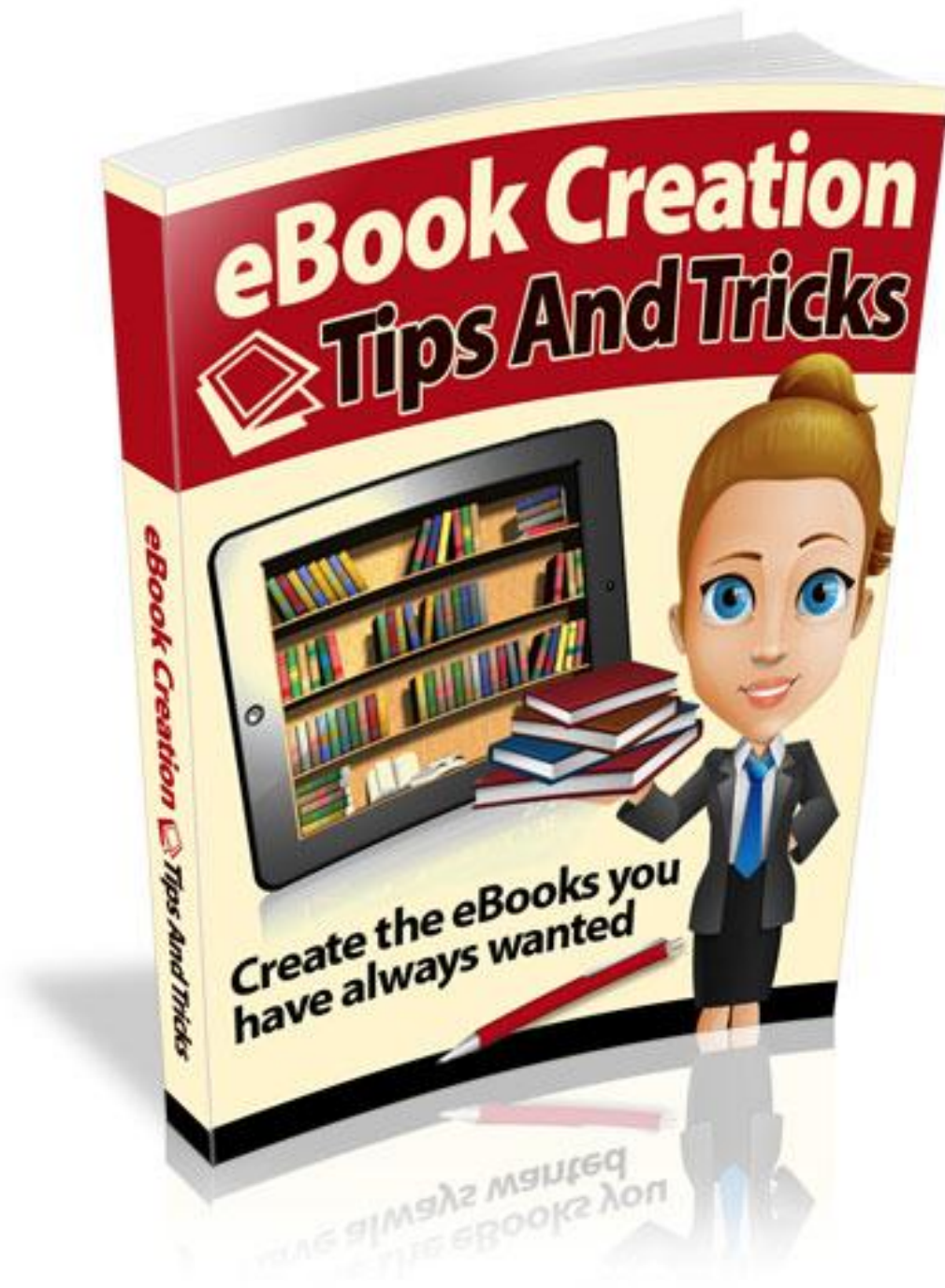


eBook Creation Tips and Tricks



Contents

What You Need to Know if You Are Writing an Ebook	3
Writing a Quality Ebook That Sells.....	3
The Biggest Mistakes Made When Writing an E-book	4
3 Key Ways to Promote Your Ebook	5
Great Tips To Write a Successful First E-book	6
Tips for Ebook Writers	7
Tips to Help You do the Research to Write Your Ebook	8
Tips to Write Your E-books First Draft	9
Good Reasons You Should Write an Ebook	10
Editing Mistakes You Should Recognize When You Edit Your Ebook	11
How to Avoid 3 Common Mistakes When Writing E-books	12
Avoid Ruining Your First Draft of Your Ebook.....	13
How to Create a Strong Cover for Your Ebook	14
When Writing an E-book Go Beyond the Obvious.....	15
5 Top Tips for Publishing Your Ebook	16
The 3 Stages of Launching Your Ebook	17
How to Use Social Media to Market Your Ebook.....	17
5 Sites You can Promote Your eBook for Free	18

What You Need to Know if You Are Writing an Ebook

Congratulations on writing your ebook. Please, don't act like it isn't a big deal, because it is. If this is your first ebook it's pretty common to be uncomfortable about marketing your ebook, so a common mistake is to launch without any 'fluff' or 'excitement.' Don't make this mistake!

