

# Writing E-books for Fun and Profit

Maria Pease

## **Writing e-books for Fun and Profit**

Copyright © 2008 by Maria Pease.

All rights reserved. No part of this work may be reproduced or used in any form or by any means included but not limited to graphic, electronic, or mechanical, including photocopying or information storage and retrieval systems without written permission from the copyright holder.

Printed in the United States of America.

Maria Pease  
Sweet Pea Press 2008  
Temecula, CA  
[www.sweetpeapress.biz](http://www.sweetpeapress.biz)

# **Table of Contents**

**Chapter 1 e-books: the new frontier**

**Chapter 2 Subject ideas for your e-books**

**Chapter 3 Time to write**

**Chapter 4 How your e-book should look –design & format**

**Chapter 5 Should you copyright your e-book?**

**Chapter 6 The price that's right**

**Chapter 7 Getting the word out about your e-book**

**Chapter 8 E-book publishing and delivery options**

**Chapter 9 Marketing, marketing... and did I mention marketing?**

**Chapter 10 e-book publishing checklist**

**Chapter 11 Writing and publishing resources**

# Chapter 1

## e-books: The New Frontier

So, you want to be a writer and you thought e-books may be the way to go. Well, you're right. e-books are the future of publishing. Now, I'm not saying that print books will go away. I don't think they will. I know I wouldn't like that. I'm just saying that people want information quickly these days and that will not change. e-books are a great way to get the information you want **f-a-s-t**.

Why write an e-book you ask? Well, there are several reasons, so why don't you get yourself a glass of iced tea, have a seat and get comfortable. Ready? Let's get started.

First, let's talk about what an e-book is, just to be sure we are on the same page. (No pun intended...really!) An e-book is an electronic book, called an e-book for short. It is written and saved on your computer and distributed over the internet.

Once you have written and edited your e-book, and you are ready to publish it, you need to convert it to an Adobe Acrobat PDF file so it can't be altered in any way, and then decide how and where you will distribute it from. I will talk about publishing and distribution options in more detail later, for now, let's move on to why you want to publish e-books.

There are several reasons why more and more authors are turning to e-books. Many people decide to write an e-book to impress friends and family, to gain additional customers with their expertise, to create a platform for another product or service or to show they are a leader in their field. Some want to share a passion that they may feel strongly about and want to deliver it to the world, but probably one of the most important reasons is because of the money you can make when you write a good one.

Traditional publishing and even using a print on demand publisher can be costly. There are all kinds of fees involved in producing a print version of your book and you may find that if your e-book does well, you might just want to consider that option as well. But the beauty in publishing e-books is mainly that they are very inexpensive to produce.

Here is what is involved in producing an e-book:

- *Time* to research your subject matter
- *Time* to organize your content
- *Time* to write
- *Time* to edit
- *Time* to review your manuscript
- *Time* to write some more
- *Time* to do your final edit
- *Time* to decide how to deliver your e-book
- And *time* to market

Did you notice that the word *time* was used quite a lot but the word most people expect to hear when deciding to self-publish is the word *money*?

When you write an e-book, you have an opportunity to make money without spending money.

Here is what you don't need to produce an e-book:

- *No* inventory
- *No* books stacked in your garage
- *No* shipping costs
- *No* storage costs
- *No* distribution costs
- And *no* printing costs

Once you have spent your time creating, editing, typesetting and formatting your book, you just convert it to an Adobe Acrobat PDF file (more on this later), upload it to a website, and in a flash, you are ready to sell your e-book!

Now, you need to understand that in order to make any money with your e-book you will need to make sure you have done a few things:

- Have a target audience or niche for your subject matter. Who needs or wants the information you are providing?
- Learn how they communicate with them on their level and use the words that they use. Learn their language, as they say. Do they use jargon or are they more formal?
- Define their needs and problems and figure out how to solve them in a way that they can easily understand.

- Write like you talk. Make your e-book audience feel like they are sitting across the table from you talking over a cup of coffee!

One advantage of self-publishing e-books is that you have total control over all aspects of your material such as content, layout, distribution and marketing. You also decide how and where to sell your e-book.

Another is that even if you decide to publish your e-book with a company such as Booklocker.com or MightyWords.com, you will receive a very generous royalty of 30% -70%. And in most cases, you decide the price of your book!

Now all this sounds pretty good doesn't it? Well, I've got good news for you. It gets even better. Probably the biggest advantage in writing and publishing e-books is that the process is pretty simple.

- You do your research.
- You organize your material.
- You write your e-book.
- Make sure you have help with editing. It does make a difference!
- You format and design how you want your e-book to look.
- You convert your file to PDF format.
- You upload your e-book to your own website or an e-book service provider.
- You are a published author!

Before we move on, let's talk about a few things you will need before you get started.

- A computer with a word processing program such as Microsoft word or works.
- An internet connection
- The ability to write effectively and clearly state your content
- A website
- A merchant account like Pay pal
- An e-mail address

I would expect that you probably have all of these things, but if you don't they are easy to get. I'll get into more details as we move on.

Now you may be feeling a little nervous and probably very excited about the possibilities that e-publishing has to offer. So, let's get right to it and deal with the nervousness right now. We'll get rid of it once and for all, so you can feel the excitement with full force and let your adrenaline kick into high gear without worry of the brakes being stepped on and having that ugly four letter word F-E-A-R get in your way.

Now you may be thinking that you don't have any experience in writing and publishing but I would bet that you are wrong. Do you have a website? If so, even if you had someone else put it together for you, you would have had to come up with the content. How about writing a paper for school, or writing a newsletter for your kid's class? Or a report for your boss? How about a blog or a social site? Do you send e-mail?

You see, anytime you have written something for others to read, you've written and published! Cool huh? You are already just about there!

The best way to eliminate any fear with writing e-books is that you can have a do over! If something doesn't look right or your wording isn't the way you wanted it...you can change it and do it easily!

That can't be said for print books! Making changes to print is almost impossible, I know, I did it and I have to tell you it cost me a lot of time and way too much money!

You may or may not know this but some authors use e-books to test their ideas. They may have the same material with a few different covers to see which one sells best, or maybe the content differs slightly.

So remember, e-books = do over!

Fear gone?...Check!

Now let's talk briefly about the excitement in writing your own e-book. It is my favorite part of the whole process.

The first thing you need to do is list all the stuff you know about or want to know about, and as you do this, a whole world opens up before your eyes and the possibilities become endless.

