eBook

By now, you have read about eBooks all over the Internet, you probably have several of your own that you've either downloaded online or purchased from online bookstores. These virtual books are digital files and can be loaded on any type of computer or multimedia device. They can be printed out on paper, read online or read with your iPad or Kindle. eBooks offer an opportunity to start your own business or they can be used as valuable marketing tools. After all, you downloaded this eBook to learn more about eBooks!

The Advantages of eBooks



People have the ability to access eBooks at any time or place. One can easily read a copy while on a bus, lounging around at home, during lunch break at work or waiting at an airport. It's times like these, these long "waits", when we desire a good book the most! And people are hungry for knowledge, especially if you're writing about a business or lifestyle topic that can help them in some way. The best advantage of eBook writing, besides portability, lies in the fact that these books can be delivered instantaneously after payment. You don't have to wait for 2-3 weeks, as you do when ordering books from catalogs.

Other advantages of eBook writing include green-friendliness, less space and easy "virtual" storage. Modern eBooks can also

show links, feature cheap and easy graphics (not at all easy in custom book printing!) and can even be resized for your convenience in terms of fonts and pages. Here's another little known benefit: eBooks are also searchable through the web, so they can help in Search Engine Optimization.

Free and Commercial eBook Writing

Now, as a businessperson, don't you see a tremendous opportunity here? You have the ability to create your own business eBook (whether through time investment or by paying an eBook writer) and list it on your site. You can choose whether to charge a flat rate for a download (and some books do actually sell for \$30-\$50 for a single copy) or give the book away for free as a form of "incentive" - for filling out a form perhaps! These "free" eBooks can help to promote your company, convert your online audience into paying customers, and assist in branding.

Websites need a "call to action" in order to be successful and yet pushing for a high-cost sale right away may be asking too much. Therefore, the eBook may be just what your audience needs to get motivated about a sale. It's the virtual equivalent of taking them by the arm and talking to them for another two hours. That's what it takes to win over a buyer's allegiance, so by all means do not stop at a brilliant

web design. Go the extra mile and give them a whole book's worth of value.

You can hire an eBook writer from a writing firm to create such a product for you. You can choose the topic (it's usually a thought-provoking title related to your industry in some way) and then provide an outline if you wish, or let the writing company handle it for you. Much like social networking, this is a trend that is bankable, and is here for the long-term. An eBook is not just an advertisement it is a product you can market!

Researching Your Market for an eBook

Before you start an eBook project, it is important to understand your market. This is what will help you sell products as well as promotional or commercial items, like eBooks and reports. You must understand the mindset of your audience before you proceed to spend money and devote time to your new project.

It's easy to assume so many things about your audience. However, you may be mistaken in many areas, and this is why research (online and offline) is necessary. Don't settle for estimation - get the facts and try to form a realistic picture of your customer base around those facts. These are called "buyer's personas."

There are two types of primary research to approach: exploratory and specific. The first of these tends to be open-ended, and works best to define problems and find complex answers. The latter involves broader research and more direct answers to questions and scenarios. The old school of thought was that there were only three ways to perform such research: direct mail, telemarketing or personal interviews. Now we add a new medium to the group: online research. While the first three options are still doable, they tend to be the most expensive. Online research is free or low-cost in comparison.

Some of the ways you can perform online research include:

- Questionnaires (usually in exchange for some type of incentive)
- Web Analytics (which reports on actions or inactions users take when visiting your website)
- Social Media (where people interact without obligation and love to share personal opinions)
- Scouting your competitors (using search engines, as well as specialty web tools, you can research the keywords and marketing direction that your competitors are using)
- Last but not least, don't forget to ask for reviews from your customers, even if they don't volunteer them

It's very likely that you're an honest marketer and an ethical entrepreneur, so there is no need to avoid talking to your past customers about their opinions. You may be able to improve the relationship with each customer, that could lead to future sales, or at least learn something about his/her level of satisfaction.

