

# How to Write an E-book in Just 14 Days

**By Jennifer Mattern**

From [AllFreelanceWriting.com](http://AllFreelanceWriting.com)

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## About the Author

Jennifer Mattern is a freelance business and Web content writer (self-employed full-time predominantly in PR writing, Web copywriting, and business Web content writing). She began freelance writing in 1999, and first started writing for the Web in late 2004 when she launched her first website.



She has served as a writer and / or editor for Web content networks including About.com, Suite101, and All Info About.

She has been hired to write business-oriented Web content, Web marketing and sales copy, press releases, and other business documents for sites belonging to clients ranging from large corporations to new site start-ups and company blogs.

She has run approximately two dozen websites and blogs of her own since the launch of her first site, including [AllFreelanceWriting.com](http://AllFreelanceWriting.com), [NakedPR.com](http://NakedPR.com), [BizAmmo.com](http://BizAmmo.com), [WebWritersGuide.com](http://WebWritersGuide.com), and [AudioXposure.com](http://AudioXposure.com).

She is the author of multiple e-books, including [\*Press Releases Made Easy\*](#) (free download) and [\*Launching a Successful Freelance Web Writing Career\*](#), the first in her Web Writer's Guide e-book series through WebWritersGuide.com.

You can find out more about her online freelance writing services, or access free downloads, at [www.ProBusinessWriter.com](http://www.ProBusinessWriter.com).

# Table of Contents

<a href="#">Introduction</a> .....	5
<b>Section I: Before You Write Your E-book</b>	
<a href="#">Is E-book Publishing Right for You?</a> .....	7
<a href="#">Should You Write a <i>Free</i> E-book?</a> .....	9
<a href="#">Finding E-book Ideas: Choosing a Niche for Your E-book</a> .....	10
<a href="#">Planning and Outlining an E-book</a> .....	13
<a href="#">Choosing the Best E-book Format</a> .....	15
<a href="#">Benefits of PDF E-books</a> .....	17
<a href="#">The Best E-book Software for the First-Time Author</a> .....	18
<a href="#">How Long Should an E-book Be?</a> .....	19
<a href="#">Should You Offer E-book Resell Rights?</a> .....	20
<a href="#">5 Factors to Consider in Pricing Your E-book</a> .....	21
<a href="#">E-book Delivery Options</a> .....	24
<a href="#">E-book Marketing Basics</a> .....	26
<a href="#">Should You Use Affiliate Marketing to Sell Your E-book?</a> .....	27
<a href="#">How to Design an E-book Cover</a> .....	29
<a href="#">Using Testimonials to Sell an E-book</a> .....	30
<b>Section II: <i>You</i> Can Write an E-book in 14 Days! – The Plan</b>	
<a href="#">Day 1 – Getting Started</a> .....	32
<a href="#">Day 2 – Basic E-book Outline</a> .....	36
<a href="#">Day 3 – The Extended Outline</a> .....	38
<a href="#">Day 4 – E-book Formatting</a> .....	40
<a href="#">Day 5 – Start Writing</a> .....	43
<a href="#">Days 6 &amp; 7 – Continue Writing</a> .....	44
<a href="#">Day 8 – The E-book Introduction</a> .....	45
<a href="#">Day 9 – E-book Editing</a> .....	46
<a href="#">Day 10 – File Conversion &amp; Pricing</a> .....	47
<a href="#">Day 11 – The Sales Letter</a> .....	49
<a href="#">Day 12 – E-book Covers &amp; Launching Marketing Preparation</a> .....	51
<a href="#">Day 13 – Distribution &amp; Affiliates</a> .....	53
<a href="#">Day 14 – The E-book Launch</a> .....	55
<a href="#">Conclusion</a> .....	57

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# Introduction

Write an e-book in just 14 days? I can hear you now thinking “Yeah right! This is probably just another guide telling me to rewrite PLR content and try to pawn it off on readers as my own.” Nope! My aim is to walk you through an efficient process for writing your own, *completely unique*, e-book or report in as little as two weeks.

This guide is based on the [14-day E-book Writing Challenge](#) from my All Freelance Writing blog, with all the background information and 14-day plan in one place.

## Why 14 Days?

Two weeks is an achievable goal for writing an e-book. Too many people think e-book writing has to take an insane amount of time, so they never pursue their project, or they look for shortcuts instead of publishing something that’s truly their own (which will generally monetize best, and do the most to help them build or expand their image in their target niche).

I wrote my first e-book in just 5 hours, so I know it can be done in 14 days – no matter what your schedule is like, if you set realistic goals for yourself (such as targeting a 50 page e-book as opposed to a 200+ page e-book), you can make this plan work for you, and *without* making a huge long-term commitment.

## How to Use this E-book

The first half of this e-book is filled with background information that will help you familiarize yourself with the e-book writing, publishing, and marketing process. You can read these in advance, or jump right into the plan.

The second part of this e-book is the actual 14-day e-book writing plan laid out for you. Don’t worry too much if you didn’t read the background sections first. Each plan page will link you to the relevant background pages as-needed.

If you really want to pursue a huge e-book, don’t worry if you can’t finish in two weeks – this plan can be adapted to any timeframe that works for *you*!

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## SECTION I

# Before You Write Your E-book

### In This Section:

- Is E-book Publishing Right for You?
- Should You Write a *Free* E-book?
- Finding E-book Ideas: Choosing a Niche for Your E-book
- Planning and Outlining an E-book
- Choosing the Best E-book Format
- Benefits of PDF E-books
- The Best E-book Software for the First-Time Author
- How Long Should an E-book Be?
- Should You Offer E-book Resell Rights?
- 5 Factors to Consider in Pricing Your E-book
- E-book Delivery Options
- E-book Marketing Basics
- Should You Use Affiliate Marketing to Sell Your E-book?
- How to Design an E-book Cover
- Using Testimonials to Sell Your E-book

## Is E-book Publishing Right for You?

Have you toyed with the idea of writing an e-book, but find the process a little bit intimidating? Will investing time into writing and marketing an e-book really be worth it? How can you determine if e-book publishing is right for you?

### Reasons to Consider E-book Publishing

There's more to writing an e-book than making money. Here are a few e-book publishing motivations. See if any apply to you:

- Writing an e-book can offer you a semi-passive income stream.
- Writing an e-book can help you build authority status or solidify your reputation as an expert in your niche or industry.
- Writing an e-book can help you market your services or other products by spreading virally (usually through free e-books which are passed along from reader to reader or sites to their readers, exposing your name, links, etc. to your target market).

### Common E-book Publishing Myths

**Myth:** No one reads e-books.

**Fact:** Many people turn to e-books (especially in technology and business-related niches) every day, because they offer instant gratification for those wanting to learn about something (while having the information already organized in front of them). If no one's reading e-books in *your* niche, chances are that they don't have options, or no one's currently effectively marketing e-books in that area.

**Myth:** No one takes e-book writers seriously.

**Fact:** That may have been true years ago, and I'm sure there are still some die-hard print publishing advocates poo-pooing e-books. Those folks are also seriously behind the times. It's true that there are a lot of poor quality e-books out there, but there simply isn't a huge stigma attached to e-book writers the way there used to be. The key is building your reputation with your market as much as possible before writing your e-book.

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**Myth:** There's no money in e-book writing.

**Fact:** There's actually quite a bit of money in e-book writing. In this day and age, people don't just want information. They want it *fast*! E-books fill that need where print books simply can't. Because of that, e-books are sometimes even able to be sold at a premium, often for much more than similar print publications. How much you can make depends a lot on your marketing abilities.

**Myth:** It's too hard to market an e-book.

**Fact:** If you're already marketing other products, services, your business, or yourself, you already have the basic skill set. All you have to do is adapt it to an e-book. With e-books, you even have the added benefit of affiliate marketing opportunities, where you can let others sell your e-book for you, taking a lot of the marketing out of your hands.