The main thing you want to remember is to stay organized. Sometimes your excitement can get the best of you and you write and write and write only to discover that your rambling makes no sense. Well, not to anyone but you!

We don't want to waste our valuable time like that, so to help to keep you on track, it's a good idea to do some research on your subject and then produce a table of contents or chapters you'd like to include in your book.

Then you just start with chapter one. You gather all your research, put it in order so it makes sense to the reader and start writing! Then you will just follow the same routine for the rest of the material.

The great thing about this method is that if you find new and interesting material as you research, something that seems to be a better fit, you can update your table of contents and viola, no harm done.

Any questions? Okay, let's move on!

## Chapter 2

### Subject Ideas for Your e-book

Information. I can honestly tell you that I am an information addict! I want to learn everything I can and my biggest dilemma is the fact that there are not enough hours in the day to pursue my passion for learning new things.

The beauty is that I can go on-line, day or night and find just about anything I want to learn. Of course, my subject matter of choice are “how to” books.

I favor e-books for two reasons. They are immediate and they are targeted to one subject. I know when I finish reading an e-book on how to start an e-bay business, then I will know what I need to do to get started on e-bay.

No one wants to read 300 pages on their computer screen about anything. So e-books are meant to be shorter and very specific

When deciding what you’re going to write about, I always suggest that you think about what you already know. Do you have an interesting job that you think others may find fascinating? How about an unusual hobby? Do you know about things that are out of the ordinary? Plants, insects, birds, history of anything, collectables or even famous crimes? Your options are truly endless.

Make a list of everything you can think of no matter how silly it may seem. This is where you will find the book inside you, waiting to burst out.

Take some time and add any additional ideas as you think of them. Then you will need to take some time to think about what really excites you. Put a star next to those ideas you’d like to pursue first. If there are many, number them in the order of importance. Now keep this list handy and as new ideas come to you, add them to your list. These may just be subjects for your future e-books.

You can really write about any subject, but finding a niche and knowing how to reach the audience for that niche is what is most important. If you belong to any type of group or club this is something to keep in mind.

Let's talk about what type of e-books sell well.

- How to books
- Self help
- Diet
- Exercise
- Weight loss
- Business
- Making money
- Saving money
- Saving time
- Better Health
- To escape pain
- Career
- Home business ideas
- Spiritual
- Healing
- Sex

These subjects sell well because people crave information and they don't want to wait for it. e-books give you targeted information at the speed of light. How great is that? So when choosing a subject for your e-book, pick one that is easier to sell. You can always write your novel, but why not make some money while you work on it?

Now let's talk about the type of e-books are difficult to sell?

- Fiction (with the exception of erotica)

Fiction is entertainment and therefore doesn't have the urgency associated to it that is needed in selling e-books.

For example, have you ever felt like you needed to run out and buy the newest James Patterson novel with the same urgency you have for buying a book on learning how to lose those last ten pounds? I didn't think so.

Another thing to keep in mind when choosing your subject is *emotion*.

There are many subjects out there that are emotion based. Sit around a table with four other people and bring up the subject of politics or religion and you could have a major squabble on your hands!

So tell me, what is it that you are passionate about? What do you hate?

What do you love? What are your pet peeves? If you feel strongly about your subject, you can bet others will too!

So now that you have a subject in mind, you know how you will reach your customers your wondering, isn't there an easier way?

Maybe there is. If you have written several articles on a subject such as money management or nutrition, you can string those articles together and create an e-book. This can be done for virtually any subject. You can also break down a research project or thesis into chapters to create your e-book. Do you an unfinished manuscript around? How about all those recipes from mom?

On the other hand, why not write something that you are interested in now. You can break down the task of writing into bite sized pieces and focus on one piece a day or even one piece a week! You can do it. Just make a commitment just as you do for all other aspects of your life. Find the time and make it yours! Set an appointment with yourself, and keep it!

The secret of writing is...there is no secret. You just have do it. The one thing I have learned is to have a plan, stay organized and write!

For example, my table of contents was written as I researched the idea of publishing my novel *Malicious Intent: a Sam Parker Mystery* as an e-book almost three years ago.

Yes, I made some changes and restructured it to work with the wide variety of information available today. Information about e-book writing and publishing wasn't as easy to find when I was looking for a way to get my novel out into the world in 2005.

So, you wonder, did I publish my novel as an e-book? You bet I did! I have both a print version and an e-book version that can be found at [www.booklocker.com](http://www.booklocker.com) and if you are interested in reading the first chapter for free check out [www.sweetpeapress.biz](http://www.sweetpeapress.biz)

Okay, enough of the plugging of my novel! Let's get back to business.

NOTE: If you are still worried about the writing part, don't despair. In the resource section, I have included a few really good books and websites on that process, and don't forget about the great opportunities your local community college can offer in that department as well!

When deciding on what to write about ask yourself a few questions.

- What information do I want my readers to get from my e-book?
- How can I define a problem they may have?
- How can I solve that problem?
- What results are my readers looking for?
- Will this information be of value to my readers?
- Will it help them to save time? save money? make money? Achieve results? Make something easier?

This all sounds pretty good doesn't it? Well, it is, but that doesn't mean that the little voice in your head isn't going to throw in her two cents and try to make it more difficult for you. So, let's get ready to shut her up before she tries to discourage you.

Doubts your little voice will express to you. (Sometimes convincingly, but don't you listen!)

### **1. *Who do you think you are to be trying to write an e-book?***

You might want to sit down for the answer to this one. Believe it or not, you didn't have to get A's in English class to write a book. All you need to do is be able to explain how to do something. Most of us like to get information in a casual way. Like having a conversation with a friend. That's what you need to do...

Just write the way you talk! It's that easy!

### **2. *Why will anyone listen to you?***

Have you ever given directions? Do you know why those people listened? It's because they needed the information you were providing! Well, it's the same with writing an e-book. Your customers are looking for some type of information, and you are providing them with it. And the best part of the equation is that they are willing to pay you for it. Beautiful!

### **3. *I'm not sure if I have that much to say.***

No problem. e-books are meant to be short and very specific. Just say what you have to say but make sure it's worthy information. People will need to feel that they have benefited from what you are telling them. You wouldn't write a book on getting rich and then tell your customers to save their money! *Duh*, they know that! Give them valuable lessons on *what* to do!

# Chapter 3

## Time to Write

This is a subject that can actually be downright painful for some authors, but we must discuss it.