Don't just put a new link on your blog and a couple of short, low key posts on your Facebook profile. You can have written the best book on the market, but if you do not promote it properly sales will wither and die. Besides, really – if you are not willing to take the time to market your ebook once you have completed the hard work of writing it, you've wasted all that time and your effort is for nothing.

You should be proud of your accomplishment. You are right? Then start to act like what you've done matters to you. If you aren't feeling proud about what you have written maybe it isn't ready for the market. Maybe you need to go spend more time writing it.

Get busy mixing up your promotional marketing messages – there are all kinds of ways to promote your ebook including your blog, Facebook, Twitter, Tumblr, Google+, other social networking sites, email, and the list goes on. Take the time to seek out as many valuable sources as you can. If you are selling your ebook on Amazon, give it away for a period of time to create a buzz.

Do not ignore the power of the social market. Even when your readers know you already, it does not mean that they trust that this ebook is good. Only once that first review is in, they will begin to consider the idea that the ebook is good and the more reviews you have, the more confidence will be established about the quality of the ebook.

You can send out copies for review to bloggers that fit your niche before your book goes to market. That way you will already have some reviews when your ebook goes to market. Add a couple of these positive reviews to your sales page to really enjoy the benefits and if you can add a photo of the reviewers that will add additional credibility.

You've put a lot of time and effort into writing a quality ebook, give the marketing the attention it deserves so you can reap the benefits of your hard work.

Writing a Quality Ebook That Sells

These days it's pretty easy to be an author. No longer do you have to send off a manuscript to a publisher and hope they choose your book out of the thousands submitted yearly. Nope – you can write whatever you want and self publish it on many different sites, with Amazon being one of the most popular. But keep in mind being an author and publishing has become easy, but that does not mean you are going to sell your ebooks. So what can you do to make sure your ebook sells?

One of the things you should do is let who you are shine through. This will help you to add more depth to your ebook and not duplicate so much from others. We aren't talking about plagiarizing, which is completely illegal and should never be done. But the reality is concepts can be similarly presented. The bottom line is that there are not many books being bought just so someone can be informed. You can do that for free thanks to the Internet.

To get a person to buy a book in addition to teaching them something you need to inspire, captivate, challenge and entertain them. They want to get their money's worth and the want to make sure the book is worth reading.

You can do this by letting who you are shine through in the book. You can add your own quiriness or your own sense of humor. You can share your personal opinions and ideas and you can allow your reader to feel like they are getting to know you and what you think.

Make sure you write enough so that your reader feels like they are getting enough material for their money. This does not mean that you should just write to fill the space. A good writer will be able to add value while ensuring they create an ebook that is long enough to tempt readers to make the purchase. You want your readers to be satisfied with your book and the information they are getting. They won't be if you cut it too short, if you give them a little information on a subject or point but not enough to leave them feeling satisfied. This certainly is a balancing act and you'll need to decide what the right balance is.

Bottom line – if you want your ebook to sell you need to be prepared to write something awesome!

The Biggest Mistakes Made When Writing an E-book

While it might appear that writing an e-book is an easy undertaking, the reality is that the majority of e-books are awful – embarrassing if you will. That's because most people who undertake writing an e-book haven't any idea how to write anything and they don't have the support of a publisher. We're going to look at 4 of the biggest mistakes made when writing an e-book. Now you can avoid making these awful mistakes.

#1 Writing About a Topic You Know Little About

If you are looking to create a top-notch e-book – a premium e-book – you might be tempted to pick the current 'hot topic' because you believe that's where you will be able to make the most money. When you are creating your sales page you might be tempted to do the same thing – create your pitch around a merging topic. This is especially a mistake made by those who are selling on Amazon because they think they have to be in one of the popular categories.

Instead write on a topic you know something about. Your e-book will be a better quality and you will save tons of time on the research. Plus, you will have an audience ready to go.

#2 Write an E-book on a Topic You Think Your Audience Needs

This is a common mistake. You recognize a topic that you think your readers need to know more about so you write the perfect e-book for them because you want to help them. Sounds smart but most times it backfires because what you thought they needed isn't actually what they want.

Instead, run a survey and ask your followers and readers to pick from a list of e-book topics. This will tell you if you are guessing correct about what you think they need and if you are wrong you can adjust and write on something that they are looking for.