**Myth:** An e-book will take forever to write.

**Fact:** If you can write articles, you can write an e-book. E-books don't have to be over 100 pages. My own first e-book was just 18 pages long, and took only a few hours to write from start to finish ([Press Releases Made Easy](#) is now 20 pages in its latest release, and is available for free download). The greatest thing about e-book writing is that it can be broken down into much smaller parts (think of your e-book as a collection of articles that have to flow together). Breaking it down into smaller goals can help you fly through the e-book writing process. You just have to stop thinking about the total length, and think about each section separately.

Have some of these myths or fears about e-book publishing crossed your mind? I hope you'll take the time to re-think your concerns, and give e-book publishing a serious try if one of the motivations above applies to you.

Remember, there's never any harm in trying something new. You may just be surprised at how successful e-book publishing can be.



## Should You Write a Free E-book?

People write e-books for several reasons. One of those reasons is to make money. So why would any e-book author be willing to give their e-book away for *free*?

If you're planning to write an e-book, how should you decide whether to charge for it or give it away?

It really comes down to why you're writing your e-book in the first place. If your primary goal is to make money through the e-book sales, free e-books obviously aren't for you. However, if your goal is to use the e-book to market something else (your blog, website, a larger e-book, another product, or your services), or just to help build your reputation as an expert in the niche, writing a free e-book could be a good idea. Here's why:

1. Free e-books naturally can give you more exposure, because anyone can get their hands on a copy.
2. If you haven't already built a reputation in your niche, people may not be willing to pay you for what you have to say yet anyway.
3. Free e-books have a better chance of spreading virally. Most paid e-books don't grant the buyer the right to distribute the e-book to others, while free e-books often do. Using a free e-book as a viral marketing tool simply means that your e-books will get passed around via word of mouth (or the Web's equivalent).

Even if your primary goal *is* to make money from your e-book, don't necessarily snub free e-books. You may find that offering a free shorter version or excerpt actually promotes the sales of your primary e-book.

## Finding E-book Ideas: Choosing a Niche for Your E-book

So, you've decided to write an e-book, have you? Well what are you going to write your e-book *about*? One of the most difficult parts of e-book writing is finding your e-book idea (or the niche for your e-book).

We often have a general idea about what we want to write about. We can use a tool like the Adwords Sandbox to help us narrow it down to a specific topic (and even e-book title), based on search volume (it's a better idea to write an e-book on something people are searching for, because it shows they're interested in the topic, than to write an e-book that no one may want to read).

Let's do a walk-through on choosing a niche for a few general topics. Let's also assume that we know people *love* how-to style pieces (they do - it's why how-tos, guides, etc. work so well in headline writing). But first, the basic process:

1. Visit the [Adwords sandbox](#)
2. In the box labeled "descriptive words or phrases," type "how to" and then your general subject matter (such as "how to write," "how to dog," "how to jewelry," etc.).
3. Leave the synonyms box checked.
4. Type in the letters from the image (you should only have to do it the first time you search each time you visit the site).
5. Look through the results provided for something specific that interests you, and has a relatively high search volume. If it also has high advertiser competition (people are paying more for ads for those keywords), that's going to be a good thing too. It means you may have better luck monetizing articles and such that you write on your site, blog, etc. to help promote your e-book.

And the examples:

**Example 1:** Let's assume you know you want to write an e-book on some aspect of *writing* itself. Type "how to write" in the descriptive words or phrases box, and follow the rest of the instructions above. Here are some of the ideas that come up with a high search volume (compared to other how-to topics on writing) and high advertiser competition:

- How to Write a Novel
- How to Write a Book
- How to Write a Cover Letter
- How to Write a Business Plan
- How to Write an Essay
- How to Write a Business Letter
- How to Write a Screenplay
- How to Write a Resume
- How to Write a Love Letter
- How to Write a Children's Book

**Example 2:** In this example, let's say you know very generally that you love dogs, know a lot about them, and want to write an e-book about dogs, but you aren't sure how to narrow that down into something workable that people will really want to read. Follow the steps above again (this time typing "how to dog"), and you'll get some of the following ideas:

- How to Potty Train a Dog
- How to Stop a Dog from Barking
- How to Stop a Dog from Digging
- How to Draw Dogs
- How to Choose a Dog Breed
- How to Make Dog Treats
- How to Build a Dog House
- How to Teach a Dog to Fetch
- How to Make a Dog Bed
- How to Leash Train a Dog

**Example 3:** Now let's say you're interested in jewelry, and you know you want to write an e-book about it, but you're not sure how to narrow that down. Again,

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follow the above instructions, this time using “how to jewelry.” You’ll find these ideas and more:

- How to Make Jewelry
- How to Wire Jewelry

You’ll notice that you don’t get many results here. That means it’s time to narrow down your search on your own a bit. In this case, let’s assume you want to go with making jewelry (you could also go with something more like “how to choose jewelry”), so type in “how to make jewelry” for the following additional results:

- How to Make Beaded Jewelry
- How to Make Silver Jewelry
- How to Make Wire Wrap Jewelry
- How to Make Costume Jewelry

What you’ll notice is that these say “no data” in the search engine volume column. In this case, you may want to run the phrase through the free [keyword suggestion tool from Wordtracker](#) just to see if anyone’s actually searching for it.

While tools like the Adwords sandbox can help you choose a niche for your e-book, don’t let it do it all for you. Go into the process with at least a vague idea of what you want to write about, and then use tools like this to help you narrow it down. If you’re not truly interested in the subject matter, you’ll have a harder time writing the e-book in the first place.

Also understand that using the how-to method is a great start, but you should embellish those phrases for your e-book title if you want to increase interest or sales. Here are a few possible title examples, from sample search results above:

- How to Write a Resume (That Will Land You Your Dream Job)
- How to Write a Novel (in 30 Days)
- How to Write a Children’s Book (That Sells)
- How to Write a Love Letter (That Will Win Any Woman’s Heart)
- How to Build a Dog House (in a Weekend)
- How to Make Costume Jewelry (That’s Safe for Small Children)

Hopefully you get the idea, and you’ll use these tools to help you choose the perfect niche for your next e-book.

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## Planning and Outlining an E-book

After you've chosen a niche for your new ebook, and you have a good idea of what you want to write about, what's next?

Some e-book writers may simply jump right into the e-book writing. Personally, I'm a note-taking, outline-loving, organizational junkie. If you're even a little bit like me, you may want to plan or outline the content of your e-book before you sit down to write.

We all have our own outlining styles, but here's my process. Feel free to use it when writing your own e-books, or alter it to meet your needs:

**Step One:** Make a very general list of the main topics you want your e-book to cover, and the sub-topics within each. These don't need to be in any kind of order yet. I find that 3×5 index cards are perfect for this step.

**Step Two:** Make a list of any general pages (like a title page, "about the author" page, etc.) and any addenda pieces you may want to include in your final e-book. I also put these things on their own 3×5 index card.

**Step Three:** Organize your note cards (or other notes) by placing them in the order you want them to appear in the e-book now. I usually do this by simply arranging my index cards, and then I create an outline on paper based on it (because if I don't, I'm bound to lose a card or two, and I just like being able to scan a single sheet of paper). This outline should end up being very similar to your final table of contents.

**Step Four:** Make a list of any asides you may want to include. I personally don't like to use stock images in e-books, and instead prefer to break things up visually with more useful content (I don't like buying "padded" e-books with a lot of unnecessary pictures, so I don't use them unless I have to - such as important screenshots). I used a lot of asides in my [Press Releases Made Easy](#) e-book (such as blocks of tips).

**Step Five:** Here's where you can get more detailed if you want to by actually outlining specific points for the e-book content. I only do this for sections where there's something very specific I want to cover or say, and I'm worried I'll

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otherwise forget. I go back to my index cards for this part, and use the back of any section cards I need. You could have all of this done earlier and put into your overall outline if you want to. I just prefer to keep that outline mimicking the table of contents, so I don't add a lot of detail there.

