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Week-end Guide to eBook Writing

The "Quick and Dirty" Route

By John Roche

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Navigation:

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Introduction

You have an author buried inside of you waiting to be released from his prison and now is the time to parole him.

Step past what your English teachers told you about your writing ability and forget the “great American novel” that is still in your desk drawer waiting to be started.

Writing an eBook is much simpler than you probably imagine. Or maybe it was just me that felt that way. I tried to figure out how I was going to create a script to turn the pages I was writing into an executable file. How hard it would be to keep people from stealing it. How I would possibly get prospective buyers to actually find my work. Good grief how would I get paid if they did find it, then how would I get it to them after the purchase.

As would be expected all that worry was pointless. It turned out to be very, very easy, inexpensive and incredibly fun.

I’ll walk you through the steps one at a time so you can start creating your own eBooks before the weeks end.

There are really only six steps to the process, though I personally send a copy to friends to review and make editorial comments before the actual release of a new book. I do this because some times what I think I say and what people understand me to be saying are not the same. So having others preview and review my work is just wise.

But in a single weekend you **can** write an eBook and have it on the market to start receiving cash from people who want to read your thoughts, ideas or even your tirades.

So go get a cup of coffee and a donut (or two) and lets lay out your road map.

"Why Should I Write an eBook!"

So why should I write an eBook?

*That's a fair question to ask and one that you should have a clear answer to **before** you start.*

*Lets take a quick look at some reasons **why you should** write your own eBook.*

1. 1. *To convey information.*
2. 2. *To teach a skill.*
3. 3. *To share an idea.*
4. 4. *To save some-one else time.*
5. 5. *Because you love to write.*
6. 6. *To pass on family history.*
7. 7. *To tell your wife how much you love her.*
8. 8. *To generate some extra income.*

*I'm sure you can come up with your own reasons but these should get you started. **What are your reasons? Write them down.** Believe me you will be glad to have it as a reference point when you get stuck in the writing process. You can also find ideas and direction in [Write eBooks Fast - Without Writing!](#)*

My personal reason for writing this book is that when I wanted to start writing ebooks, all of the resources were to sell the authors own stuff.

It was a real challenge to weed through and get the actual instruction.

Hopefully you will find that I have kept the ads to a minimum in this ebook. I have added a few links that are truly useful and not for pushing products. They are there to save you time and effort in the production and marketing of your work. But they are also far from the only resources available. After you get use to writing and marketing you should definitely expand into some of the other marketing resources that are out there.

Again write down why you are starting this your ebook. The next thing to do is to isolate what you are going to write about.

"What Would I Possibly Write About?"

Heck if I know?

But hopefully you'll find some sudden inspiration in this chapter as we expand on some of the reasons to write from the last chapter.

A while back I wrote an eBook about Christianity and the Martial Arts. Ironically that's also the name of the book. The reason I wrote that particular book wasn't to make money, I'm giving it away for free. It wasn't to teach a skill or just because I love to write, though I do. I wrote it to convey understanding or knowledge of issues that martial artists face when and if they enter into a relationship with Christ Jesus.

Here are some ideas that might work for you

1. *What do you know about that others wish they knew about?*
 - *How to buy bargains at garage sale.*
 - *How to do genealogy.*
 - *How to put a family reunion together.*
 - *Where to locate crafting supplies at wholesale prices.*
 - *What it takes to go back to school when you're in your 30's and have kids.*
 - *How to make a perfect wedding cake.*
 - *When and where to fish for channel cat in southern Nebraska.*
 - *The things you did as a child growing up on a farm. (City folk would love to read it)*
 - *How you made your first million. (Please send me a copy)*
 - *How to make ends meet on a shoestring budget. (Until you make your first million.)*
 - *~~How to write and market your own ebook.~~ (Scratch that one)*
 - *May you know how to start a home church, share it!*

It's amazing how many people think they have nothing to share. Yet have been gifted with a wealth of skills and knowledge that others only wish they had.