It's all about finding time to write. Now, you are probably very motivated to begin writing right now, and maybe you won't run into any issues that will throw you off track. I hope you don't. But if you do, I hope this will help.

When you find yourself stressed out about trying to find the time to write, it can be difficult to get and stay focused. Here are some tips to keep you writing.

It is important to remember that by scheduling "writing time" no matter how long you have, will get you to your goal. I give myself a 3 to 5 page minimum and am able to complete it in just a few hours. If you have a concrete daily goal and be sure to make it a priority, you will find that you have written your own e-book before you know it!

Here are my tips to get and stay focused.

- Prepare an outline or research materials in an organized manner so when you are ready to write, you aren't spending writing time, getting yourself organized.
- Get yourself a notebook, and keep it with you so when the mood hits, you are ready to write.
- Go somewhere relaxing and write. The beach or park can stimulate creativity and get you on a roll.
- Write while waiting at the dentist or doctor's office or even in line at the store. Use every available minute to write even one sentence.
- If you work a full time job, write during breaks or your lunch hour instead of socializing.

- Get up one hour early and dedicate that time as your time. Put down the dishes and go write.
- Are you more creative in the evening? Set aside the time you usually spend watching television and write for one hour instead.
- Make yourself a schedule and give yourself time to write. Put in writing time as an appointment that can't be missed.
- If necessary, let your family know how important this time is to you and request that you are able to work uninterrupted.
- Make yourself a "writer's retreat" that is comfortable and away from any distractions.
- Your writing time is important. Treat it as job and do it even when you don't feel like it. If you need to, set a time for this appointment like 9 to 10 everyday but Sunday.
- No more excuses.
- Remember, every word, every page, every chapter gets you closer to being an author.
- As that sports apparel company says, *Just Do It!*

# Chapter 4

## How your e-book should look: Design & Format

When deciding how you want your e-book to look, you have to remember one thing, There is no hard fast rules on design and formatting of an e-book. I have seen all kinds of e-books all with different looks to them.

It's important to remember that your e-book should be clean looking and free of clutter. Use chapter headings and keep your chapters organized.

I guess the best advice I can offer is to let your subject matter be your guide.

If you are writing a more serious type of e-book, you may want to keep the look of your book more professional. On the other hand, if your writing style is light and fun, why not add some cartoons or fun quotes?

This is the best part about e-books! You can try a style and see if it works. If not, make changes and check the progress or sales and see what seems to be more appealing to your customers.

You can also add a survey or questionnaire to either your book or your website asking your customers to review your book as written in a few different styles. You might ask for reviews and give your book away for free until you decide. Check out some websites that are for writers and you may just find some real special people to assist you.

Now lets talk about paragraph length, chapter length, font size, the best fonts for e-books, headings & bullets, spacing & page formats, editing and what information you want to include in your e-book.

### **Paragraph Length**

Okay, paragraph length. As you can imagine, you want your e-book to be easy to read on a computer screen, so I follow the general rule that four sentences or less is a good length. Breaks make it easier for your reader to stay focused. And isn't that the point?

## **Chapter Length**

Remember, e-books are usually shorter and more focused so you want to think about how much information you will cover and draft your table of contents. Once you know how many chapters you will need to cover your topic, you can determine how many pages per chapter. Also, don't forget to include any resource pages you may want to add.

For an e-book, 50 to 100 pages is usually sufficient. If you find you can't cover your subject adequately, you may think about writing several volumes or a set of e-books.

So let's say you have a table of contents that has ten chapters. Five pages per chapter would be a good start. And then you will add more information as needed or maybe even tighten up and get rid of unnecessary information during editing.

## **Font Size**

A 12 point font size usually works really well. But if you are using a font that looks smaller you may need to go with a 14 instead. Remember, it should be easy to read your book on a computer. You don't want your readers to have to squint to see. It will give them a terrible headache!

## **Best Fonts for e-books**

These fonts are easy to read on a computer and would be your best choices.

- New times Roman
- Arial
- Bookman old style
- Adobe Garamond pro
- Tahoma
- Courier New

Or any other font that is clean looking and easy to read.

## **Headings & Bullets**

Yes, use headings and make them bold! Headings are a great way to make your topics stand out. Don't over do it, but don't be afraid to put them in when it will help to focus on an idea.

Bullets are also a great way to add attention and focus to important aspects of your e-book. Use them for lists, like I did with the best font choices.

## **Spacing & Page Format**

First let's talk about spacing. It's important to keep your spacing consistent throughout your e-book. Keep it uniform and it will look clean and make it easy to read.

Page formatting for e-books can vary but the usual process is to keep your pages at 8.5 x 11. It's easy to read and if your reader wants to print out your book they don't feel like they are wasting paper.

I have seen all kinds of formatting, and some are better than others. One school of thought is that white space adds to the value of your work. I don't happen to agree. When I purchase an e-book with a lot of white space, I feel like I didn't get my money's worth and that I didn't purchase information from an expert. Check out some free e-books and decide what you like best.

Fancy fonts and too much empty space or too many "cute" graphics deter from the value rather than add to it. It looks amateurish. Be sure that you keep the "look" of your e-book as professional as your content.

## **Design Options**

Although it's not necessary, some e-book authors enjoy adding graphics or photos to their work. Another option is to highlight quotes that are relevant to your subject.

Make sure you verify that you are not breaking any copyright laws. If you are not sure if you can use someone's work, don't. It is illegal to use copyrighted work without written permission and the last thing you want is to get into trouble.

## **Editing**

This is the most important part of this process! After you have written your material, re-read it and make sure you have included all the information needed and it is clear and concise. It should be easy to understand and easy to read.

Now you check for spelling and grammar errors. Be careful using spell check. Some words will be spelled correctly but have a different

meaning than what you intend. Be aware of this as you read and re-read. A word of warning here. Do not spend too much time worrying over every last detail. Mistakes happen and I have seen spelling errors in even the most popular author's work, and they have professional editors too!

Next, once you think it is the best it can be, ask a friend, relative or someone else to read it. Tell them you need honesty, not praise. Ask them to check for spelling and grammar errors as well as for understanding and clarity.

Once you are sure it's just right, go to a writer's website and request information about editors or ask for reviews. Let them know that you want to know what works and what doesn't. I know what your thinking...what if they don't like my e-book? What if I get a bad review? Good! Now you will have an idea of what you need to re-write or eliminate.