#3 You Think Like a Writer Rather than a Publisher

It takes more than deciding what you are going to write to be a successful writer. You need to be writer, publisher and marketer. Yet, most writers don't think past what they are writing.

Start drafting your sales page before you even begin to write your e-book. Your sales page should make your e-book sound inviting, interesting and useful. You can use this pitch to drive your writing as well. Make sure that you are always wearing all three hats.

#4 Starting to Write – Leap Before You Plan

You have your topic and so you start writing. The trouble is you are going to find yourself in trouble before you know it because you lacked the planning stage.

Start by planning your e-book before you begin to write. Have a clear outline with each chapter title and then a breakdown of content.

Now that you are aware of these 4 big mistakes you are ready to avoid them right?

3 Key Ways to Promote Your Ebook

You have written a darn good eBook – but now what? How are you going to get it to market and start to make some money off your creation. There are plenty of things you can and should do to assist in marketing your eBook, but right now we are going to look at 3 key ways to promote your eBook.

The good news is that production your own eBook and never been easier. The bad news is promoting it has never been harder. There is so much noise and clutter online that it is hard to get noticed among the competition and everything else that is going on. So, if you have finished writing your eBook celebrate and then get to work promoting it. These 3 key ways will help a great deal!

#1 Create a Little Buzz

You need to create some buzz around the eBook you are bringing to market. Take it to social media. There is a huge social network out there. Learn how to build your brand, engage your viewers, and use

Twitter, Pinterest, LinkedIn and Facebook effectively. It's very important to the proper promoting of your eBook. You should start a few weeks before your book is actually finished. Let people know how its going, when they can expect your book to be on the market, where they might find it, etc. Make sure to be promoting your eBook 24/7.

#2 Get Some Pre Release Reviews

Reviews of your eBook are essential. Don't wait until it's on the market. Start early. Release your book to a handful of blogs, magazines, etc. ask them to read it and review it. You can do this through Net Galley while keeping your PDF file safe and secure, but accessible to the reviewers. Once your book is released encourage readers to leave reviews where ever possible – it might be on the site where you are selling your book, it might be on social media, it could be a blog – you get the idea.

#3 Make Sure You Have a Publication Date

Far too many authors, both of regular print books and eBooks use the day that they send the book live as their publication date. This can really make your launch frustrating. To give your book a much better start and a much better chance at being successful, your publication date should actually be about 6 weeks after your book goes live.

Great Tips To Write a Successful First E-book

Writing an e-book can be life changing. It can generate a continuous stream of income for you. Taking the first step can be scary, but it doesn't have to be. Whether your goal is to create a career writing e-books or create a secondary income stream, it's not as difficult as you might think.

Many writers are quick to realize that there is an income potential present, but just as many have not yet started on their e-book project. There can be a number of reasons for stalling, but one of the biggest is thinking you won't have enough time. Don't worry, you really can make the time to make this happen if you truly want to earn money from your e-book. The second most common complaint is coming up with a topic for your e-book. The most common mistake is for a writer to pick a topic they believe will be popular rather than doing some research to see what the market wants. Here are 3 tips to get you started in the right direction.

Tip #1 Consider the Blogs and Books You Read

If you are trying to decide what type of topic you could write – what topic you have enough knowledge in, have a look at what type of blogs and books you read, what type of magazines you read. This will give you a good idea about what topics interest you and a good place to start.

Tip #2 Do Not Follow the Path the Money Takes

Certain topics seem like a great choice because they are doing well, there is a demand for them and that means there is money to be made. Don't write a book because you believe it's going to make money. There are so many things that can go wrong with this philosophy. There might already too many, it can be a specific author that's selling, it can be a temporary market increase. There are many reasons why you might not also enjoy the success.

It is much better if you choose a topic that you have good knowledge on and that you would like to write about. This will save you a great deal of time researching and increase the likelihood that you finish writing the book and have the opportunity to enjoy its success.

Tip #3 Take Advantage of Your Current Audience

Do you have a newsletter? Maybe a blog? If you do you are ahead of many others because you can tailor your e-book to this existing audience that you already have. This can be a great place to find ideas that will work.

These three tips are a great start for your e-book. So what are you waiting for? Start writing.

Tips for Ebook Writers

Whether this is your first ebook or your tenth ebook most ebook writers can benefit from these three key tips and most of us are not aware of these three key points. Are you ready?

#1 When You Edit Examine Widely

When you begin to edit your ebook have a broad mind not a narrow mind. If you are busy looking too narrowly you'll catch the missing comma, but miss something really important. Focus on macro detail not micro detail. When you focus on micro details you are likely going to miss major issues within the book. For example, you'll be worried about minor grammar errors when really you should be thinking about rearranging content or moving chapters around.

