

13 Points To Write A Profitable eBook

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Introduction

People write for a variety of reasons but I want you to write so that you can create an info-product to sell and make money online!

Writing an eBook to sell is slightly different:

1. It gives solution to the reader.
2. It should not take too much of your time.
3. It needs to be easy to read (it's an ebook, not a fiction novel).

In this report, my hope is to provide writers, from all levels and writing styles, with some unique and traditional methods to become the best writer possible.

And you want to BECOME the best writer possible. Or to be more precise, the most profitable writer possible.

Please bare in mind that this is a report to give you some valuable tips to write an eBook – it's not an A-Z encyclopedia of writing an eBook.

I'm about to share with you **16 Points To Write A Profitable eBook**. Let's begin by looking at WHAT to write about...

Section 1: Finding The Hot Topics To Write About

Everybody wants to know WHAT to write about. What is it that people want to read? What are the "hot topics" that you know will generate some interest if you write about them.

Even though the Internet has changed the face of the world -- how we shop, communicate, do business, research and just about everything else -- it hasn't changed what we WANT. There are classic (and absolutely TIMELESS) topics that are always going to be hot topics.

Here are ten of them. If you want to know WHAT people want and WHAT you should write about, then find something related to these topics...

1. Making Money. This one ain't ever gonna go away. You can just go ahead and etch it in stone, it's here for the long haul. We all want to make money (if for no other reason than to be charitable and give it away to someone else) and some of us (I won't mention any names :o) are half-crazed for information on how to make money.

If you can show people how to make money (in a legal, moral way, of course) I can assure you, they will buy it. I guarantee it.

Internet marketing / doing business online eBooks are some of the hottest information products available anywhere in the world. And for good reason. People want to make more money.

So, show 'em how to do it.

2. Self Help / Personal Growth. Another classic topic for writing is what has commonly been referred to as "self help" or "personal growth." People want to improve their lives. Some struggle with addiction and need help in overcoming the struggle. Other people have low self-esteem or feel depressed. Some people don't know how to deal with relationship problems and want to know how to save their marriage. The list could go on and on.

I'll make you another guarantee: show people how to better their lives and they'll buy from you. No question about it.

We all have things about our personalities that we would like changed. Whether we're shy in public or have a horrible temper or don't know when to keep our mouths shut, there are things we'd like to improve.

3. Weight Loss / Fitness. Even though obesity and illness are at the highest levels ever, people are working hard to reclaim their health and fit bodies. Gyms are overflowing with sweaty people and stores are selling out of vitamins left and right. Health and fitness is a writing subject that you can never go wrong with.

The point is this: we, as a society, want to be healthier and we struggle with being out of shape.

It's no wonder that diet and exercise is a multi-billion dollar industry.

Might as well get your piece of the pie.

4. Dating / Relationships. What another great topic for an eBook. There are dozens of ideas you could use for this one that could each become best-sellers...

How to avoid divorce court.

How to make your marriage last forever.

How to be more romantic.

How to pick the perfect mate.

How to get people to notice you.

How to use online match making services.

How to be a great father / mother.

How to be a great husband / wife.

How to raise great kids.

I mean, we could go on and on and on here. Play the energizer bunny if we want to. There are dozens of ideas for this topic and the information sells like crazy. Why? Because if we have positive, enriching, growing relationships, we are HAPPIER. And since we can't buy happiness in a bottle...

...we buy your eBook instead!

5. Everyday Problems.

Let's face it, we all face problems everyday in our lives. And often we don't know where to turn or what to do next.

For example: If someone is facing foreclosure, do you think they would be interested in finding information on how to avoid it? You betcha.

Everyday problems. They are a headache for everyone, but they are a product waiting to be created by YOU.

Think about things that people deal with every day that are annoying and cost money and time. And help us out for crying out loud!

6. Hobbies and Crafts.

Hot selling items in any bookstore or online as e-books, are information products about hobbies or crafts. People love making things themselves and getting the self-gratification of a job well done. You could do some quick research on the Internet to see what some of the most common hobbies and crafts are and come up with some unique ideas.

Some might include woodworking, door wreaths, stained glass and any type of do-it yourself information. Things like improving your golf game, a guide to stamp collecting, antiques and so forth.

Recreation is a huge part of our lives. We all like to spend time enjoying a hobby. And, we spend a lot of money supporting those hobbies as a society (My wife is a major contributor :o)

Hobby related information products are most always a big hit and certainly warrant consideration when choosing a topic to write about.

7. Online Shopping.

What tools are available? Where can you find price comparisons? Are there free trials available? Demos? Where are the best deals? Are there any meeting places for like-minded shoppers? Can I browse?

Shopping is becoming a larger and larger industry online (It already is HUGE) as more and more people are buying online, and as people buy more and more.

Some kind of resource directory for shoppers would be a great eBook, I believe. How to find trustworthy merchants online. How to find the best prices. How to get special deals and discounts. Etc. Etc.

Tips and resources and webpage links -- HOW TO SHOP ONLINE...great idea for an eBook.

You could even get "nichey" and create an eBook on how to shop for "golf accessories" or "fitness stuff" or "Christian materials."

Or, if you're really smart, you'll create an entire series of eBooks on how to shop for just about anything. One eBook at a time, for dozens of different categories.

Section 2: Outlining and Organization

I'll be honest with you up front -- if you don't create an in-depth outline, get yourself organized and stick to the plan, you're going to have a hard time writing your eBook.

The reason ebook writers can write a new eBook every month is because they STAY ORGANIZED. It's that simple. It isn't creativity. It isn't writing ability. It isn't some special power or magic wand. It's ORGANIZATION.

So, let me share a few of my favorite tips with you to keep you on track...

