

**Ebook Success:**  
**Complete Guide to Starting Your Ebook  
Business Now and Creating a Stream of  
Internet Income**

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# Welcome to e-BookNow.com

I believe that each of us possesses a specialized knowledge or skill that we can share with others. That statement is the premise of this publication and my website. We each have a specialized knowledge that others can benefit from. If you subscribe to that statement then that will form the basis for all the information that follows. If you purchased this ebook then you are likely interested in starting your own ebook business or perhaps improving an ebook business that you have already started. My goal is to share my eight years of experience selling ebooks on the internet with you.

Like me, you've probably seen the dozens upon dozens of websites and advertisements offering the secret to ebook success: purporting to tell you how you can earn thousands of dollars from home by just using your computer. Of course, none of those ebook websites or ebook advertisements let you in on the secret prior to you spending \$19.95. I am going to take you through the process from writing the ebook to fulfilling your customer orders and beyond primarily through the medium of this publication and my website.

The internet has revolutionized the publishing industry. Now anyone can become a published author by simply publishing their ebook on the internet. Let's start our journey to ebook success!

# Chapter I - Writing your ebook

## **A. Beware of the ebook/internet myths! Know what you are getting into.**

The old adage - "If it sounds too good to be true then it probably is" - should be kept in mind when entering the ebook/internet industry. The general myth is that you will make tens of thousands of dollars a month selling your digital good with little work on your part. From my experience, I can tell you the following:

I recommend having a website from which you can sell your ebook. I'll explore some other alternatives to selling your ebook on a website later. If you do decide to create your website to sell your ebook then consider the following:

1 - Websites don't demand it but usually lead to constant tinkering. This is fine and good if you love to tinker and try to constantly improve sales and traffic and if you know html. If you don't know html and are paying someone to design and maintain your website, you can quickly eat up your profits in site maintenance charges. So don't believe the myth that you can create a website for digital product sales; it will run itself; and you will make tons of money with little effort and little expense.

2 - If you created a website and are selling a digital product on it then you are way beyond the average internet user in terms of computer savvy. What does this mean? Well, I often wonder how people were even able to buy my product in the first place with some of the tech support questions I get. Actually, I wonder how they got on the internet in the first place or even how they turned on their computer. This goes back to the first myth about internet business be self-sustaining and requiring little work. Hopefully, your customer issues are rare, but chances are you will be unable to create a maintenance free website and technical support free product. Be prepared to get your hands dirty.

3 - Concerning technical support issues - as they come up and if

you have a forum, put the question/support issue and your response in the forum for all to see. Over time, you will cover almost all such issues and will be able to refer other customers there for similar issues.

4 - The internet is still in its infancy. If you hope to succeed then you will need to keep abreast of the latest changes in order to use them towards maintaining or increasing sales. There are no free lunches out there. Internet sales of digital products requires time and effort and constant learning. Anyone telling you any differently is trying to take your hard-earned in exchange for dreams and fantasy.

**B. Start with a topic that you know well and are passionate about.**

Choose a topic based upon your specialized knowledge and that is exciting to you! As set out in the introduction, the goal here is to share your specialized knowledge with the rest of the world. My belief is that we all have specialized knowledge. Your specialized knowledge could be something you do for a living. It could be a hobby you engage in. It could be an experience you went through. The point is to write on something that the vast majority of people don't know well. Sharing specialized knowledge is one of the reasons that ebooks are so popular. People want to know the best way to do something now. Most ebooks tell you how to do something. The majority of ebooks out there are "how-to" ebooks. Come up with a topic that tells people how to do something. After all, that's what they are looking for - give them what they want.

Choose a topic that is exciting to you. If you are excited about your topic and it's something you know well then writing your ebook should come fairly easily. If you are passionate about the topic you are writing on then you will be able to write most of the book fairly quickly. You'll still run into some rough patches on, perhaps, areas you don't know as well as you thought you did, but your excitement should carry you through those areas.

If you are excited about your topic but don't know it as well as you thought, then that could become more problematic - but the

momentum created by your excitement may carry you through to completion. Above all, don't try to write something just to make money! Write because you are passionate about your topic.

**C. Okay, I've found a topic that I know well and am passionate about, but I don't know how to start writing!?**

Take a piece of paper and start jotting down all the areas you want to cover in your ebook. Don't try to organize it yet, just brainstorm. As indicated above, if you are excited about your topic, you should fill up both sides of the paper with ideas. If, hopefully, most of the ideas come from your personal experience then jot down anecdotes that go with the ideas.

After you have done this you may consider organizing your random thoughts into an outline or you may not. You may consider choosing the most burning idea you jotted down and start developing it into a paragraph, a page, or a chapter. Take your next hot idea and do the same. You may see organization as you begin writing. If so, then make your outline.

If none of this works then reconsider whether your topic is as exciting to you as you thought or if you knew the topic as well as you imagined. Again don't try to write something just to make money!

What follows are some of my random thoughts, I jotted down in anticipation of writing this publication:

- curse of impatience
- when can I publish website
- to partner or not
- website or not (other ways to promote ebook besides website)
- forum or not