Before you start editing, you should read through the entire ebook. The best way to do this is actually on paper or in pdf format on your tablet. The goal here is to read it in a format that won't be easy for you to make little changes. This will help you to focus on the 'big picture.' Any major changes you see needing to happen, you'll have to make notes on and then go back after you have read it from cover to cover, and start to make those changes.

#2 Don't Design Your Front Cover Yourself

It's true – we do judge a book by its cover. It's a huge mistake to try to throw together a cover yourself unless you have a background in graphic designs. If you don't have the right skills then your cover is going to look unprofessional and amateur and this can put off readers. If you can afford to hire a design

professional do so. This is good investment of your money. If you just can't afford to hire someone to keep your design simple so that there is less worry of the cover being seen as inferior.

#3 Remember to Link Back to Your Blog

Your readers first contact with you might be your ebook. For example, they bought your ebook on Amazon. Readers can easily forget where they got a book they downloaded, especially if it was from a blog, which is why it is important to link your ebook back to your blog. This is a great way to increase subscriptions to your main email list or you can even create a separate list that will tell current ebook readers when your next book comes out and what it will be about. It's simple to do – just add a link at the back of your ebook. That's it – takes only a minute or two to add.

Now that you have these three key tips keep them in mind when you are writing your ebook.

Tips to Help You do the Research to Write Your Ebook

Before you start writing your ebook, you are going to need to do your research and make sure that the facts you quote or the little bits of information from experts you provide are accurate. Here are 3 tips to help you do the research and provide interesting accurate information.

Tip #1 Read Other Similar Ebooks and Books

This might seem obvious, but too often it is overlooked. Whatever topic you plan to write on, you should be able to find similar ebooks and books. If you are not able to find other material you should actually rethink whether that is a good topic to write on as it might be too exclusive. When you are researching these books you can skim them – you don't have to read the book in its entirety. You are just looking at it to get some additional ideas of what areas of your topic might work well in a book or even what areas of your topic have not been addressed. It's an excellent guide to help you determine what content you'll put in your book.

Tip #2 Set Aside Time for Your Research

One of the most common mistakes that writers make is to spend too much time in the research stage. It's so easy to do. You are constantly finding new information, which is leading you to more new information, then to more and... well on it goes. So set a time limit – it could be a couple of days or a couple of weeks. It will depend largely on what your topic is and how big your ebook is going to be.

Tip #3 Make Sure Your Facts are Facts

If you are searching online for your facts and statistics you need to make sure that they are correct. There is tons of misinformation online and you have to make sure that you are not quoting this information to your readers. Many authors and content writers will make up facts. Sad but true! So take the time to verify this information from reputable sites and then you won't be adding to an already

growing problem. In fact, it's a good idea to quote the sources you use either within your text or with references at the back of your book.

There it is – three great tips to help you with your research for your ebook.

Finding Value in Your E-book

The first e-book you write can be really exciting. There is also room for a great deal of beginner error. One of the most common mistakes made is to overvalue your e-book. If you are proud that the book you wrote fills a niche that means your audience will not need to buy another book in your genre because yours is the very best, you are not alone in making this mistake.

It's likely you will not stop at writing one e-book. You could write several, a series, or start to create shorter e-books that you give away free to entice your reader to buy the advanced e-book you have for sale. When you are writing your e-book keep this in mind – if you provide your readers with everything they will need in the first e-book you read, why do they need to come back? That's not your goal.

Even if your e-book is destined to be your subscriber incentive, if you give your readers everything they'll ever need, why would they come back to your blog? If you created a single book with everything on your topic then how are you going to sell them more related books?

A better approach is to determine what aspects your audience is interested in. Focus on those but break them into more than one book. In fact, see if you can write a complete e-book on each of the areas of interest.

Consider carefully where you want to go with your e-book writing. Do you want to create a series? If yes, then the information provided above would likely be your best approach. If you just want to create a variety of e-books that are somewhat related but not based on a series then you might be able include more in your initial e-book.

Here are a couple of examples to distinguish the two different approaches. The first approach where you want to write a series on Cancer, the first e-book might be on colon cancer, the next on skin cancer, the next on lung cancer, and on it goes. The second approach where you want to write a variety of books that are somewhat related but not a series might be a book on healthy eating, then one on healthy living, then one on nutrition for healing, and on it goes.

Before you write your first e-book consider your options and how you plan to move ahead with your e-book writing.

Tips to Write Your E-books First Draft

You are on your way to writing an e-book. Good for you! If you had no problem coming up with a topic

and getting the research done, that's great! But if now you find yourself suddenly stuck and not sure how to go about your first draft, we can help. First of all, you are not alone. It's a common place for writers to reach a stumbling block. We'll give you 3 tips that can help you get your e-book first draft done and see you moving on to the next stage. Are you ready?

