

# Secrets of Ebook Creation

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Sean Mize

[Secrets of Internet Success](#)

I have recently written an ebook that teaches you step by step how to create a large online income.

Check it out here:

[Cash Flow Business Model](#)

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## How to Write Ebooks for Profit

Most people start up an internet business thinking that they can make lots of money by selling affiliate products, and while it is true that they can, nothing beats having your own product. With your own product you can not only sell it yourself and keep all of the income, rather than the average 50% of an affiliate product, but you can also affiliate yourself and make money doing nothing while others sell it for you.

However, unless you have a specific plan, writing and marketing your own ebook is not as easy as it seems, and most people do not have the patience, and want to get it on sale too quickly. There are certain steps that you must take when writing an ebook and you must follow them precisely.

First, choose your subject. You don't just wake up one morning, yawn, look at the sun outside and say 'What a wonderful day. I think I will write an ebook today.' It takes a bit more planning than that. Your subject should take a bit of thought. It must be something that there is a demand for, and that is not oversubscribed on the internet. If you have a niche, then it will probably be relevant to that. Whatever the subject you eventually choose, it must be on a topic relevant to your website if you have one, since you will want to make use of the opportunity of making back-end sales from your site.

Having chosen the subject of your book, do some research. You might think that you know your subject well, but you will be amazed at how much information is needed to enable you to write a book. You will likely need a bit more information than you already know, and to a deeper level. An ebook of around 100 pages contains an awful lot of information, and you will have to do a fair bit of research for that. You will likely get away with fewer pages if they are full of useful information, but you will certainly have to be able to write at least 60 pages.

Plan each chapter. Whatever you do, do not start writing and hope to wing it. You have to plan ahead and know exactly what the content of each chapter will be. You might have too much content for one chapter and too little for another, but that's life. Now choose a title.

The title of your ebook is important and it should interest the potential customer. For example, take the title of this article. It is functional: "How to Write Ebooks for Profit." It says what it means. However, were this an ebook that was being sold for money, the title would be a bit more compelling, and as a quick alternative without spending too much time thinking about it "How to Write an Irresistible Killer Ebook for Fantastic Profits" would be a better title for an ebook. Make it good.

You will need to write a legal page stating whether or not the purchaser has resale rights or whether the copyright is inviolate. Plus, if the book is giving advice, you should add a disclaimer to the effect that there is no income inferred in the purchase of the book, or that you are not responsible for any injury, etc., etc...

You might need a contents page if it is relevant, especially if the book has a large number of subjects, sections and chapters. If it is relevant to do so, the contents could be linked to the pages they refer to, though not if the book is intended to be printed.

Now start writing. Use a readable font, such as Verdana 10 point, or Arial 12 point. Fonts with serifs, such as Times New Roman, are not always easy to read on-screen and you should make the text as easy to read as possible. Each chapter should be written out in draft form first, and then read through before making alterations. Depending on the topic of the book, it is always a good idea to include some affiliate links so that you can make some money if anybody decides to buy anything.

This is particularly appropriate if the ebook is connected with internet marketing, and there is a reason to offer products to complement the content of the passage. Affiliate products are particularly useful if you intend to offer resale rights. In fact, if the products you are offering are of particular interest, then you could even give the book away free of charge and make the money from the affiliate sales. Alternatively, offer the purchaser full rights to the book other than Private Label, so that they cannot change the affiliate links. Your ebook will then become viral and you are liable to make increasing amounts of money as the book is given away free by more and more people.

It is difficult to teach people how to write ebooks for profit, but if you follow the above steps then you will find it hard to go wrong. The detail, however, is up to you.

## **Why You Should Write Your Ebooks As Part of a Sales Funnel**

A sales funnel is a tool that can provide you with an indication of how well your sales system is operating at any given time.

Imagine a funnel, wide at the top and narrow at the bottom. You put your new leads into the top of the funnel, and they are progressively passed through the various parts of your sales procedure until the sale is closed and payment is received at the bottom. Out of the bottom pops the completed sales. Alternatively, the bottom result could be customers who are completely attuned to your niche and ready to purchase your highest priced products.

Naturally, since it is a funnel, a lot more goes into the top than comes out of the bottom. Between the two are procedures of quotations, information, free samples, low priced sales, etc., that make up the total process of converting an initial lead or enquiry into a completed high value sale. Obviously the number of closed sales is less than the number of leads, and the number that goes into the top gets less and less as they pass down the funnel.

This can be used as a sales tool to determine the effectiveness of each part of the process. Each part of the funnel should be clearly defined with criteria that can provide certain information about each lead at that stage. At each level, leads should become progressively more qualified, and the level of qualification at each stage should be known.

A Sales Funnel Report can be run to compare the actual situation at each stage with your sales budget or plan. The funnel can indicate if any specific level is acting as a bottleneck and needs more effort directed to it, or if resource can be taken from one level and deployed at another. It can indicate whether or not a sales budget can be met, or if more leads have to be added to the top of the funnel. It can also indicate at what point leads drop out of the system, and what action is required to maintain a steady flow.

In order to build a sales funnel, you need prospects to pour into the top. Your objective is to end up at the bottom of the funnel with people who have been qualified at various stages in your funnel to become responsive buyers of your products. The first stage is to get email address by means of a squeeze page. Everybody who fills in the opt-in form becomes a prospect and falls into the funnel. As they receive and read your newsletters, they continue to filter slowly down your funnel, and then you offer them a product.

It need not be an expensive product: a \$20 book will be enough to start with, and everybody who buys it establishes themselves as a customer and falls further down the funnel. Many will not make the purchase and your funnel will become narrower, but you can calculate at each stage how much narrower it becomes. As you offer more expensive products, your funnel will become narrower and narrower, till at the end you have customers who are very responsive to your offers, and it is them from whom you will make the bulk of your money.

Your funnel begins at the front end, which is where all of your marketing tools are. Whether you use SEO, pay per click advertising, Web2 promotion, ezine advertising and any of a large number of lead creating techniques, your objective at the front end is to get an opt-in, which is basically a volunteer jumping into your funnel.

At the front end you are look for people to give you permission to contact them. Once in the funnel, you start the process of qualifying and disqualifying leads. Disqualification is an important part of a sale funnel. You must spend the bulk of your time on qualified leads, who are interested in your products, not those who have little interest. Your front end is about capturing leads, and keeping those that show interest in what you have to offer.

You don't make money at the front end, just fill your funnel. The back end is where the money is made. Your back end customers have filtered down the funnel, opting for free offers, and paying initially for inexpensive items, then other higher priced products. At the back end, they are exposed to the highest priced products such as audio and video products, seminars, mentoring or even highly priced ebooks.

Your sales funnel allows you to analyze every step of the process and decide where your efforts are best expended at any one time. Internet marketers that use sales funnels have a more focused route to follow, and are on top of their business day after day, and fully aware of the potential of their lists and how to maximize them. That is why you need a sales funnel to maximize your business potential.

## Some notes from Sean Mize

After having read this, you might be thinking...all of that sounds so simple...why aren't more people doing it?

Actually, they are: significant incomes are regularly made with ebook creation.

Of course, in order to adequately monetize your online business, regardless of where it originates, you have to have a game plan, something that will get you from the very beginning to the point where you are consistently making money.

One of my most popular learning tools is my monthly newsletter, delivered to your doorstep by the postal service:

[Monetizing Online Businesses](#)

I trust that you will use these materials to grow your own internet business, and achieve your online and financial goals,

Sean Mize