2. *There are many people who are looking to acquire new skill but don't know anyone willing to teach them. Or can't afford to take special classes at the local VoTec or JuCo. What can you teach them?*
 - *How to build a canoe from a single sheet of plywood?*
 - *How to use Microsoft Access to track their magazine collection?*
 - *Making the perfect cheesecake.*
 - *Fly Tying (It's a fishing thing)*
 - *How to pray effective prayers.*
 - *How to play the drums.*

- *Changing your own oil and sparkplugs.*
- *Raising mushrooms in your basement.*
- *Studying the Bible in a way that will change lives.*
- *Setting up a home stereo.*
- *Making bunk beds for your kids.*
- *Selling old books on eBay.*
- *Programming with VB or C++*
- *How to write a resume.*

People want to learn what you know. All you have to do is write it and let them know where to get it. Some ideas will be really hot. Some won't.

The eBook was telling you about just finishing, has a very focused market. Its distribution will likely be small. I can't predict how well your endeavor will sell but with MILLIONS of people on the Internet you can bet when they find out that its there it will go.

3. *If you just love to write you have and easy job (if we can call it a job) ahead of you. Just pick a favorite subject and get started.*
 - *Write you first novel*
 - *Write your autobiography.*
 - *Write a travel journal.*
 - *Write a collection of clean jokes or stories.*
 - *Write a collection of NEW sermon illustrations for your pastor.*
4. *Do you have a very special husband or wife? Let the world know how wonderful they are. Write your own special eBook tribute to them. Tell how great they are with the kids. How they tolerate your obnoxious friends. And that you would marry them all over again and this time you'd be more romantic.*
5. *Do you have a secret way to make money? Well now's the time to let it out. Put digital pen to digital paper and let the rest of us in on it.*
 - *How to make a fortune raising hamsters.*
 - *Selling buttons on the web.*
 - *Writing information manuals for big industry and the government.*
 - *How to have a successful garage sale.*
 - *How to write and sell your own eBooks. (Oh, go ahead)*

Think about what you do for a hobby. Have you ever been asked to teach something to someone? Man if you're a teacher you have a huge pool to draw from. If you're a stay at home mom you have a lot to offer.

The basic idea is this: Everyone has something they are good at or knowledgeable in. All you have to do is pick one thing to start with and start writing.

All right you've established why to write an eBook and you chose a topic (very important to have a topic).

"How do I go about it?"

Now lets lay out the How to write an eBook.

The how is simply a method or pattern you follow when writing.

One very important thing to remember is to try and write like you talk. That is unless you use a lot of “thees” and “thous” in you daily speech

It is much more enjoyable to read a verbal flow of words than a technically perfect document. So go with the flow.

There are a couple of different methods that I find useful in writing.

1. After picking your topic, just start writing every thing you can think of concerning that topic.
 - If you’re writing about bowl for example. Start writing about what goes on in bowling .Say you recount the last time you went out and all the things that it involves.
 - Don’t forget to ad in all those funny stories that you have. Like the time you went to get your ball out of the trunk and accidentally dropped it. How funny you looked chasing it down that hill. Or how your wife looked as she was rolling on the ground laughing when you gave that line about a “perfect 300”. And why you never-ever let Joe eat nachos when you’re bowling.
 - Then go back and organize the major points into chapters.
 1. Getting things together to go bowling (check list)
 2. Choosing the right equipment. (Ball, wrist support, shoes, Bowling alley)
 3. Pre-frame warm-ups and how to train for that cool curve.
 4. How you got your handicap and why it’s so important.
 5. Technique.
 6. Ect...
2. Now go back and place the funny stories where they fit and ad sidebars and notes.

3. Last but not least create Zippy and descriptive titles for the Chapters. Also, depending on the type of compiler you end up with you may need to save your work as a “web page” or “html”. It’s not difficult. Just click “file” “save as” (pop-up box will appear) and then below the files name (that you will enter) click the “arrow” and then highlight and click “web page “ or “ html file” depending on your system. Click “save” and you’re done.

