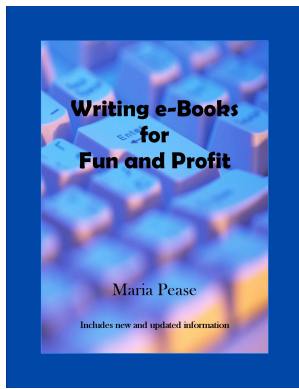


# **Writing e-Books for Fun and Profit**

Maria Pease

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Revised and Updated

# Maria Pease

## **Writing e-books for Fun and Profit**

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Maria Pease  
Temecula, CA  
Freelance Writing Success

<http://www.freelance-writing-success.com>

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# Chapter 1

## e-books: The New Frontier

So, you want to be a writer and you thought e-books may be the way to go. Well, you're right. e-books are the future of publishing. Now, I'm not saying that print books will go away. I don't think they will. I know I wouldn't like that. I'm just saying that people want information quickly these days and that will not change. e-books are a great way to get the information you want ***f-a-s-t***.

Why write an e-book you ask? Well, there are several reasons, so why don't you get yourself a glass of iced tea, have a seat and get comfortable. Ready? Let's get started.

First, let's talk about what an e-book is, just to be sure we are on the same page. (No pun intended...really!) An e-book is an electronic book, called an e-book for short. It is written and saved on your computer and distributed over the internet.

Once you have written and edited your e-book, and you are ready to publish it, you need to convert it to an Adobe Acrobat PDF file so it can't be altered in any way, and then decide how and where you will distribute it from. I will talk about publishing and distribution options in more detail later, for now, let's move on to why you want to publish e-books.

There are several reasons why more and more authors are turning to e-books. Many people decide to write an e-book to impress friends and family, to gain additional customers with their expertise, to create a platform for another product or service or to show they are a leader in their field. Some want to share a passion that they may feel strongly about and want to deliver it to the world, but probably one of the most important reasons is because of the money you can make when you write a good one.

Traditional publishing and even using a print on demand publisher can be costly. There are all kinds of fees involved in producing a print version of your book and you may find that if your e-book does well, you might just want to consider that option as well. But the beauty in publishing e-books is mainly that they are very inexpensive to produce.

Here is what is involved in producing an e-book:

- *Time* to research your subject matter
- *Time* to organize your content
- *Time* to write
- *Time* to edit
- *Time* to review your manuscript
- *Time* to write some more
- *Time* to do your final edit
- *Time* to decide how to deliver your e-book
- And *time* to market

Did you notice that the word *time* was used quite a lot but the word most people expect to hear when deciding to self-publish is the word *money*?

When you write an e-book, you have an opportunity to make money without spending money.

Here is what you don't need to produce an e-book:

- *No* inventory
- *No* books stacked in your garage
- *No* shipping costs
- *No* storage costs
- *No* distribution costs
- And *no* printing costs

Once you have spent your time creating, editing, typesetting and formatting your book, you just convert it to an Adobe Acrobat PDF file (more on this later), upload it to a website, and in a flash, you are ready to sell your e-book!

Now, you need to understand that in order to make any money with your e-book you will need to make sure you have done a few things:

- Have a target audience or niche for your subject matter. Who needs or wants the information you are providing?
- Learn how they communicate with them on their level and use the words that they use. Learn their language, as they say. Do they use jargon or are they more formal?

- Define their needs and problems and figure out how to solve them in a way that they can easily understand.
- Write like you talk. Make your e-book audience feel like they are sitting across the table from you talking over a cup of coffee!

One advantage of self-publishing e-books is that you have total control over all aspects of your material such as content, layout, distribution and marketing. You also decide how and where to sell your e-book.

Another is that even if you decide to publish your e-book with a company such as Booklocker.com or MightyWords.com, you will receive a very generous royalty of 30% -70%. And in most cases, you decide the price of your book!

Now all this sounds pretty good doesn't it? Well, I've got good news for you. It gets even better. Probably the biggest advantage in writing and publishing e-books is that the process is pretty simple.

- You do your research.
- You organize your material.
- You write your e-book.
- Make sure you have help with editing. It does make a difference!
- You format and design how you want your e-book to look.
- You convert your file to PDF format.
- You upload your e-book to your own website or an e-book service provider.
- You are a published author!

Before we move on, let's talk about a few things you will need before you get started.

- A computer with a word processing program such as Microsoft word or works.
- An internet connection
- The ability to write effectively and clearly state your content
- A website (ex: <http://www.freelance-writing-success.com> )
- A merchant account like Pay pal
- An e-mail address

I would expect that you probably have all of these things, but if you don't they are easy to get. I'll get into more details as we move on.

Now you may be feeling a little nervous and probably very excited about the possibilities that e-publishing has to offer. So, let's get right to it and deal with the nervousness right now. We'll get rid of it once and for all, so you can feel the excitement with full force and let your adrenaline kick into high gear without worry of the brakes being stepped on and having that ugly four letter word F-E-A-R get in your way.

Now you may be thinking that you don't have any experience in writing and publishing but I would bet that you are wrong. Do you have a website? If so, even if you had someone else put it together for you, you would have had to come up with the content. How about writing a paper for school, or writing a newsletter for your kid's class? Or a report for your boss? How about a blog or a social site? Do you send e-mail?

You see, anytime you have written something for others to read, you've written and published! Cool huh? You are already just about there!

The best way to eliminate any fear with writing e-books is that you can have a do over! If something doesn't look right or your wording isn't the way you wanted it...you can change it and do it easily!

That can't be said for print books! Making changes to print is almost impossible, I know, I did it and I have to tell you it cost me a lot of time and way too much money!

You may or may not know this but some authors use e-books to test their ideas. They may have the same material with a few different covers to see which one sells best, or maybe the content differs slightly.

So remember, e-books = do over!

Fear gone?...Check!

Now let's talk briefly about the excitement in writing your own e-book. It is my favorite part of the whole process.

The first thing you need to do is list all the stuff you know about or want to know about, and as you do this, a whole world opens up before your eyes and the possibilities become endless.

The main thing you want to remember is to stay organized. Sometimes your excitement can get the best of you and you write and write and write only to discover that your rambling makes no sense. Well, not to



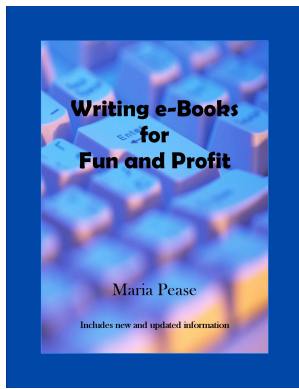
anyone but you!

We don't want to waste our valuable time like that, so to help to keep you on track, it's a good idea to do some research on your subject and then produce a table of contents or chapters you'd like to include in your book.

Then you just start with chapter one. You gather all your research, put it in order so it makes sense to the reader and start writing! Then you will just follow the same routine for the rest of the material.

The great thing about this method is that if you find new and interesting material as you research, something that seems to be a better fit, you can update your table of contents and viola, no harm done.

Any questions? Okay, let's move on!



*Writing E-books for Fun and Profit explains how to get ideas for your ebooks as well as how to write, publish and market your ebooks.*

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