Once you identify your market, you must find an eBook writer that can work the market demographic information into the text of the book. The disadvantage of mainstream publications is that they are not customized, but very generalized. When writing an eBook primarily meant to promote your company, you must specify your audience and customize the content to a nearly personal fit. This will help you not only encourage people to download or buy your book, but also sell your products and



services after the reader finishes the eBook. A writer knows that the best feature of a business eBook is the promotional opportunity.

You will be seen as the expert and will instantly create a bond with the reader - provided you do the research and create excellent content.

So don't take chances with this project! Either do your best effort on your own or hire an eBook writer with experience.

Choosing a Topic for Your eBook

Now that you have realized the value of creating your own eBooks, it's time to determine what you should write about. If you have never written professionally before, or if you are outsourcing this project to an eBook writing firm, then you may be unsure of the topic. How can you choose a marketable topic for your first eBook?

Do not be satisfied with just a generic title or a superficial learning course on your industry. Try to imagine your eBook title as a bestselling book, or as a news headline. While you are going to write a somewhat introductory book to start with, you still want to infuse the eBook cover with some excitement. So think long and hard about the industry you work in as well as the people you target for your marketing. What are they interested in? If you want to take a professional approach, research some analytics about your website. You may find some keywords that are very telling.

You may choose a broad topic (as in your entire industry) or a specific niche of your industry that you specialize in. Obviously, you want to write about a topic that helps brand your company, and yet a topic that is at the heart of your industry. You are blessed in this venture, because you don't have an editor to answer to. Ordinarily an editor would give you the third degree, hoping that the book is objective and skewed to its own publishing agenda. You, however, are the publisher and the editor. You decide what the objective of the book is and what are the most important points. Frankly, the objective is in branding your company and establishing you as the expert.

Additionally, when coming up with titles, try to think in terms of incentive. The only way people will be interested in your eBook is if you focus on the benefit it will give them. This is why you often see eBooks for sale that have subtitles like "Change Your Life" or "Become a Millionaire" or "Date Anyone You Want." They are promoting the incentive. They are telling the reader that buying this book will literally change their life for the better. So yes, by all means, try to think in terms of incentive.

What would make you buy this book? If you are writing it yourself, it's best to limit yourself to subjects that are your "expertise" so you don't seem out of your element. Readers can tell. They will know within a few paragraphs if you really understand the intricacies of your business. On the other hand, if you hire a professional eBook writer, you can customize the book to your own level of perfection. Professional writers can write on any subject and do excellent research to make the book a great read.



Creating the eBook Outline

If you are writing your own eBook, or want to maintain control over your customized eBook's format, then you should familiarize yourself with an outline. The outline is an organizational tool that helps keep the eBook writer on track and helps emphasize the main points. While outlines are somewhat important in article writing, they are crucial in eBook writing, as a book without strong direction can be a very "difficult" read. (And we don't mean James Joyce style "difficult", we mean Pamela Anderson type of "difficult.")



The Format of the Outline

When you begin to create an outline, determine how you want the structure or "format" to work. Most people prefer the chronological order of a numbered outline or alphabetized outline, though others may want a non-linear type of outline, such as a mind map. If you're trying to convey precise information to an eBook writer then opt for the traditional chronological outline, since clear and simple communication is vital in this case. (It's much easier to communicate with yourself than an eBook writer!)

Next, determine the main points of your outline, which are all expansions of the original title or topic. All of the sub-points you list in the outline exist to prove the ultimate point. An outline format will help you see that some sections of text are obsolete, or at least distracting from the key issue. Remember, when you brainstorm for topic ideas, these are not final by any means. You will probably throw out a lot of material that's not focused like the rest of the book. No sweat...just put these topics in a new book later on. Yes, eBook packages do sell, including one-time eBook packages (such as a book, a mini-book and a report) and eBook topical series, which continue on with a complex train of thought.

Precise or Loose Subheadings?

