



Smart Boy Designs Presents

The "eBook 101" eBook

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Introduction to eBooks

eBooks are prolific. They're everywhere on the web – and it oftentimes seems hundreds are created daily. This, is all for good reason – eBooks are easy to use, contain valuable information, are cheap or free, and are incredibly easy to produce and market. Use this guide as your source for information regarding eBooks. We'll cover everything from production to marketing. Hold on tight – because this trains a movin'!

How To Create An eBook

The first step in creating an eBook is content. *Content always reigns supreme* – whether you're creating a blog or an eBook. As you begin to acquire knowledge and information regarding a specific topic, start compiling these resources. Before your eBook design and implementation is even considered – the information must first be brought together. **Begin writing your eBook in any word processing program** of your choosing. You might even consider pen and paper. The take away here is that the first step to eBooks is the creation of text – which will bring the value to your eBook. Nobody wants to spend valuable time reading something of little importance. Take into consideration the following when writing your eBook.

- Keep your writing simple, to the point. Much like writing for a blog.
- Use bullets, lists, and possibly graphics to aide in bringing your message to your readers.
- Break your writing into easy to read – bite size chunks. This isn't Essay Proficiency 101.
- Be sure to check spelling and grammar before you publish your eBook. This is always an important consideration – whether blogging or creating an eBook.

The next step is the **design and creation of your eBook**. I'll come out and say, that first and foremost – I recommend Adobe Acrobat for PDF creation. It's powerful software, has the ability to create PDF bookmarks within your eBook, and it will hyperlink the links within your content. If possible – invest in Acrobat. Please note that Adobe Acrobat *Reader* does not have PDF creation capabilities. There are also other, cheaper or free programs and software available for the creation of PDF files. Programs such as eBook Builder, PDF Online & Activ eBook are simple solutions. A quick Google search will provide many options.

Now – you might be wondering – why the PDF format? In creating eBooks, I believe PDF to be the best solution as they're able to be read by both PC & Apple machines – and they aide in decreasing file size.

If using a program such as Acrobat to create your PDF eBook – you are given the option to **convert many different file types to PDF.**

The two most popular approaches to creating an eBook are Microsoft Word and standard HTML pages. Both are adequate solutions – although I prefer to create my eBooks in Microsoft Word. Only because it's simple – easy to use – and most people are familiar with the program. If you know basic HTML – this might also work as a perfectly good way to create your eBook. Remember to keep your eBook clean and easy to read – so beware of superfluous graphics and gimmicks when writing your eBook first in HTML.

How To Market & Promote An eBook

The next step in eBook creation is promotion & marketing. eBooks should be marketed much like any other new product. The following are a few simple steps in promoting your new eBook.

1. Develop eBook Press Releases for Blog Distribution

As bloggers – many of us decide to develop products which are specific to the area and readers we write for. Bloggers who write about gardening might sell pots – while sport bloggers might sell nutritional supplements. The important thing to notice here is that it's crucial to use your own medium and audience to market your eBook. You'll find that much success comes from becoming a valued, trusted writer – and then bringing a product to your committed audience. When marketing your eBook – be sure to develop press releases and sufficient advertising on your own blog in order to **increase eBook visibility**.

It might also be beneficial to send custom, friendly emails to bloggers writing about topics associated with your eBook. They might find it a positive eBook for their audience – and blog all about it!

2. Spread Links via Twitter & Other Social Networks

Along with developing a blog audience – many bloggers maintain an audience on social networks such as [Twitter](#), [Plurk](#), and [FriendFeed](#). Be sure to use these services to spread the word about your new eBook – but always in a discreet, non-spam manner. *An occasional Tweet regarding your eBook offers is perfectly acceptable.*

Also make sure that your eBook information pages are Dugg via Digg and other social bookmarking networks. You'll be surprised at how many backlinks you'll be able to produce – and increased search traffic you'll begin receiving.

3. Promote the eBook Through Email & Message Forum Signatures

If you feel it appropriate with your email – I'd recommend attaching a new eBook announcement in the signature of your emails. This is a great way to unobtrusively let family, friends & colleagues know about your eBook. Many times your correspondences will lead to increased sales and promotion. The same goes for message forum signatures.

Although I recommend experimenting with these practices – I always suggest that you produce promotion without the spam.

4. Develop Competitions & Giveaways Involving the eBook

Everyone likes free stuff – and a great way to increase visibility towards your new eBook is to give it away free. I know it might sound odd to freely give your eBooks when trying your best to sell them – but this is a great way to get that product in the hands of prospective customers. Word of mouth also travels like wild fire – so if your eBook is good – the people who have your eBook will begin spreading the word to family & friends.

There are many ways to go about developing contests and giveaways regarding your eBook. Give a unit to the first ten people that Tweet your eBook press release, send the eBook to ten random Twitter followers, etc.

How To Sell An eBook

As you may have noticed from the previous section of eBook promotion and marketing – giving away your eBook free will certainly generate attention to your other products, services, and blogs. If your interest is in selling your eBook for a profit – then there are a few items to consider.

First – you must develop a space on the internet to sell your eBook. Many writers find that it's beneficial to create **an about page on their blog or website in regards to the eBook**. On this page – you'll also want to maintain ways for a smooth, easy purchase of your eBook. PayPal is an excellent option for a simple payment processor. On this eBook “presentation” page – explain why visitors should purchase your eBook – what they'll gain from reading it – and excerpts from your eBook. Your goal is to dedicate enough information towards the eBook that purchasers will understand what they're buying.

Many ask – how much should I charge for my eBook? My response: It's entirely dependent upon the quality & size of the eBook. Some eBooks are \$30, some are \$5, and some are free. I'd suggest \$5 as a good starting point when working towards your selling price.

Remember to continue working with the steps identified in the “How To Market & Promote An eBook” – as this will increase the visibility of your eBook. Also be sure to link and promote your eBook throughout any blogs or sites you maintain – as trusted readers usually become the main source of eBook consumption.

Conclusion

Hopefully you've identified ways in which you can begin creating, marketing & selling your eBook by using this guide – and that you'll begin exploring further avenues of eBook creation. eBooks are yet another innovation of our “tech” world – and have become significantly popular with writers and readers alike.

May you be blessed on your eBook creation journey – and thank you for reading The “eBook 101” eBook!

About Smart Boy

Christian Hollingsworth (aka Smart Boy) has been involved with website creation and promotion for many years – and has helped to develop & grow a large number of small to medium sized businesses online. Christian actively produces valuable information on his *Blog, SEO & Design* tip blog at SmartBoyDesigns.com. Come check him out!