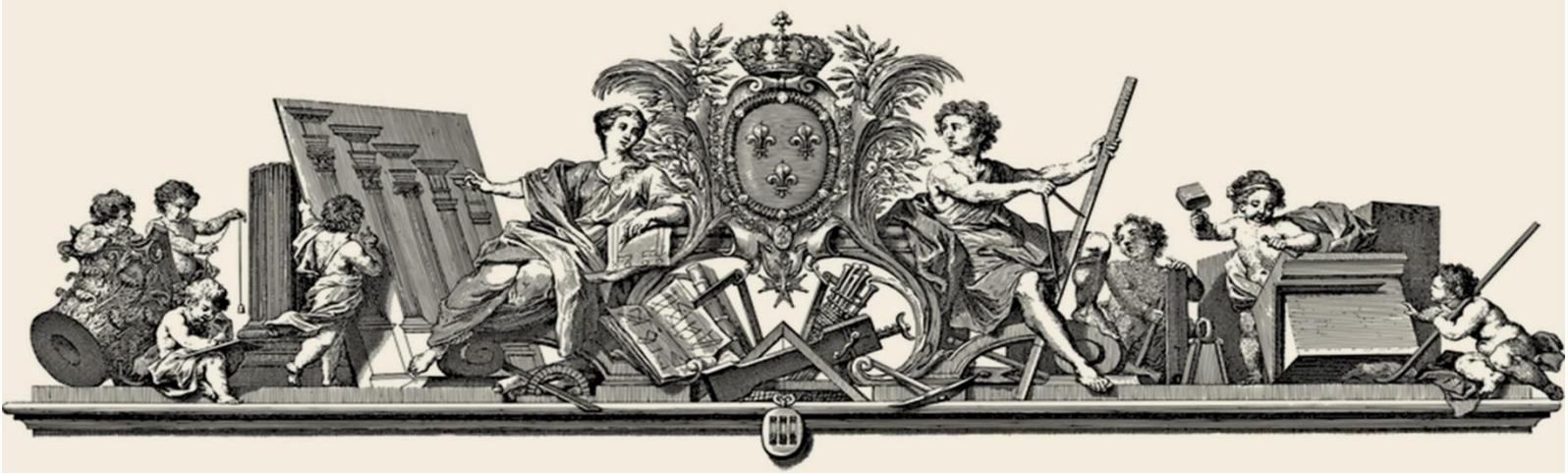




Written By Renata M Barnes

How to Create An eBook!



# How to Create an eBook

Written By Renata M Barnes

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**The book has been updated on 11<sup>th</sup> December 2022**



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## **Foreword**

This book is divided into a group of categories for you to get the relevant information and use it for your marketing and SEO purposes.

Although business is never guaranteed it is worth trying everything to generate traffic and leads.

What I have noticed is the more you try and sell your services in a saturated world, the harder it is to get leads.

By far I get a lot of interaction and business from one thing alone and that is by giving valuable content to my readers. I have multiple blogs where I market businesses and have found if you do not directly sell but give information that visitors can use themselves, you build credibility and trustworthiness, and not only this you gain followers.

The key to getting more business is to have a blog where you can write content regularly, have an exact match searchable keyword or phrase domain name, and offer your visitors something like an eBook to get them to subscribe, this is how you build an email list.

An eBook is one way to get an individual's ideas online either for free or for a reasonable price tag. The term eBook refers to the electronic form of publication of any information. The information can be on a vast and almost infinite variety of topics and the information can also be sourced from other online postings.

This book has been written to provide information about self-improvement, lead generation, and brand awareness.

Every effort has been made to make this book as complete and accurate as possible.

Therefore, this book should be used as a guide -

*The purpose of this book is to educate.*

The author and the publisher do not warrant that the information contained in this book is fully complete and shall not be responsible for any errors or omissions.

The author and publisher shall have neither liability nor responsibility to any person or entity concerning any loss or damage caused or alleged to be caused directly or indirectly by this book.



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In practical advice books, like anything else in life, there are no guarantees of income made. Readers are cautioned to conduct business on their judgment about them and consider their financial circumstances before venturing into any business.



## **Chapter 1**

### **What is an eBook**

#### **What's an eBook?**

An eBook is an electronic version of a physical printed book that you can read on various devices such as laptops, desktop computer screens, tablets, smartphones, or e-readers. E-books don't smell like traditional books, they are less bulky to carry around, perfect for one-handed reading, and impossible to lose as most books are backed up to a cloud server somewhere or a hard drive.

#### **The text is not editable**

An eBook usually does not facilitate editing of the document, although you can subscribe to Adobe to edit PDFs. Before editing, you must note you are not in violation of any copyright infringement, usually laid out at the beginning of the eBook. You should not copy content unless you have express permission to do so.

eBooks created for public distribution are in a format that is not easy to change without the author's permission. If you intend to publish a PDF version of your eBook, it might be worth password-protecting it from it being copied and pasted. Reading apps are designed to restrict any kind of editing while leaving open the ability to add notes and highlight (without changing the original file format).

#### **The text is reflowable (unless it isn't)**

PDFs are somewhat impossible to edit unless you subscribe to Adobe software editing subscription. You may even find free editing programs online that can edit PDFs., PDFs are the ideal format for printed books: it is designed with the exact paper size. PDFs always look like the print version.

eBooks, on the other hand, are created in a format that can be responsive to all devices according to the device you read it on. You will still have chapters and paragraphs, but the line breaks aren't forced: they will always look perfectly in line with your screen, but they need to be formatted to different versions of e-readers to be compatible.

An epub 3 is a standard format, which has fixed layouts: Everything on the screen has a fixed position.

#### **Setting your own rules**



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You can customize the font size, colour, and size depending on which device you are formatting your eBook to.

### History

A library of books that fit in your pocket has been idolised by writers over the last century. The public domain library of books that have no copyright was introduced by Project Gutenberg which was launched in 1971. It was 1998 when the first e-reader devices emerged (Rocket eBook and Soft book), but the breakthrough didn't happen until 2007 when Amazon Kindle launched their very own e-reader, Kindle Paperwhite.

It wasn't until 2010 when there was a massive price drop that the competition between the leading manufacturers started to increase. (Kindle, Kobo, and Nook being the leaders of the Western market) and the popularity of e-readers skyrocketed.

Most eBooks are sold in the US and UK, but other markets are also increasing their market share: China, Germany, and Japan are leading the list.

### Leading eBook formats: what's an epub?

There are dozens of eBook formats, and e-Readers usually prefer a specific format that is compatible with their devices, yet most people will still accept multiple formats. The difference between the formats is mainly in how well they handle fixed-layout and reflowable books, if they support DRM (digital copy protection), whether they support pictures and multimedia content and what are their preferred devices.

#### a) .txt (Plain Text)

Plain Text format (.txt) is ideal for assignments and notes. It is not meant to be used as an online published eBook to be sold and shared as this simplified version just has the core of written content and is not formatted in a way to display images. Plain text can be converted to HTML copies where there is more scope to add additional media.

#### b) .azw and .azw3 (Kindle)

The most famously renowned e-Book reader is Kindle. Kindle's very own format supports reflowable and fixed layout books and handles DRM and interactivity. The only downside is that it is only accepted by Kindle devices and Kindle apps.