Tip #1 Put Your Outline Together

The very first thing you should do is put your outline together. It's one of the simplest tasks you will have and it will give you clear direction before you begin. Your outline needs to include a title for each one of the chapters. Don't spend a great deal of time on this, because you can change them later to fit the actual copy better. However, creating these titles helps you to better visualize how things should be broken down. Make sure to also create subheadings for each of your chapters. Under each you will need to create your points that you are going to cover in detail.

#2 Find a Quiet Place

You need to find a space to write where you will be free from distractions. Writing is a highly demanding undertaking and it requires a great deal of energy. Distractions can really make it difficult to stay focused and on track. Avoid temptations that can cause you to become distracted. Turn your phone off, forget about Facebook, Skype, Twitter, etc. They can eat away the time you should be focused on working.

#3 Visualize That You are Writing a Simple Email

If you find you are suddenly left sitting at your desk staring at your screen because your mind has gone completely blank, stop struggling, it will only make things worse. One little trick that seems to help many is to just imagine or visualize that you are writing a simple email to your friend. Just start typing and see what comes out of you later on.

You can grab your outline if you like and pretend that you are being asked a question for every title, subtitle and topic by a friend and then start writing like you are replying to that question with the answer.

Writing an e-book can be very rewarding, but it also requires dedication from you if you want it to be a success. These 3 simple tips will help you to get that first draft onto paper. After that it gets easier.

Good Reasons You Should Write an Ebook

Have you been thinking about writing an eBook, but then a little voice in your head says 'why bother.' Stop listening to that voice and write that eBook. In fact, here are 3 good reasons why you should.

#1 An eBook is an Excellent Incentive to Bring New Subscribers Onboard

If your email list has stopped growing or is growing so slow you think it's stopped, you can add new subscribers every week with the right marketing tactic. The problem is today many visitors are hesitant to give out their email address, even when they like what your site has to offer. That means you might have to give them a little incentive. An eBook that is packed with valuable content is the perfect incentive. If you provide your visitors with the option of getting valuable information for free that your visitors would be happy to pay for, you will see significant improvements in your subscribers.

#2 Write a Premium e-Book and Makes Money From Your Blog

Blogging can pay but it's not always fast. It's pretty common for a blogger to wait a year to get a check from AdSense that's little more than a couple hundred dollars and that's after posting a new blog every day. The reason this happens is that you actually need a huge blog to make any decent money from advertising.

The solution can be to write an e-Book and sell it from your blog. You can see your revenues increase significantly. So if you are tired of earning small amounts of AdSense money from ads, it's time to consider this as another option that's a lot more fun.

#3 Be an Expert in Your Field by Writing an Authoritative e-Book

If you want make a name for yourself in your area of expertise, an e-book is an excellent way to gain authority and show the world you have expertise in your field. Publish on Amazon and you can be published with some of the most reputable names in your field. Often new authors get more rewards than some of the biggest names in the industry.

There you have it – three good reasons why you should write an eBook. If your goal is to make money online, writing an e-Book is a good place to start. It can open many doors for you and many revenue opportunities.

Editing Mistakes You Should Recognize When You Edit Your Ebook

After you have written your ebook you will have to take the time to properly edit it. Unfortunately, there are many editing mistakes that happen, especially during the first solid draft. Sadly, these mistakes can actually ruin your draft.

You likely won't spend nearly as much time editing as you did writing, this is an important part of your finished product, it's where your ebook starts to take shape, so don't skimp on editing time. Editing is the difference between an 'okay' book and a 'professional' well polished book. Let your ebook be the masterpiece it should be.

#1 Trying to Keep Momentum Flowing

True, you do not want to let momentum falter with your ebook after your first draft is completed, but you also do not want to rush your editing. Sometimes writers will jump immediately into the editing after the draft is done, but the problem is that it can be hard to gain perspective then and as a result you can become frustrated and feel burned out.

It is much better to give your newly finished draft, a resting period of a few days. A week is actually perfect. Only then should you start to edit and review your draft. By doing this you will come to your draft with fresh eye and you will really be able to see what needs to be changed. This gives you a reader's perspective rather than that of a writer.

#2 Tossing Your Best Work

Many an author who starts to edit their first draft makes terrible mistakes cutting things that they should have left only to figure this out too late. Corrupting or losing a file after working so hard to get the first draft together can also be a problem.

It's a good idea to save your file with a new version number often. For example, every hour change the file name. MyFirstDraft-1.doc, MyFirstDraft-2.doc, MyFirstDraft-3.doc, etc. You can do this with your additional files as well. For example, when you deem you have a final file, you can call it MyFinal-1.doc – the final is never the final so you can have several versions of this too.

#3 Not Using an Editor

You have been working on your e-book for weeks, even months, so seeing your own mistakes can be difficult, especially for the little things that the mind tends to automatically place for you like missing words. It's a common mistake of new authors to not realize the value of hiring an editor. They make the mistake of thinking it's a cost they can't afford, when really it's a cost they can't afford not to have.