Trust me, it only hurts for a minute to hear the truth but it's completely embarrassing to have people read your work and think...this is horrible!

**EDITING...DO IT!**

## Chapter 5

### Should you copyright your e-book?

This is the million dollar question. And the answer is...yes! Now, you have probably heard that the second you write something it's protected by copyright, and this is true. But the issue is if someone steals your work, the law won't care if you haven't filled out the paperwork and sent it in to the copyright office.

So should you do this? Absolutely! It costs about \$35.00 and you can find the information at <http://www.copyright.gov>

You are looking for form TX and you will have the option of filling out the forms in hard copy or on-line. They also have additional requirements so read the forms carefully and follow the directions.

This isn't something that can be done quickly. It takes about three months or more so once you have finished writing your book, be sure to fill out the paperwork and send it in.

One thing to be careful of is companies that tell you they can save you the time and trouble of having to copyright your work and say they will do it for you.

#### ***DON'T DO IT!***

In most cases they will charge you double and it's just not that complicated to do yourself. This isn't something to fool around with. Make sure you take care of this yourself. If you have questions just call or e-mail the copyright office and they will help you. I promise!

# Chapter 6

## The price that's right

Okay, now you've written your e-book, it's formatted, edited and is looking good. You have read it, re-read it and feel you have covered all the information of your subject in a clear, concise manner that is easy to understand and shows off your sparkling personality to boot.

But what will your customers pay? Let's take a minute to review.

- Have you written an e-book that is focused on a specialized subject?
- Does your e-book have a customer base that wants the information you're selling?
- Did you take the time and do your research and write a high-quality e-book?
- When your readers buy your e-book, will they get instant gratification?

If you have done all those things you can be assured that your readers will be happy with what you deliver. But yes, you must figure out what price is fair.

This is where I am going to give you some homework.

Yes, I know. You don't want to check it out, you just want me to tell you. Well, this is what we'll do. I'll give you a few examples if you promise to do some research on your own. Deal???

E-books, as we have talked about, are suppose to be shorter and focused so realistically a fifty page e-book could sell for \$5.00, \$8.95 or even as much as \$19.99 or more. Price is based on *perceived* value.

Which means that depending on how specialized your information is and how much information is available on your subject matter, you could price your e-book higher.

Let's say there isn't anything out there that is as focused as your

subject or you have additional information that isn't yet available, your product would be perceived as more valuable and should be priced to match the value.

Basically, you need to look for other e-books in your category with about the same number of pages and then pick a price. Always start high. If your sales are good, you don't have to make any changes but if you find your not selling well you can lower the price by a buck or two and see if that makes a difference.

It's all about making sure your subject is popular, your readers know how to find your e-book and you are giving them more than what they expect. Then you research and experiment with the price.

I once bought an e-book with two-hundred fifty pages for twenty-five dollars. Was it worth it? Yes and no. It was focused and detailed and I wanted that information and did not want to wait for it, but would I have paid that much if I didn't need that information quickly? Probably not. I would have at least, shopped around. It's not easy reading so much on a computer screen and printing it out would have cost me a bundle just for the ink. So with that said, I don't recommend writing a two hundred page plus e-book unless you are planning to publish it in hard copy as well and give your readers a choice. I'll tell you more about that later.

Most e-books are along the lines of twenty-five to one hundred pages and run from about five dollars to twenty-nine dollars or more. Be careful though, if you decide to sell your book for five bucks, your readers may not perceive that your book has value. You don't want that. Remember, it's easier to do the research than change the price of your e-book. You do not want unhappy customers.

# Chapter 7

## Getting the word out about your book

Getting the word out about your book is a vital part of your job once you have finished writing. There are many avenues to explore and you should explore as many as you are comfortable with. Just remember three things:

1. Figure out who needs your e-book. Where can you find them?
2. Make a list of the different marketing methods that will be beneficial for getting the word out about your e-book.
3. Stay calm. If one method isn't working well, move on to the next one. Or try a combination of a couple methods and keep track of your results.

Some of these ideas are no cost and can usually be on-going marketing methods but we will also discuss some low cost methods as well. I always start with FREE. You want to keep costs low and test your ideas. Giving your ideas a little time is the key.

We had talked about writing about something you are passionate about, do you remember? Now we need to think about where those people look for information on your subject. So, if you are passionate about this subject, where do you look for information?

Do you belong to any kind of on-line groups? As a writer, I have joined many on-line writer's groups that you can find in Yahoo! Groups. You can go there and see if you can find a group that is already established for your particular subject.

If there are a few go ahead and join. If not, why not start one? You will immediately become an expert in your field.

Be sure to join the discussions and make yourself known. Give advice or input that is valuable and you will find others requesting information from you. Don't be a "know it all", just offer information as subjects come up and ask questions as well. This shows that you are interested in others expertise as well.

There are rules for these groups so be sure to read and follow them or you will be booted! One of the most important is not to obviously promote your work. There are more, so take the time to review them carefully. This can really payoff in a big way, so don't disregard this one.

Another way to stay in front of your customers is your tagline or signature. On these forums, you need to have a signature line, so put your e-book title in your signature and your website where your book can be purchased.

Have you ever thought about writing an e-zine? If you're not sure what an e-zine is, it is a newsletter that is published electronically and e-mailed to your subscribers. This is another great way to show your expertise on a subject as well as have regular contact with your potential customers.

Why do people publish e-zines? Well, first of all, it's a significant business tool to assist you in developing relationships and trust within your niche, as well as to help you to keep in contact with your clients and to build your credibility or expertise in your market. They can drive leads and sales as well, by informing your clients about new or existing products along-side your original content.

It is a great tool for you to continue to learn about your subject area as well. In providing new information, you will have to research to find what is new, and it will help you to stay on top of innovative material.

Have you browsed Craigslist, or any of the other free classified listing publications on the internet? This can be a terrific way to promote your e-book, as well as your free e-zine. Giving away something free is a sure way to get people to pay attention.

Getting new readers to your own e-zine will give you an opportunity to find and keep subscribers as well as give you a better opportunity to let them know about your e-books. You will actually have a captive audience for all your e-books as long as they are all niche related.

Create a website. Don't worry if you don't know how. There are many sites that have page builders that are easy to use and give step by step instructions. Check out Go Daddy, Yahoo, geocities etc. keep it simple. Bells and whistles just make it complicated for your visitors to see what you are offering. Look at Yahoo and Google. Simple is where it's at.