The second method is for all of you people that fold your underwear and organize the pens in your desk drawer.

1. Once you have your topic. Create the out line of what you want to write.
 - The intro.
 - The individual chapters and their names.
 - The closing.
 - Any additional recourses pages.
2. Now go back and create an outline of what you want to say in each chapter.
3. Proof read and save as shown above.

Now there is one more method that I have seen used but haven’t written any thing that I could use it with. I imagine it will work great for Travel Journals and Reminiscent stories or Autobiographies.

1. Start with any memory that comes to mind and keep adding to it. God did a wonderful job on the human mind. When we hear something or smell something it triggers memories. Well memories tend to trigger memories; it’s called “chain thought”. One memory leads to another that leads to another and so on.
 - Remember when you use to stay at Grandmas? How you’d wake up every morning to the smell of bacon and eggs. Or how her drapes smelled? Now just keep rolling.
2. Pick a holiday.
 - Say, CHRISTmas of 1971. Remember, that was the year you got that jack knife you wanted so badly. Every kid in the neighborhood envied you. How you use to look at is at the local “Tempo” store, but dad always said “We can’t afford that right now son”

3. Start with an old friend or a vacation or a house you lived in. You will be amazed to find out that no matter where you start you will be able to keep adding memories that you had forgotten.

You may find that different methods lend themselves to different topics better than others. Or that you are better suited for a particular method and the other only confuse you.

Ultimately YOU are the one writing. Write the way you feel most comfortable.

I have written using a combination of a couple methods. I actually wrote the book twice. Once using the first method and then I went back and use the second method. I found some things that I had missed and some things that didn't fit.

I haven't written any fiction but there is a very good eBook I found called [*Learn The Elements Of Fiction.*](#)

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"Let's Put It Together!"

After you have written your new eBook you'll need to get it organized for actual publication, but before you publish you might want to add some things to it for pizzazz. After all once you put this masterpiece out on the Internet it will be there forever. You may rewrite it several times but there will always be copies of the original floating around on people's computers and possibly even their web sites.

So lets start by creating a template. You do this for a couple of reasons.

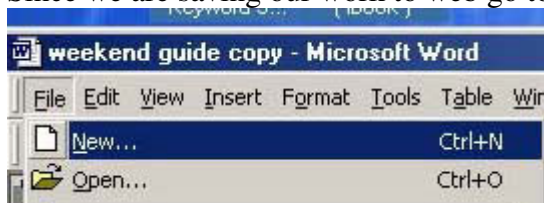
1. 1. It creates a professional appearance.
 - Each page looks the same. So you can create a theme or a feel.
 - You can eliminate repetitive actions. Such as placing:
 1. Branding, Headers, Titles, Headings, Texts, and footers.
 2. Colors and graphics.
 3. Text boxing and frame settings.

