

How to Write an Ebook

Sean Mize

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Sean Mize

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Limit of Liability

It is a shame in my opinion that I have to include this in my ebook. I have taken every effort in writing this ebook to include useful information on the topic of creating email lists. I do not in any way shape or form guarantee or even imply any level of earnings from anything you might apply from this ebook or anything else you may purchase or download from me or any of my web sites. I cannot vouch for the legality of any of the methods I describe, nor can I be held responsible for any repercussions or reactions that may occur when you apply any of these methods.

All of the links that I have included in this ebook are designed to eliminate the work and effort involved in searching for effective resources with which to build your business, and are included with the understanding that to the best of my knowledge, which in some cases may be non-existent, are genuine and reputable sources. However, whenever you make a purchase from one of the web sites, links, or companies I recommend, suggest, or simply compile for your use, I cannot be held responsible for their deliverability or reputation.

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country, and jurisdiction to jurisdiction. It is also understood that the author and any distributors of this ebook specifically disclaim any liability that is incurred from the use, application, or recommendations of this ebook. The author and distributors of this ebook make no representations, warranties, or claims whatsoever regarding the accuracy, effectiveness, legality, or completeness of the information included in this ebook, including any and all links, references, content, and recommendations therein. The author and distributor of this ebook shall in no way be held liable for any loss or other damages, including but not limited to special, incidental, consequential, accidental, or other damages. As always, legal, professional, tax, accounting, and any other forms of advice should be sought from a professional and is in no way implied in this ebook. Any and all links and recommendations are for instructional and informational purposes only and are not warranted or guaranteed for accuracy, content, reliability, or reputation, or any other expressed or implied purpose.

About the Author

Sean Mize initiated his first internet marketing venture in January of 2006, writing his first book for internet distribution. In February of the same year, he launched his first web site to promote that ebook, and began building his first online list at that time. By the end of the month, he was in profit, and began to expand his online efforts to include affiliate marketing in the internet marketing niche, and immediately created additional revenue streams.

In August of 2006, Sean made the choice to enter the arena of internet marketing fulltime, and began building multiple email lists of individuals interested in internet marketing topics, including getting started online, traffic building, list building, and web site promotion.

Starting from scratch in August of 2006, Sean had built an internet marketing niche company with revenues of over \$15,347 per month by August of 2007, one year later, generating the bulk of his traffic through article marketing.

To join his mailing list and receive recommendations of useful internet marketing tools and helpful internet marketing and list building tips, visit:

[Secrets of Internet Success](#)

Introduction

This will be a full-size ebook that you can put at the beginning of your sales funnel and sell for between \$10 and \$47 (although for your first one, I recommend \$10 – this allows your customers to get to know you via a low-priced product; then increase the price on your second product).

The first ebook you write will be the hardest one to write. It will take longer to think of topics for your chapters, it will take you longer to write each section and chapter, and it will take longer to edit and proofread. You will have more difficulty getting each section to ‘line up’ and flow together with each other. Take my word for this, the second one will be exponentially easier than the first one; that is another great reason to write something short, perhaps 40-60 pages, and offer it at a low price point. You will have your first one out of the way! Then you can start on something bigger and it will feel a whole lot easier!

Understanding the Ebook Market

It is important to understand how different the ebook market is from the offline, printed version market. People who buy ebooks online are looking for information alone. Now, someone offline may be looking for information too, but they are also looking for something that looks pretty, that they can put it on their shelf; they are also the touch-and-feel types –

they have to be able to see it before they buy it. Remember the first time you downloaded your first ebook? You probably weren't sure what you were going to get – now you are much more comfortable, you know you are buying information, and frankly, you probably don't care what it looks like, you just want it to give you information that works.

Now, reading an ebook is different than reading an offline book. The reason for this is that if you read your pdfs online, as I do, rather than printing them out, it is not as easy to flip from page to page, or highlight, or underline important things like you can a physical book. Therefore, it is important that you write the ebook in small, well-named sections. Each time you change a topic, a new section needs to be created, and it needs to show up in the table of contents in the beginning of the ebook, so people can easily go to the section they want.