#### c) .epub (epub)

With technology advancement and competition, it only makes sense that other formats give Kindle a run for their money. After the third major update, ePub can do pretty much everything the Kindle format can, as more likely accepted: nearly all devices can be integrated to accept ePub by downloading an app – except Kindles, of course. Even older versions of eBook readers accept ePub 2 formats, and most new readers take in ePub 3: the format of interactive, fixed-layout books. ePub3 format supports the



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embedding of not only images and sounds, but even videos. Textbooks and interactive children's books are usually made using epub 3. Epub 3 also offers global language support: it handles non-Latin scripts like Arabic and Chinese effortlessly.

### **Mobi (Mobipocket)**

When Amazon launched Kindle eBooks, Mobi was the first format they used. While it has since been replaced by azw, it is still hugely popular. Mobi's can be read by almost any device, except Nooks and Sony Readers.

### **PDF (Portable Document Format)**

While technically not an eBook format, PDFs are ideal as email attachments or embedded content in blog posts. PDFs are harder to edit but the content can be copied and pasted if it is not protected. PDFs are the most popular document format after Word. PDFs are constructed for printing and easy, platform-neutral sharing of fixed-layout documents. Reflowing the text can be problematic although it can be done, The disadvantage of a PDF is that it is not accepted by any of the major eBook stores.

### **Creating an eBook**

If you have written a book and would like to distribute it in major stores, you will have to decide how you plan to format your printed version of your eBook. There are several ways of doing it: you can convert a book yourself using book editing software on your laptop/computer or hire somebody to do the conversion for you.

If you write and edit your book in Word (or another document processor), you'll have to prepare the manuscript for eBook conversion.

Remember the advice of the US Navy. The KISS principle (Keep it simple, stupid!). There is no need to manually add a table of contents with page numbers – page numbers in any other format other than PDFs. Most eBook readers generate their page count. The same should be said about the table of contents unless you intend to have a printed version or PDF you could just have a page stating a list of topics that can be found in your eBook omitting chapters and page numbers. By all mean you should have a header for each topic with a font that stands out from the body content.

### **Opening and reading eBooks**

If you don't own an e-reader, there are plenty of apps that can enable you to read eBooks.

### **Reading eBooks on PC or laptop (Windows and Mac)**

Windows operating systems have come out with a built-in solution for opening eBooks via their app store. Microsoft Edge browser is also set by default for opening ePub files.



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When it comes to conversions, formatting, and opening files, a popular e-reader software that allows for eBooks to be enabled on a laptop or desktop computer is Calibre. Calibre is the non-profit love child of Kovid Goyal and is an eBook managing must-haves.

Calibre works well with Mac, Linux, and Windows. Calibre does not only work as an eBook reader but formats and converts your files. It has a code-based editor and is excellent at metadata management. Calibre can also send books to the eBook reader, via email to Kindle.

Distributors tend to develop their cross-platform apps to ensure synchronisation, proper display, and protection. Kindle app works both from PC and Mac, and the Kobo Libra has its app for computers.

To solve the issue of what your book will look like on different devices, Amazon has developed the Kindle Previewer. It is free for Windows and Mac and supports many different screen sizes and editions of Kindle devices.

On the other hand, Android devices come with a built-in reading tool: Google Play Books. You can use Google Play books to read your books if they are in an ePub or PDF format. You can also buy digital books in the Google Play Books store.

Popular apps such as Kindle, Nook, and Kobo, are built with an e-commerce function. The library giant Overdrive uses Libby for phones and other portable devices. All these apps can handle notes, and highlights in different colours, most of them have a built-in dictionary, and can handle categories or shelves.

### Reading eBooks on iPhone

When it comes to IOS devices: all major stores have an IOS-compatible app, and so does Apple itself. Apple also has its own library of eBooks (iBooks). Books published through iTunes are of the highest quality (Apple being one of the few distributors requiring a valid ePub), so everyone reading books bought directly from Apple will rest assured to be able to read their chosen books on their own devices.

### Download eBooks

There are plenty of websites that have free public-domain -books to download.

Overdrive owned by Rakuten is in contract with 10.000 public and institutional libraries worldwide, mostly in the US, Canada, UK, but also in Brazil, India, and Norway. In China,

CNPeReading is a localised reading platform that supplies libraries with fresh digital content. Most suppliers offering this service have a handy and easy-to-use app: just search for your desired eBook or audiobook straight from your phone.



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### Have you written a book or about to start

Whether you are starting out or in the throgs of publishing, you need to consider will your book be in printed format. If so, you may need to contact a publisher or self-publish yourself. There are plenty of self-book publishing sites available such as [www.blurb.com](http://www.blurb.com) and [www.lulu.com](http://www.lulu.com) to name a few. These sites help with distribution and converting your printed version into eBooks.

You could also consider using [www.publishdrive.com](http://www.publishdrive.com) and have your eBook, print-on-demand, or audiobook ready. It has a friendly user interface to help prepare your book, as well as an AI editor that optimizes your metadata, suggests top categories, etc. Another advantage to using Publish Drive is that it has a wide network of online stores across 100+ countries. Included are all the major retailers like Amazon, Barnes & Nobles, and thousands of libraries. All you need to do is simply switch on the channels you'd like to sell them on. Inclusive of the platform there are useful marketing tools to get you started.

Most publishing platforms have the ability for you to track your conversions and sales in real time with an analytics dashboard. Amazon Kindle Publishing:

<https://kdp.amazon.com/> KDP will help you generate reports and see different types of charts to understand your data and trends.

### Commissions & Royalties

- Publish Drive Takes 0% Sales Commission
- Meaning you keep 100% royalties earned with stores.
- Global publishing with Publish Drive
- Try Publish Drive for Free
- Self-publishing (variable)



## **Chapter 2**

### **E-book Basics - How to Write an eBook**

Before deciding on writing an eBook you need to decide what your eBook is going to be about. If you are a furniture maker, you can write about your manufacturing business, inclusive of all your designs, or if you love cooking write an eBook about all your recipes. You may need to do research and add citations and give credits where credits are due.

There is no limit to the number of ideas that you can turn into valuable content, which you can monetise. You need to be an expert in your field and share “**how to**” information for your readers to learn.

Your job is to problem-solve, teach, and inspire.

#### **The Basics**

The process of successfully creating an eBook is not very difficult. If you write one blog post a day over 30 days, you could essentially convert your articles into chapters.

It is all about content writing and giving the reader valuable nuggets of information that they can use themselves.

With research and quality content writing, one should be able to come up with a presentable piece worth publishing. This is like managing a blog, you need to write regular original content. What you do need though is to be able to write in a way that is easy to understand without spelling and grammatical errors. For the more experienced and serious eBook authors this is a very lucrative revenue-earning platform:

You may well write in a physical journal and then type it. Ensure one has a word processor that saves information in PDF formats. Google Docs, which is free, Microsoft Word which is not available for free (only on subscription) and student favourite **Apache Open Office** <https://www.openoffice.org> which is open source and free You could even send chapters by email to yourself and copy and paste them after in your preferred choice of editing software. This way you can make use of your mobile phone (cell) on the go especially if you are travelling. Microsoft Word has an iOS app that you can download and edit documents on your phone, which is connected to One Drive.