What you should include on your website:

- Your books cover.
- A description and summary of what your book is about.
- Display one chapter to give your customer a preview of what they will get.
- List the benefits of reading your e-book.
- Remind your reader that they will receive your book *instantly*.
- Are you giving a money back guarantee? Highlight that.
- Add some additional content that is valuable to your customers.

Do you know others that work within your niche? If so, you can promote each other's work on your websites. Have good descriptions and let the reader see your chapter headings. If you are really confident, let them read your first chapter on your site. Take a lesson from Amazon. You won't go wrong.

Exchanging links are another great way to promote your e-books. Trade links for your site with others who have similar or complimentary products. For example, a dog trainer may be interested in trading links with a vet or a dog groomer.

Are you an ebay shopper? This is a place that is so popular you should be listing your e-books here automatically! If you have written non-fiction, you will find that as long as you have a subject that appeals to readers, this can be a goldmine.

Do you want to list your book in the one of the categories for books? Believe it or not the answer is: don't limit yourself to just the book section. You will want to list your e-book in the category according to the subject of your material. If your book is about cars, list your book in the car section as well.

One of the great things about listing you e-book on e-bay is the auction feature. This is a great way to discover the *perfect* price for your book.

Another option is to use the fixed price feature. As you may know, you start out pricing your items high and check out how much action you

get. If you need to, you have the option to lower the price until you find that magic price where people buy.

If you are not selling because your price is too high, ebay shoppers understand. That's the way it works at ebay. This is also a good place to test your price before you list it elsewhere.

Don't forget, for an e-book, you have unlimited inventory.

Make your listing clean, simple and clear. Your buyers should be aware that they are purchasing an e-book and not a printed version. Include a photo of your e-book cover. It's more professional and can be the difference between someone wanting to buy and spending their money.

Believe it or not, some people have never bought anything on ebay, so offering a money back guarantee can put customers at ease about buying. You don't want them to have any reason **not** to buy.

Do you have a PayPal account? If not, get one. This is the easiest way to get paid when you sell on-line. It's an easy process so don't be intimidated. Just go check it out and follow directions. You won't be sorry.

People buy e-books for immediate gratification. They want to read the information NOW. If you have to wait for a check to clear, it gives your customer time to change their mind. Don't let this happen to you. Get a PayPal account and give your customer the immediate gratification they are looking for.

Oh, and did I mention that getting a PayPal account is free? Enough said.

Blogging has become a huge networking tool and can be a great benefit to you in promoting your work. If you have something to say, use it. This is a great way to "talk" to your customers and let them get to know you. Showing who you are is a terrific way to grow your career. If you'd like to start a blog, check out one of the following blogging sites. [blogger.com](http://blogger.com), [Blog.com](http://Blog.com), [MuseCrafters.com](http://MuseCrafters.com), [Livejournal.com](http://Livejournal.com), [JournalHome.com](http://JournalHome.com), [WordPress.com](http://WordPress.com), [TheDiary.org](http://TheDiary.org), [Mindsay.com](http://Mindsay.com), [Bloggotchi.com](http://Bloggotchi.com), [Diaryland.com](http://Diaryland.com), [Blogdrive.com](http://Blogdrive.com).

Most of these sites are pre-made with templates and push-button publishing that don't require much technical know-how. Find writer's blogs to read and see what appeals to you. This will get your own creative juices flowing. But don't let blogging interfere with your writing schedule. Your e-book has to come first, using blogging only as

a way to promote your work.

Another great way to keep your e-books in front of customers is to list all your e-books on a page and add it to the beginning or end of each of your e-books. That way, if your customer likes your e-book, they will see what else you have written and buy the books that interest them. I myself do this especially with titles I want to promote.

# Chapter 8

## E-book publishing and delivery options

Your e-book is finished! Take an hour or so to celebrate this huge accomplishment and then take a deep breath and get ready to move on to the next step, it's time to decide how you want to publish and deliver your e-book to your customers.

It is very important to keep the focus on why people purchase e-books, instant gratification. If your customer has to wait for your e-book to arrive, they may just decide to look elsewhere for the information. You don't want that.

So, with that in mind, think instant download. Don't worry, there are many good companies that offer this type of service. Something that needs to be stressed is to do some research here to find the company that best suits *your* needs.

A few good sites for instant download are *payloadz*, *clickbank*, *E-junkie* and *1shoppingcart*. These are a good place to start your research. Please take the time and read all of the information on each site so you can weigh the pros and cons of each and know what you need to work with each one.

These are not your only choices however. Let's talk about e-book publishers and e-book distributors. Although you might think they are the same, I can assure you they are not. Here's a brief overview of each.

### **e-book publishers**

When you work with an e-book publisher you need to understand that it mirrors traditional book publishers in that they will own the rights to your work.

This is not something I recommend for a few reasons. First, you will be in charge of marketing and promoting your own e-book and this is a large part of the process. And they will get a percentage of the money from your sales, in which were made via your efforts. Another reason for not going this route is that you will only have your book listed with this publisher, which is very limiting for your sales efforts. It doesn't sound fair does it? It's not. Not in my opinion anyway.

## **e-book distributors**

An e-book distributor is more like an on-line bookstore that lists your book available for sale. They handle all distribution and customer inquiries, and you give them a small percentage of your royalties. This type of company is called non-exclusive distributors, and working with them is a great way to get some visibility for your book and boost your income as well.

If you work with a company like **Booklocker.com**, they already have customers that trust them and buy from them. Listing your book there, gives you an opportunity to sell to them too.

Now, I talk about *booklocker.com* because I work with them and recommend them often. Am I getting anything from them for giving this recommendation? No. Actually, they are not even aware that I refer them. This doesn't mean you shouldn't do your own research and choose a company that suits your own needs. But I am very confident that you will see that they are a good, reputable company.

Another important note on e-book distributors is that these companies do not own the rights to your book, which is a very big deal and I'll tell you why. If you own the rights to your e-book, you can actually list your e-book on let's say, Payloadz **and** booklocker. This gives you a much larger audience to market to. Then set up your own website and you will have even more of an audience.

Just be sure to read all contracts carefully and compare these before you choose one. If you don't understand something, contact the company and ask. You don't want to get into something you are unhappy with because if you do, you could end up at the mercy of a company that doesn't care about you or your e-book.

Read the fine print...PLEASE!

# Chapter 9

## Marketing

This is an area that gives most writer's that sick feeling in the pit of their stomach. But I promise, you can have fun marketing if you set yourself a realistic schedule and stick with it.