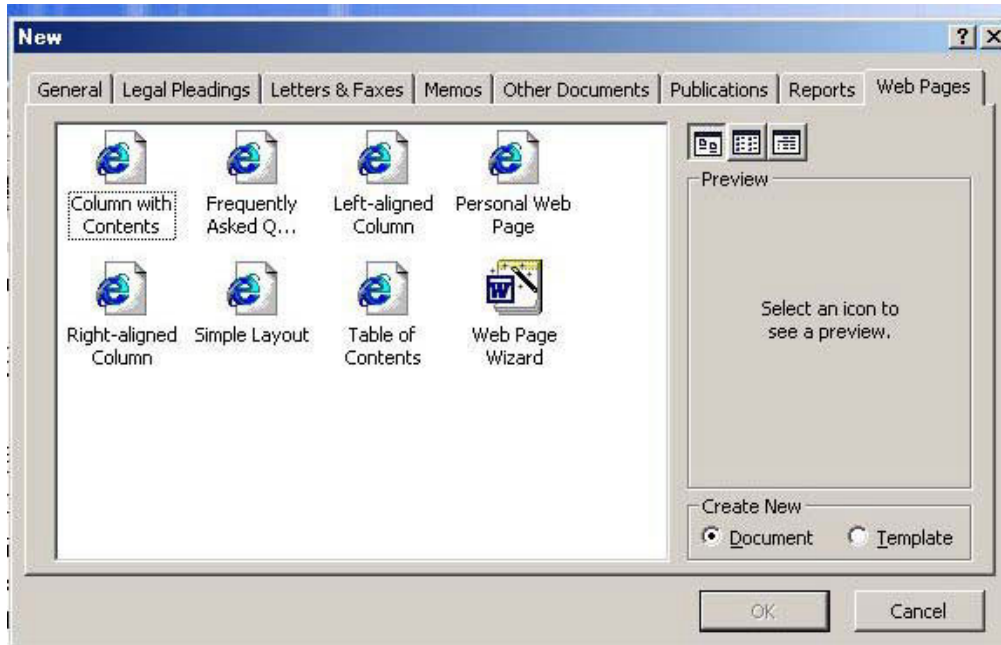
Basically anything that stays the same from page to page will be done with your template.

TEMPLATES:

I'll walk you through the process using MSWord, since it is the most commonly use processor at this time. Templates are a pre-made pattern that you will enter text into. MSWord has a nice little collection to choose from, but we're going to build our own custom one.

1. Open your MSWord program.
3. Click "**File**" and then "**New**". This will open a collection of existing templates. Since we are saving our work to web go to the "**web pages**" tab and click it.





3. Choose “Simple Layout” template and click it. This will open a new template on your screen. You can use it as is or change the color and the font and the borders of each area (cell) as you please. If you right click your mouse scroll down to “Borders and Shading” this will give you your options. Play around with these settings for a while, you won’t hurt the actual template.



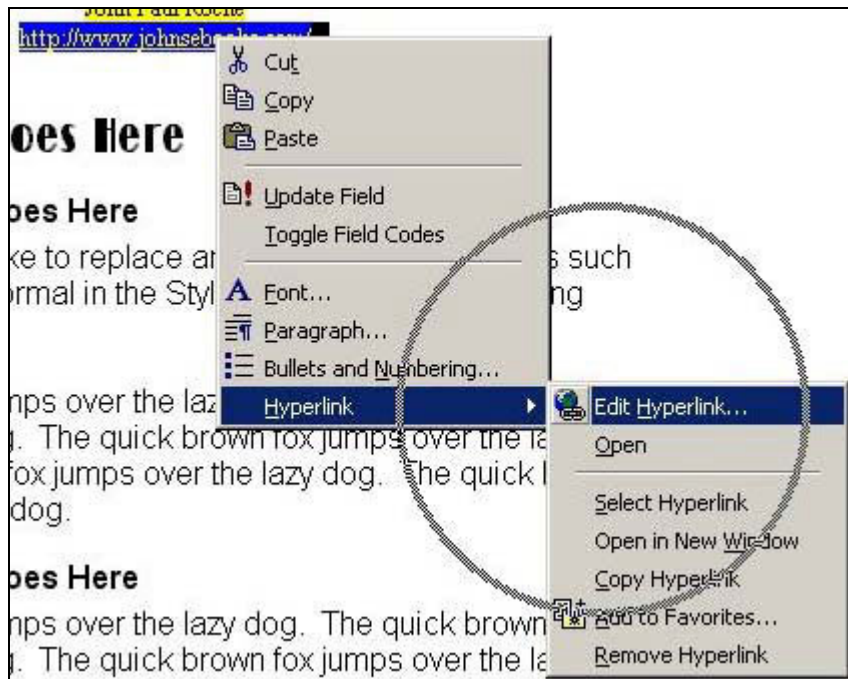
4. Highlight the text “Main Heading Goes Here” and then right click over it and scroll down to “Font”. This will show you all of the font on your computer. If you want to see how each one would look as your heading, highlight the first one and then put your finger on the “down arrow” (bottom right of your keyboard) Start tapping it until you find what you like. Click “ok” when you’re happy and the title font will be magically changed.
5. Now highlight each section of text on the page and repeat “step 1” the process until you have the look you want.
6. If there are sections you have no use for in your eBook just highlight and delete them.