When outlining your e-book early on, it's important not to worry about things like total page counts, or page numbers where information will be found. If anything, worrying about page counts will probably prove to be more overwhelming than productive.

If you want to write approximately a 50-page e-book, thinking about it simply in terms of "50 pages" can make it feel like a larger project than it really is. This is why I always make note of the smaller pages in the e-book... not only does it help me remember to include basic things, but it makes the project seem a little smaller in scope.

Here are some of the basic e-book elements that will be included in your final page count without taking a lot of writing time:

- Title Page
- License / Copyright Page
- Table of Contents
- About the Author
- Disclaimer Page (it's a good idea to have this in any niche)
- Resources (you don't *have* to include this, but having a page pointing to additional resources in the niche can be a good thing - if you're planning to include affiliate links, here's a place for them as well).
- Addenda (anything you'll be including at the end of the e-book - for example, in my planned expanded press release writing e-book, I'll have a lot of addenda, such as sample real-life press releases, press release templates, etc.)

Outlining your e-book before you start to write it can save you a lot of time in the long run. It can help you to avoid missing important points that may need to be added later (which can be a formatting nightmare if you later have to make major changes). Have as much of your e-book planned as possible, and you may be surprised at how smoothly the e-book *writing* process can go.

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## Choosing the Best E-book Format

There's more to choosing a format for your e-book than PDFs versus executable files (.exe files). Here are a few of the e-book formatting decisions you'll have to consider when writing an e-book:

- Do you want your e-book to be in a program file of its own (.exe file) or PDF, or another format altogether?
- Do you plan to protect your e-book (from copying, printing, etc.), and if so, how?
- What size font do you want to use? I'd recommend no larger than 14pt, but that can be pushing it in some cases (depending on the font).
- What font do you want to use? (**Tip:** Sans serif fonts are generally easier to read on-screen, and serif fonts are easier to read in print. When choosing, think about your audience, the length, etc. and determine whether it's more likely to be read on-screen or printed out.)
- How long do you want your e-book to be? You can't choose an exact page number, but at least come up with an estimate. Are you planning a short e-book of 20-30 pages, something more traditionally book-length, etc.?
- How do you plan to visually break the e-book up? E-books should have some kind of visual element to prevent them from becoming page after page of nothing but straight text. Your topic may lend itself well to charts and graphs. If it's tutorial-based about something done on the computer, screenshots can be a good graphical element. You can also use asides for additional text (break them off with boxes or in other ways, treating them as image elements). At least be sure to include bulleted and / or numbered lists and bold subheadings for easier scanning by the reader.
- Do you plan to embellish the overall look of the e-book (page borders, colored sub-headings, etc.)?

It's a good idea to look at all of your options based on what you think your own target readers would most appreciate. There's no right or wrong here, and the end results are going to vary quite a bit from e-book to e-book.



## Benefits of PDF E-books

The two most common e-book file types are PDF (read through Adobe Acrobat Reader and similar programs) and EXE (executable program files). PDF files tend to be much more popular, and there are several reasons for this. Here are a few benefits of publishing your e-book in PDF format:

- People are often not willing to open .exe files that they're unsure of, because they can contain viruses. A .pdf file is generally considered "safer," meaning you can increase your potential audience.
- PDF e-books are very easy to create. All you need is a basic word processor and a program to convert the file to .pdf (there are plenty of free programs available that do this).
- It's rare for someone not to have access to Adobe's Acrobat Reader to read your e-book in .pdf format, and even if they don't have it, it's free to download.
- If you want readers of your e-book to be able to print the file to read away from the computer, PDF files are ideal - they print out the same way you would print out a document from your word processor, and can even be printed from someone's Web browser if your .pdf e-book is available for online reading.
- You can make your e-book available to be read directly online (not a bad feature if you're distributing a free e-book and want the clickable links as it's spread around virally). Most people can view a .pdf file directly in their browser window.

## The Best E-book Software for the First-Time Author

I talked a little bit before about choosing an e-book format and the benefits of PDF e-books. If you're a first-time e-book author, I'm going to absolutely suggest that you go the PDF route (as opposed to using e-book compilers to create an EXE file for your e-book).

You really only need two pieces of software to create that PDF e-book:

1. A word processing program
2. PDF conversion software

In my case, I already have Microsoft Word and Adobe Acrobat (you'll need more than just their reader to *create* PDFs).

If you don't have access to those two programs, there are free substitutes for each. To go the completely free route, you can use:

1. [OpenOffice](#) - This is an open source office suite similar to Microsoft Office. It includes much more than just the word processor, but you'll want to use their Writer program for the basic writing and formatting of your e-book. If you use OpenOffice, the best thing is that you can skip the PDF converter altogether, because they have a PDF export option built right into Writer! It even carries your live links over to the .pdf version without any problem.
2. [PrimoPDF](#) - If you already have a word processor, and don't want to download the whole OpenOffice suite just for PDF conversions for your e-book, why not go for the simplest solution possible? Forget about downloads and installations altogether, and use a free online file converter like PrimoPDF. It's easy, and incredibly fast... just enter your email address, upload your file, and you'll have your PDF in-hand likely in less time than it would take you to download a program (and if you can be online to download a program, you can be online to use this free tool, right?). Doing a test on my short e-book, I received the file in less than a minute! Oh, and unlike some other online file conversion sites, you *will* get clickable links from this one (I did at least).

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## **How Long Should an E-book Be?**

A lot of writers are intimidated by e-book writing, because they think writing an e-book is going to take a huge time commitment. That doesn't have to be the case.

There's no right or wrong length for your e-book. It should be long enough to cover your niche topic, and short enough that your particular target market will actually buy it and read it (or simply download it, subscribe to your list, etc. if you're giving it away for free).

Some e-books are under 20 pages. Some are over 200 pages. While length can play a role in how much you can charge for an e-book, it shouldn't be enough to scare you away from writing an e-book in the first place.

(If you want to write a short one, and don't feel comfortable calling it an "e-book," call it a "report." You can sell them, give them away, etc. all the same.)

## Should You Offer E-book Resell Rights?

When you publish your e-book, should you offer resell (or distribution) rights? Here's what I think:

### **Paid E-books**

I'd suggest *not* offering resell or re-distribution rights on e-books that you're using as an income stream. This was probably my single biggest mistake with my own first e-book, and one I won't make again.

Why would you want to avoid offering resell rights on a paid e-book? Because you lose value. You lose value, because all of the leads aren't directly coming through you - you lose site traffic (that can potentially turn into regular readers, customers, etc.), and you lose the potential to fully use your e-book sales for list-building.

If you *really* want to offer resell or redistribution rights for your paid e-book, at a bare minimum make sure the terms clearly state that it can't be edited (PLR e-books obviously wouldn't be included in this example), and that the buyers can't match or undercut your own prices (you shouldn't be competing with other people to sell your *own* product).

I learned the hard way that resell rights were a bad idea. If people want to make money selling your e-book(s), let them do it through an affiliate program instead.

### **Free E-books**

Free e-books are a bit different... the whole *idea* is to get them to spread virally, so they work as a marketing tool for you. In order to do that, you have to give people the right to distribute it. In that case, you may want to offer only re-distribution rights for it to be given away for free, or you may want to let people sell it. It's up to you. Personally, I'd opt only to give re-distribution rights in a free sense, and probably wouldn't let people sell my free e-books. Again, you'll need to make sure that it's distributed with your name, links, and other credits in tact to get full marketing benefits, so don't forget to make that clear in the terms.

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## 5 Factors to Consider When Pricing an E-book

How much should you charge for your e-book? How do you set your e-book's price? There's no single right answer for every person or every e-book. However, there *are* a few factors that every e-book author should consider when setting a price that works for them:

### 1. What You *Need* to Earn

Start by thinking about how long the e-book took to write, format, and prepare for delivery. You can factor in some of your marketing time as well, but that should already be accounted for in the rates you're earning versus time spent marketing your *services* as a freelance writer.