Providing you already have a topic of discussion, the next is to produce material that is worth sharing or selling. This material must be original, not copied, or plagiarised. Search engines are getting smarter, and they will flag copied material, which will do nothing for your ranking especially if you are trying to sell your eBook.



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When writing content, you need to keep your targeted audience engaged to create a sense of expertise and trustworthiness by the author.

Organise your book into chapters if you plan to publish your book as a printed version or PDF, otherwise have a list of categories you will be mentioning in your eBook because most e-Book publishing software organise your book for you. Organising your book into categories will give you an idea of a list of topics to cover and establish how many pages and words you will be aiming to complete. An eBook in all senses of the word is an electronic copy of a physical book. It is up to you how much content you wish to write but business books should not be bibles, they should focus on the topic at hand.



## Chapter 3

### What Is the Purpose of the Book?

For example, I have written this book for the following reasons:

- To Teach About The power of content writing
- To Teach The skills you need to write content
- To Teach You How to use your content
- To Teach The benefits of having a blog
- To Teach The benefits of creating an eBook
- To Showcase my skills as a content writer
- To Spread Brand Awareness

Writing eBooks can be for business or pleasure. Businesses use eBooks to captivate and entice the audience to subscribe by offering a free or low-cost book to download in exchange for an email address.

Usually, eBooks are specifically designed as a marketable revenue-earning product, to either share how-to information or advertise their business.

#### The Point

Businesses that choose to create eBooks to establish steady revenue-earning platforms will be more serious and conscientious about their content and design. Sharing your knowledge for free creates trust and credibility. An audience that finds your content useful will become avid followers/subscribers and in turn, may reach out to you to help them.

**Sell nothing and gain business.** An individual is more likely to download your free version of your book in exchange for their email address than part of any money to gain the knowledge.

Businesses that focus on an eBook as an earning tool will need to provide information that is the most relevant, recent, and fact-based. eBooks can be a tangible asset, that can be converted as a profit-churning capability, but you need to build a relationship with your audience first before selling them anything. Once you have gained their trust you can offer them other eBooks that they can buy.

The sale of such eBooks can be done directly by the author or through a self-publishing platform. eBooks are relatively easy to convert to most formats and you only need to self-publish or find a publisher if you intend to sell your printed books on demand to bookshops.



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It is usually the responsibility of the author to actively promote his or her eBooks to parties interested in purchasing them. Depending on the purpose of your eBook if it is to build an email list, make revenue from your book, or lead generation an eBook can help your business with brand awareness.

eBooks can be written to establish an individual's presence within a specified sector. The individual would then be perceived as an authority on the subject thus creating a need for the said individual to be recognised for their contributions.

Creating eBooks is considered a big business in today's information-hungry world. Anyone can create an eBook provided they have the right skills, tools, and knowledge.

Not everyone is proficient in the English language, never mind spelling and grammar but there are spell checkers and software like '**Grammarly**' <https://www.grammarly.com> that can help with your writing. Microsoft Word and Open Office also have spelling correction tools.

However, some people simply prefer to hire content writers or ghostwriters.



[www.ukcontentwriters.com](http://www.ukcontentwriters.com)

Determining and understanding the reasons for writing the eBook should be clearly established from the word go, even before the exercise to write begins. Questions such as the reasons behind writing your eBook, whether it is being written for monetary gain, promotional brand awareness, expansion of knowledge, or creating an online presence. Conducting a thorough market research exercise such as surveys and polls to determine what your audience wants to read and what help they need in their business.

Showing your audience that you are proficient in writing will award you credibility and leads.



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Offering your audience valuable content that they can use in their own business for their own means, will give them the confidence of developing a long and fruitful relationship with you that they will return to time and time again because of the knowledge you can give and the services you provide.



## Chapter 4

### Formatting

For all intent and purposes, it is best to format your book to conform to all devices, this gives the reader the option to choose the best version suited to their needs. You must put the end user in mind because if you only have one option the chances of someone asking for a different version will be slim, as they will assume this is the only version you have. If the target audience is unable to access the information, the eBook through the (one and only) chosen format, the eBook essentially would not be worth anything to the reader. This then causes frustration and can cause you to lose a potential lead.

**The four principal formats for eBooks now are:**

- Portable Document Format (PDF)
- Kindle Format (AZW, KF8)
- Mobi Pocket Format (MOBI, PRC)
- Epub Format (EPUB)
- iBooks Format (iBook)

There are several software and app tools available to facilitate the repackaging of existing formats into other acceptable or custom-designed formats.

You must consider the compatibility of the target audience in accessing and browsing through the content of the eBook.

When formatting eBooks there are many sites available online that can help you convert your documents:

- Convert to PDF <https://pdf-editor.pdfFiller.com/> (alternatively, save your document in PDF from **Microsoft Word** (subscription) or (Free) **Apache Open Office**)
- Convert to Kindle <https://www.ebook2edit.com/convert-for-kindle>
- Convert to Mobi <https://ebook.online-convert.com/convert-to-mobi>
- Convert to EPUB <https://www.freeconvert.com/epub-converter>
- Convert to iBooks <https://calibre-ebook.com/> (You need to download the software)

When choosing a different version, do make sure that the conversion has properly executed because if you offer a version that fails to open you will only cause frustration to the end-user.



## Chapter 5

### Proofreading

Way before I was introduced to software such as **Grammarly** (<https://www.grammarly.com>) I relied on my judgment and **Apple SIRI**. (<https://www.apple.com/uk/siri>) I suffer from Cerebellar Atrophy and consequently have cognitive impairment issues whereby I jumble my words. So, after publishing my first-ever business book and not having a second pair of eyes I ended up publishing with errors, thus getting some bad reviews, *lesson learned*.

I have learned from this and that is to either hire a proof-reader or use the software as I have done with this book.

Another lesson I learned is not to take criticism to heart, you will never please everyone, regardless of what service you provide. You should take online reviews and their points on board without engaging in conversation which may end up into a slanging match. It is not worth it at the end of the day, and you should quickly move on. The reader has had their say and you have diffused their comment, it's as simple as that, there is nothing more to be said. Even the greatest entrepreneurs of our time have had some bad reviews at some point in their lives. You learn from your mistakes and next time you should strive to do better.

Never publish a raw version of your book, make sure your book is error-free, this will show quality and credibility.

Proofreading is a must not only for eBooks but also for website content and blog posts. Having a poorly written article or document can damage your reputation.

Outgoing hyperlinks in this post may have affiliate links in which this site receives a portion of sales (at no extra cost to you).

Why is proofreading so important? As a professional proofreader, I can tell you why proofreading is essential and what can be gained (or lost) based on whether written work is adequately proofread.

Proofreading is important because it is the last chance to find and fix errors before a document is presented to readers. Proofreading eliminates mistakes in grammar, punctuation, capitalization, spelling, and formatting, allowing us to communicate our message accurately and effectively.



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Let's look at many reasons why proofreading is a significant step that should never be skipped.

### Why Proofreading Is So Important

#### 1) It lets people focus on our message, not our mistakes.

Overlooked errors are distracting!

Looking back at my earlier blog posts, many moons ago, I noticed so many spelling and grammatical errors, that was before I discovered [www.Grammarly.com](http://www.Grammarly.com) (no, I am not affiliated with them).