You can also decide if you want a topic outline or a sentence outline. If you want the eBook writer to follow your cues then provide more information by making a sentence outline. Including broad topics implies that you trust the eBook ghostwriting talent to go his or her own way and get to the point. Their final product may or may not match what you had in mind. This is why it's important to review samples and to work with the eBook writer that provided the samples. (Even if you don't know that writer by name, you still want to ensure "continuity" in personal voice and style)

Lastly, if you are taking full control of the outline for marketing purposes, remember to focus on the positives and the incentives when designing the table of contents. Name each section of text something interesting; a subheading that informs and teaches, and perhaps that is even slightly humorous, as this will help keep readers' attention. (i.e. "Lions, Tigers and Bears, Oh My!" would be very kitschy for a book on sports teams.)

If, in the end, you still find the whole concept of having to outline and map out a book overwhelming, a competent eBook writer can help you with this step as well. Sometimes it's best to just hire a competent writer with ample experience in the industry. You can simply send them your ideas and they will do the research needed to come up with an outline for your book.

How Long Should Your eBook Be?

One of the most asked questions when it comes to eBooks is, just how long should your eBook be? And the answer is that “it depends”. It depends on a great many factors such as what your subject is, who your audience is, and if your eBook is free or if customers are paying for it.

Topics Determine eBook Length

Before you begin your eBook writing, you need to know what your topic is going to be. Simple topics often mean shorter books and it is as simple as that.

- How much expertise do you have on the topic?
- Do you have a lot to say or are you just covering the basics?

Writing a detailed book on climate change analysis is obviously going to need to be longer to adequately cover the entire topic, as opposed to an eBook on the latest celebrity gossip.

Next, you need to know your audience and their attention spans. The younger the age of your audience, typically, the shorter the attention span, though there are more factors to consider. The attention span of the average person today is shrinking, and this may be attributed to the fast-paced online world where new information is constantly being turned out. Of course, if you have highly interesting material, you can certainly have more pages. Think of how long people pay attention at the movies. Three-hour epic battles do grab attention, right? (Though we must admit the visuals are usually what brings in ticket buyers...hint, hint!) This is also one of the reasons that an attractive eBook cover and images throughout are so important: to hold your audience's attention.

The purpose for your eBook is going to play the biggest role in determining length. Typically, you wouldn't give away a 200 page book for free! (That's a really expensive free gift.) The rule of thumb is that a 5-20 page eBook is a decent length if you are using it as a promotion, that is, giving it out to your audience for free.

Offering free eBooks is a wonderful way to get people interested in your services, give them a taste of what is to come in a purchasable eBook on your site, or to get more subscribers to your newsletter. Using an eBook to get people to check out your services and perhaps make future sales is worth giving away a small eBook as an investment.

The Average Size and the Niche

From 30 pages to 100 pages—that is the “average” size for most eBooks for sale online. This is usually long enough to be impressive but short enough to keep your audience enthralled throughout. Books longer than this size can sell, of course, especially to niche markets hungry for information, or if you are doing a true story type of book.

Finally, the last major decision in choosing how long you want your eBook to be is in determining just how much time you want to spend writing it, or just how much you are willing to pay an eBook writer. Writing the book yourself has the advantage of it being free (except for your time), but going with an eBook writer comes with a number of advantages too. You can get advice on the length that your eBook should be. You can save time, but you can also save money by buying an eBook package, which



includes everything you need such as images and cover. You can even get your book typeset so it will appear much more professional if you sell through a printing service like CreateSpace or Lulu.

There is a lot to consider when deciding just how long your eBook should be. Know your subject, know your audience, know its purpose, and decide if you want to write it or let an expert do the work. Once you know these details, you can make an educated decision.