Now figure out what you earn on average per hour (per *billable* hour), or how much you would *need* to earn per billable hour to meet your overall income goals from all services, products, etc. Multiply the time you spent writing and preparing your e-book for publication by the average earnings per billable hour. This is the minimum you should strive to earn overall from your e-book sales. Hopefully you'll earn more than this, but it gives you a bare bones starting point.

Given this information, don't set your e-book price so low that you know you won't be able to earn the total goal, and don't set it so high that you can't make at least enough sales to reach that same goal.

### 2. The Convenience Factor

A lot of people seem baffled by the fact that buyers will often pay *more* for an e-book than for a print book on a similar subject. The reasoning is simple though... people will always pay more for convenience (it's why you can pay more for a 20oz soda in a convenience store than you'd pay for a 2 liter bottle anywhere else). The same applies to e-books... people want instant gratification, and e-books give them that in a way that print books can't. They don't have to take time out of their day to go to a book store when they want the information right now, just hoping the book's in stock, and they don't have to pay shipping fees, taxes (possibly depending on where they're located), or have to wait for deliveries.

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The more your e-book's topic would appeal to the "right now" crowd and mind frame, the more you can charge.

### **3. Exclusivity**

This is a pretty simple one.... If the material contained in your e-book can be found just as quickly on the Web (for free), you won't be able to charge much for it, and the instant gratification factor won't work in your favor. The only exception here is if the free information isn't *organized* anywhere online well for free, in which case people will still pay a premium to have it assembled neatly for them to save them time.

If you're offering insider tips or highly detailed information not available elsewhere, you can charge more. If you're offering extremely basic information that people can find for free through a simple Google search, don't count on being able to set a high price for your e-book.

### **4. Authority**

Do you have any authority in the niche of your e-book? If so, people are going to be willing to pay more for your e-book than for a similar e-book from someone with no credentials in the niche.

For example, if you write an e-book on SEO, but you've never achieved top ten rankings for your *own* websites, people aren't going to spend \$47 on your e-book. If you're well-known in the field, have habitually gotten clients excellent rankings for tough keyword phrases, and you're offering insider tips and information that you don't already talk about publicly (in a blog, etc.), that \$47 is nothing to people who know that good SEO advice could make them much more than that in the long run.

### **5. Timeliness / Relevance**

If your e-book is in some way timely, you may be able to charge a premium for it. For example, an e-book dealing with protecting yourself from identity theft will probably sell much better (and be able to be sold for a higher price) if the topic's been covered heavily in the news recently.

An e-book dealing with safety during the holidays or toy safety simply won't sell as well after the holiday season passes. Pricing and timing really go hand-in-hand.

Make sure that you're thinking about all of these factors when pricing your own e-books. Here are a few other things to consider:

- Do you need to charge enough to make affiliate income attractive (if you'll be having affiliates market your e-book for you for a cut of the sale)?
- Have you already set buyer expectations with past e-book prices? If you're already known with your market for offering \$5 e-books, you'll have a hard time convincing them to spend \$50 on your next one... no matter how much credibility you have. Always take the most care in setting the rate for your first e-book.
- Do you want to be able to offer sales, discounts, or special offers on the e-book price to certain groups of people. If so, that discounted rate needs to still be factored into the minimum you need to earn overall, so you should price your e-book a little bit higher to leave "wiggle room" for those promotions.

Remember, you can't judge an e-book's success solely on how many copies were sold. Underpricing your e-book in the hopes of selling more copies can actually hurt your profit margins and even sales numbers. Why? Because one of the best ways to sell a lot of e-books is to use affiliate marketing techniques, letting *others* sell the book for you. In order to attract affiliates with great marketing abilities, you'll need to charge enough for the e-book to be able to pay them enough to make it worth their while. Having a large affiliate network can lead to more e-book sales with less direct effort from you... even potentially more sales than you'd earn by marketing the e-book solo even at a lower price point.

## E-book Delivery Options

After your e-book is written and the price is set, but *before* you start aggressively marketing your e-book to draw sales, you'll need to choose a delivery method. Here are a couple of e-book delivery options, and some pros and cons of each:

**Manual Distribution** - You receive payment, and manually deliver the e-book via e-mail (or through a link contained within a manual email).

**Pros** - There are no extra costs associated with delivery services.

**Cons** - Buyers don't get the instant gratification they're often paying a premium for (or willing to), you run the risk of missing a delivery and having a complaint filed against you with your payment processor, you have to monitor your email for incoming orders very frequently, keep access to the file available if you're out of town, and deal with any return requests yourself. It also may be tougher to get some buyers to trust you when they know you'll be getting their money, and they'll have to wait a while.

**Auto-Responder with Download Link** - With this e-book delivery option, you have an auto-responder set up to contact a buyer immediately after receiving payment, with a message that contains a download link.

**Pros** - You don't have to manually email the file or download link to anyone, the buyer gets instant access to the file, and there's little to no added cost.

**Cons** - In its simplest form (uploading the file to your server), there's no protection on the download link. Once a buyer receives the download link, they can distribute it to others if you haven't protected the file in some way (I'd consider it easier to let a service do that for you, especially if you're new to digital downloads). If you do this independently, you still have to handle returns on your own.

**Digital Product Delivery Services** - These services will generally host the e-book file for you, and some offer protection options on the download link (like having temporary links for each buyer that expire when used, or after a certain period of time). They generally handle the payment processing, emailing the download link

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to buyers, and any return issues. Some also allow you to manage an affiliate program directly through them.

**Pros** - Your e-book file is protected from illegal downloads in some cases without third party protection (but not with all). Buyers still get immediate access to their e-book. You don't have to deal with returns yourself. Some of these programs also connect you to an affiliate marketplace (like with [ClickBank](#) or [E-junkie](#)), simplifying the affiliate marketing process. Other than marketing, e-book delivery services can make the e-book selling process relatively hands-off, and they can manage as many digital products as you'd like to sell all from one place.

**Cons** - These services aren't likely to be free (that's not to say they're necessarily *expensive* though). Some services will charge an up-front setup fee. Others will charge a fee for each sale you make. Some will charge you a monthly or other recurring fee. Still others will charge some combination thereof.

Basically, how "passive" your e-book revenue is can have a lot to do with the e-book delivery option you choose. I started off with manual deliveries of my first e-book (a really bad idea in my opinion), and have since moved to an e-book delivery service (through a combination of Clickbank for the affiliate program and E-junkie for the file protection and delivery).

## E-book Marketing Basics

E-book marketing isn't anything particularly unique. It can be much like marketing a website or blog, or like marketing a physical product (if anything, it's like a combination of the two). When marketing your e-book(s), keep some of these marketing tools and tactics in mind:

- **Your Sales Letter / Sales Page** - You have to have some kind of sales page that tells prospective buyers what they can expect, and that offers a way to place orders. That *doesn't* mean you have to use a long form sales letter that you'll see with a lot of e-books (although you certainly can). Your type of sales page should reflect your target market (create the sales page and copy in a way that it's most likely to appeal to your unique target group). Keep in mind that pretty much every other marketing tool and tactic will ultimately lead potential buyers to this page.
- **Your Blog / Website** - A blog or website tied to your e-book can be an excellent marketing tool. The basic idea is that you use the site to provide current information, build a subscriber list, and solidify your reputation in the subject area of your e-book to build trust and make sales.
- **Your Affiliates** - Affiliates are like your own little commission-based sales force. They do a lot of your marketing for you for a cut of the sale price. Most of the most recognized e-books have affiliate marketers behind them. If you decide to take part in affiliate marketing, make sure your price allows for you to offer them enough per sale to attract them in the first place (without overpricing to the point where no one will buy your e-book).
- **Article Marketing** - Write articles related to the subject of your e-book, and publish them to article directories, ezines, or niche sites with a brief sales pitch (in your resource box / byline area) and a link to your e-book sales page. Instead of unique articles, you can also publish e-book excerpts.
- **Your List** - Your opt-in subscriber list gives you a built-in audience for your e-book release. If they're targeted to the topic of the e-book, and you've used your list to build their trust in you and what you have to say in the niche, send an email notice, ad, etc. about your new e-book.