Formatting Your Ebook

Assuming that you are using a relatively new version of Microsoft Word, the first thing you want to do is to go into the formatting tab at the top, or in the toolbar across the top, and notice that you should have at least 3 different heading fonts that you can use. These are probably preprogrammed for you, but if you click on the heading font you want, and then click on the features that you want, the heading font for this document will change to that heading. So heading 1 might be Arial Bold 20, heading 2 might be Arial Bold 16, and heading 3 might be Arial Bold 12. You might use Times New Roman or Arial to type the actual ebook.

As you go through the ebook and create the Title, Chapters, and Sections, be sure and use an appropriate and consistent header for each of them, so that when you go to create a table of contents when you have finished the ebook, Word will do it for you. For example, you could use heading 1 for your title, table of contents, and chapter headings. You could use heading 2 for all the sections in each chapter. You could use heading 3 for any sub-sections you might need. The key here is that you are consistent, so that you will get a consistent table of contents.

Outlining Your Ebook

I am going to assume that you are going to create a 10 chapter ebook. Now, if you are choosing to write something short (as I recommend you do, something in the neighborhood of 40-60 pages), then you will put about 5-6 sections in each chapter. If your book is longer, you could add a few chapters or you can go to about 10 sections or more per chapter (that will get clearer in a few moments).

Obviously the first step is deciding what you are going to write about. Remember, when you are writing online, the most important thing is that you are writing to give information. People online want to learn how to do something, how to make something better, how to solve a problem. So think of a problem in your niche which you can solve.

For the purpose of this lesson, I am going to create a sample niche – painting your house.

So, if my niche is painting your house, what are some ideas for problems I can solve?

How about these:

How to paint your house

How to paint the outside of your house

Easy way to paint your house

Now, if this is the problem I am going to solve, then every chapter, every section in this ebook should support that problem and the solving of it. If anything I write about, for example, painting furniture, does not support my primary topic, it should be left out of my ebook.

The next step is to come up with 10 supporting ideas or steps to solving the problem you have chosen.

Here is a sample set of chapters in a painting your house manual:

Step one: Fundamentals of painting your house

Step two: Choosing the right paint for your house

Step three: Choosing the right paint brushes and other tools for each section of your house

Step 4: Preparing your house for painting (moving furniture, removing old paint, etc.)

Step 5: How to paint the large areas

Step 6: How to paint trim, etc.

Step 7: How to fix mistakes (overlapped paint colors, paint on windows, etc.)

Step 8) How to make your painting job last longer

Step 9) Other tips and techniques for painting your house

Since I am not a painter, I must have missed something – there are only 9 steps in this hypothetical house painting book.

Now, assuming I am going to write a short book (40-60 pages), I can target 5 pages per step and I will have about 45 pages. Some chapters will be a little longer, so that will probably put me at about 55 pages, and once I add the title, etc., I will be easily at 60 pages, which is a bargain at \$10 – a good deal at \$47 online, especially since when I write this I am going to focus only on the information needed to learn this subject – I do not believe in adding filler to your ebooks just to make them longer.

The next step, of course, is to write the section topics. To do this, take each one of your chapter topics and come up with at least 5 steps that will make that topic clear to your reader.

As an example, I will create the section topics for Step 4: Preparing your house for painting:

- 1) Moving furniture
- 2) Preparing the ground
- 3) Preparing the surfaces to paint
- 4) Taping off windows, etc.
- 5) Getting organized

Go through this process with each of the 10 chapter topics you have.

Notice that I have not mentioned beginning to write any of the sections or chapters yet – and this is because you do not want to start doing this until you have every topic about which you will write, chosen and in a list, just like the ones I have created here.

Writing the Chapters and Sections

At this point, you may have noticed that in this particular example, if you have 10 chapters and 5 sections each, you will have a total of 50 sections all together. You may have also noticed that if you write each of these sections, you will have completed each of the chapters when you have done so.