When publishing your eBook do you want your readers to be tripping over typos while trying to understand what you are talking about? Of course not. You want your readers to have a clear and seamless reading experience.

Your writing should aim to be informative, and engaging, but never frustrating.

#### 2) It enhances our authority and protects our reputation.

Content riddled with errors can quickly damage your reputation. Claiming to be a content writer and having typos does not look good.

Having a well-written text will boost our authority and protect our reputation as someone knowledgeable about their subject matter.

#### 3) Proofreading ensures we say what we mean to say.

Spell checking is by far one of the most important things you can do when proofreading followed by grammar and knowing where to put punctuations.

Punctuations have the power to change the meaning of a sentence. Writing a sentence and putting punctuation in a different place can change the entire sentence.

“A woman, without her man, is nothing.”

“A woman: without her, man is nothing.”

Granted the words are in the same order as the example above, but the two sentences are nothing alike.

#### 4) Proofreading can shield us from embarrassment.

Mistakes can be costly to you and your business. If you specialise in content writing or are a business owner promoting your services, you need to make sure your literature, not just eBooks is error-free. Imagine you are a restaurant, and you have typos in your menu, or the hospitality industry, and your brochures are full of spelling



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mistakes. A consumer that can spot errors will question the quality of the service you are trying to provide.

Typos can be costly and very embarrassing! The public usually can spot a mistake fast and then be judge, jury, and executioner.

As I say to all businesses I interact with, a happy customer will tell their friends and family, an unhappy customer will tell the world, meaning if they can spot spelling mistakes, they can question you on the quality of the products or services you provide. If you cannot afford a proof-reader, you could also not be providing high-quality goods and could also be cutting down on costs. This does nothing for your trustworthiness or credibility.

### **5) Good impression.**

If our work is pristine, so will people view us the same way.

First impressions count. Written word makes lasting impressions on an audience—it represents us in our absence.

### **6) Proofreading shows we care about our work.**

Proofreading shows our readers that we have paid attention to detail and that we care about our brand and reputation. When taking time with our writing skills, we won't hesitate to focus on other things. People are quick to notice quality.

### **7) Typos can cost money.**

If you write a novel or a business book full of typos, you will soon get bad reviews especially if the reader has paid for your content. Bad reviews spread like wildfire, and it will cost you sales and credibility.

### **8) Proofreading improves our chances of landing a job or securing the next deal.**

If you have proofread your content and you are promoting your brand, your audience is more likely to gain followers and generate leads.

Eradicating errors in your content whether it is a blog post, brochure, eBook Résumé, CV, or cover letter is imperative for securing first impressions. A CareerBuilder survey showed that 77% of hiring managers wouldn't consider a job applicant if their résumé contained bad grammar or typos.

### **9) Proofreading to assist in building trust in a brand.**

Businesses produce content for internal and external use. All content needs to be proofread before being signed off. Content can include the following: (overleaf)



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- Website copy
- Blog posts
- Proposals
- Reports
- Product descriptions
- User manuals
- Contracts
- Letters
- Emails
- Memos
- Brochures
- eBooks for email list building
- Social media posts

Businesses write content with the view to communicate and inspire confidence in their employees and clients and entice their audience to engage by generating leads. A carefully proofread prose helps build customer relationships because it shows the company dedicated sufficient effort to revising its copy. If businesses show attention to detail in their writing, they'll likely be equally attentive to their clients.

### 10) Business owners earning potential.

Would you bother to buy a product or service from a company if their website was poorly constructed and riddled with formatting faux pas, spelling snafus, or punctuation pitfalls? This would be like trusting a doctor who doesn't properly pronounce the names of internal organs, or body parts or prescribes you the wrong medication.

Business owners can attract more customers if the websites are well-developed and responsive to all devices. Presentation is very important, and a customer will judge the business by the quality of the website. Do not cut corners and try to do it yourself if you do not have a clue how to optimize websites. Anybody can try to build a website, but the trick is knowing how to get your site indexed and ranked to be on the first pages of search engines. You should invest in knowledge and learn the trade before showing your work to the world. If you are a writer, be the best writer you can ever be.

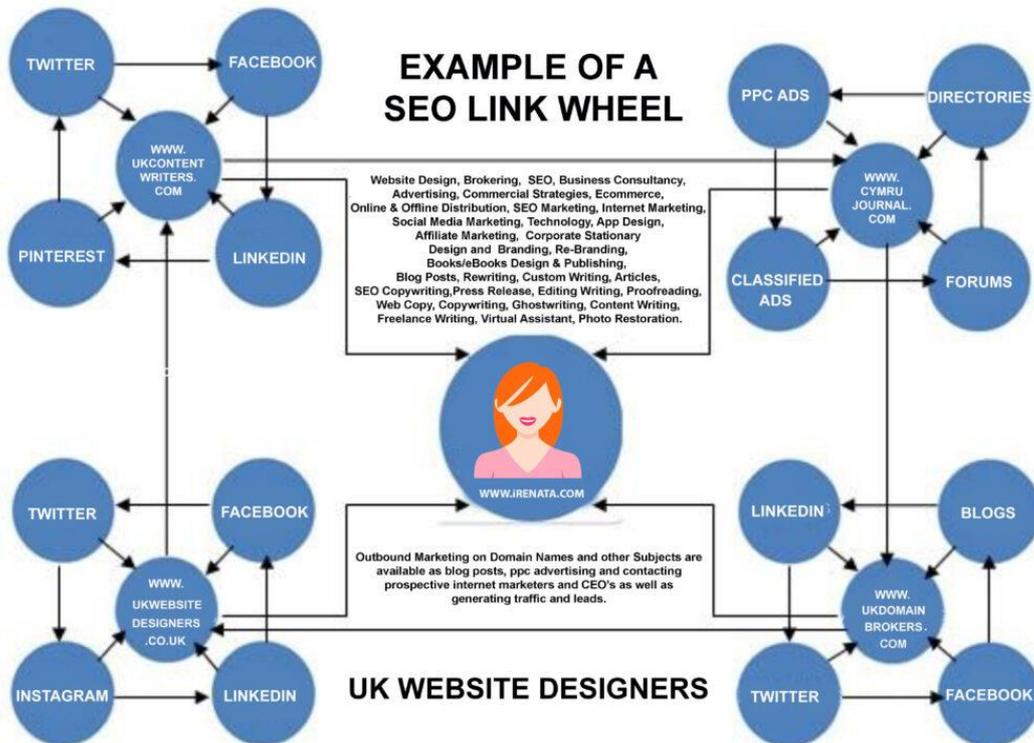
- Learn everything you need to know about search engine optimisation (SEO).
- Learn about SEO Link Wheels and having multiple blogs:  
<https://ukdomainbrokers.ukwebsitedesigners.co.uk/20-reasons-why-blogs-are-a-must-for-business/>
- Learn how to generate more business:  
<https://marketingagency.cymrumarketing.com/2021/03/15/40-ways-to-get-more-business/>



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Notice how I use multiple blogs to generate traffic, using my SEO link wheel, and diagram overleaf:

### Example of my SEO Link Wheel:



You can make more sales if your website, product, or service is top-notch with high-quality written work. If the written work is sloppy, people will assume the products and services you are trying to sell lack professionalism, thus damaging your credibility.