The Benefits of Buying “eBooks To Go”

“eBooks To Go” is the onsite eBook store of Words You Want. eBooks To Go includes pre-written eBooks that clients can purchase and start selling right away. While you do not get to choose the topic and the outline like you would on a custom book, you do have the opportunity to purchase an eBook package that is ready to start selling instantly. When you purchase from the eBooks To Go store, you will be the only owner of that eBook and you are purchasing all of the rights to it. Once you purchase the book package, it’s yours forever and you can do whatever you would like with it. No other copies of the book will be sold, so it’s not like purchasing a PLR book where the same product is sold multiple times over and over and can be found all over the web.

Words You Want developed the eBooks To Go store because we have clients that aren’t particularly picky on the topic, as long as it serves a purpose for them. We write several books on dieting, relationships, marketing and other business topics. Many of these topics align perfectly with the topics are clients are interested in.

Visual Effects

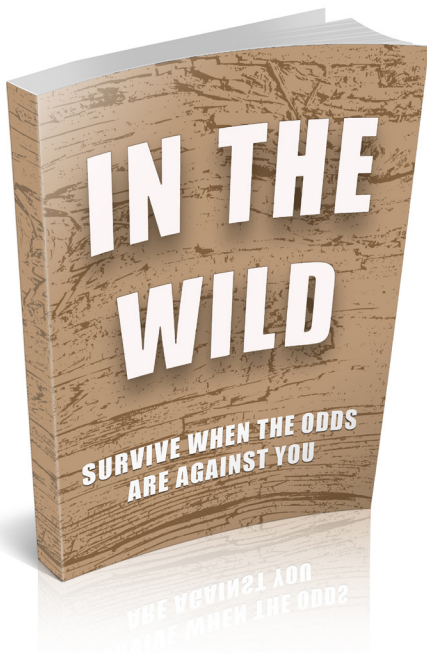
“Don’t judge a book by its cover!” How often have you heard this expression before? It means, of course, not to judge something based on outward appearances since the inside may be infinitely better. In fact, you may have missed an opportunity by judging something on looks alone. So why bother with the cover of your new eBook then right?

Rethink that idea for a moment. It is so popular because it is a reminder not to judge from the cover—because that is precisely what most of us do! If an image catches our eye we stop and look, that is human nature. Having a fantastic looking eBook cover and images inside can really help sell it. And remember another much used expression: “A picture is worth a thousand words”!

The Importance of a Cover

Many people think that since the eBook is online that it simply doesn’t need a cover, but this couldn’t be farther from the truth. The cover of your eBook, just like a physical book, is the book’s first impression. A really well done book cover acts as an enticement, making people want to see and read more. Sure, you may have a wonderful eBook about ten great vacation destinations, but the title won’t pull people in as much as a picture of a couple basking in the perfect blue waters of a sunny palm tree lined beach. Even now, my words may fill your head with a great image, but they would be more impacting if there was a picture to go along with them. This is why images throughout your eBook are also important.

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CHAPTER 2

Marketing & Publishing Your eBook

There are so many options now available for eBook publishing it's hard to keep track! One thing is for sure when it comes to eBook marketing: don't limit yourself. However, your audience wants to read the book is fine by you, because everything in the marketplace is about their satisfaction.

Write a Book for Your Readers

Stop thinking in terms of publishing. The truth is you're not writing a book for an agent or an editor. You are creating a book directly for the consumer. Instead of worrying about what you think is appropriate, worry about what is convenient for search traffic. The majority of your audience is going to come from an online source. So let's consider some of the selections that await you.

Do you want to publish your eBook and eBook cover in a physical form as well as an online world? Then opt to print your own on-demand book, available from such companies as Lulu, LibreDigital, Smashwords, CreateSpace, INscribe Digital and Ingram Digital. Naturally, not all eBooks will need to have an in-print option. Some books will only merit an eBook printing, while others may be complex enough for a library or bedroom read.

Multiple Options to Choose From

You can also decide the appropriate format of your book. While there are some books available in DOC or HTML format, the most popular form for eBooks today is a PDF file. These files can be easily read on a variety of multimedia players and viewers, including portable systems. PDF files can also come in landscape mode, portrait mode, and keynote format. However, some other formats worth noting include the one offered by Kindle, which is in MOBI format, as well as an ePub format appropriate for iPad or Nook by Barnes and Noble.