You’re not done yet. Whenever you open an eBook you’ll see at the top what is called a “Brand”. Branding is a way of saying, “I did this” and “You can find more at my web site”. It gives you advertising and gives people a point of reference if they like or don’t like your work. Plus, if you really get into eBooks you might start selling “brandable” copies of your books. This will allow others to buy the rights to sell your books with their ads at the top. (EXTRA INCOME)

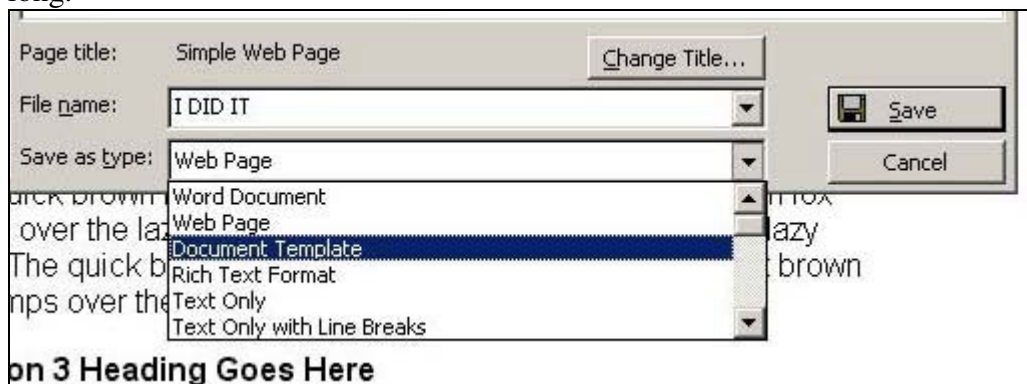


1. Move the “main heading “ down a few lines.
2. Go back to the top and enter some snappy thing like “Brought to you by” or “Yours Thanks to the Generosity of this great and benevolent ”.
3. Then click “enter” and add the name of your web site.
4. Click “enter” and add your complete web address. Including http://
5. Don’t make the font size too big –you want it noticeable but not overbearing.
6. Highlight the whole thing and then go to your tool bar and click the “center align” icon.

7. Lastly highlight your web name and address and then right click it. Now scroll down to “Hyperlink” and in the pop-up box enter your web address in the “web address” box. Click “Ok”



8. Now take a look at your finished product and change what you want. When your happy with the look and feel click “File” and “Save as”. Go to the bottom of the resulting pop-up box and enter the name of your new temple. Something easy like “eBook” or “WOW this is MY FIRST TEMPLATE!!!!!!!!!!!!” ok maybe the last options a little to long.



9. Click the arrow at the right of the next box “ save as type” and scroll down to “ Document Template” highlight it and

then click “ok” You now have your very own personal
“eBook template”

Any time you write a new eBook page just click “file” click “new” and then double click
this template.

You can also use pre-made templates to save HUGE amounts of time. A huge collection
can be found here [599+ Professional Web Site Templates!](#) or [eBook Starter](#)

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"How Do I turn it into an eBook?"

Once you've gotten your page written and saved you have to put it together as a self-executing program. This is actually very easy. You buy or get free use of a "compiler". They are programs that put pages together in a set order including navigation bars and then create a self-executing file.

The real question is how much you want to spend? There are some high-end compilers out there but the added perks don't seem all that grand for the price difference. Check them out with a simple web search.