Think about hiring an editor to at least review the first few chapters of your ebook as major problems should surface in that amount of time.

Editing is as important as writing so don't underestimate its value!

How to Avoid 3 Common Mistakes When Writing E-books

For some the writing comes easy, but for others it's a struggle to put words to paper. However you feel about writing ebook, you should be aware of the pitfalls that can get you into trouble. Here's how to avoid 3 common mistakes that occur when writing e-books.

#1 You Begin to Write at the Beginning

You are probably shaking your head thinking, well of course, where else would you start? You might be surprised to learn that starting at the introduction actually isn't the best place to start your writing. It's really hard to know what you are going to include until most of your e-book is drafted. If you start at

your introduction, it's not going to be an accurate reflection of what is going to be included in your e-book.

Instead, start with your first chapter. Only after you have drafted the entire book do you go back and write your introduction. At the back of the book include the 'About the Author' where you can point yourself to the mailing list, email, website, etc.

#2 Writing Only When You are Feeling Like Writing

Even when you make your e-book a high priority, it can be hard to find the time to work on it on a regular basis. The trouble is if you are not writing on a regular basis you will not be able to build up enough momentum to get through the project. You write a bit then you stop a week goes by and you write a little more and then before you know it a couple of weeks have gone by and your project just gets stalled.

You don't have to write hundreds upon hundreds of words all at once, but you do have to set aside a specific amount of time and a specific day such as Wednesdays. Use your time effectively.

#3 Make Sure Your Inner Editor Wait

If you are regularly writing but you do not seem to be gaining too much ground, it is often because you edit as you go. Maybe you type a bit and then go back and make changes. If you find you are constantly tweaking as you go along, you are going to be in trouble, because you will not get anything completed.

Get your inner editor under control and wait until you are done. Then you can go back and make your changes.

These are three of the most common mistakes that you can find yourself facing. Make sure you are aware of them and understand how to work around them so they don't become a problem.

Avoid Ruining Your First Draft of Your Ebook

You've been working hard on your first draft of your ebook and the last thing you want to do is have it fall apart now. After all, you've got time and energy involved – and if you are being honest, you are likely getting excited about your creation. So let's look at some things you need to avoid or it can put your first draft in jeopardy.

#1 Assume You Know What Format is Best for Your Ebook

Even if you have an end goal in mind, make sure that you review all of your option once you are done. An ebook can start as one thing and land up being something completely different. For example, you might have began writing an ebook to use as an incentive to increase your subscriptions but by the time

you are done you realize you have written a premium ebook that belongs in Amazon. If you aren't considering all of your options you could miss this opportunity. There are a number of publication options and you should know what they are so that you do not miss out on any opportunities.

#2 Pamper Your Procrastinator and Perfectionist Personalities

Quality is important but if you are now proofreading your draft for the eighth time and you are spending 30 minutes deciding on whether you need to put a comma there, you are wasting valuable time. Even books that come from a major publishers have the occasional error. Most will never notice that comma that's been misplaced. To stop yourself from doing this creates a deadline that you will edit under.

#3 Don't Use the First Title You Think Of

It's your ebook, don't give into the temptation to use the first title that comes to mind – it deserves far more than that. You need to come up with a title that is compelling and interesting – one that tweaks your potential readers' interest. Hash it out with a friend. Write down a handful of potential titles and most importantly, do not pick the final title until the book is written. You'll be surprised at just how it changes from your original idea.

Completing your first draft is an exciting feeling, but do remember it is just that – your draft. Don't be afraid to make changes, add other content, remove content, etc. This is what drafts are all about. And by keeping these three important points in mind you'll avoid ruining your first draft.

How to Create a Strong Cover for Your Ebook

You have written an eBook – that's terrific. Now you need to concentrate on creating a strong cover for your eBook. This step is where so many authors fall down. They are of the mentality that they have written a really good book and that will sell it. Sadly, that's simply not the case. Your eBook cover is often the determining factor on whether a purchase is made or the book is passed over.

So how do you go about creating a strong cover for your eBook? Good questions. Well, thankfully there are many free eBook creation tools you can use to create your cover. Many of these offer really good background images. Check out sites like Shutterstock or Gettyimages. There are all kinds of royalty free images that you can use – in fact, there are thousands of them. Be sure to take the time to check them out.

There are also others where you pay a small fee and the image(s) are yours to use. At first you might be hesitant to pay for these images, which is understandable. But consider this – you want to sell your eBook and you want to make money by selling it and we've already established the importance of having a strong cover, so why wouldn't you invest a little money in your project if you needed to.