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## **Should You Use Affiliate Marketing to Sell Your E-book?**

As far as I'm concerned, the answer is yes. If you're trying to sell your e-book (as opposed to giving it away for free), I'd recommend using affiliate marketing (having others sell your e-book for you for a cut of the profits).

The two biggest mistakes I made with my first e-book were not having it instantly downloadable and not setting up an affiliate program. I already remedied the first problem, and I don't plan to make the second mistake again.

### **Why Should You Use Affiliate Marketing to Sell Your E-book?**

1. Affiliates take a lot of the marketing work out of your hands. They'll post links to your e-book sales page with their affiliate code, they'll talk about it on their site or blog, they'll conduct article marketing campaigns on your behalf to drive sales, they'll add links to your product to their forum signatures, etc. If you only have one e-book, you may not mind doing all of the marketing solo. If you want to write multiple e-books, or not have e-book marketing taking unnecessary time away from your billable hours, marketing your services, etc. (meaning, if you want it to become a somewhat more passive revenue stream), it would be incredibly difficult to go it alone.

2. There's little to no up front cost. You'll generally pay a cost to your affiliate program provider (which can also be your e-book distribution service, like ClickBank) for setups or on a monthly or per-sale basis, but they also take care of most of the back end administrative work of managing an affiliate program for you (they'll handle sales, payouts, returns, etc.). (Note: Not all distribution services handle the affiliate program for you. For example, if you run an affiliate program through E-junkie, you'll manage affiliate sales and payouts yourself.)

3. If your e-book is being sold through your primary website or blog (rather than its own site), the marketing done by affiliates will increase your traffic (and potential earnings through advertising or other means, in addition to e-book sales).

Simply put, affiliates can market your site more quickly than you can alone, and having others promote your product rather than having all promotional messages

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out of your own mouth can give your e-book added credibility along the way. Affiliate marketing has the potential to give you even more sales with a higher price point (to account for affiliate commissions) than you may be able to pull off on your own while trying to appeal to buyers through a lower price (and in some niches, too low of a price can hurt the perceived value to begin with - as an e-book author I spoke with pointed out after dropping sales when he dropped his e-book price).

## How to Design an E-book Cover

Having an e-book cover gives you a graphic element to use when promoting your e-book, and it gives e-books more of a traditional product feel (more of a “product” than just a file, from a buyer’s and marketing standpoint).

But how do you design and create an e-book cover? I’m no expert in this area, so I’m just going to point you to a few resources that can get you started, along with a tip or two:

### E-book Cover Tips

- Make sure your e-book cover comes in multiple sizes for different uses.
- Make sure the type on your e-book cover is readable (at least the main title) even in its smallest size option.

**E-book Cover Templates** (use these as a guide for creating your e-book covers)

- [EbookTemplateSource.com](http://EbookTemplateSource.com) - free
- [Ebook2u.com](http://Ebook2u.com) - free
- [EbookCovers.us](http://EbookCovers.us) - free and paid options
- [ProfessionalEcoverTemplates.com](http://ProfessionalEcoverTemplates.com) - paid

The basic idea is that you start out with a flat image or text, and you stretch / skew it onto a pre-made e-book cover template. It’s how I did my simple one for *Press Releases Made Easy*, and it was pretty easy to do. You’ll need image-editing software that allows you to manipulate the images in that way. If you don’t have Photoshop, try using the free [GIMP](http://GIMP) image editor.

If you don’t want to design your own e-book, you may want to try software like the [instant cover creator](http://instantcovercreator.com) (I haven’t personally tried it), or you can always hire an e-book cover designer (most I’ve seen will do an e-book cover for under \$50).

## Using Testimonials to Sell Your E-book

When it comes to marketing e-books, people use testimonials in different ways. They can be used on the e-book sales page, email newsletters, blog posts, the author's business site, or just about anywhere the e-book could be mentioned. Here are a few ways people use testimonials:

**Fake Testimonials** - Under no circumstances do I endorse this kind of use of testimonials. People essentially use stock images of people, write up a testimonial (or hire a ghostwriter to do it), and assign fake names. These are often done in bulk to look like the product has a large number of testimonials.

**Real Full Testimonials** - Some e-book authors will use longer-version testimonials in full (assuming they're legitimate). In most cases I've seen, the longer the testimonials, the fewer there are.

**Partial Testimonials** - These are selected snippets of longer (real) testimonials or reviews. This can be a good idea if some testimonials are long without adding much value, or if you plan to use a lot of them.

I'm not a huge user of testimonials personally, because too many give me that "fake" vibe. On the occasions where I do, I try to make them from people relevant to the niche, and *verifiable*. Here are a few tips:

1. Don't just list the person's name. If they have a title, site, job, etc. that's relevant to your target market, list it.
2. Getting testimonials from recognizable (and respected) people in the niche can add credibility to your e-book.
3. Make sure the type of testimonials you're using fit your audience. For example, if you're targeting a market that would get the most out of a longer story-like testimonial try to solicit and use that style. If your audience would prefer things right to the point, go for shorter testimonials.

## SECTION II

# ***You Can Write an E-book in 14 Days – The Plan***

### **In This Section:**

- Day 1 – Getting Started
- Day 2 – Basic E-book Outline
- Day 3 – The Expanded Outline
- Day 4 – E-book Formatting
- Day 5 – Start Writing
- Days 6 & 7 – Continue Writing
- Day 8 – The E-book Introduction
- Day 9 – E-book Editing
- Day 10 – File Conversion & Pricing
- Day 11 – The Sales Letter
- Day 12 – E-book Covers & Launch Marketing Preparation
- Day 13 – Distribution & Affiliates
- Day 14 – The E-book Launch

## Day 1 – Getting Started

Congratulations on deciding to write your very own e-book, and to challenge yourself to write one in just 14 days! If 14 days seems like too much pressure, or if you plan to write a particularly long e-book, you can always break these tasks down into a schedule that works for you.

Today we'll be jumping right in with a lot of small jobs to be done.

### Task Summary:

1. Decide on a Free E-book or Income Source
2. Choose a Niche
3. Conduct Basic Market Research
4. Choose a Final Topic
5. Choose a Working Title
6. Choose and Setup a Domain Name / Hosting

We have a lot to do today, so let's get to it!

### Free or Paid?

Your e-book publishing motivations may have an impact on the topic you choose to write about, so decide on that first. If you plan on using your e-book as an extra income stream, you'll need to think about niches that would sell well. If you want to offer a free e-book as a viral marketing tool, you'll want to go with a topic with viral appeal (something people will pass around, spread the word about naturally, want to give away to their own site visitors, etc.).

For help making the decision, you may want to review the previous prep section – ["Should You Write a Free E-book?"](#)

### Choose a Niche

Hopefully this part will be a breeze, and you'll already have a niche idea (or even more focused idea) in mind. If not, make a quick list of things that you enjoy or know a lot about (keeping your free or paid e-book choice in mind). When you have a niche (or two) that you think you know enough about to write an e-book

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on (keeping in mind that we're going for quality e-books here and not that garbage that's just compiled articles, PLR content, etc.), it's time to move into a little light market research.

## Market Research

You now have a general idea or two in mind for your e-book's topic. It's time to narrow that down. To do that you'll want to know a few things:

- Is anyone actually *looking* for information in that topic area?
- If you want to release a free e-book and include affiliate links for some income, are there affiliate programs in that niche that you'd willingly get behind?
- How much competition is there in the topic area, and how much are they charging for their e-books (if you're looking to sell yours)?

