

Special Report

\$7

21 Steps to Writing and Publishing Profitable E-Books Online

ROBERT W. BLY
Copywriter/Consultant

Center for Technical Communication
31 Cheyenne Drive
Montville, NJ 07045
Phone: (973) 263-0562 Fax: (973) 263-0613
Web: www.bly.com
E-mail: rwbly@bly.com

Center for Technical Communication

31 Cheyenne Drive

Montville, NJ 07045

Phone: 973-263-0562

E-mail: rwbly@bly.com

A Note to the Reader

This special report is intended to provide a brief overview on how to write and market an e-book. For more in-depth instructions on how to implement these steps, visit www.myveryfirstebook.com/sm

21 Steps to Writing and Publishing Profitable E-Books Online is copyrighted by the Center for Technical Communication. No portion of this manual may be reprinted or reproduced in any way without the author's express written permission except by the authorized purchaser of this e-book.

© Copyright 2016, by the Center for Technical Communication. All rights reserved.

Table of Contents

Introduction	1
1. Choose your topic.	1
2. Use keyword discovery to make sure there is a market for your e-book online.	2
3. Create an outline.	2
4. Research your topic.....	3
5. Write your e-book.	4
6. Create a few bonus reports to give away to your e-book buyers.	4
7. Edit your e-book.....	4
8. Create the front cover design and interior page layout.	5
9. Proofread and lock the PDF file.	5
10. Load your e-book PDF into a shopping cart.	5
11. Reserve a domain name for your e-book.	6
12. Write and design a landing page to sell your e-book.....	6
13. Arrange hosting for your landing page.....	6
14. Capture the e-mail addresses of landing page visitors who do not buy your e-book.	6
15. Set-up an autoresponder e-mail series to convert non-buyers into buyers.	7
16. Drive traffic to your landing page.	7
17. Test, measure, and optimize your landing page.....	7

18. Create a profitable line of e-books and related info products.....	7
19. Recruit affiliates to sell your e-books and other info products.....	8
20. Publish a free e-zine and drive traffic to the subscription page.	8
21. Send regular e-mails to your opt-in subscriber list to drive additional sales.....	8
About the Author	9
The Next Step.....	9

Introduction

There are 21 distinct and well-defined steps you can follow to go from the desire to write and market an e-book to writing your e-book and selling it online.

The purpose of this report is to give you a quick summary of these steps, not to provide the detailed instructions on how to carry them out.

Full instructions on how to execute each step are provided in my full-length e-book *Write E-Books for Fun and Profit*, which you can find out more about and order at www.myveryfirstebook.com/sm.

1. Choose your topic.

The most profitable approach to e-book publishing is to have all your e-books focus on different aspects of one core topic (e.g., marketing, starting a small business, gardening, poker) and targeted to one core audience (e.g., parents, small business owners, writers, real estate investors).

Choose a topic that is specific and targeted to your niche market. Your first e-book lays the foundation for an entire line of information products related to the topic of that first e-book. Use your very first e-book to establish yourself as an authority in your subject area.

Many people I meet are excited about the prospect of writing and publishing e-books on the many topics that interest them – first one on home schooling, another on home decorating, the third on playing bridge, and so on.

While writing on a wide range of topics is fun and creatively satisfying, it is the surest road to financial failure. The e-book business, and it IS a business, requires that you find and stick with a specific niche, the narrower the better.

And all your e-books should address one or more subtopics related to the core topic. For instance, if your core topic is finding a job, you might have one e-

book on networking on LinkedIn, another on using ExecuNet, a third on resumes, and so on.

2. Use keyword discovery to make sure there is a market for your e-book online.

Be sure your topic is one people are searching for online. Use keyword discovery tools outlined in my e-book on e-books, *Write E-Books for Fun and Profit*, to learn how often, and which key words, people are searching to find information on your topic.

Also, do a Google search on your topic and see what pops up. If there is no one selling information it, that's a bad sign, an indication that the topic simply doesn't sell.

If there are some people selling information products on the topic, that indicates there is a market for it. Order some of their e-books, study them, and figure out how to make yours different and better.