Don't underestimate the popularity of eBooks. While reading an eBook on a computer monitor may not be appealing, many people use smartphones and other portable devices to kill time. You should also decide if it's worth paying slightly more to include photographs and an eBook cover design. (Covers do grab attention!)

Last but not least, why not consider creating an audio book? The eBook you buy or create may also be of great value to people who prefer to listen to their educational materials or entertainment on the road, on the way to work, or while relaxing. Sometimes a person is in the mood for a good read, and sometimes it's appealing to have the words read aloud.

The point is, study your online audience by way of comparison research (looking to see what your competitors are doing) as well as other methods (such as web analytics) and determine the best opportunities for mass marketing. Ideally, you want a huge following to discover these eBooks to go, so you want to make your eBook packages as accessible as possible.



Creating Bonuses that Help Sell Your Product

“If you act right now we will throw in this free item!” You may have heard this booming out of your television set before as you watched an infomercial. Those extra little “bonuses” really do make the company’s products hard to resist. While you don’t quite have to go to that much of an extreme when selling your own stuff, creating bonuses can really help you sell your products. One of the best bonuses you can giveaway online is that of a free eBook.

Incentives Always Help!

There are many things you can offer, such as discounts on your other products, special promotions, or physical items such as pens (though the shipping can get expensive). However, the eBook is something that really stands out today. Many people have e-Readers, and love nothing more than getting a free eBook to read while waiting at the bus stop or at the office. Even those on their desktop computers can enjoy a free eBook, especially if it is on a topic they really want to learn more about.

There are lots of ways that you can use a free eBook to your company’s advantage. If you have eBooks for sale, you can offer the “bonus” of the first chapter for free. This can help hook your customers, as they will want to see the rest, and may just end up ordering the whole book from your website. This is basically like all those “free trials” you see on other websites that allow customers to try out a service, but instead of a service, you are allowing your customers to try out your product, which is your amazing eBook writing.

More Creative Ideas in Marketing

Another good idea is giving the book away on another website. This will increase your own website traffic, as people click the link to see more about the free offer. You can also put an ad for your company inside the eBook, so you will stay fresh in people’s minds. This works especially well when done on shareware websites or free sample products.

What about a contest? Yes, a contest is a great way to draw a lot of traffic to your website. You can have the giveaway be for a copy of your eBook (which is typically paid for). This will get your product and your website a lot of exposure, please the winner, and perhaps have the non-winners jealous enough to just buy your product outright. Pull in more traffic by listing your contest on social media websites, sweepstakes websites and freebie websites again. This is also a great way to boost your newsletter subscribers, if signing up is required for winning the contest.

Now that you know how to make an eBook a bonus on your website, you’ll want to know how to make it a truly good bonus. First things first, you’ll want to be sure it is well written. If you aren’t the writer type, you may want to consider hiring an eBook writer. This will get you professional results worthy of being a “free prize”. By going with an eBook ghostwriting company, you can also get perks like a well designed eBook cover or perhaps even a fancy new 3D eBook cover.

EBooks are a great bonus that can really help drive traffic to your website and help sell your products. Bonuses are always liked, and can really help give your customers that extra nudge they need to take out those credit cards and start buying!



4 Helpful Marketing Tips

Well that was fun! You've finally finished your eBook (or perhaps bought one, the most time-efficient way to do it) and now you're ready to start marketing it. Where do you start? It's not going to be a downhill effort, since there are literally millions (if not billions) of authors that already have a book for sale. You know, someone once earned fame for saying "to the making of many books there is no end," and that was in the B.C. era! Just imagine what that fellow would think of the proliferation of eBooks for sale today!