To find out if anyone is searching for information in your niche idea, I recommend using the [Adwords Sandbox](#). I've already detailed how to use it to see if people are searching for information in a niche (and using it to help you narrow down your niche with related keyword suggestions and search stats) in the [Finding E-book Ideas](#) prep section of this e-book, so I won't drag that out further here.

An easy way to see if there are affiliate products worth promoting in your niche is to check the [Clickbank marketplace](#). It's the host to a lot of affiliate programs. Browse by categories or search for related products. You can always contact the product's creator to ask for a review copy, but in most cases you'll need to buy a copy if you actually want to review it personally before deciding to support it. You can also look into affiliate services such as [Commission Junction](#) (personally I've had much better luck with ClickBank products, even though I've used CJ for much longer).

The simplest way to see if you have competition and what they're charging is just to search. The ClickBank marketplace is a good place to start when looking for people selling niche e-books. Beyond that pick your favorite search engine, and see what you can find. You should find their pricing info directly on their sales page. If you're interested in finding competition related to a free e-book you plan to write, you can also search free e-book directories like [Free-Ebooks.net](#).

## Choose a Final Topic

The Adwords Sandbox should have helped to narrow down your topic ideas, and you should have enough info on hand through the rest of your research to pick the best overall topic. Take a look and choose a topic you'll enjoy or that you're knowledgeable about, that's specific but not so specific that no one's searching for the information, that has *some* competition (so you know there's a demand) but not so much that the market's saturated, and that has products you'll be comfortable promoting through affiliate programs if you've decided to use them in a free e-book.

## Choose a Working Title

This step is optional, but personally I like to have a title before I start outlining. It helps me stay focused. I even do this with short articles (sometimes the title stays, and sometimes it morphs into something different by the end).

Try to make the title catchy enough that it would attract sales or interest in a free download. You can generally do that by making it appeal to people's needs or desires (to simplify their lives, make money, save money, get healthier, etc.). Basically, let the title tell them why they *have* to get your e-book, and what it's going to do for *them*.

## Domain Name & Hosting

You don't have to have a final name in order to think about getting your domain name and hosting set up (if you'll need them). Here are a few options:

1. Register your own domain name (you can get one for around \$6 at [Netfirms](#) - I use them for several domains, and have never had an issue), and get your own hosting (most of my sites are hosted - very happily - with [Host Gator](#)). This is the option I recommend if you want your own site or blog for your e-book.
2. Create your sales page on your existing site or blog (this is a good option if you just want a sales page and already have a professional site where it would be at least somewhat relevant).

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3. You can create a free page using anything from a free blog host like [Blogspot](#) to something like a [Squidoo](#) lens (although I'd suggest using something like that as a *supplement* and not the actual sales page). Generally I consider free blog hosts to be unprofessional, and personally you'd have a much harder time selling something to me there. Why? If you won't spend the equivalent of one or two e-book sales each month (at most) on hosting your own site, it would tell me you don't expect your e-book to do terribly well because you're not willing to invest even a small amount in it. So be careful when choosing this option. Know your target buyers and what kind of image it might portray to them - certain niche markets may be more forgiving than others. Another potential issue is that with a free solution, you may not get full access to the code to be able to use certain ordering and delivery services if code or scripts have to be added. Read up carefully on any free service before deciding to use one.

Your domain name doesn't have to be the actual e-book title. Sometimes simple keywords will help you attract more traffic (and potential buyers). That's why it's alright to start thinking about this before your final title comes along (once you're certain of your niche). If you're really uncomfortable doing this step this early, you can hold off on it until later - just know that you won't be able to take part in some of the pre-launch marketing steps of the challenge if your site is ready to go up before the e-book is completed.

## Day 2 – Basic E-book Outline

If you made it through day one of your 14-day e-book writing challenge, you've already gotten off to a great start! You've likely chosen niche ideas, conducted market and keyword research, narrowed your options down to your final idea, chosen a working title for your e-book, and you may even have chosen your domain name and hosting options. Go you!

Today we have just one task, but it's still a good bit of work.

### Task Summary:

- Today you're going to create your basic e-book outline. Think of it in relation to top-level items in a table of contents. We'll include your primary e-book sections / chapters, and some of the basic pages your e-book should have.

### The Basics:

There are a few things all (or at least most) e-books will have. Include these in your basic outline if you'll be including them (whether or not they'd be listed in your table of contents - you'll want them for more detailed notes and outlining in tomorrow's task):

- Title Page
- Table of Contents
- About the Author
- Introduction
- Disclaimer
- Copyright / License / Usage and Resell Rights

### The Rest

I don't need to tell you how to create your outline. Just choose a system that works for you. Normally I use index cards, as I talked about in "[Planning and Outlining an E-book](#)." You could also use a simple word processing document or a notepad.

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Just write down the main sections of your e-book, in the general order you plan to cover them, trying to come up with some kind of section title / headline for each as you go along.

### Example

Let's take a look at the free e-book, [The Netwriting Masters Course](#), for an example of what your very basic e-book outline might look like (although I'd probably be more descriptive in the sub-titling, at least for the outlining phase):

- Title Page
- Introduction
- Join the 2% Who Succeed
- The Winning Formula...
- PREselling... Your #1 Priority
- Setting Your MWR... Before You Start Selling
- Write for Your Ideal Customer
- The Mindset is Everything
- Benefits Make the Sale... Not Features!
- Keep Your Visitor on Your Site!
- Build Relationships
- The Wrapup

Note that some of the basic elements I mentioned above were not included here. I suggest you include them.

You should now have a bare-bones outline of your e-book. Tomorrow, you are going to flesh it out to prepare for writing.

## Day 3 – The Expanded Outline

It's day three of your 14 day e-book writing challenge. You've already narrowed down niche ideas through simple market research, chosen your final topic (and a working title), possibly set up your domain name and Web hosting for the site where you'll sell or distribute your e-book, and you've created a basic e-book outline. Today we're going to expand on that outline to give you something more substantial to simplify the writing process.

Today we'll be tackling three things:

### Task Summary:

- Set an estimated length goal for your e-book.
- Conduct further keyword research.
- Create your expanded e-book outline.

### E-book Length:

There's no way to know *exactly* how long your finished e-book will be at the end of this challenge. However, it's a good idea to estimate some kind of goal. That's going to help you pace yourself with your actual writing.

You don't need to choose an exact page count as your estimate. You can be pretty general (more than 20 pages, more than 50 pages, 100+ pages, etc.), or you can create a relatively narrow range (20 - 30 pages, etc.).

When estimating the length, keep in mind that only a few days of the process are going to be allocated solely to writing the content. Only you know how much time you can invest during each day of the challenge, and only you know how quickly you can write unique material on the topic you've chosen. Keep these things (as well as your audience and their expectations) in mind when creating your e-book length estimate.

**Keyword Research:**

You already conducted basic keyword research, so I won't get into a how-to here. If you need a refresher on using the [Adwords sandbox](#), read the [day one tasks](#) or read the prep section on [finding e-book ideas](#) again.

Originally you did keyword research to help you narrow down your niche options. Yesterday, you outlined some of the primary subject areas to be covered in your e-book. Today you should conduct similar keyword research in each of those narrower areas to help you choose the best headline options and topics to discuss in each area based on what people want to know (through what they're searching for).

**Expanded E-book Outline:**

How thorough your outline is will depend entirely on what you're most comfortable with. Some people prefer a basic outline structure simply listing the points they want to touch on. I suggest you do that as a bare minimum. If you prefer a more detailed outline, you can list sub-topics and even list some of the primary points you want to make in each section of your e-book.

By the time you've completed your expanded e-book outline, everything you want to touch on in the e-book should be listed in some way (what will vary from person to person is the level of detail), and you should have something that you'll feel comfortable using as a guide for writing your e-book content, sales letter, and other promotional materials.

## Day 4 – E-book Formatting

Today is going to be another busy day as you spend two weeks writing your e-book. You'll be tackling several tasks, and by the end you should have the first few pages of your e-book set up.