We will discuss many marketing ideas just for authors. Not all of them will suit you and that's okay. Pick out the ones that YOU are most comfortable with and do those. The key here is consistency.

Are you sitting down? Okay, here's the master list.

- **Website** - You should definitely have one. There are free sites out there and many for a minimal price. You may want to get a domain name that doesn't limit what you write (topics) or you can use the name of your book, or even start your own publishing company. Search the internet, and find a site that offers you what you need, such as hosting, domain registration etc. See: [www.yahoo.com](http://www.yahoo.com) for a sample of what you can get. \* It is important to keep your site updated with new information so your readers will continue to visit.
- **Join on-line writing groups** – Yahoo also has groups for writers and for e-book authors. Read and learn from others as well as participate when you have something to add. Don't be afraid to ask for recommendations. Just be sure to do your own research to be sure the company being referred suits your needs.
- **Publish your own free e-zine (newsletter)** – This is a great way to stay in front of customers. Your newsletter should have valuable information in it for readers to continue to stay interested. You can place ads for your e-books and promote others work as well. This is a great way to build on-going relationships.
- **Sell** - T-shirts, coffee mugs, or other items that will be of interest to your readers. Come up with catchy phrases or slogans that relate to the subject matter of your e-book.

- **Contests** – Hold a contest that will be fun for your readers and get them involved. Stay on top of this. If you offer it, and get people to compete to win, and never finish it, you will not get another chance. Even a small gift will get readers interested. Announce this on your website and in your e-newsletter.
- **Offer something free** – With every e-book order, offer a free “top ten” list or some other type of “valuable” information to your readers. People love *FREE*.
- **Free on-line advertising** – Craigslist and other sites specializing in free ads can give your e-book a boost in sales. Offer a free gift for visiting your website and signing up for your newsletter.
- **List your e-book** – Find directories where you can add your work. Offer something free for visiting your website and signing up for your newsletter.
- **E-book distributors** – Get your book listed with an e-book distributor. Visitors to their site will get you exposure if your subject matter is of interest to them.
- **Signature** – Add the title of your book and the website where people can buy it to all of your outgoing e-mail. This is a very simple way to market your e-book regularly.
- **E-zine** – advertise in the e-zine of others’. Ask about this on your on-line groups. This is a great resource for any questions you have about e-books.
- **Check out [www.ebookmall.com](http://www.ebookmall.com)** – for lots of information on publishing and marketing e-books.
- **Host an Author chat** – There are many sites that host author chats. Check out: about.com, CNN.com, iuniverse, or google author chat and see the many other sites that come up.
- **Use your imagination** – Research on-line and see what you can find. There are some very good ideas out there.

Ideally, you should write a schedule of activities that you will do daily, weekly, bi-weekly and monthly and keep it where you can see it. Keep looking for new ideas and add them to the schedule where they will fit.

# Chapter 10

## E-book publishing checklist

Okay, I know we already went over this, and although we thought we took care of it, it's back! So listen up!

You know that sometimes when you decide to take on a project, the voice inside your head starts talking to you, asking things like, "why are you doing this? Do you have any idea what is involved? Are you completely crazy?"

Do something for me okay?

### **DO NOT LISTEN!**

This may be something you will continue to have to struggle with, but please remember, anything worth doing is worth doing well. If writing is what you want to do, then ***you must do it!*** It can seem like an overwhelming project, but we will break it down into small pieces that are manageable. Just stay focused on whatever step you are on. Do not let what you will *need* to do throw you off track. Stay focused.

It's important to remember, that you will only write one word at a time, then one sentence, then one page etc,. It is how every book is written and it is how yours will be written too.

Work hard and enjoy the process.

- Choose a few a marketable ideas and make a list
- Research your best idea and see if it one that you believe has a good market
- Continue this process until you have a winner
- Research your idea and begin writing your outline or chapter headings
- Put your notes/chapter headings in order

- Write
- Review & edit
- Re-write and finish editing
- Polish
- Decide on layout and design
- Add graphics and quotes if you'd like
- Decide on a compelling title
- Add your cover
- File your work with the copyright office
- Decide on how you will publish and distribute your e-book
- Convert file to a PDF if necessary
- Price your book to sell
- Choose your domain name
- Create your website
- Begin your marketing campaign
- Continue marketing
- Enjoy your accomplishment!

# Chapter 11

## Writing & Publishing Resources

Okay, so you really want to get serious? Here are many resources for both writing and publishing and more. Check them out and follow the information provided as it relates to you and your goals. Not all information will be useful so use your own good judgment, and you can absolutely skyrocket your publishing career.

Here you go...enjoy!

### Writer's Links

As you know, the internet is ever changing. These links are active as of this writing but there is no guarantee that this will always be correct.

For obvious reasons, this is not an exhaustive list of information for writing and publishing. For much, much more, simply do a search for writing resources on your favorite search engine and you will have more than enough information.

- Bookwire - <http://www.bookwire.com/>

Content includes timely book industry news, features, reviews, original fiction, guides to literary events, author interviews, thousands of annotated links to book-related sites.

- [The Writers' Workshop](http://www.writersworkshop.co.uk) - <http://www.writersworkshop.co.uk>

The Writers' Workshop offers manuscript assessment and editorial service to first time or unpublished novelists. Run by writers for writers.

- [Suite 101: Novel Writing](http://www.suite101.com/welcome.cfm/novel_writing) - [http://www.suite101.com/welcome.cfm/novel\\_writing](http://www.suite101.com/welcome.cfm/novel_writing)

Archive of how-to articles on writing novels. Offers tips, suggestions and interviews with published novelists.

- [WritersCafe.org](http://www.writerscafe.org/) - <http://www.writerscafe.org/>

An online community for writers. Create your own author profile, post your writing, get reviews, join writing groups, and befriend other authors.

- [Writer's Beat](http://www.writersbeat.com) - <http://www.writersbeat.com>

A community dedicated to the entire spectrum of writing.

- [The Writers Writing from Home Forum](http://writers-bbs.com/forums/) - <http://writers-bbs.com/forums/>

Forum for aspiring or published writers with writer problems.

- [Literary Den](http://www.literaryden.co.uk) - <http://www.literaryden.co.uk>

A community of enthusiastic readers and budding writers.