The one I've been using and am quite happy with is also pretty inexpensive. You can use it to create a shareware ebook, time or usage expiring eBooks, password protect full or partial eBooks or open access eBooks.

Check it out at [ProCompiler](#)

There is another compiler at [*The Web's Easiest To Use eBook Compiler.*](#)

Adobe Reader has become the standard for text transmission on the Internet, but buying Adobe Acrobat to create eBooks is cost prohibitive. But now there are some options the one that I have chosen and am VERY happy with is from www.SOFTWARE995.com

This program collection allows you to create, edit and even encrypt PDF format files. You can download the program for free (YES FREE) and use it unlimited. The only drawback is that you have a "add box" that comes up when you start the program. But if you really get annoyed with it you can pay a whopping \$9.95 to get rid of it.

Once you settle on the compiler you like all you have to do is follow their directions for putting you eBook together.

When you have your eBook compiled its time to head to the web.

This is the part that caused me the most trouble. I couldn't figure out how a program could be placed on the net and then automatically download when someone went to that address. Guess what, YOU DON'T HAVE TO UNDERSTAND!

The darned things just do it. Is that cool or what?

Here is what you'll need to put your new eBook into cyberspace.

"Where Do I Put My New eBook?"

This is a place to actually put your eBook. Kind of a “cyber file cabinet.”

There are a lot of options when it comes to web space. The first place you should check is your “Internet Service Provider”. Some times they include a small amount of space with your access service. All you really need to get started is a place to put your ebook, which will be an .exe file and your sales page, an introduction to your ebook with a compelling reason to BUY YOUR EBOOK! (Pleeease buy this book my kids a hungry again). Typically all of this will require less than 3 megs of space.

If your ISP doesn’t pan out or you want more space than that, try the free services like www.lycos.com, www.geocities.com or any of the others out there. Just do a web search for “free web hosting”. These services are ok to start with because they usually give you a free sub domain name www.yourname/geocities.com and enough space to store and advertise. If you get serious though, you will want much more space and services than they will provide. If you’re just dabbling they are fine.

When you do get serious and want to start making some money you had better get a real paid host, and personal domain name.

I chose the host I use because they have a yearly, instead of monthly, fee that they deducted straight from my Paypal account (nothing came out of my pocket, we’ll talk about Paypal later) and they have every option you could want in a host. Unlimited bandwidth and space, auto-responders, unlimited @yourname.com mail, unlimited sub domains, FTP, Front-page extensions and more. At the time of this writing, \$29.95. They are at www.rcthost.com .

Others with small monthly fees are www.bizland.com, www.geocities.com, www.tripod.com. Check them out or do your own search under “web hosting”.

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"The Name GAME"

Next you should look into a "domain name" This isn't imperative if your using a free subdomain from your host, but if you decide to go at it hard you should get one. Get a name that really tells about you site and your product. Look at some others and see what I mean. Names like "cashforyou" "buyithere" "freetosell" and the like are to the point and of course, taken. But you can use your imagination. It's kind of like the ultimate "vanity tag" for your business.

Another thing to know is that you can now get name with other extension instead of just ".com ". Some of the new ones are ".name" and ".biz". The .com extension is still your best bet, really how many people have .biz rolling off their tongue.

(Cute story: When my oldest was about 4 years old we were driving around looking for something to do one night when he chimed in and started telling us to "Go to dotcom they have everything there" He had heard it on the TV or radio and to his 4 year old mind there was an actual street address and building called "dotcom". Try explaining cyberspace to a 4 year old.)

To apply, which really means and instant search done by a third part, you can go to <http://www.godaddy.com/> or www.SpeedyDomainRegistration.com. Their prices are pretty cheap and the second one lives up to it's name. All you have to do is type the domain name you want into the search box and it will do a data base search of currently claimed domain names. Now something to remember is that just because the name may be taken doesn't mean that it re-applied for. The web site "www.whoisit.com" has a record of all the stats concerning domain names. The owner, the host, the expiration dates everything. Go and find out if it is possible to buy it from the current owner or if it's is about to expire and will come available soon. Most hosting services can get your domain name registered. Sometimes it cost a few bucks more but it is very convenient.