Today you'll take care of formatting decisions, and we get into the actual writing:

### Task Summary:

- Choose your e-book format (for example, .pdf vs .exe e-books).
- Choose basic formatting elements like fonts, font sizes, margins, etc.
- Set up your basic e-book draft file in your favorite word processing program.
- Set up your title page and other basic “common” pages in your e-book.

### E-book Format

PDF is by far the most common e-book format, and it's the format this challenge information will be based on. If you're not sure whether you want to use a .pdf format (as opposed to an executable / program / .exe file), read [The Benefits of PDF E-books](#) to help you make your decision. If you prefer creating an EXE e-book, please take some time independently to look into [e-book compilers](#).

### Fonts, Etc.

You need to make some basic decisions regarding fonts and spacing issues for your e-book. Assuming we're going for a final PDF e-book, think about things like margins. What do you consider to be too much white space, and what wouldn't be enough? I like a simple one-inch margin rule, but you can choose what works for you. Take a look at a few free e-books first if you want to get a feel for how things will layout on the page.

You also need to decide on your main font (you may choose a different font for titling, sidebars, etc.). How do you think your e-book will most often be read: online or printed out? That could play a role in your font choice. Why? Because serif fonts (like Times New Roman, Georgia, etc.) are easier to read in print, while



sans serif fonts (like Arial and Verdana) are easier on the eyes for on-screen reading.

After you choose your main font for your content, you also need to choose a font size. While font sizes can vary drastically between different fonts, I'd recommend not going smaller than 10 pt font or larger than 14 pt font.

## **E-book Draft File Setup**

This is the easy part (no decision-making involved) - just open your favorite word processing software, create a new document where you'll write the draft of your e-book, set your font and font size choices and your chosen margins, and save your file. You can also set up a header / footer (with page numbers, your title, your name, etc.) if you'd like to (not a bad idea).

## **Basic Pages**

You're going to set up a few of the most basic e-book pages today. This is not only just to get it out of the way, but because it will make you feel like you've already accomplished something by getting something down when you actually start settling into your writing process tomorrow. Seeing any kind of page count when there's a lot in front of you can feel like progress and serve as motivation.

Set up your title page first. Use your working title / subtitle (you can always change it easily later). Your title page should also have your byline. It doesn't really *need* anything else, but you can certainly add visual elements if you'd like to.

Set up your license / copyright / terms of use page. Include a simple copyright notification, and details on what rights the buyer / reader does and doesn't have regarding altering the e-book, selling the e-book, decompiling it, giving it away, etc.

Write a disclaimer page for your e-book. Make it clear that not every reader will get the most ideal results (for example, if your e-book is on making \$100,000 a year as a freelance writer, you should have a disclaimer stating that in no way do you as the author guarantee that anyone will make any specific amount of money in any specific amount of time and that results vary - you get the idea). You shouldn't publish an e-book without this. Look at any e-book for examples on

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wording (and of course write your own... don't just steal someone else's disclaimer). Disclaimers will vary pretty widely dependent on the e-book topic.

You can choose whether to set up a table of contents page now (based on your previous outlines), or you can save that for the end when you'll be writing your introduction. I'll personally be saving the TOC until the end.

Write your author bio. It should tell the readers a little bit about you, your qualifications to be writing in your e-book's niche, etc.

## Day 5 – Start Writing

You're well on your way to writing your e-book in just 14 days, so congratulations! Today prepare to get down to the real "meat" of the project.

Let's get to it!

### Task Summary:

- Start *writing*!!!

You don't need too much instruction today (or for the next few days). You're just going to be busy writing, writing, writing the content for your new e-book. Here are a few things to keep in mind:

- Remember to use your outline to keep you focused and moving along. It's going to remind you how much you have left to cover at any given point, allowing you to best allocate your time.
- You have four days (including today) to write the main content of your e-book. It might not sound like a lot of time, but you can do it! Think about how much time you can invest each of those four days, and budget that time wisely based on the length goal / estimate you set previously.
- Don't stress too much about making it "perfect" during the writing process. You'll have another two days set aside for editing and cleaning it up.
- Don't write your introduction today. Save that for the last writing day, so you can refer back to what you actually included (that's something which can change during the course of writing your e-book).

Work hard, work smart, and good luck!

## Days 6-7 – Continue Writing

You should have started writing the “meat” of your e-book content yesterday. You’re making some real progress!

Today and tomorrow we’re going to pick up where we left off:

### **Task Summary:**

- Continue writing the main content of your e-book.

You don’t need to waste time reading instructions here for these two days. Just keep on writing... and remember to pace yourself!!!

Keep on writing! If you feel like you’re getting off-track, try re-pacing the remainder of your work, or see if there are sections from your outline that should be cut to keep things moving.

Congratulations on your progress so far.

## Day 8 – The E-book Introduction

Let's wrap up the actual writing today.

### **Task Summary:**

- Finish writing your first draft of your e-book.
- Write your e-book introduction.

Today is the last of the four days allocated to writing your draft of your e-book content. So keep on going and finish that baby up!

Also, remember that we saved the introduction for the end. Today you should work on putting that together (we waited, because the content plan often changes during the writing process, so doing the intro at the end helps you to avoid having to re-write it later).

## Day 9 – E-book Editing

As of yesterday, you should have finished up your first draft of your new e-book. Yay! Because we were writing quickly, we're going to need a nice, thorough edit (which also has to be done somewhat quickly - you'll have two days).

Let's start "prettying" it up.

### **Task Summary:**

- Start editing your e-book draft.

Today is another day where you don't need much instruction... you just need to get to it. If you're not able to edit your own work this soon after writing, consider hiring an editor (if you don't mind the cost), or ask a trusted and reasonably unbiased third party to edit the e-book for you.

Check for basic spelling and grammatical errors. Make sure the e-book "flows." Make sure points are clear. See if you've left anything vital out. Check to see if anything is too repetitive. Make sure your fonts are consistent. You get the idea.

Try to get through half of the editing today. You'll get to finish it up tomorrow, but you'll also be doing a few other small things (like setting your price if you're selling it and converting it to .pdf), so you may want to get through a bit more than half today.

## Day 10 – File Conversion & Pricing

So far you've planned and outlined your e-book, written your e-book's first draft, and you started editing your e-book yesterday. You're making a lot of progress so far!

Let's pick up where we left off, shall we?

### Task Summary:

- Finish editing your e-book.
- Convert your file to PDF.
- Distribute copies for testimonials.
- Choose a price (if you're not writing a free e-book).

### Finish Editing

Finish what you started yesterday by editing your e-book, from basic proofreading to making sure your fonts are consistent, to making sure all of your links are correct and live. Remember, if you aren't comfortable editing your own e-book, get help from someone you can trust to give you unbiased feedback.

### Convert to PDF

As I mentioned towards the beginning of this challenge, this guide is assuming that you're using the common .pdf file format (read with Adobe's Acrobat Reader) for your e-book. If that's not the case, you should have already chosen an e-book compiler, and you'll need to follow the instructions with the program.

To convert your e-book to .pdf, use any of the suggestions I previously talked about in [“The Best E-book Software for the First Time Author.”](#)

### Get Testimonials

If you plan to use testimonials to promote your e-book, and if you want them available quickly, now is the time to send your e-book to people who may be willing to review it for you. If your e-book is short and if your reviewers have time available quickly, you may even get them in time for the end of the challenge.

Want to make real money as a freelance Web writer? My e-book shows you how to get started – Get it at [WebWritersGuide.com](http://WebWritersGuide.com)!

## **Set Your E-book's Price**

If you're writing a free e-book, you can obviously skip this. If not, it's time to set your e-book price before you work on your sales copy and marketing and before you set it up with a distribution service if you plan to use one.

Need help? Remember the "[5 factors to consider in pricing your e-book](#)" that I talked about earlier



## Day 11 – The Sales Letter

You should be at a point now where you have a product written, edited, and ready to go. Now it's time to get it ready for distribution by creating your sales page.