## Chapter 6

### Choose A Relevant Topic

If you are an established business you can write about your niche, this could be in the form of a brochure or in-depth analysis of the industry you are in (White Paper). eBooks are predominantly designed for a specific target audience there should ideally be some thought put into the topic matter to be featured in it.

Where it comes to business what is known as a 'White Paper' is an informational document issued by a company or not-for-profit organization to promote or highlight the features of a solution, product, or service that it offers or plans to offer.

White papers are also used for presenting government policies and legislation and gauging public opinion.

A white paper promotes a certain product, service, or methodology to influence current and prospective customer or investor decisions.

Three main types of white papers include *backgrounders*, *numbered lists*, and *problem/solution* white papers. A white paper provides persuasive and factual evidence whilst promoting brand awareness.

White papers are commonly designed for business-to-business (b2b) marketing purposes between a manufacturer and a wholesaler, or between a wholesaler and a retailer.

On the other hand, if you are an individual writing about your hobby or are a start-up you can write about your expertise and have a "How To" tutorial so that the reader finds your information useful whereby they are focused on the subject matter and can learn from the information you provide. The content provided in the eBook should ideally reflect the information, solutions, and problem encountered.

Choosing a topic to write about should be done with careful thought to ensure the choice made is interesting, entertaining, informative, and compelling within the competitive arena. The eBook should be attention-grabbing to generate traffic and leads.

Considering a topic that has a personal connection to the individual is also something that can be explored as such material is often well received as others can relate to such personal style content.



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“How to” eBooks are a popular option to choose to write on. However, if you decide to do this kind of eBook the information contained in the book should be both sound and substantiated material. Research and thought need to be put into this style of content.

Consider brainstorming with colleagues, friends, family, and anyone willing to listen or already connected to the eBook scene, to come up with topics that are also a viable way to get ideas. Conduct online surveys and polls to see what people want.



## **Chapter 7**

### **Time**

We may not always have time to write content, if you already run a blog, you can extract excerpts of your articles and put them into chapters.

An alternative is to get someone to write your eBook or hire a professional.

It is always worth getting a second pair of eyes to read your book and recommend any adjustments. You want the book to be educational and entertaining as well as inspirational.

We have all heard it -- and said it ourselves or thought of it at different moments in our life that time is money. While it sounds like a post-modern capitalistic axiom, the quote originates with Benjamin Franklin who articulated this idea in Advice to a Young Tradesman, written by an Old One, a handbook printed in 1748. "Remember that Money is of a prolific generating Nature. Money can beget Money, and its Offspring can beget more, and so on", Franklin observed, in his early musings about the power and potential of money. He advocated for saving, hard work, and paying debts on time. "The Way to Wealth, if you desire it [...] depends chiefly on two Words, INDUSTRY and FRUGALITY, i.e., Waste neither Time nor Money, but make the best Use of both. He that gets all he can honestly and saves all he gets (necessary Expenses excepted) will certainly become RICH."

Time may be Money, but we can only buy time if we carefully execute our daily schedules to work efficiently. Having critical time paths (CPAs) and buying someone else's time could prove beneficial especially if we live in the fast lane and do not have enough hours in the day. Getting other people to help can give us more time to work on other things.

Depending how quickly you want to write your eBook will determine if you need someone to help you or if you can do it yourself. Assign an hour or two each day in a quiet place where you will not be disturbed and do your research and notes in peaceful surroundings away from any distractions.



## **Chapter 8**

### **Structuring Your e-book**

There is software available in the market today to assist in the exercise of eBook compiling. However, the simplest form is writing your content in Microsoft Word or equivalent and converting it to PDF.

#### **How to structure your eBook**

Once you have decided what your eBook is going to be about and you have content to add to your publication, the next step is to construct the book so that your readers can easily read the information.

Breakdown down your content into sections and map out each topic as a chapter.

Assign a suitable title for the intended eBook and then enter the content appertaining to each section.

Formatting comes later, you need to have a book that is well-constructed and easy to follow.

Many bloggers are creating extremely successful eBooks. Before writing a book of any description gets some practice writing.

The best place t start is the write blog posts this can be on your blog or sites where they accept guest posts.

I know someone that writes lengthy posts on Facebook (not recommended). Use social media to spread awareness by adding short excerpts of your articles and creating backlinks. This will help your blog to rank better in search engines. Facebook, Twitter, LinkedIn, etc is not a blog, they are social media channels, not a medium for you to write your life story.

To make your eBook successful you need to create engaging content. There is no ideal length for an eBook. It all depends on your audience and topic. Generally, if it exhaustively covers the chosen topic and effectively educates your readers, there is no need to worry about the length. If you can create one fairly quickly that covers the information needed the better off you are.

#### **Know what to say**

An eBook can be about anything. You are not limited to your imagination. So, pick topics that best present the information in a way that your readers will understand and appreciate. Never try to sell to your audience. First, you need to gain their trust and loyalty, so offer them a gift and offer either your products, services, or eBook in return for an email, that way you build a list of subscribers. Your readers will like the fact you



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are giving them something valuable for nothing and that you have exceeded their expectations. They will then look forward to subsequent eBooks and may even reach out to you to help them with their business.

### How is an eBook structured?

While there is nothing set in stone for organizing your content generally eBooks mimic the structure of textbooks or novels. However, there are some aspects of an eBook you must adhere to, such as including chapters, and images. Segment your eBook by adding relevant headings and subheadings and give credit where credit is due especially if you are using stock images. Never copy images off search engines or websites unless they are stock libraries, as they may be copyrighted and may have algorithms that track their image. You certainly do not want a cease-and-desist order or a hefty fine.

### Ways to structure your eBooks structuring an eBook

#### There are eight ways to structure your eBook:

This approach is very easy and one that many bloggers love. You start with an introduction that highlights what the entire eBook is all about, then include chapters that are made up of key information and images, and a conclusion that wraps up everything.

Having an outline makes it easier to come up with an engaging eBook that is well-structured. So, always make sure your outline is ready before getting started.

#### The 4MAT Model

This approach is popular amongst teachers and coaches. It is based on how we learn and implies that four vital modes must be covered in the sequence:

1. **Why = motivation:** Why should my audience be interested in this? What is the issue that needs to be solved?
2. **What = broad solution:** What is the universal solution to this issue?
3. **How = specific solution:** What are the steps or details I need to take to unravel this?
4. **What Else = resources:** What additional information is available about this topic?

**Why:** This provides the skeleton on which to build your idea and offers a clear pathway for your reader to digest the information.

**What:** Know how to format what you are writing.

**How:** Structuring your content.



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**What Else:** You can include other content such as videos on an example of how to go learn more from the content.

### Sequence

Use this approach if you are teaching your audience how to do something. The best way to structure this is through a sequence of steps or ideas as I have done in this book.

### Chronological Order

Write content in the order the event occurred.

### Pick the right topic

What are you trying to tell your audience? Whom are you writing for? Are you writing for newbies, intermediates, or experts? Knowing the kind of message, you wish to portray makes it easier to come up with a compelling topic that attracts both potential readers and also encourages them to take further action.