Now, each section is going to be about one page long – maybe shorter, maybe longer, depending on the depth of the topic. That is about the length of an article. So you can almost think of this ebook writing project as a set of 50 articles. Perhaps since beginning this coaching program, you have written 50 articles, and now you know how easy that can be. Perhaps you have only written 20 – but at least you can gauge how long it might take you to write the equivalent of 50 articles. Incidentally, I recommend that you take about every fifth article you write, and submit it as an article to the article directories. In your bio, you can include something like this: *This has been an excerpt from my upcoming book “How to Paint Your House”. To receive notification and a discount coupon when I release it next month, click here:”*

Do not try to write all the articles (sections) in one sitting. You do not even need to write them in the order you have put them in for your ebook. Just write the ones that are easiest for you first, the ones that require the least amount of research, first. Then when things get tough and you have to do some of the more difficult topics, you will already have the ebook half done, or more, and you will be less tempted to quit on yourself. By the way, this is

the exact process I have used to write over 6 complete ebooks in the last 7 months. I have simply written them one section at a time, and have just about always written from an outline, just like the one I show you how to create here.

Formatting Your Ebook

Formatting Text

If you have not done it already, put all of your chapter headings in to a heading style. If you are using Microsoft Word, you should have a pulldown menu in your toolbar that gives you formatting choices.

You can use ‘heading 1’ for chapter titles, ‘heading 2’ for section titles, and ‘heading 3’ for sub-section titles.

The reason you are going to format your headings this way is so that your table of contents can be made automatically by Word.

Create Table of Contents

To do this in Microsoft Word, click into your text where you want your table of contents to appear, click on 'insert', then 'reference', then 'indexes and tables', then on 'table of contents'. Once you get in there, you should be able to click 'okay' and you will have a table of contents. As you make changes to your text, you will want to update your table of contents. To do this, right click on the area that is created as your table of contents, and you will be given some choices of how to refresh that area...generally I choose the one that allows me to refresh the entire table of contents, that way I make sure I include any new headings I might have added since I last updated the table of contents.

Create Headers and Footers

To create headers and footers, click 'view' then 'header and footer' and you will get a box near the top of your page. I like to type the name of my book on the left, and then the page number on the right. To put the page number in, the box that comes up when you are in 'header and footer' will give you an option to put in a page number (it is the button that has the # sign on it). Once I have typed in what I want in that box, I underline it – so that it looks more professional.

On the bottom of the page, you will see the footer. For this I like to put the copyright symbol. To get to that, go to ‘insert’ then ‘symbol’, then click on the ©, then click ‘insert’ then click ‘close’. I like to put both my company name and my name next to the © symbol. To the far right, I put the url to my web site.

Inserting Hyperlinks

To insert live links to other web pages, click on the ‘insert hyperlink’ icon in your Word toolbar. There will be two boxes – one for the web address – be sure and use the entire url, including the http:// - and one for the text of the hyper link.

To make the link open in a new window when someone clicks on it (so that the ebook remains open) click on ‘target window’, then click on the pulldown menu, then click on ‘new window’. Beneath the pulldown box, there is a box to check to ‘make this the default for all hyperlinks’ – check that, and all your hyperlinks will open in a new window. I like to do this so that if someone clicks on one of my links, the pdf stays open.

Create the Title Page

On this page, I simply put the title to my ebook, my subtitle to my ebook, and my name. Remember, my copyright information is already in the footer, as is my company name.

Additional Pages

I like to include a limit of liability in my ebooks. If you are in a health-related niche, then a limit of liability is also a must-have.

I also have an 'about the author' page, and I usually end the ebook with a personal note from me.

Sample Ebook

Here is a link to one of my ebooks so that you can see exactly what I put on each page.

<http://www.secrets-of-internet-success.com/Purchased/HowToUseArticleMarketingtoListBuild9n31.pdf>

Create a PDF

I like to make my book into a pdf, so that I can put security features on it so that it cannot be copied from. The adobe software can run you several hundred dollars, and there are a number of copy cat pdf makers out there that run anywhere from free to several hundred dollars. When I first got started online, I looked at about 10 free pdf makers, and each one had drawbacks. For example, they wouldn't make your links live, or they would put advertising on your pages. What I do now is subscribe to Adobe's monthly service...it is \$10 per month and gives me unlimited pdf conversions. They will give you a free trial of 5 conversions, but I have heard recently that it will no longer allow you to have live links or create headers with the trial version. I simply think that your best choices are to either buy the software or use the \$10 service from adobe. Here is the link to the monthly service from adobe: [Adobe](#)

How to Use the Adobe Monthly Service

I am going to give you step by step instructions for creating a pdf using adobe's monthly service. To do that, I am literally going to convert a document, and give you each step I use.

