

HOW TO WRITE AN EBOOK

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Introduction

Are you thinking about writing an e-book? You may think it is a pretty simple process. On the other hand, you might think researching, writing, formatting, publishing and marketing your e-book is incredibly difficult and detailed. The truth of the matter is, the reality of the situation is somewhere in the middle of those two schools of thought.

E-book creation and publishing is not as hard as some people make it out to be, but it is not drop-dead simple either.

The secret is to follow a proven system that has worked for others. That is exactly what you have in your hands. The roughly 4,600 words of information compiled here make up a step-by-step process that can take you from wannabe author to proudly published e-book writer. Here's a quick look at exactly what you will learn.

- How to choose the topic for your e-book
- How to research the smart way
- The "right" way to write an outline
- Tips on actually writing your e-book
- Smart and easy editing strategies
- Easy, headache-free formatting practices
- How to create a high quality e-book cover
- Where to publish for maximum exposure, sales and profitability



This book is broken down into the 9 sections listed above. Each of those packets of information can serve as a "mini guide" or standalone resource. If you are just having a problem in one of those areas, turn to that section for help. Followed step-by-step, from beginning to end, all 9 of those sections can take you from unpublished writing hopeful to published and profitable, in the shortest amount of time possible.

Choosing Your E-book Topic

Believe it or not, this is one of the harder steps of e-book creation for some people. They just can't seem to pick a topic. They have the ability to write, and they know it. They have looked into how to publish and where to publish, they know what to charge and how to handle marketing, but they just can't get started.

This is sometimes because they toss around several different e-book topics in their mind, and can never seem to settle on one. They obsess that they will choose the wrong idea, and end up investing what turns out to be a lot of wasted time. So instead of getting their first e-book under their belt, they end up investing all their time and energy upon procrastinating.

Either you have written a book before, or this is your first effort.

Either way, choosing a topic is important. Still, you don't want to suffer from analysis paralysis and eventually did nothing. Let's look at a few ways you can ensure you choose a topic where there is a lot of demand, and a field where people are already purchasing e-books by the droves.

Start with You

Think about your experiences. Of the more than 7 billion people on the planet, you're the only "you" out there. Your style, your personality, the things that happen to you in your life are all unique to you. Your skills, perspectives, personal resources, knowledge and collection of failures and successes are all excellent sources of information for an e-book.

What Are Your Customers Asking for?

If you have current clients or customers, what questions do they ask over and over? Check out the comments section of your blog. What are people asking for help with?

Webinars, tele-seminars, coaching and consulting calls, group classes and one-on-one experiences with your customers can reveal a lot of possible topics you could write about. An added bonus here is you know you have a prospect pool of people that are ready to buy your e-book when it is finished.

What Are You Good at, and What Do You Know a Lot About?

Everyone is good at something. Most likely, whether you believe it or not, you are excellent in some way. You also know more than 99% of the population about a particular topic. This knowledge may seem commonplace to you, but it is not. If you are better than someone else at anything, that is something you can write about.

If you have a wealth of knowledge in any area, that could be your topic. If you already have blog posts or webpages full of content about a particular endeavor, process, resource or ability, not only have you found your e-book topic, but all of the writing is already done for you.

Let Amazon Prove/Disprove There Is a Viable Marketplace

The previous 3 tips on choosing an e-book topic should have left you with a lot of ideas. List them in order of importance, starting with the subject you would like to write about most. Head over to Amazon's Kindle section.

Type your first e-book subject idea into the Amazon Kindle search box. If you have decided to write about catching yellowtail catfish, search for "catching yellowtail catfish". Make sure you have the Amazon search filter set to "sort by relevance". Look through the results.

Are there a lot of listings? If so, this means your e-book idea is potentially profitable, and definitely popular. Look through all of your possible subjects until you hit upon one that you are interested in writing about, and that also has a built-in Amazon marketplace that is buying a lot of similar books.

Amazon sells more e-books than anyone. So it makes sense to use the company's powerful e-book search engine to help you find a writing subject. When you decide where to publish your e-book (more on that in the last section of this report), Amazon is going to be your number one choice. Guaranteeing that there are already people out there waiting for the release of all of your hard work is a smart way to narrow down your list of ideas.

Researching Your eBook

Great! You have chosen a topic to write about. Now you need to know what to leave in, what to leave out, and what people are looking for regarding your subject. That means your next step is that cringe-inducing word called...

... Research!