- [A Writer's Desk](http://twilightmanor.proboards100.com/index.cgi) - <http://twilightmanor.proboards100.com/index.cgi>

Writing lessons for creative fiction, a glossary of terms for writers, a listing of markets accepting freelancers, and forum of writers.

- [Writers Write](http://www.writerswrite.com/) - <http://www.writerswrite.com/>

Weekly magazine. Features author interviews, articles and daily editorial and publication news. Includes research, genre and marketplace links, as well as forums and archived issues.

- [eWriteLife.com](http://www.ewritelife.com/) - <http://www.ewritelife.com/>

Find creative writing articles, prompts, ideas, reviews and other resources for writers.

- [Writing Corner](http://writingcorner.com) - <http://writingcorner.com>

Resources, event listings, feature articles, newsletters and email lists. A site about the art, craft and business of writing

- [The Write Journey](http://members.tripod.com/wusu/) - <http://members.tripod.com/wusu/>

Sheri Gilbert's writers resource site, offering articles, hints and tips, glossary, forum

- [The Writer's Life](http://thewriterslife.homestead.com/) - <http://thewriterslife.homestead.com/>

An online interactive writing and resource site. Writing links, paying markets, free eBooks, newsletter, awards

- [Ideas4writers.co.uk](http://www.ideas4writers.co.uk) - <http://www.ideas4writers.co.uk>

Ideas to make better writers. Writers' bookshop, discussion forums, eZine and newsletter, competition, plus writing, computing and word processing help.

- [NotWriting.com](http://www.notwriting.com/) - <http://www.notwriting.com/>

Aims to make writers feel better about procrastinators. Features ongoing commentary, diversions, and resources.

- [WriteSuccess](http://writesuccess.com) - <http://writesuccess.com>

Ideas, information and inspiration for writers.

- [Writers Notes](http://hopepubs.home.comcast.net/writers.html) - <http://hopepubs.home.comcast.net/writers.html>

Free news, resources, and information for readers and writers.

- [Books and Writers](http://www.booksandwriters.awritersaide.com/) - <http://www.booksandwriters.awritersaide.com/>

Resource for writing and research. Includes articles, tips, link directory, new releases, news and a book review weblog

- [Newbie-Writers](http://www.newbie-writers.com/) - <http://www.newbie-writers.com/>

Nurturing new writers. A writing information site.

- [Website Ideas for Writers](http://www.sky-bolt.com/writers/) - <http://www.sky-bolt.com/writers/>

Every writer today needs an effective website as part of a complete marketing plan.

- [Write On!](http://www.write-on.org/) - <http://www.write-on.org/>

A free, freewheeling workshop for writers of all genres, featuring articles on writing by members and a place where budding and expert writers can submit exercises for feedback.

- [Writers Exchange](http://www.writers-exchange.com) - <http://www.writers-exchange.com>

Writing resources, links, articles, and an ezine.

- [Resource Central](http://resourcehelp.com/qserwrit.htm) - <http://resourcehelp.com/qserwrit.htm>

Links and resources for writing. Improve your writing skills, library skills, writing style, grammar. Fiction and nonfiction resources.

- [Writer Beware](http://www.sfw.org/beware/) - <http://www.sfw.org/beware/>

Warnings and cautions for writers about literary frauds, scams, deceptions, and pitfalls

- [Coffeehouse for Writers](http://www.coffeehouseforwriters.com) - <http://www.coffeehouseforwriters.com>

Free monthly contests, discussion forums, online writing workshops and a hearty helping of writer's camaraderie.

## **Publishing Links**

- [MJ Rose: The Future of Publishing](http://www.spark-online.com/february00/trends/rose.html) - <http://www.spark-online.com/february00/trends/rose.html>

Article about online publishers.

- [Self-Pub.net](http://www.self-pub.net) - <http://www.self-pub.net>

Articles, guides and FAQ for authors who are self-publishing their books as well as a directory and visitor submitted reviews of publishing companies and author book listings.

- [Internet Authors Network](http://www.xenite.org/internet_authors/) - [http://www.xenite.org/internet\\_authors/](http://www.xenite.org/internet_authors/)

Provides free services, tools, and tips to help authors promote their books on the Internet. Includes a banner button exchange and webrings. No fees, no credits to earn.

- [I Can't Get Published.com](http://www.icantgetpublished.com) - <http://www.icantgetpublished.com>

Tips and resources for all types of writers who seek publication.

- [Publishing Explained](http://www.publishing-explained.com) - <http://www.publishing-explained.com>

A guide to publishing that includes information on self-publishing, e-books, publishing companies and marketing.

- [The Art of Electronic Publishing](http://www.prenhall.com/electronic_publishing/html/main.html) - [http://www.prenhall.com/electronic\\_publishing/html/main.html](http://www.prenhall.com/electronic_publishing/html/main.html)

Sandy Ressler's thorough introduction to electronic publishing, fully navigable online. A valuable resource for a review of all the fundamentals of the field.

- [An Incomplete Guide To Print On Demand](http://www.booksandtales.com/podframeo.htm) - <http://www.booksandtales.com/podframeo.htm>

A comparison of the services and packages provided by a number of Print on Demand publishers. It also features information on what to look for and what to avoid.

- [Go Publish Yourself.com](http://www.go-publish-yourself.com) - <http://www.go-publish-yourself.com>

Information for writers considering self-publishing. Writing and self-publishing articles and resources.

- [Publishing Central](http://www.publishingcentral.com/) - <http://www.publishingcentral.com/>

Articles and links related to the publishing industry and self publishing, including book, audio book, magazine, newsletter and electronic publishing.

- [Self Publishing Resources.com](http://www.selfpublishingresources.com/) - <http://www.selfpublishingresources.com/>

Resources including writing and marketing advice for self publishing authors. FAQ, articles, services and a quiz.

- [Small Publishers, Artists, and Writers Network](http://www.spawn.org/) - <http://www.spawn.org/>

SPAWN provides information and contacts for everyone involved in publishing.

- [The Small Publishers Association of North America](http://www.spannet.org) - <http://www.spannet.org>

To bring success to small publishers, self-publishers, and authors.

## **e-information**

- [Ebook publishing for writers](http://lightning.prohosting.com/~ebooks2) - <http://lightning.prohosting.com/~ebooks2>

e-books: self publishing for writers, software reviews and resources

- [eBook Designer](http://www.ebook-designer.com/) - <http://www.ebook-designer.com/>

Complete graphic design service for ebook authors and self-publishing writers. Resources include articles on ebook design, free advice and links.

