

Write Your Ebook in 5 Easy Steps

Ebooks are one of the best ways to make money on the Internet right now. These days it seems everyone has their own ebook but it's true, everyone has at least one ebook inside of them.



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Whatever you do in life and wherever you go, you build and absorb knowledge as you go about your daily life. Though, some people think what they know isn't important or people wouldn't be interested in buying an ebook about what they know. You'd be surprised.

There are people who are searching for your knowledge right now, in some cases what people know isn't readily available online and a large group of people are just waiting to grab up your knowledge bundled inside an ebook.

Many ebook authors write about a wide range of subjects such as photography, architecture, travel, collecting and any other subject you can think of and they make money doing it too.

If you're thinking of writing an ebook don't keep your knowledge to yourself, make your knowledge sell. But before selling that knowledge to thousands of potential customers you need to consider some important points:

1. Everyone is an Expert

There are a variety of topics you can write about. Anyone can write about virtually anything, even though you can write about anything write about what you know. Everyone has an ebook inside of them because everyone knows about a certain topic. Stick to your area of expertise.

2. Research Your Audience

You can write the best ebook on your topic but if no one is searching for that topic online you won't sell one ebook. Before picking a topic asks yourself:

-Will people buy this information on the internet or opt to buy it at a physical bookstore instead?

-Is there a ready and waiting market?

-If so, how can these people find your ebook?

To make sure people find your ebook, do keyword research with various tools such as Overture and Wordtracker. The key is to optimize your ebook for a keyword which people are searching for in the search engines.

3. Target Your Niche With Precision

Target a tightly focused niche in your topic area. Don't try to target everyone on the Internet. For example if you want to target people who are interested in gardening don't just write an ebook about gardening in general; there's thousand's of ebook's on how to garden out there. Make your ebook one of a kind by writing an ebook about preventing animals from eating your flowers. Providing a solution to a problem will get you more sales than presenting a general overview of your topic. Many people online are looking for solutions to a problem. Provide them the solution in the form of your ebook

Targeting your niche market is twice as easy when you are a member of your target market. Writing about what you know also makes the marketing process easier because you know exactly where to go to promote your ebook and where your audience is.

To gain an edge over any competition consider taking promotional methods offline. Put up flyers in locations you know your target market will be at or around. You can even team up with local small business owners and ask them if they will give away flyers for a commission of the profits. If you plan on teaming up with physical business make sure you register a different URL so you can track their buyers or else it will become an accounting nightmare when it comes time to send them their commissions.

4. Write For Your Readers, Not for Yourself

One of the other keys to a successful ebook is one which is reader friendly. Readers of your ebook could care less about you, they are looking for information and solutions about your topic- and they want these solutions fast. It's fine to include a few sentences about yourself and/or your website in the very beginning or ending of your ebook, but going on and on about yourself will waste your readers time and most likely annoy them.

Also, Don't list each and every little thing you know about your subject in your ebook. All too often ebook authors try to cram everything they know into their ebook. Readers don't want to waste time reading over unnecessary details. Write about the most important parts of your subject and get to the point of each part.

5. Spell Check

Most readers will not be happy if they bought an ebook filled with spelling mistakes. Your website visitors aren't likely to be English professors but if your copy is filled with spelling mistakes your visitors will flee and you won't get many sales. Multiple spelling mistakes in copy or an ebook will also ruin your long-term credibility. Who would want to buy products from someone who can't even spell? Make sure another person reviews your work for any spelling mistakes; spell check doesn't catch all your mistakes.

With these five tips you should be on you're way to producing a successful and profitable ebook.

Short note about the author

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