Don't freak out. You're not going to be spending a lot of time in this area. Chances are you already know a lot about your topic. That means you know the basics of your subject. The problem is, you probably have way too much knowledge to include in your e-book. If you are producing an information product, shorter is usually better.

People purchasing "how-to" information want absolutely zero fluff. They only want a process explained clearly and simply, including actionable information that can solve a big problem or answer a big question. This means your e-book will almost always be less than 20 or 30 pages long.

If you plan on writing "The Definitive Guide To" something, your e-book will be much longer. In either case, handle your research in the following manner.



Head Back to Amazon

Type your chosen e-book subject into the Amazon search engine once again. On the left-hand side of your monitor you can scroll down and filter the results by rating. Select the "4 stars and up" filter and look at the results. Find a book that has lots of reviews, and click on its title.

As you probably know, every e-book listed on Amazon allows you to preview it.

On the upper left portion of an e-book's sales page you will see its cover picture. Right above that is a clickable button that says "Look inside", and it's accompanied with a blue arrow showing you where to click. Clicking there shows you the first few pages of that book.

You can also read the ***Table of Contents***.

This is incredibly powerful and free information. If you have chosen an e-book with a lot of positive reviews, it is selling very well. The reason why it sells well, and has a very high customer satisfaction rating, is because it must be delivering the right kind of information that people are looking for regarding the subject you have chosen. Write down the chapter titles, headings and subheadings that are relevant to what you're going to write about. Follow this same process with other books that cover your e-book idea.

What you have in your hands is potentially profitable research. These are the topics and ideas you need to write about.

Obviously, it is wrong to simply copy and paste those chapter titles. However, your intentions are not to plagiarize, but to get an idea about the things you are going to be writing about that will appeal to potential customers. This is the information that will serve as chapter titles and section headings for your book.



Other Sources of Research

Yahoo Answers and Quora.com are question and answer sites. Searching there for your e-book subject reveals actual questions that people are asking concerning the topic you are going to write about! The answers to those questions are even provided. This is "done for you" research that guarantees there are people out there who will be interested about your finished product. Searching on Google for "_____ forums" is another quick and easy way to discover what people are talking about, and the questions they are asking, surrounding the topic you chose. Simply fill in the blank with your e-book subject.

Look at your Amazon research information. Add the info you got from browsing Internet forums, as well as the questions and answers on Yahoo Answers and Quora, that relate to your e-book subject. In just 20 to 30 minutes or less, you have more than enough information to decide on what different areas of your topic you will be writing about.

Outlining Your E-book

Take the chapter titles, headlines, sub-headers and questions you discovered in the research step you just performed. You should be able to find 20 to 30 really good, interesting, engaging subjects in that information. These are going to be the sections of your book.

Write them down, giving each a more enticing, engaging spin. For instance, perhaps a chapter title in a highly rated, best-selling e-book on Amazon was "Weight Loss through Better Nutrition". A catchier way to say the same thing would be "How to Eat Your Way Back into Your Bikini Body", or "Eating Your Way to a Slim and Sexy Waistline".

Take the 20 or 30 subject titles you come up with, and list them in the most logical order. ***This is the outline for your e-book.*** Add an introduction and a conclusion, and you have the framework for your e-book staring you in the face. If you did the research for your book in the way we suggested earlier, using this outlining process should not take more than 15 to 30 minutes.



Writing Your eBook

There are 2 ways you can handle this step. You can write your e-book yourself. You can also hire someone else to do it. For anywhere from \$150 to \$500, you can outsource the actual writing, and get it done by a talented freelancer at the following websites.

- Fiverr
- UpWork
- Freelancer.com
- People Per Hour
- Hire The World

Those are a few of the top freelancing hot-spots where you can get every aspect of e-book creation taking care of for you, from writing to editing, formatting and publishing, and e-book cover creation. You can expect completion as soon as 24 hours, and up to 7 days.

If You Handle the Writing Yourself

Look at your outline. This is the basics of your e-book. Don't think about the difficult process of writing your entire book. Focus on writing one chapter each day or week. You may have a lot of time available, or very near no free time each week.

How much writing you get done is up to you.

However, it is highly recommended that you ***finish at least one of your outline sections each week***. More is better. If you came up with 20 chapter titles in the previous exercise, and you can handle 5 of those outline sections each week, your e-book will be complete in one month! Figure out just when you want to be finished with your e-book, and then you will know how many chapters you need to write each day or week to make that happen.

The Power of the Dragon

Nuance Communications makes a piece of software called Dragon Naturally Speaking. It allows you to dictate to your computer, and is 95% accurate out of the box. If you are a slow keyboarder or typist, this resource can speed up your writing ability by 50% to 100%, or even more. You simply talk, and Dragon turns your speech into text. This allows you to focus on what you are thinking and saying, rather than physically having to type.