If you don't like these two just search the web under "domain registration" and you'll find million of others. [They all do the same thing so shop for price!!](#)

Welcome to eMarketing 101.

The first couple of books I put out went on eBay. It's the easiest selling to I have found to this point. You have millions of people that are there for only one reason "to buy something". It might as well be your eBook, right?! Besides you can use your auctions to entice people to your web sit. Check eBay's rules first.

If you aren't already using eBay and you'd like to try it go to www.ebay.com and sign up for a sellers account. It only takes a few minutes and can lead to some good income. Registration is FREE

IF that's the rout you want to try here are the steps you'll need to take.

You can use your word program to write a "sales bill", this tells people what you're selling and why they can't live with out it! A good tactic is to let the eBook talk for it's self. Simply copy a good page and paste it in the sales page. If you have an html editor (MS FrontPage or the like) you can create some great ads. But all that you really need is a good "Word Processor". If you're selling other items at your web site add a link for people to go to your site. You can't sell your eBook on eBay for a higher price than they can buy it at your site. It's against eBay policies. Go to their site and read their policies.

When you go to sell your eBook on eBay decide on the category that will best fit your eBook.

Enter a good title. "WRITE eBooks for PROFIT" or "eBook GENEALOGY made EAZY" or "FISHING UNLIMITED".

Then you can copy and paste the description you made in your word program in the "description" box.

(If you are html literate you can do some really great things with the description. As I said earlier I use FrontPage.)

Then just check the other options you want for your auction.

You will want to accept credit cards and the easy way to do it is to open a Paypal account then you do that go to your profile at Paypal and ad the auction logo option; they will place a Paypal icon on your auction. Automatically. Life can be easy.

That's it until the auction closes. EBay will send you a notice with the winners email address. You contact them with instruction for payment and again and how they will receive the eBook. You can also set your Paypal account up to track you auctions and

send out notices to the winners. Automation is an awesome thing. (Paypal will send instant payment notice if they choose that option).

Upon payment you send them a “confirmation”, please let them know you got their payment. And then send them the link to your "eBook.exe" or “eBook.pdf” file as an email attachment or send them the CD.

If you mail them a link to download their new eBook, make sure you ONLY show the eBooks title for the link. (Word gives you the option of what is shown as a link) This will prevent future thefts of materials. Another thing you can do is set up a “Thank You” page on your web site. It is what it says a page on your web site that you send them to that says “thanks for your purchase” and then has an icon or a link to your download page.

There are two benefits to this.

1. They can go to your web site after the download.
2. It will help to hide you download page from theft.

Here is an eBook that is dedicated to the marketing aspects far beyond the realm of this this one.

[Your Guide To eBook Publishing Success:](#)

Lets look at some other marketing methods.

You have your web site and your eBook but nobody seems to know your there. Well no doubt there are MILLIONS of web sites out in cyberspace and yours and mine are only a speck on the cyber windshield. So how do we get people to come?

Here are a couple to start with: <http://www.the-vault.com/easy-submit/main.html>,
<http://www.addme.com/>

There are several “eBook Submission” sites out there. All you have to do is go and fill out the form and they automatically add your eBook. Make sure you get the address correct for the image and the download.

A few other good ideas are to make business cards that have your web site address on them to give out. Make your web address part of your email signature. Like this one:

May the Lord Bless and keep you!
John Paul Roche
<http://www.johnsebooks.com/>

Make it part of your letterhead. Give away copies of your web site complete with links and free excerpts of you eBook on CD. Use your eBay auctions to entice people to your web site. Give away free eBooks to visitors- you can find free to give away books and files all over the net if you dig around.