The eBook Writing is Your New Product

The challenging thing about this process is that the commercial eBook IS your product. Whereas free eBooks are merely tools to promote the company, when your objective is selling an eBook to your customers, your goals change. (Although you may want to still throw in a company plug in the book!) You have to treat your eBook as the ultimate problem solver—not your products or services. While your products are still the main point of your business, for the time being, you must shift all of your attention over to the eBook.

So, to some extent, the same lesson applies for selling eBooks to go as would selling your products. You must research a market. You must create content or copy that sells them a market. Once you figure out who is most likely to buy your book, you will have figured out an essential part of the campaign.

Now the question is, how can you get their attention? Let's focus on four important tips.

1. Search Engine Optimization (or Search Engine Marketing)

Regardless of whether you pay for links or create content for organic searches, the point is the same: target keywords and give your readers a reason to click. SEO is the most cost-efficient way to do this, as you can maintain your web pages for years on end. You also get to focus on the eBook writing itself through SEO articles, web articles, blogs and magazine articles.

2. Social Media Solutions

Everyone is using a social media sites these days, so why not take advantage of this by making your book available on social media? This is not to suggest that you should hawk your book out in public. Instead, just engage in conversation and share your expertise. Eventually, your audience will find the eBook writing on their own.

3. Email Lists

Email solicitation is an effective way to sell eBooks on the go. Simply collect email addresses and create auto responder software to send out newsletters detailing the benefits of your eBook, as well as other helpful information. (Newsletters are a combination of original material and solicitation for another product.)

4. List Your Book for Sale at Appropriate Sites and Stores

Many sites and stores will allow you to advertise a book, so as long as the book fits in with their theme. You could also inquire about bookstore placement (if you have a print copy as well, or if the bookstore accepts PDFs or other formats) and eBook reviews from noted online critics.

CHAPTER 3

Selling Your eBook

By now you realize the tremendous advantages of eBook writing for your company. The question now is, should you give away a book for free (as an “incentive” to boost sales) or merely sell a book for profit and start upping your cash flow? Obviously, there is no “official” stance on this, but if you were to put on the mind of your customer, you might gain some insight into your ethical obligation.

How Much is Your eBook Worth?

If a customer is willing to spend money on the eBook, they have trusted you to a great extent, and expect you to deliver a product that meets with their expectations. Did you know that statistically speaking, most eBook readers do not ask for a money back return even if the company offers one? This indicates that readers merely want what they were promised by the eBook writer. If you deliver on your promises, and give them the information that they wanted, you can charge money with a good conscience.

However, if you scrap together a “cheap” book that merely copies Wikipedia articles and contains only “surface” material that is not of any deep value, well the reader is obviously going to feel cheated. And yes, he or she will probably ask for a refund.

Doing Your Readers a “Favor” with Information

This is not to say that you should refrain from writing “cheap” books entirely. If these products do contain some information, but not as much as a traditional book would, then these would be ideal “free products.” If the eBook writer is mostly discussing how great a company’s services/products are, “free” would definitely be appreciated. If, however, you go that extra mile and include multiple chapters of specialized information (and information that is not publicly known) then you have earned that commercial book’s price tag. Most readers will be happy to pay for it.

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Modern eBooks are indeed very handy products, as they can be taken anywhere thanks to new apps and portable devices. They can also be printed out with ease. The real question is, “Why aren’t you selling or giving away free eBooks?” This is a sales method that can really help you to connect with your audience. Fortunately, you have a choice in terms of price, so that you can continue to foster the relationships you build with your customers.