You have one other option that's free to use. Chances are you have a smart phone and that smart phone likely has a camera. Why not take your own photos. They'll be yours, there will be no issues with

copyright and you can take the 'exact' picture that you need. Just add it to your book and you'll be ready to go. This option is easy and certainly cost effective.

Put a lot of thought into your cover. What message do you want it to portray in conjunction with the book's title? How will you use your image to attract and engage viewers so that they take the next step and actually buy your book? What kind of image would serve your message best – a simple but effective image or a more complex image?

Your eBook is as strong as your cover is. So take the time to create a strong cover. You put all that effort into writing your eBook, don't stop now! Make it an eBook viewers won't want to pass by.

When Writing an E-book Go Beyond the Obvious

You've decided to write an e-book – that's fantastic! There's always room for another well written e-book, especially in the non-fiction genres. However, there is little room left on the market for a mediocre e-book that does little to provide knowledge to the reader. In other words, you need to go beyond the obvious – that which is readily available for free or without searching very hard.

These days most of us that are looking for information head on over to the internet to Google. Less than 20 years ago we would have likely looked up what we wanted to know in a book, newspaper, encyclopedia, etc. and now these same resources are very low on our search list and in some cases completely off the list. When was the last time you looked at an encyclopedia?

For nonfiction authors it means that your fiercest competition is not other books on the topic you are writing on, but rather the Internet itself. If a person is looking for basic information, figures and facts they are likely to go look online. This makes it difficult to sell an 'average' e-book, and rightfully so. Why would a person pay for information that can be easily found online.

Even if you are lucky enough to sell a basic book, your reader is going to be disappointed when they discover that they could have found the same information with a simple Google search. They won't be impressed, they won't say good things about your book and they certainly won't buy another one of your books.

What this means to you is that you need to go beyond the obvious, the information that can easily be looked up and you need to take your e-book from average to awesome so that your readers love the information they get. When they are happy with their purchase they are likely to tell others about how great your book was and that's going to increase your sales.

Don't mistake this for meaning you have to write a university level book or that it has to be complex and hard to understand. Quite the opposite actually. You need to present complex information and interesting information in your book in a way that sets your book from others because it is easy to understand and grasp the information presented.

So when you are writing an e-book dig deep, find case studies if applicable, bring to life insights that aren't typically looked at, keep it unique, and give your readers value for their money.

5 Top Tips for Publishing Your Ebook

You've written an ebook and now it is time to publish. Let's look at 5 top tips for publishing your ebook to ensure you have great success.

#1 Market Research

The easiest way to research your market is to look up similar ebooks and figure out which are actually selling. Look at the cover of the ebook, the title, description, and table of contents of the ebooks that are selling and then see how your ebook fits in. You should consider whatever information you can get your hands on without actually buying the ebook. There is a reason their book is selling. If you can determine what it is, you can ensure your book has similar qualities.

#2 A Good Cover is Important

Too often the cover of an ebook is not given the attention it should. This is likely the most important factor linked to ebook sales. Of course, the bulk of your efforts should lie with your content because ultimately that's what is going to impress your readers after they buy your book, but the thing is when they are shopping a sharp cover will grab their attention. Having an aesthetically pleasing cover will certainly put you ahead of the competition that has not given their cover adequate attention.

#3 Short Term Goal Setting

Every project needs you to set short and long term goals that are manageable. Set short term goals that can help keep you on track with your ebook writing. This especially important if you do a lot of other writing. Your ebook does not have to be long – 100 pages is often more than adequate. Some books need only half of that. The key is to cover your subject matter well and by setting short term goals it will help you to stay focused and on target.

#4 Schedule Time to Write

This is partially tied to your goal setting. It's important to make time to sit down and begin to write. Set time aside to hammer out at least a few paragraphs a day and then keep pushing it until you have something created.

#5 Research the Price

How much you charge for the ebook you write will depend on a number of things. The subject matter, how long the book is, how popular you are as a writer, how you rate against other similar ebooks and authors. The majority of ebooks sells for under \$10 so take the time to determine how your ebook fits into the equation.

There you have it – five top tips for publishing your ebook. Make sure you use them!

The 3 Stages of Launching Your Ebook

There are three key stages to launching your ebook – the prelaunch, launch and post launch. Each step is as important as the other, so don't make the mistake of thinking you need to focus on one area more than another. We will look at each of these stages in detail to help you better understand what to expect and what to do in each of these stages.

The most important thing you are going to do is create a plan. Then after you have created this plan, you need to stick to it. Of course, improving it along the way is always good. If something in your ebook launch changes and now your plan does not make sense or it no longer works, then you will need to make changes. So, a little flexibility is also important. The key is to ensure that you have initially put a plan together so that you are able to measure your success and your activity along the way. It will also help you to identify, when you move from one stage to the next, the tasks at hand.