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So how do I accept payments on my web site?

Well funny you should ask that. It sounds like the same question I was asking at this point.

You can create a simple printable order form for your web site. This will allow people to use money orders and cashiers checks. They fill it out with the item the amount + shipping and handling and then print it and mail it to you with all the information and money. You either email the download link or snail-mail the ebook on CD. I don't wait for personal checks to clear any more. I have had so very few bad ones that I don't believe there is a need. Besides why insult someone that spending money with you. Wal-Mart, Kroger's, Dillard's and the like don't hold your check when you go in and buy something so why should I? Just a thought.

Then there are the credit card people. Go back to your [Paypal](#) account and turn it into a "Business account" then you just add the items description to the Paypal form (at their site) and they will give you a piece of text to copy and paste to your web site. Magically, again, a button will appear that takes the buyers to Paypal where they pay and Paypal sends you confirmation of payment. You email the link and collect your pay.

There are a few other easy to use services out there you might look into as well.

"[Clickbank](#)": <http://hop.clickbank.net/hop.cgi?jpaul>

Another really good reference is [*Accept Credit Cards - The Easy Way*](#)

I have a package available that includes password protection and confirmation scripts to protect your download links from pirating as well. Unfortunately people can get your download page from your paypal form with out actually paying for the eBook. So you should use either the above "script" solution the "third party" method listed below, or simply email the download link to the buyer after Paypal sends you a confirmation of instant payment. If you have time to check you email regularly this will work just fine. When you start getting lots of orders it's not as easy.

If you would like to keep track and keep everything safe (like the link to your download) you can buy a third party program to run all of you purchases and selling- it literally makes it an automatic web site.

I went with [Dotwidget](#) after a ton of research. Keith seems to take personal care of his customers as well. He saved me with a lot time with of his own sweat and no extra pay.

But there are other third party programs. Just click "third party solutions" at [Paypal's Site](#).

You can also open a “Merchants account” with a credit card processing company. More cost. Possibly more services. Check them out and you decide.

If you’d like more free things and more eBooks to sell than you have, please check out the packages at my site you can also find a lot of other free materials with a simple web search.

Thank you and Good Luck with your eBook writing and marketing.

www.johnsebooks.com

John Paul Roche

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Background on John Paul Roche

I started writing eBooks because there were certain martial arts training methods that I could find no material on. I fell in love with the writing process and the creative activity and so I have continued to write. The items I offer at my web site and through the eBooks have all been of use to me and therefore I believe they will be of use to you as a writer and web page owner.

My wife and I have two young sons that keep her very busy as she is a stay at home mom and is home schooling them. She is also a financial adviser so her evening fill up quickly.

For about 10 years I taught Pai Te Lung Kung Fu which is part of the family art from Grandmaster Daniel Kane Pai. After the birth of my first son, (I now have two sons) I stopped teaching and resumed personal study. It eventually came to the point where I was practicing far to many kuen to do full justice to them. At which time I started to remove the redundant sets and the non-challenging sets. This led to a system containing fighting sets from about 8 styles. Pai Lum, Northern Shao-lin, Northern 5-animals, Ba Chi Chuan are the main core.

The system is not is not a "new style". Like most Chinese systems, it's rooted in one style and has others grafted in, to create a complete system. I've coined the name "**Tong Yi Ch'uan-fa**" the "**The Unified Fist School**" (method). The Martial Arts eBooks I have written are from 20 years of study and application. I have used what I write about as well as taught these materials with GREAT success!

A few years ago I followed a burden that had been place on my heart and became an Ordained Minister. I have as of this time not been called to a full time ministry. My relationship with Jesus (that's what He called us all to- not to become religious but relational people) has brought more joy into my life that I had imagined possible when I was drinking, dancing and partying. If you want to know about that joy, and how a relationship with the Sovereign Lord and Creator of the entire universe is even possible, contact me and we'll chat.

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May the Lord bless you and your household.

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