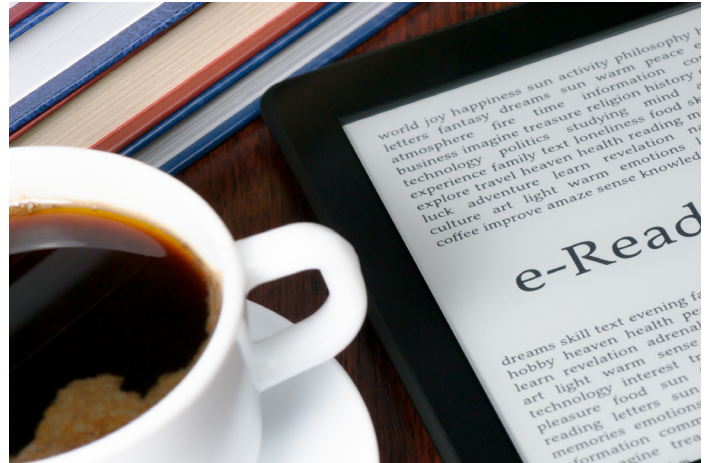
Tips on Crafting a Sales Letter

If you want to sell an eBook, then you can't just list it as "for sale." You must "sell the steak with a bit of sizzle", as they used to say. One of the best ways to do this is by crafting an excellent sales letter. A sales letter is the copy that describes the book, but usually much more is involved in crafting the message.

Creating the Vision of Success

A sales letter creates a vision of success, while also pointing out the mundane aspects of a world without success. An excellent method of persuasion is to associate your eBook and your knowledge with success. Create a problematic scenario and then show your readers that there is an easy solution available.

One common bit of advice you hear when dissecting eBooks or pre-written eBook content, is to "begin with the end in mind." You are not going for the sale upon a first meeting, and the sales letter is a virtual first meeting. You actually want to continue the conversation and this is your objective for the eBook you are pitching. An effective sales letter essentially makes an appointment for you, allowing you to resume the conversation inside the eBook. So determine the beginning and middle of the sales letter with the end in mind—the call to action, the final painting of a happier world that you want to give to them.



Tell a Story and Paint a Picture

When crafting eBook writing, try to keep the statements short, and break up the paragraphs as much as possible. Your readers like books that are well spaced, contain many graphics and that generally keep up with a short-attention span. Delivering a long and "dry" sales letter is not going to be very promising. Give them a preview of the book and show them that this information is going to be exciting, and life-changing! Sure, they know you're hyping it up. If you do it right though, they won't care. Enthusiasm is contagious, so as long as it's persuasive.

Most marketing experts have found that an effective eBook cover shown prominently throughout the page is a very effective technique. In addition, personal stories are VERY appreciated. People love the personal connection, especially if you are one of those men or women that have "learned the hard way." Regardless of creative presentations, remember that the point of the sales letter is to provide a solution to a problem. The problem is what you create, and it matches what your targeted demographic is probably feeling. The solution is your eBook writing. Be careful not to hawk products too early. For the time being, you are only trying to get that next appointment. The call to action statement is clear: buy the book for instant relief!

Selling Your eBook through a Service

When it comes to selling your eBook, you have a few options.

1. Sell on your own website. This requires hosting and a payment processor of some sort. Typically, you can simply set up a WordPress site and integrate PayPal.
2. Sell online via Amazon Kindle or similar marketplaces. This requires your eBook to be in the

Kindle Mobi format. Many eBook writers are able to help you with this conversion.

3. Sell online via Clickbank. While Clickbank was very popular in the past, it still has many benefits. You are still technically selling your eBook on your own website, but you integrate their payment and delivery processes. Another benefit to Clickbank was that they also handle returns and refund requests. They also offer your book for sale in their marketplace and other people can sign up to be an affiliate in which they also sell your product.

The method that you choose is really up to you and where your audience is buying. If your audience is all about reading on their Kindles, then it's a must to get in the Kindle store. Again, it comes down to where your audience is and what their habits are. This is key in successfully selling and marketing your eBook.

CONCLUSION

Thank you for downloading our eBook! This book was designed to share with you our best practice tips on writing eBooks as well as provide you with an example of our work. In this eBook you learned about the process of writing a book, whether you choose to write it yourself or hire an eBook writer. You also saw an example of typesetting and how it can turn an ordinary eBook into a print worthy book!

We hope you consider Words You Want to help you with your next eBook project. We offer a wide range of eBook services and also offer eBooks To Go so you can start selling an eBook write away.



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