Steal Every Snippet of Time Available

JK Rowling wrote the first Harry Potter book 10 and 15 minutes at a time. She wrote on buses and subway trains, at cafés on a lunch break, and whenever she could "steal" even a few minutes of time. By doing this, she ended up writing several hours each day, even though she never would have been able to write that long in one session. If this strategy worked for the best-selling author of all time, it can work for you too.

Keep a Voice Recorder Handy

Digital voice recorders are a writer's best friend. Whenever you come up with an idea to write about, speak it into your recorder. There are versions that are about one half the size of a typical cell phone that record several hours of speech. If you don't have the resources or opportunity to physically write or type, this is a great way to record your thoughts when they come to you, anytime of the night or day.



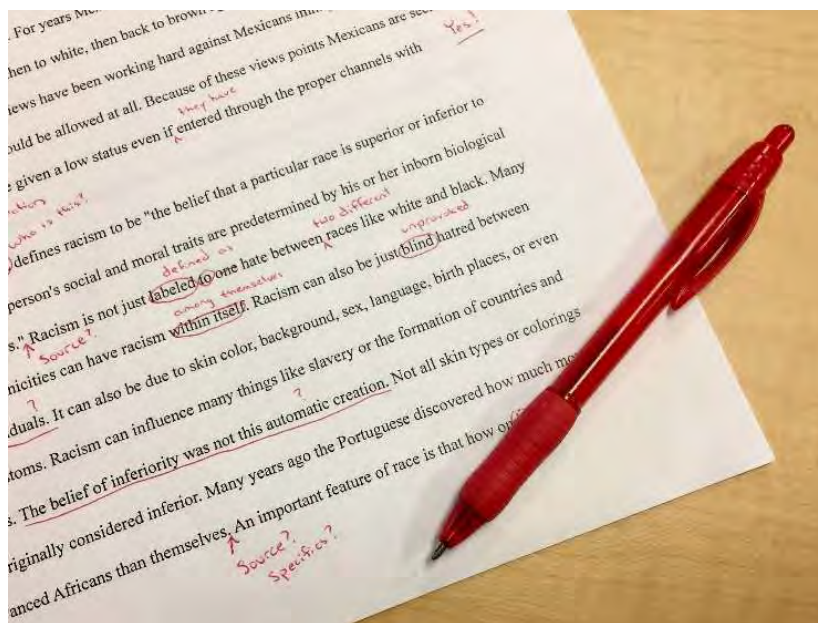
Editing Your eBook

If you have not finished writing all of the content you will include in your e-book, do that first.

When it comes to editing the most important step you can take, one that can make the difference between serious sales volume and no sales at all, is choosing a great title.

When you were doing Amazon research earlier, you probably came across a lot of "stinker" titles. You also no doubt encountered some that were crafted so well, they made you want to buy the book. This is proof in itself that you can have the greatest information in the world inside your e-book, but if your title is horrible, your sales will be as well.

Here are some quick and simple, proven copywriting tips and strategies which ensure you come up with a click-magnet title.



- **Include numbers**, and don't spell them out. "Facebook Pay per Click Advertising Mistakes" is nowhere near as engaging as "Top 10 Facebook Pay per Click Advertising Mistakes".
- **Talk about benefits.** The words simple, fast, quickly, easy, overnight and automatic imply benefits. If you are writing about weight loss, adding "In Just 21 Days" to your title (as long as that time period or some other is applicable) instantly makes it more appealing.

- **Look at the chapter titles you discovered in your Amazon research.** Reading through them can give you an idea for a title that will guarantee sales.
- **Use "How To" to start your title,** include a number, and a short but achievable time-frame. "How to Write and Publish a Profitable E-Book in Just 21 Days from Start to Finish" is a very appealing e-book title.
- **Always add a sub-title.** A great subtitle for the tile just mentioned would be "Even If You Have Never Written Anything Longer Than an Email".

Here are a couple of great headline writing resources:

- <http://coschedule.com/headline-analyzer>
- <http://www.aminstitute.com/headline/index.htm>

Editing Means Reading

You have come up with a can't miss title, and you have written all of the chapters, introduction and conclusion of your e-book. It is time to start reading. Before you begin editing, take a couple of days off of writing. Don't think about the book. Let your mind focus on life, and anything else other than your writing project.

Now come back to your e-book.