### Below are a few ideas to get you started:

- Product guides
- An expanded version of the existing blog article
- A case study based on a customer story
- Content around industry studies and statistics
- An introduction to your industry
- An answer guide to FAQs
- An interview with an industry expert

Writing a compelling title helps to highlight the topic in question that resonates with your target audience. Consider inserting a few target keywords in your title and your body. You could even add a subtitle to clarify and expand on what your eBook is all about.

### Get writing

You have structured your book and have a map of sections to write, you can now start writing your eBook. Make sure to use the right language and tone that speaks directly to your readers. Format the content so it is easy to follow. And keep in mind how you create your first eBook will significantly impact whether your readers will come back for more.

Also, don't forget to optimize your eBook for lead generation. If you are not sure how to correctly do this, then hire someone to complete this task for you. It's important to get it right. Luckily, today it is easy to find freelance writers who do this kind of work.





[www.ukcontentwriters.com](http://www.ukcontentwriters.com)

### **Make your eBook look attractive**

#### **Design**

First impressions count. This goes for your website, your office, and your appearance. If you have a shoddy website people will notice and will not entrust you with work. The same goes if you have a scruffy office, people take notice. The same applies to books having captivating titles and book covers that will make you stand out.

#### **Branding**

If your book is business based and you are representing a company, you should use your logo to spread brand awareness. The next step is to customize it, this would mean designing a book cover so that your eBook has the look and feel, which ultimately is what gets the attention of potential readers.

#### **Editing to-do list.**

- Include your contact information on the last page and your company name in the footers.
- Add the title of the book into the header of the page so it shows on all subsequent pages.
- Break up text with statistics and large font quotes to support the topic
- Use bolded text to highlight key phrases and points
- Add colours for contrast and shapes to increase the visual interest in key information. Do bear in mind if the reader plans to print your eBook that colour printer ink is expensive so try to write as much of your book in black.
- Use short, easy-to-read sentences
- Insert headings, graphics, and images to break up text and make your topics easier to understand



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- Modify your colour scheme to match your brand colours
- Use the same font combination for the main headings, subheadings, and body
- Add a Table of Contents to make it easier for readers to locate different sections

### Expanding your services

Besides giving your readers valuable content an eBook is also an excellent marketing tool. It helps you drive traffic, increase sales, and build your authority. Now imagine what multiple eBooks could do for you! That is why you must include eBook creation as part of your content marketing strategy.

### eBook creation tools

#### Software

Once you have completed your eBook you need to convert it to a simple-to-read format. Most bloggers convert their eBooks to PDFs. Besides Microsoft Word, here are some of the best tools to create an eBook:

- **Designerr** (<https://designerr.io>)
- **Apple Pages** (<https://www.apple.com/uk/pages/>)
- **Marq (formally known as LucidPress)** (<https://www.marq.com>)
- **Beacon** (<https://beacon.by>)
- **PressBooks** (<https://pressbooks.pub/>)
- **InDesign** (<https://www.adobe.com/uk/products/indesign>)
- **Scrivener** (<https://www.literatureandlatte.com/scrivener/overview>)
- **Blurb** (<https://www.blurb.com/self-publish>)
- **Bookwright** (<https://www.blurb.com/bookwright>)
- **Lulu** (<https://www.lulu.com>)

### How much money can you make from writing an eBook?

There is no guarantee that your eBook will sell. If you have done zero marketing and advertising the chances of your book being on the best sellers list is going to be very slim.

The fact is over 200,000 authors sell eBooks on Amazon and only 5,000 of them, which is less than 3% are making \$10,000 annually. That is a clear indicator that most authors will never earn substantially from their eBooks.

Your eBook is the cheapest version of your manuscript thus to have a chance of your book selling and making money you should consider making it into a hardcopy, such as paperback or hardback.

Providing you can keep your investment low, even when sales are modest, you will still make some profit. You can also hire a freelance writer for a reasonable rate so



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that you can dedicate your time to other tasks that help to grow your business. You should not be phased that you may not make a tonne of money from your eBook, remember if you are a business you are trying to attract leads, the purpose of the book should be for promotional purposes rather than to make a monetary gain.

Just remember, if you keep your readers happy and consistently provide quality content, your eBooks will begin to sell if that is your end goal.



## **Chapter 9**

### **Content Writing**

Content Writing is the key to all information around the world. Content writing is a proven method to decrease the cost of acquisition and increase returns on investment (ROI). It helps to create a fundamental content writing and distribution strategy.

Content writing is something we take for granted but is part of how the world spreads information and develops technology, without writing you would not have programmers, academics, scholars, scientists, doctors, etc. No industry would exist without content writing. The prospect of content writing is immense today in the digital medium, from diverse businesses, legal forms, technology to farming, and home decor, content writing is an indispensable part of the marketing strategy of the business. Content writing is essential for news and media, we need content writing for our businesses. Without content writing, we would not be able to learn.

Regardless of what method you approach content writing, business advertising and marketing work hand in hand. Exploring the various possibilities can be advantageous and create a platform for more interest and revenue earnings.

The first and most important step to take would be to ensure the material posted is written in a PDF format, although HTML versions are also acceptable though not as popular. Apart from the revenue-earning potential, there is also the fact that eBooks *present opportunities* that ordinary printed information lacks.

Without restrictions in place such as using incompatible formats, the viewer should be able to access many platforms from the actual article posted. Understanding that simply is the default the PDF format is searchable thus making it, especially user-friendly for “how to” eBook contents and other styles of reference works.

From the viewers' point of view, finding and accessing information should be made easy and quick therefore making the text “clickable” would be advantageous, providing it can be accessed online.

Being able to click on a particular chapter, title, or any segment and then having it immediately pop up is something that would be time and energy saving thus be looked upon favourably.

Providing further extras such as facilitating a link on the eBook that opens a web page or even starts an email is also a good idea. With this facility, the viewer can easily make other references from different sources and access web links.



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The email pop-up can be used to get immediate feedback from the viewer which would help the host to address any shortcomings.

Making recommendations on other products, services or businesses can also be done in the eBook. When the viewer clicks through to the site where the new information is being posted the affiliate program can then bring in extra revenue to the host.



## **Chapter 10**

### **Monetising your eBook**

Monetising your eBook is a way of creating multiple income streams. For example, you may not be selling your eBook but giving it away, so within the content, you could include affiliate links, advertisements, sell courses, sell digital products, sell coaching services, and sponsorships. This can also be combined in your blogs.

#### **1. Affiliate marketing**

Although affiliate marketing is relatively easy to set up, by going to sites such as Awin, Rakuten, CJ.com what you need to remember is you need to have a lot of visitors per month for you to get a commission. The click-through ratio is about 3% (3 people) which will click your banner based on one hundred visitors per month, but that does not guarantee a sale. Advertisers usually have cookies set from 30 days to 300 days. Affiliate marketing is robustly used to monetize blogs and eBooks; however, you need to have a lot of traffic or readers for you to make any money. Affiliate marketing is beneficial if you have just begun and don't have products or services to sell. In this case, you only need to develop content in sync with the affiliate deals you offer. Once your content starts getting more views, selling products or services relevant to your content's topics can help you unlock the income stream.

#### **2. Advertisements**

Advertising your business can be costly if you go for PPC advertising. It is recommended that you exhaust all your free options before considering paid ads. Concentrate on building your network of followers and then promote your eBook and services to them. All businesses should have a blog so that they can add to their SEO link wheel.