Obviously, you will have to set up the account – if I remember correctly, it was easy to do and menu driven.

Here is how to convert a document:

- 1) Login to [Adobe](#)
- 2) Click on ‘convert a file’ – that will open a new window.
- 3) Click on ‘browse’ – this will show the files on your computer. Find the Word file of your ebook and double click on it – then it will appear in the box next to the ‘browse’ button.
- 4) Click ‘continue’ – this will open you another new window.
- 5) In this window, there are a number of different options for the settings of your pdf. Once you set these, they will stay the same for all your pdfs, unless you go in and change the settings.

For ‘optimization settings’ I have mine set on ‘ebook’.

For ‘PDF compatibility’ I have mine set on Acrobat 4.0 – there is a 5.0 available, I imagine that the reason I am not using that setting is because it was not available when I set up the service, and I do not usually change things that are working for me.

Check the box for ‘enable tagged pdf generation’. If I remember correctly, the hyperlinks will not work without that checked.

Under ‘password security options’ I have the 40 bit security enabled. I am not going to give you step by step on setting this up, as I believe it is menu – driven and self-explanatory. You can set the security settings to permit or not permit printing, to permit or not permit copying, and you can also add a security code to the ebook so that no one can open it without a certain password. I recommend permitting printing but not copying, and no security code to open the ebook.

You can choose a delivery method – I prefer to have mine emailed to me. Keep in mind once they convert it, they only keep it in their servers for 3 days – so be sure and download it right away.

Next, click ‘create pdf’ and within a few minutes, normally, you have the email in your inbox and you can download the pdf. Save it to your computer.

How to Upload Your Giveaway PDF to Your Web Site

I am going to assume for this ebook that you are using the hostgator web hosting and that you are using core lite ftp to do the actual upload.

To get a hostgator account: [HostGator](#)

To download the core lite ftp system click here: <http://www.coreftp.com/>

Click on the ‘download’ link and then choose one of the free versions. Follow the instructions to download (it should all be one-step-at-a-time menu driven, just take it one step at a time, and follow the directions precisely).

Once you have downloaded the coreftp, then follow these directions to upload your pdf:

Open core ftp (or core lite ftp).

If this is the first time you are using it, you will need to prefill some boxes in order to ftp to your site.

The first box is your site name.

The next box is your hostname/IP/URL. In this box, type in one of your hostgator nameserver addresses which is in your welcome mail from hostgator.

The next box is for your username for your web hosting account (with hostgator)

The next box is for your web hosting password (your password with hostgator).

Once those are filled in, click 'connect'.

You should have your web hosting account files show up in a new window, on the right side of the screen. If they do not, generally one of the 4 boxes you just populated is incorrect.

To correct these fields, click 'file' (in the upper left corner), then 'connect' and you will see the screen you had earlier. Re-input the info – or make necessary changes. Make sure you have the right name server in the hostname/IP/URL box, as well as making sure your username and password are the ones for the correct web hosting account.

To upload the file you have created, go into your computer files, and copy the pdf to your web site folder, or if you do not have one yet, create a folder called the name of your web site.

Go back to the core ftp screen. On the left side, find the folder you have created for your web site, then find the pdf you have created.

On the right side, click on the folder 'public_html'. In hostgator, only what is in this folder will show live on the web.

Once you have clicked on that, go back to the left side, and click once on pdf file. It should highlight it in blue. Then click the right-facing arrow to the top of the box that has the files in it, and this will upload your pdf to your web site.

Now you should be able to type in:

<http://www.yourdomainname.com/whatyounamedyourpdf.pdf> into a web browser and your pdf should come up.

Congratulations!

Congratulations on completing writing and uploading your first ebook!