Let's start by looking at the prelaunch. This is the stage where you need to begin to create interest for your ebook. You can do this a number of ways. If you have a blog, newsletter, website, etc. you can give your readers and followers a sneak preview of what your ebook is going to be about. You can do this for at least a few weeks prior to launching your ebook. This will create curiosity and your followers will want to see what you have put in your ebook. They'll look forward to being able to buy it and read it.

The second stage is the launch. This is your big day – the day you've been waiting for. This is when you will tell your followers and the world at large about your new book. You'll want to spread the word using as many channels as possible. Of course, you should never spam anyone! Some of your promotion might be dictated from where you are selling your ebook. Each site, like Amazon, have guidelines and rules related to marketing your ebook if you are selling it on their site. Make sure you are familiar with these guidelines.

Finally, you reach the post launch stage. This is the time for you to take advantage of as many free tools as there is to communicate about your book. You want to engage new readers, find relevant interest groups and 'work it.' Make sure the world knows about your book and where to buy it.

No matter what stage you are in, there will be work to be done in order to ensure your ebook is successful.

How to Use Social Media to Market Your Ebook

Congratulations on writing an eBook. You are on your way to enjoying an extra income stream – that is if you understand just how important it is for you to market your eBook right so that you get the traffic you need to create the purchases you want and ultimately the profit you'll make. The problem is the

world wide web is a massive place and there is a huge number of very similar books on the market to choose from, so you need to figure out how you are going to market better and smarter so that you attract those customers. In this article we are going to focus on a powerful tool – social media. Let's look at how you can put social media to work for you.

#1 Facebook

Facebook is a very powerful tool if you learn how to use it well. It can be a powerful way to introduce your eBook to other potential readers and get referral sales. You likely already know that the majority of book sales that take place are to friends, family and acquaintance referral. For you to get the most out of Facebook and extend that reach you need to create a dedicated page for your eBook and then you need to link it to your personal profile. This helps the viewer to get a better feel about who you are and they feel like they know you, which gives them incentive to buy your book and read it. Once you understand Facebook, you can use Facebook in every stage of your marketing plan.

#2 Twitter

Twitter is very different than Facebook. It is about building relationships and authenticity. Don't bother creating a new account, just to talk about and promote your eBook. Instead, look to be engaging with your current readers, fellow authors and others who would be in your genre.

#3 Blogs

Blogging sometimes gets overlooked, and yet blogs and review sites that are within your genre are excellent ways to promote your book. Don't be afraid to contact bloggers and tell them about your book. They just might be interested in promoting your book for you. Remember, unless you ask, you will never know. Assuming when you are marketing an eBook is a dangerous game.

You can find blogs that are relevant just by searching on Google or Stumbleupon. Both are good. There are also a number of book blog sites like BookBlogs or Invesp. The other option is for you to start your own blog.

There are other social media tools you can use like Pinterest, LinkedIn, Tumblr and the list goes on. Take the time to become familiar with the tools that can help you.

5 Sites You can Promote Your eBook for Free

You have written an eBook and now you plan to self publish – good for you! However, you need to be aware that you have a few obstacles you will need to overcome before you can be successful. The biggest problem you face is promoting your eBook so that it gets the visibility you need in order to actually sell it. Just think about it – the internet is like an infinite place with so many corners of the globe you want to reach. There are billions of users and you want to reach as many as possible.

Don't worry, this doesn't make the challenge impossible. You just need to be aware of the websites that you can use to promote your eBook and we are going to share with you five sites that are worth looking at if you want to promote your new eBook.

#1 Author Marketing Club

This is an excellent site if you want to be able to promote your book for no cost. Here you can submit your eBook for free and tell the world a little bit about it. The site is really easy to use and the signup is a breeze. Give this one a try if you need more promotions for your eBook – of course you do! You can never have enough promoting.

#2 Ebook Habit

You have two different options at eBooks Habit. The first option is to promote your eBook for free. The site will decide if you are accepted so you will need to wait for a decision. The second option is to pay \$10 to have your book placed or \$20 to feature your book as the 'Book of the Day.' We included this site because there is a free option and the \$10 option really isn't all that bad either.

#3 Wonderbookland

If you were looking for something that's permanent the free promotions on this website might interest you. The free promotions are part of the ad exchange program. To get started you need to register at the site, then you'll create your campaign and start to exchange ads with the other sites. It's easy, it's effective, and it's free.

#4 MBG eBooks Gallery

If you want to use this site for free, you will need to first apply. It begins with you uploading your eBook cover and creating a description that's unique and stands out. You will then wait for one or more of the bloggers to volunteer to take your review and publish it on their site. You should have a different description for each blogger that offers to publish your review.

#5 Free eBooks

For anyone that is looking to both publish and promote this site is worth having a look at. Annually they have 10+ million unique visitors so you get excellent exposure.