#### **3. Email marketing**

Email marketing is another way to monetize blogs and eBooks directly via email marketing. To have a list you need to get subscribers and the way to get subscribers is to offer a free eBook or gift in exchange for their email. If you have a list, you can begin sending out your promotion right away. You can start earning by sending emails of your services and products via email marketing methods like Mailchimp and others.

#### **4. Sell eBooks**

To monetize blogs, write an eBook using excerpts of your blog's content. Try not to plagiarise as search engines will pick up on copied content and you may have your blog penalised and your eBook banned/blocked from platforms like Amazon and Apple



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iBooks. Create non-fictional eBooks, teaching a skill that will help you gather more income.

### 5. Sell courses

Another way to monetize blogs and eBooks is by selling in-demand digital courses. You can develop informative courses to offer great value to your niche. The courses are additional services related to digital marketing, finances, cryptocurrency, and others are fantastic prospects to sell like hotcakes.

### 6. Sell digital products

Monetize blogs and eBooks by creating and selling digital products. If your digital product remains in sync with the theme of your content, you can profit by selling your product and services. Also, building a webinar to market products is a great idea. Digital products can include e-books, domain names, downloadable music, fonts, logos, photos, etc.

### 7. Sell coaching services

Selling coaching services through your blog or eBook as an additional add-on can benefit your business by positioning yourself as an industry leader.

### 8. Secure sponsorships

The sponsored ad that businesses pay you to advertise them could be included in your eBooks at an additional cost to the advertiser. You should also know that sponsorship has emerged as a great source of money from blogs. You only need the traffic to start profiting if you sell it at a price point. You need to be careful with sponsorships and ensure that you are upfront with your readers. Google also cares about links that are sponsored. It may penalize you if you sell links along with the platform you have linked to. If it's not transparent, you should not do it.

### 9. Host a paid webinar

When you write the content of your eBook you could mention a link to a webinar to get your readers to engage with you for more information. You could use the same principle and earn money via your blog hosting a webinar. This way, you can easily promote content, exhibit your skills, and sell products.

A webinar works like a live video training session/online course, you can easily interact with your prospects. People who have already monetised their blogs can use free webinars to promote products/services and can also sell webinar tickets. You could within your blog offer tickets using a barcode. [www.stripe.com](http://www.stripe.com) have downloadable barcodes for the products you sell.

### 10. Entrepreneurs



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Not all individuals are business owners, therefore setting yourself up as a sole trader and offering your services as a freelancer can help you make money if you have a blog. It would help to also create an eBook to help promote your services and build an email list and followers on social media.

You will then be able to offer your freelance content writing services to brands. Blogging is the first step for many freelancers to get their first project. It is also a practicing platform to perfect your writing skills. If you also have other related services to offer such as website design, graphics design, and video creation, you could potentially get more clients. Many businesses look for other services not just writing content, proofreading, and blog posts but may also need market research, domain name acquisitions, digital marketing, and web development.



[www.ukwebsitedesigners.co.uk](http://www.ukwebsitedesigners.co.uk)

### Key Takeaways

Monetizing your eBooks is much easier if you have a blog, you can write about trending topics like food, fashion, business, finance, and digital marketing. By creating exact-match searchable keyword or phrase domain names and multiple blogs for various services you essentially will drive traffic from multiple directions.

Not having a product upfront to bring harmony to your blog's content does not mean the end of the world, after all, writing quality content, creating backlinks, and generating traffic is your ultimate challenge before you tackle anything else. Having knowledge of search engine optimization (SEO), and having responsive blogs and websites, will earn your credibility.

There is a quote, "Monetization Is Math, Not Magic." Amazon senior software engineer Jim Brunner. It simply denotes that you are good if you know how to monetize blogs and eBooks using a technique.



## **Chapter 11**

### **Publishing, Marketing & Advertising**

Having a great eBook but marketing it without any real direction will bring about less-than-desirable results. Knowing the eBook content and matching it with the target audience that will find the content suitable for their needs is an important factor to investigate if the desired success rate is to be achieved.

#### **Promotion**

There are several ways to promote your eBook. If you have a large network of followers on social media platforms it is worth announcing your book on these channels. You could even promote your eBook on your website(s). Write articles about your book and create banner ads that are positioned strategically on the home pages and sidebars in blogs. If you are looking to attract tons of readers to your eBook, you must have an effective promotional strategy. You can promote your eBook on Amazon, iBooks, Kobo, and Nook if you intend to sell. However, if you intend to get lead generation and subscribers, the best place to start is by advertising your eBook on blogs and social media. If you already have an email list of subscribers, you could send an email letting them know about your new eBook.

Spread the word on social media, this can be done on your groups and pages other people's groups and pages. Once you have a solid social media presence, it's a good idea to start spreading the word among your family, friends, colleagues, and acquaintances.

If you are an expert in your field and have a lot to say, a blog is a perfect place to share your knowledge. It is also an excellent place to advertise your book. You can then post short excerpts of your articles and teasers of your book (not lengthy posts) on Facebook or Twitter about your book progress and link to your book's Facebook group or website. The best place to start promoting is with the help of your friends and family by "sharing" the URLs to your pages on their social media feeds, or through email or word of mouth.

Remember less is more, meaning you really want to get the word out there but if you do it too often people may be put off by your zealous promotion.

Try to exhaust all free marketing and advertising strategies before considering PPC advertising.



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### Marketing

Creating a market that is well served with the eBook is always a good idea and putting the relevant tool into practice to ensure this end will allow the eBook to be sold according to its niche market.

Doing market research in advance will help to gain knowledge of what your targeted audience is looking for. Doing some research or arming oneself with supporting data before the niche market is approached to get the eBook well received should be done at the very onset of deciding the marketing strategy.

Conducting surveys, keeping abreast of current trends, and monitoring comments on blogs, social media posts, and reading material from popular forums may help to shed light on the perceptions toward the content of the eBook and who would be best served by viewing the said eBook.

Blogging or vlogging about the book is an excellent place to start advertising and marketing. Before the book is available, create a blog or vlog (video blog) entry to post to the book's website.

Write engaging content and tell your audience about the amazing feature of your book and how it will help them in their business once they implement your strategies.

Write multiple entries on your industry and your topic in your eBook. Every time you write an article don't forget to have a *banner ad* for your book.

Post about the book frequently. Remember that your website reflects you as a writer, who writes engagingly, and similar in style to the book itself.

Make sure to proofread; having a blog can backfire if your writing is rife with typos and grammatical errors that might make readers question your writing skills!

All businesses look for lead generation and having an eBook to promote their brand whilst helping customers find real solutions. The target audience should be able to connect with the material in the eBook if it is to achieve any level of success and it should show your audience your writing skills should they wish to hire you as a ghost-writer to write their eBooks.





[www.cymrujournal.com](http://www.cymrujournal.com)

### Launching your eBook

Launching your e-Book is very exciting, but sometimes you need to make a gradual announcement with a pre-launch discount if you intend to sell the book rather than give it away.

A good way to start the attention-grabbing campaign for the launch of the eBook is perhaps to sell your book at a discounted price for a limited period.

I will take a leaf out of my eBook and offer my content writing services at a special price. You need to finish reading, this eBook (no cheating or skipping pages) to see what I can do for you to boost your business and I promise to through it some freebies.