If there are a mountain of competing e-books on the topic, that may mean the niche is overcrowded and you either need to narrow the niche (e.g., careers for journalists vs. careers) or pick another area altogether.

3. Create an outline.

Everyone needs a roadmap. The outline is your roadmap for completing this e-book and can serve as a template for future efforts. Effective methods of organizing how-to and reference books include alphabetical order, process steps, chronological, and Q&A.

For instance, this report gives an overview of a process, that of writing and publishing an e-book. Therefore it is only natural to organize the contents as a series of numbered steps in the order they must be performed to achieve the end result.

Study some of the nonfiction books on your bookshelves or in the library. Take note of how the information is organized.

Another tip: study nonfiction books on the same topic as your proposed e-book. Look at the table of contents. This can help ensure that you don't omit any essential steps or subtopics in your own e-book.

4. Research your topic.

Be organized when doing research. Use your outline to set up a research file, and store everything relating to your topic in that file. Visit the library, surf the Web, and comb bookstores for information related to your e-book. You might even consider interviewing subject matter experts to build on your own knowledge and the information you gather.

Example: the late Jerry Buchanan, an information marketing guru in the pre-Internet era, had moles and gophers destroying his garden and his lawn. He read books and articles on how to eliminate the pests, but the methods didn't work.

Then he had a brilliant insight: Who knows how to keep large green fields clean, pristine, and undamaged? Groundskeepers at golf courses! Jerry interviewed the head groundskeeper at his local golf course. The groundskeeper happily shared his methods of getting rid of moles and gophers. Jerry used them and they worked. So he wrote a special report on the topic, mainly based on what he learned interviewing the expert, and sold many copies through small classified newspaper ads (that's what we used before the Internet).

5. Write your e-book.

You write the e-book yourself or hire a freelancer to write it for you.

My writing process is simple. First, I do the outline, so I know what will be in the e-book and how the information will be organized. I divide my outline into chapters or sections.

Next, I do the research as explained in step 4 above. Now I have the information I need to write the e-book.

Now, I simply fill in the appropriate information under each chapter or section heading.

Finally, I edit (see #7 below), rewrite, and polish until the e-book reads well and is clear, concise, and easy to understand.

6. Create a few bonus reports to give away to your e-book buyers.

Online buyers love and look for free bonus gifts when buying information on the Internet. Therefore I offer at least one free bonus report for every e-book I sell.

These reports contain additional information you offer to your customers as an added incentive to buy your e-book now. They may be separate PDF files (my preference) or “bonus” sections within the main e-book PDF file.

7. Edit your e-book.

As with the writing, you can hire a freelance editor. The main point is to be sure the writer and editor are different people. Watch for spelling mistakes, readability, clarity, and completeness. Fortunately, as an electronic document, an e-book can be corrected even after it is released.

In fact, it's a smart practice to periodically updated and add to your e-books, especially new information, more examples, the most recent facts, figures, and statistics. Whenever you do that, label the e-book a revised second edition and make the copyright date the current year.

8. Create the front cover design and interior page layout.

Your best choice is to hire someone to do this work unless you are experienced in book design. Be sure to ask what is included before agreeing to any provider's price. You want a cover design, the pages laid out, and a book image (2 or 3-dimensional) for your landing page.

9. Proofread and lock the PDF file.

This is your last chance to spot mistakes before releasing the e-book. You can hire a freelance proofreader or proofread it yourself.

Your e-book designer can then "lock" the PDF so buyers cannot alter the text or design. Doing so prevents people from pirating your e-book and selling it illegally.

10. Load your e-book PDF into a shopping cart.

Shopping cart software is going to collect payments, deliver the e-book and reports, provide you with an e-mail autoresponder, and track your sales. Once you decide which shopping cart to use, loading your e-book into the shopping cart is as easy as attaching a file to an e-mail. The shopping cart I recommend is at

www.bobsbestcart.com

11. Reserve a domain name for your e-book.

Shorter is better. An ideal domain name is the key word or phrase related to your topic or a short phrase that is easy to remember (e.g. www.myveryfirstebook.com).