Just start reading. As you go, you will notice words, phrases, paragraphs and sections of text that you thought were excellent earlier, and realize they just don't work. This is what editing is about. Highlight them for removal or editing later, and do this with your entire book.

When you are done, go back and make the necessary changes. You can also do this on a chapter by chapter basis if you do not have enough time to handle the entire process at once.

Put Your Friends to Work

Having other people read your e-book, especially those who would be interested in the topic, is an editing practice that the professionals use. You can read through your own work a dozen times, and you simply won't perceive it the way someone else does.

You can also reach out to your current clients and customers, and offer them a free copy if they give you honest editing advice.

Read Your Book Out Loud

This is a strategy the world's wealthiest and most successful copywriters use all the time. You will be amazed at the problems you can spot when you read your content out loud, that you just can't see when you read your book on a monitor. This is a huge help when trying to spot problems with how your content flows.

Formatting Your E-book

Formatting your e-book can be a nightmare. There is so much to consider. Are your images going to show up right on a mobile device? Is your text size too big or too little, and have you chosen a font that is easy to read? How about your page breaks and chapter breaks? Do they provide an easy reading experience?

In almost every case, you are going to be publishing your e-book on Amazon. It is free to do so, and the world's largest online retailer does such a good job at promoting your e-book, it just doesn't make sense to skip this step. Check out the Amazon guide to formatting for Kindle at <https://kdp.amazon.com/help?topicId=A17W8UM0MMSQX6>.

That is a one-stop resource which spells out every step of the process.

Fiverr and other top outsourcing and freelancing websites mentioned in the section on writing your e-book are lifesavers for this step. Seriously, formatting can drive you batty, especially if you are not the most technically inclined individual. For a surprisingly small amount of money you can hire someone whose specialty is formatting e-books, and you would be surprised how little you have to spend for that expertise.



There are freelancers on Fiverr that do nothing but format e-books! The same is true with the other freelancing sites we mentioned earlier. Just to keep you from having to find out where they were mentioned, here they are again. (It is highly recommended you have someone else handle this detailed, in-depth and lengthy process.)

- Fiverr
- UpWork
- Freelancer.com
- People Per Hour
- Hire The World

In the very last section of this e-book, you will choose where you are going to publish the culmination of all your hard work. In most cases, the EPUB format is the system you will be using to qualify for publishing on those sites. If you decide to go it alone for this daunting task, stock up on your favorite headache pain reliever and check out the "Smashwords Style Guide" offered for free at Amazon.

This is a must-have resource for formatting an e-book. At 130 pages it is an exhaustive how-to lifesaver that covers anything and everything you need to know about formatting your e-book properly so that it gets accepted for publishing on Amazon and the other top e-book selling sites.

Pricing Your E-book

Pricing depends on a lot of factors. At Amazon, your commission structure depends on how much you are selling your e-book for. If you price your e-book between \$2.99 and \$9.99, you can qualify for the 70% commission rate. However, charge between \$0.99 and \$2.98, or \$10.00 and \$199.99, and you only qualify for a 35% commission on Amazon.



Barnes and Noble will pay 40% as opposed to 35% in the same situations as Amazon, and 65% where Amazon pays 70%. The Apple iBookstore doles out 70% regardless of your price point. (The last section of this e-book covers the top publishing websites where you need to be selling your product, as well as the commissions they pay.)

Understand Your Market and Competitors

Look at the competition. Find e-books on Amazon and Barnes and Noble that are similar to yours. What do the price points look like? You should understand your market as well. E-book buyers on Amazon flock to the lower price points (\$2.99 and lower). With Barnes and Noble and Kobo, price doesn't seem to matter as much.

Length Really Does Matter

If your finished product is under 50,000 words, you will have a hard time getting more than \$2.99. Your price point should be dictated by what you are writing about, as well as the people that are going to be buying it, but the length of your book is extremely important too. If your book is decidedly shorter than 50,000 words, aim for the \$0.99 price point at Amazon, and the \$2.99 slot elsewhere.

The Type of Information You Are Selling Matters

Information products in e-book form sold on websites like JV Zoo and ClickBank routinely go for \$27, some more and some less. Alternately, you will probably never find an e-book with that type of price tag on Amazon, unless it comes with hundreds of dollars of free bonus material. Also, how-to books that solve important problems or deliver incredible results will attract more money than fictional romance novels and mysteries.