I will also be giving this eBook away for free for a limited time.

Making the launch more attractive by adding features that include bonuses for committed buyers is also encouraged. Most people will be more inclined to commit if there is something else to be gained beside the intended product itself.

I do not outsource and strictly keep all my services in-house. However, for the busy entrepreneur that perhaps does not have time to do the marketing and advertising themselves and does not wish to employ someone may consider hiring outside help. This is not only cost-effective but also less stressful.

Showing professionalism from the start will leave a long and lasting impression which will guarantee a successful launch.



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Having a well-designed book cover also plays a part in the reader's choice of reading. They say do not judge a book by its cover and although to a certain extent that is correct, visualisation does play a role to some extent in the reader's decision of choice.

It is therefore in your best interest to create your eBook cover to have an attention-grabbing design. Not everyone is creative and may not have the necessary software to design book covers so it may be necessary to hire a professional who specialises in graphic design.

It eBook should catch the attention of potential readers and give a hint about the genre, contents, and appeal of the book itself.

Since your book is digital only, the book cover is also digital, which is a representative image that you can use online to promote the book itself. It can be any photograph or image. If you have digital media skills and can use tools like Photoshop without much trouble, you might consider doing this yourself.

I am a firm believer if you want to do something right, then do it yourself. I cannot say I am a jack of all trades but over the years have learned a trick or two.

Obviously, not everyone has the time or resources to complete all the tasks themselves, so perhaps having a lending hand and a second pair of eyes will ensure your campaign is launched without a hitch. If you hire a personal assistant, they can then keep track of every aspect of a launch. If the monitoring system chosen is adequate there is will less stress for the individual as everything would be visible and accessible at a moment's notice. If there are any problems detected within the launching process it can be addressed immediately and effectively.

### Marketing Strategies.

- Creating curiosity and intrigue for the eBook launch
- Trying Basic Marketing Strategies to Promote Your Book
- Trying Advanced Online Marketing Techniques

Writing eBooks can be a fun and rewarding way to get your work out there. If you are new to publishing and marketing it can be challenging to find readers, particularly because you're working without a publishing house to promote your book.

Over time with a little practice, you can market your book to your network of connections. With patience, perseverance, and marketing finesse, you can promote your eBook, increase your sales, and make your writing hobby into a lucrative business.

### Creating curiosity and intrigue for the launch of the eBook



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Create a landing page for your book. This could be a subdomain to an already indexed and ranked website or it could be a page in your navigation menu on your website or within a category on your blog.

What I usually do if I am marketing domain names is create a page on my blog, assign a category and point the domain name to the article.

I then work my magic and perform SEO by manually uploading the page to Google Search Console.

A web page is a great place to make announcements and centralise information about your book, it creates intrigue and anticipation of launch dates, book readings in your area, and author information. When the book is launched, you can also include links for people to purchase the book directly from the site or if your book's purpose is to entice people to subscribe you can offer a free download in exchange for an email address.

When it comes to the launch you want to protect your book from being copied, there are several ways you can do this (a) use online software or if you are writing your book in Microsoft Word you can password protect your work by going to the heading *Review – Protect -Restrict Editing*.

A web page could be a page on an existing site or an independent blog or website with the title of your book as the domain name.

Your webpage should include the title of the book as its URL an example of this would be something that I have used for my marketing endeavours:

**<https://marketingagency.cymrumarketing.com/2022/12/01/an-ebook-on-how-to-create-an-ebook/>** as you can see the URL string is very long and people may not be able to remember it as easily as having a shorter version domain name. This could be (www.eBookCreation+ext) therefore it might be an idea to forward a domain name to the page.

Alternatively, you can use social media pages and groups that you create naming your page the same name as your book. However, the more places you mention your book will be mentioned the quicker you will generate traffic and leads.

Creating an SEO link wheel with your main site and other pages to other posts and social media platforms will help to spread brand awareness and engagement of your book.

### Subscribers



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Once you have a network of connections you can advertise your book on social media channels and point them to a page where they can subscribe. Once you get the engagement you can send them a free eBook as a thank you.

They say, “the money is on the list” what the marketing gurus mean by this is you can sell and upsell to your email subscribers because they have given consent for you to send them advertising material. Creating an email list can be done through your blog such a WordPress or a feature on your website where individuals can sign up for email updates about the book. Engage with your audience well in advance and get people to sign up for the email list before the book's release, and that way you will have a ready-made client list when the book is available.

Use your email list for important announcements and to drum up business when the book is ready. Do not send more than one email a day and send relevant information.

- Interact with your connections and ask them to make a review.
- Join a writers' club. There are many types of writers' clubs.
- Give it away. Giving away your book can be a great way to drum up reviews, but it can also help you secure more business in the long term.
- Use auto responders in your emails which can automatically promote your book.

### Marketing & Advertising

An eBook like a blog may have affiliate links and adverts strategically positioned to give the reader more choices to research carefully placed information.

Arranging ads for eBooks is fast gaining some level of popularity. The revenue from affiliate marketing is not as high as we are led to believe the conversion rates would mean you would have thousands of people clicking your links to get a commission.

Printed eBooks hyperlinks will not work so it is best to enter the full URL so that the reader can manually write the address of the website you are promoting or referring to.

Some eBook designers are now including platforms for advertising applications to facilitate revenue-earning possibilities. Like newspapers and magazines banner ads can be applied in strategic places where they will not distract the reader from the content.



## **Conclusion.**

The power of content, whether it is websites, social media posts, blog articles, or books (eBooks) is highly in demand.

Content writing services are used for different forms of textbook-grounded content. Each type can serve a different purpose and promote the brand differently.

e-Books if done properly with the right marketing skills can drive business and generate leads.

Being able to promote your book is the biggest hurdle but once you master search engine optimisation you will be one step closer to attracting more business.

If you need a content writer to help with your blog posts, or social media marketing or want your eBook written, just drop us a line at [\*\*info@ukcontentwriters.co.uk\*\*](mailto:info@ukcontentwriters.co.uk)

We offer affordable payment plans to suit all budgets.

### **Please Note: Regarding Spotting Further Errors.**

As some readers may have noticed my earlier version of this book was put through Microsoft Word spell checker. The only problem with this is that it simply checks for misspelled words but will not check your grammatical errors, hence where I thought I had installed the Grammarly plugin, I, unfortunately, did not, and to my horror once I realised (realized) the mistake after I had published the book for download.

Always make sure to install Grammarly on your text editing platform. I use Microsoft word. Remember Microsoft word will not flag certain words whilst if you are writing for an audience other the location you are in. Because I am UK-based I have set my language for the UK. Therefore, Grammarly will use the US English language, usually words like (colour) and (color) or (optimise) the UK version and (optimize) the USA versions that will have red lines underneath for correction. The US uses the letter (Z) whilst the UK uses the letter (S).

Do go over your book several times because sometimes you may overlook errors without even realising (realizing). Do not do auto correct but manually check chapter by chapter. Grammarly gives you suggestions for sentences if the wording does not seem right.

Never publish the raw version of your book and consider another pair of eyes to read through it before publishing.

### **Our services include:**



## **How to Create An eBook - Written by Renata M. Barnes**

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