12. Write and design a landing page to sell your e-book.

Now that your e-book is ready to sell, you need a landing page to do the selling. A landing page is a dedicated Website—some call it a micro-site—that sells a single product. It is essentially a long-copy sales letter posted online. And yes, you can hire a freelance copywriter to write this sales tool, or visit www.thelandingpageguru.com for help. When you go there, the user name is user and the password is pageguru.

13. Arrange hosting for your landing page.

You need a reliable hosting service at a low cost-per-site hosting charge. Be sure your hosting service package gives you enough space to hold all your files, that there is sufficient bandwidth to permit a high volume of downloads each month, and that you can add lots of new landing pages without increasing the total monthly hosting fee. One of the more trusted names in hosting is www.hostgator.com

14. Capture the e-mail addresses of landing page visitors who do not buy your e-book.

You want to capture the e-mail addresses of people who click onto your landing page but leave without buying the product, so you can continue to market

to them in the future. There is an article on ways to do this at www.thelandingpageguru.com

15. Set-up an autoresponder e-mail series to convert non-buyers into buyers.

Once you have the visitor's e-mail address, use an autoresponder e-mail series to persuade them to come back to the landing page and buy your e-book. I explain how to do this in my e-book *Write E-Books for Fun and Profit* – see www.myveryfirstebook.com/sm

16. Drive traffic to your landing page.

Use e-mail marketing, pay-per-click advertising, banner ads, text ads in online newsletters, videos on YouTube and other social networking sites, articles, affiliates, and other traffic-building methods to drive prospects to your sales page. Again, this is covered in detail in *Write E-Books for Fun and Profit*.

17. Test, measure, and optimize your landing page.

There is always room for improvement. Taguchi testing and split testing can show which parts of your landing page are working well and which need tweaking. Testing can help you increase the landing page's conversion rate, thereby selling more e-books.

18. Create a profitable line of e-books and related info products.

Internet marketing is direct marketing. You will make your greatest profit on back end sales—repeat customers. So you need to develop a line of related products

you can sell to purchasers of your first e-books on an ongoing basis. Remember, all your e-books should deal with some aspect of your core topic or niche.

19. Recruit affiliates to sell your e-books and other info products.

Allowing affiliates to sell your e-book can significantly increase sales and revenues. An affiliate is a person or company that agrees to sell your e-book to their prospects for a commission. The commission you pay them on an e-book is typically 50% of the selling price. You can find software for tracking affiliate sales (so you can pay your affiliates their commission) at www.bobsbestcart.com

20. Publish a free e-zine and drive traffic to the subscription page.

Offer a free e-zine with useful and relevant content to anyone who joins your e-list. This can increase sign-ups and also give you a vehicle for communicating with your online prospects and customers on a regular basis.

21. Send regular e-mails to your opt-in subscriber list to drive additional sales.

Every time you have a new information product, tell your online subscribers about it. You can use a service like Constant Contact (www.constantcontact.com) or a software package like 1shoppingcart.com to send e-mails to your subscriber list; a portion of the recipients will click onto your landing page and buy the new product.

About the Author

BOB BLY is a freelance copywriter and the author of 85 books including *The Copywriter's Handbook* (Henry Holt). McGraw-Hill calls Bob "America's top copywriter." He was voted Copywriter of the Year in 2007 by AWAI. His main Web site is www.bly.com, or e-mail Bob at rbly@bly.com.

Click on <http://www.bly.com/newsite/Pages/ebook.php> and you can see a listing of the dozens of information products Bob sells online. Bob has been creating and selling e-books, DVDs, and other info products since 2004. He earns an annual six-figure income from his spare-time Internet marketing business "working" only a couple of hours a week on it, as incredible as that sounds.

Bob Bly, Copywriter

31 Cheyenne Drive, Montville, NJ 07045

Phone (973) 263-0562, Fax (973) 263-0613

e-mail: rbly@bly.com

Web: www.bly.com

The Next Step.

For detailed step-by-step instructions on how to implement the 21 steps to e-book publication and distribution detailed in this Special Report, get Bob's full-length e-book *How to Write E-Books for Fun and Profit*, available at www.myveryfirstebook.com/sm.