### Task Summary:

- Write your sales letter / sales page.

Today you're going to write your sales letter and get it online (meaning if you didn't get a domain / site / page etc. set up on [Day One](#), you'll need to do it now).

There's no right or wrong way to write a sales letter in the sense of long-form versus short-form sales letters, so your format is entirely up to you (and you can use any kind of sales page you want... you don't even need a sales "letter"). The most effective type of sales page for your e-book will depend largely on your target market and what appeals (and doesn't appeal) to them.

To help you make a decision as to a format for your sales letter, visit someplace like the [Clickbank marketplace](#), and search for related e-books in your niche. You'll be able to access their sales pages to use as models.

Here's what you should be keeping in mind when writing your sales letter copy:

- Your sales letter should be action-oriented (less description; more verbs).
- Stories can help sell a product in a sales letter (you can incorporate testimonials in like this even if you don't write in story form yourself).
- Your e-book sales letter should address benefits instead of features - tell the prospective buyer what need the e-book will fill, what problem it will solve, etc.
- Use headings / sub-headings and bullet points to help break up the text.

- Let people know why they should buy this information (or sign up for your list for a free e-book) from *you*. If you have special qualifications or credentials, go ahead and mention them.
- Highlight some of the main topics or points covered in the e-book. Refer back to your outline and finished e-book for this.
- Offer a guarantee (not necessary, but it helps – keep in mind, if you use a service like Clickbank, you may automatically be held to a certain return policy that you can't alter).
- Offer extras - if you have something else you can give away as a bonus with purchase, do it. If you don't, you can buy something related with resell / re-distribution rights, or create a short report, if you want to offer a bonus.
- Add urgency – you can offer a special price, make a bonus available only for a limited time, etc.

You don't have to use all of these tips (there are a few I don't use personally). Decide what kind of image you want, and shoot for that. Look at it as a test... you can always change things later to try to improve conversions.

## Day 12 – E-book Covers & Launch Marketing Preparation

Now that you have your e-book written and edited and your main sales page written, it's time to think about preparing other marketing materials.

Let's get creative today.

### Task Summary:

- Create your e-book cover.
- Write articles / excerpts for article marketing.
- Prepare for additional release marketing.

When your e-book is released, you need to be ready to market it to your target buyers / readers. Today you're going to prepare some marketing materials to make that initial launch marketing easier on you come release day.

### E-book Cover

You should have a cover designed for your e-book. You can hire someone to do this for you (often for less than \$50), or you can give it a try yourself. I won't delve too much into the "how" here. You can re-read the prep section on "[How to Design an E-book Cover](#)", for some e-book cover template resources or software to help you design your cover for your e-book.

### Articles / Excerpts

Go back to that initial keyword research you conducted when planning and outlining your e-book, and choose a few specific topics related to your e-book subject, which were heavily searched for. Prepare at least three articles (or excerpts from your e-book), focusing on those keywords (to drive search traffic).

Be sure to include a link to your e-book's sales page (if you haven't put your sales page online yet, just add the links before actually posting these articles after launch). The links can be within the content, or in a resource box, depending on where you plan to post them (your own blog, article directories, etc.). If you're

going to be using article directories, just be sure to follow their rules regarding promotional links.

Don't post these yet. Just write them and get them filed away for a couple of days. We'll pull them out again on [Day 14](#).

### **Other Marketing Materials**

Think about other marketing tactics that may work out well for your particular e-book and niche audience, and create anything you'll want on hand for your e-book launch. You may want to draft a news release (download [Press Releases Made Easy](#) to help you), additional articles, write a short report of a few pages to offer as a bonus, create some banner ads to help promote your sales, etc.

## Day 13 – Distribution & Affiliates

You've written and edited your e-book, and you've prepared some marketing materials to get you ready for launch. Now it's time to prepare your e-book for distribution.

### Task Summary:

- Upload e-book / Setup distribution system
- Setup affiliate program (optional)

### Distribution Setup

If you don't already have a distribution plan in mind, now is the time to decide on one. You can choose manual distribution (people pay you, and you email them the e-book - I made this mistake the first time around, and don't recommend it), you can upload your e-book to your hosting account / server and deliver with a download link on payment, or you can use distribution services like [ClickBank](#) and [E-Junkie](#).

I can't give you specific instructions, as the process is going to be different for everyone. Distribution services are my own option for e-books for sale (I'm going to be going with E-junkie), but your process could involve as little as uploading your file and putting a "buy now" button (from [Paypal](#) or another payment processor of your choosing) on your sales page - on that note, if you haven't put your sales page online yet, you really should get on that today.

No matter what method of distribution you choose, you should have a few things done today: your sales page should be up, you should have a purchase option available (technically people can buy if they want to, although we'll "announce" its release tomorrow), and your file should be online or otherwise ready to go to buyers (or be distributed for free).

### Affiliate Programs

If you want to set up an affiliate program up front to help you drive e-book sales, I would strongly recommend going with one of the distribution services that lets you directly incorporate an affiliate program (easier than setting your own up independently and dealing with all admin work yourself, and you may have a

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built-in marketplace of potential affiliates - again, I would recommend looking into E-junkie or Clickbank, depending on how much of that administrative work you want to do). Other options would include services like [Commission Junction, affiliate marketing / tracking software](#) (I don't endorse this software; just giving you an example).

## Day 14 – The E-book Launch

Congratulations. Your e-book is written, edited, and ready for distribution. You've even created some sales and marketing materials. Now you're ready to announce it to the world.

### Task Summary:

- Announce your e-book launch

There are a lot of things you can do to announce your e-book launch. Start by including a link to the sales page on your main page (if it's on a larger, existing site), or linking to it from other pages.

If you prepared a press release, you can distribute it now to announce the e-book release. You can distribute your release for free using sites like [PR.com](http://PR.com), and by sending it to bloggers and others in your niche that may be interested in mentioning it.

You should have prepared a few articles as well. Add your sales page link to them if you haven't already. You can post these to your own site or blog, article directories, a Squidoo lens, etc. The idea is to get some links pointing to your e-book sales page (or download page if you're distributing it for free).

If you run a newsletter in the niche of your e-book, you can announce it there.

If you participate in forums related to that niche, add a link to your forum signature (if the forum allows it).

Add a link to your email signature if appropriate.

Announce it on your own blog with a dedicated post.

Buy banner ads, pay-per-click ads, etc.

Tell friends and colleagues about the release of your e-book.

Now is a good time to offer a few free copies to additional folks in the niche for reviews or more testimonials.

Want to make real money as a freelance Web writer? My e-book shows you how to get started – Get it at [WebWritersGuide.com](http://WebWritersGuide.com)!

Spend some time today simply letting people know that your e-book exists and where they can get their hands on it. Your marketing certainly won't stop after one day, but a good launch can teach you a lot about what's going to work (and what isn't) when trying to market to your audience.



## Conclusion

If you've made it this far, you should have a new e-book out there on the market, so **CONGRATULATIONS!**

Don't forget that work on your e-book doesn't stop once it's published. Keep promoting it either on your own or through your affiliate network to increase sales and downloads.

Best of luck in reaching your sales goals or using your new e-book to attract readers, subscribers, clients, or reaching whatever goals you may have set for yourself.

I hope you found e-book writing as enjoyable as I do, and that you consider working on your next e-book soon.

Jennifer Mattern

PS – If you'd like *more* information on writing or marketing e-books, or would like to ask questions related to topics in this e-book, feel free to visit me any time at any of my writing blogs, including [WebWritersGuide.com](http://WebWritersGuide.com), [AllFreelanceWriting.com](http://AllFreelanceWriting.com), or [AllBookMarketing.com](http://AllBookMarketing.com). Or if you're thinking about becoming a full-time freelance Web writer, consider picking up a copy of the first of my Web Writer's Guide e-book series, [Launching a Successful Freelance Web Writing Career!](#)