- [eBook Graphics](http://www.ebookgraphics.com) - <http://www.ebookgraphics.com>

ePublishNow ebook software, free articles, free ebooks, HTML tutorials, graphics links, ebook publisher and marketing links for writers who publish online.

- [TipsforTop](http://www.tipsfortop.com) - <http://www.tipsfortop.com>

Help and advice to would-be e-book authors.

- [Suite 101: Ebooks For Profit](http://www.suite101.com/welcome.cfm/ebooks_for_profit) - [http://www.suite101.com/welcome.cfm/ebooks\\_for\\_profit](http://www.suite101.com/welcome.cfm/ebooks_for_profit)

Archive of articles about creating, marketing and selling electronic books.

- [EBookInterviews.com](http://www.ebookinterviews.com/) - <http://www.ebookinterviews.com/>

Interviews with writers who have self-published in ebook form.

- [EBookSubmit](http://www.ebooksubmit.com/) - <http://www.ebooksubmit.com/>

Ideas for promoting your e-books and e-texts.

- [Suite 101: E-Books](http://www.suite101.com/welcome.cfm/e-books) - <http://www.suite101.com/welcome.cfm/e-books>

Archive of articles about e-books and e-book publishers.

## **Additional Resources**

- WHAM - <http://www.wahm.com/contact.html>

The Online Magazine for Work-at-Home Moms!

- Bizymoms – <http://www.bizymoms.com>

You can have it all. Lots of great resources!

- The Publicity Hound - [www.publicityhound.com](http://www.publicityhound.com)

Tips, tricks and tools for free publicity

- <http://www.barbarasher.com>

A great resource for doing everything you love with out feeling overwhelmed.

- <http://www.zazzle.com>

Great site! Design & sell promotional products for your e-book.

- <http://www.cafepress.com>

Also a great site for you artists. Design & sell promotional products for your e-book.

## **Books**

I own each book listed and they are my personal recommendations to you.

- [Dan Poynter's Self-Publishing Manual, 16th Edition: How to Write, Print and Sell Your Own Book \(Self Publishing Manual\)](#) by Dan Poynter (Paperback - Mar 25, 2007)

- [Publishing for Profit: Successful Bottom-Line Management for Book Publishers](#) by Thomas Woll and Jan Nathan (Paperback - April 1, 2006)
- [How To Publish and Promote Online](#) by M. J. Rose and Angela Adair-Hoy (Paperback - Jan 2001)
- [The Well-Fed Self-Publisher: How to Turn One Book into a Full-Time Living](#) by Peter Bowerman (Paperback - Aug 1, 2006)
- [From Entrepreneur to Infopreneur: Make Money with books, E-Books and Information Products](#) by Stephanie Chandler (Paperback - Nov 28, 2006)
- [On Writing](#) by Stephen King (Mass Market Paperback - Jul 1, 2002)
- [Writing Nonfiction, 4th Edition: Turning Thoughts into Books \(Writing Nonfiction\)](#) by Dan Poynter (Paperback - Jan 25, 2005)
- [The Publishing Game: Publish a Book in 30 Days \(The Publishing Game\)](#) by Fern Reiss (Paperback - Jan 31, 2003)
- [The Publishing Game: Bestseller in 30 Days \(The Publishing Game\)](#) by Fern Reiss (Paperback - Sep 1, 2002)
- [The Publishing Game: Find an Agent in 30 Days \(The Publishing Game\)](#) by Fern Reiss (Paperback - Sep 1, 2002)
- [Start Your Own Self-Publishing Business \(Startup\)](#) by Entrepreneur Press (Paperback - Aug 1, 2007)
- [Plug Your Book! Online Book Marketing for Authors, Book Publicity through Social Networking](#) by Steve Weber (Paperback - Feb 1, 2007)
- [Author 101 Bestselling Book Publicity: The Insider's Guide to Promoting Your Book--and Yourself](#) by Rick Frishman, Robyn Freedman Spizman, and Mark Steisel (Paperback - May 15, 2006)
- [Author 101 Bestselling Book Proposals: The Insider's Guide to Selling Your Work \(Author 101\)](#) by Rick Frishman and Robyn Freedman Spizman (Paperback - Nov 2005)

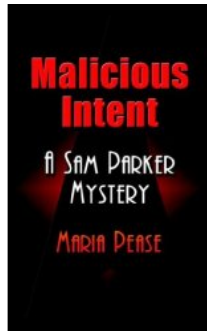
- [Author 101: Bestselling Secrets from Top Agents \(Author 101\)](#) by Rick Frishman, Robyn Freedman Spizman, and Mark Steisel (Paperback - Nov 29, 2005)

## **About the Author**



Maria Pease lives in Temecula, California  
with her husband Scott and her children Steven & Ali.

***AVAILABLE NOW!***



## **MALICIOUS INTENT**

### *A Sam Parker Mystery*

In this fast-paced murder mystery, Samantha Parker breaks all her own rules when she takes on a new client that her gut tells her is lying. His request is simple; just find out who's following him.

The pay - \$25,000!

It seems easy enough, maybe too easy, but when he suddenly disappears, Sam is determined to find out what happened to him. She just never imagined it would lead her to the mob, murder and into the arms of the crime boss himself.

***Visit: [www.sweetpeapress.biz](http://www.sweetpeapress.biz)***

## *What others are saying about Malicious Intent: A Sam Parker Mystery*

### **Christine Teskoski**

Fabulous fast-paced murder mystery! I was hooked and entertained from page one. I loved the character of Samantha Parker and am anxiously awaiting her next novel. Malicious Intent is funny, exciting and a must read to all. I loved it, you will too!

### **Susan Adams**

This book got my attention from the first page and I could hardly put it down! Sam Parker is a character that will remind you of either yourself or someone you know and love! The characters are all so interesting and seem so real. But it's the plot that keeps you turning pages. If you like a good mystery, with a couple of laughs included, you will love Maria Pease's Malicious Intent too!

I loved it!

Highly Recommended!

### **Ashley G.**

I REALLY liked this book!! I would recommend this book to anyone. It is a really good story that keeps you turning the pages. I could never put down the book once I started reading it. If you haven't read this book yet, it's a MUST!

### **sherry L**

Sam Parker is the type of character that you want to spend a lot of time with! She is refreshingly honest and down to earth. Her quirks make her real and so much fun! She's everyone's best girlfriend! Read this book, you will have the time of your life!