Remember You Can Always Change the Price

Don't let this be a big stumbling block for you. Slap on a price tag after doing some competitor/market research, and move on. **It is very simple to change the price in the future.** This is the easy part. You have done all of the hard work. You are extremely close to actually having your product online and available to anyone in the world with an Internet connection! Do a little research, use the advice above, and choose a price. You can always change it later.

Creating an eBook Cover

Getting graphics designed for your e-book cover can be a challenge if you're not a designer or you don't have a copy of design software like Photoshop.

I like to use [Graphix Creator](http://jonallo.com/graphixcreator) (<http://jonallo.com/graphixcreator>)

It allows you to create your own professional 3D graphics very quickly - and no Photoshop skills are required! Its cutting-edge technology quickly creates stunning and realistic graphics such as:

- Hard cover e-books
- Paperback e-books
- Reports
- Magazines
- Spiral bound reports
- CDs
- DVDs
- iPads
- Binders
- Boxes
- iPhones
- Laptops
- Roll-up banners
- and more...

All graphics are created in 3D and 2D photorealistic mockups. And the best part is you don't need Photoshop and you don't need design skills.

You could even use it to create 3D graphics for other people and make some extra cash!

Distributing Your eBook

If you followed the outline in this special report, you have your e-book created. It has been formatted, you have chosen a niche or micro niche that you know is popular, and now all you have to do is distribute your creation. You have a lot of choices here. There are dozens of Internet marketing forums, online retailers and book-specific sites where you can distribute your e-book.

So, where should you begin?

Probably the easiest way to begin selling your e-book, and maybe also the quickest, is to offer it on your website or blog. Microsoft Word, Open Office and all the other popular word processing software suites offer about a 3 click process for saving text in a PDF file format.

Then you simply create a sales page, download page and thank you page, and deliver the e-book as a PDF file. WordPress is the top blogging platform by a wide margin. WP makes it easy to deliver a PDF file to your customers, and the other major blog and website creation platforms are just as easy to use this way.



Let Amazon Handle the Selling

Amazon is the largest online distributor of e-books. When you publish through the Amazon website, the company works very hard to get your e-book noticed. As with other e-book selling websites, Amazon has a publishing system which is unique.

Whether you tackle the process yourself or hire a freelancer from Fiverr, Odesk or one of the outsourcing websites mentioned earlier, you definitely need to be on Amazon. Royalty per sale is 35% to 70%, depending on your price point and other variables. When you work with Kindle Direct Publishing, your e-book can be viewed on Kindle e-readers, as well as computers and smart phones through the free Kindle application.

NOOK Press

NOOK is the name of the popular Barnes and Noble e-reader. Within 72 hours of submission, your e-book could be up, online and reaching millions of readers with this process. As with Amazon, it costs absolutely nothing to upload and publish your material.

Barnes & Noble provides marketing advice, a writing community, an email-based help line, and integrates easily with PubIt! if you already have an active account there. Selling through NOOK Press means a commission of 40% to 65%, and similar to Amazon, your e-book will be available for purchase around the world.

LuLu

This is another great place to sell your e-books. It is not nearly as far reaching as Amazon or Barnes & Noble, but can be an important source of income nonetheless. The company offers a simple 3 step process that shows you exactly how to download and format your manuscript, and save it as an EPUB or PDF file.

The company sells your e-book through the LuLu website, as well as on iBooks, Amazon, Barnes and Noble and Kobo. Commissions range anywhere from 35% to 80%, depending on where a sale is made.

The following websites deserve serious consideration as well when you are deciding where to sell your e-book. The best advice is to use the 3 major players listed above, and as many of the following e-book selling sites as possible. (*Commissions listed could change at any time.*)

- Fiverr – 80% commission, \$5 selling price
- Kobo Writing Life – 70% to 80%
- Smashwords – 65% to 85%
- Tradebit – 70% to 85%
- BookBaby – 100%
- E-Junkie – 100%
- PayHip – 100%
- Scribd – 80%
- ClickBank – 50% to 90%, includes a marketplace where affiliates will promote and sell your book for you
- JV Zoo – commission varies, and like ClickBank, you can find plenty of affiliates that will promote and sell your book on your behalf

Each of the above online publishing experiences are different. Some provide tools to help you write, publish and market your book for free, and others offer paid services.

Putting It All Together

The best way to use the information in this report is to read through everything at first. That will give you a better "big picture" approach to the process you are going to follow.

Then return to the beginning of this e-book, and get started. When you follow a step-by-step process that has proven successful, like the one outlined here, the seemingly daunting process of e-book creation, publishing, marketing and profiting turns into a simple and easy to repeat process.

Good luck and let me know when you publish your first e-book!