8. Get Organized.

I can tell you from experience, you gotta get organized and stay organized if you want to write an eBook. Each time you get ready to write something new, ask yourself some very simple questions.

- What is the focus of this book, article, newsletter, etc.?
- What is the message that I want to get across to the reader?
- What makes this writing different or special?
- What is the order in which I need to divide categories?
- Is this a believable idea and if not, how can I make it believable?
- What kind of research do I need to perform?

Once you've answered those questions honestly, you will have better focus to begin. I cannot stress the importance of getting and staying organized.

To help you organized and stay focused on the objectives, you should have a well laid out action plan. This plan will cover the steps you need to take to get you from where you are currently, to the ultimate goal of where you want to be.

How about using a checklist? I actually write down my entire action step gameplan for a project. And I do this in VERY DETAILED steps. Why? Because I get to check off completed tasks much more frequently...which again makes me feel like I'm accomplishing more.

I have checklists for everything. Part of that is to stay organized, because I have so many things going on at the same time. But, part of it is to MARK THROUGH the tasks I have completed. Nothing satisfies me more (well, there are a few things :o) than being able to see a sheet of paper with a whole page of tasks checked off as completed.

Use a checklist. I'm telling you straight, the more you are able to visualize that you've accomplished, the more you will stay focused and get your objectives accomplished.

9. Understand your Goals.

When you get serious about writing, sit down and actually write a mission statement. Identify why writing is important to you, what you expect to get out of it, and what result you want from your writing.

Do you want to earn money?

Do you want to get traffic?

Do you want to experience a sense of accomplishment?

Do you want to be recognized as an expert?

Do you want fame or credibility?

Do you want to share your knowledge and experience to help others?

Do you want ALL OF THE ABOVE? (And then some!)

When you need motivation, look at your mission statement and re-read what it was that opened your heart to writing in the first place. For the writer that finds great success, it's perfectly fine to be proud of your accomplishments and awards, but don't get so caught up in things that you lose sight of why you started writing in the first place. A mission statement will also help keep you grounded.

Staying on track of your goals means looking back over what you've already written and determining if it does meet your objectives. In other words, if you want to give your readers a step-by-step plan for losing weight, does your writing do that?

If it does, keep moving on. If it doesn't, then what areas need further explanation or additional information?

Many folks tell you to set high goals and try to get to them. Personally, I think that's a recipe for discouragement. If you set ten goals and you only get to one of them, how do you feel? Like a failure. At least that's how I feel.

On the other hand, if you have ten REACHABLE goals and you nail them all, how do you feel? Like a success. And that feeling fuels you on to accomplish more and more.

I like to do what I call "above and beyond goal setting." I set myself realistic, reachable writing assignments and then I try to go "above and beyond" that goal. In other words, my goal for today might be to write 10 more tips for this eBook. And I'll shoot for 15. If I get 15, then super-yippee! But, if I only get the 10 done (which is very realistic) then I still feel like I've accomplished something.

It's all mental. And I like to keep my mind happy and feeling victorious.

10. Find a Significant Audience To Sell To

The biggest fear of most writers is that their eBook won't sell. And that's a good fear to have because it forces you to take some time to RESEARCH and find out if your eBook is something to pursue at all.

The biggest mistake you can make as an eBook author is to invest time and energy into writing something that no one (or very few people) want to read, or are willing to pay to read.

Before you write a single word of your eBook, find out if the information you are going to share is "sellable." Determine if it's information that is valuable to a significant number of people. If your eBook is something you are going to sell in the \$20 - \$50 range, then you need to make certain that there are at least 10,000 potential customers out there. You're going to need to sell a substantial number of eBooks to earn some decent profits, so make certain that you have plenty of people who are potential customers.

If you are going to sell a very "nichey" product for a higher price tag of \$100 or more, then obviously you won't need as large of an audience to choose from.

11. Determine Your Own Unique Approach.

What makes you DIFFERENT? Why should a customer buy from you instead of your competition? Are you faster, better, cheaper? Do you offer more? More for less?

From the beginning, you need to find some way that you separate yourself from the rest of the package, something that makes your eBook more advantageous to the potential customer than anyone else's. You want them to buy from YOU, so why should they?

One of the things that I like to do -- and then stress in my sales letter and ads -- is that I offer 100% original, exclusive information. In other words, if you want this information, you gotta buy it from ME, because NO ONE ELSE HAS IT.

If you can create an eBook that is structured in such a way that no one else is offering it, then you force folks to buy from you if they want the information. That's a powerful concept, so don't take it lightly. One of the most important things you can do is determine WHY someone should buy from you, and then work on solidifying that as you write.

Exclusive information? Then write only content (at least portions of it) that no one else is sharing.

Exclusive format? Then structure yours in such a way that can only be found through you.

Exclusive offer? Then put together something that is yours and yours alone.

You separate yourself from the competition by eliminating the competition.

12. Working Title.

Choose a title to get you going. I always like to entitle the product before I even start writing on it. It helps me to organize all of my ideas towards supporting the main theme of the eBook. That's what a title for an information product is -- it's a statement of the main theme of the eBook.

You can also use the TITLE to help you create your actual chapter headings. For example: If you are writing an eBook on becoming a better golfer, you might entitle it "How to Become a Great Golfer." Your organization for the eBook might include chapters such as...

Great Golfers aren't afraid to take risks.
Great Golfers develop their own unique style.
Great Golfers invest in their game.
Great Golfers blah blah blah

The TITLE of your eBook, in addition to helping you stay focused towards the theme, also helps you to organize the subheadings / sections of the eBook by incorporating it into the actual chapter titles themselves.

13. Use The 4-Step Writing Formula.

Closely connected to writing your objectives down and then seeing if you are achieving those objectives (particularly in reference to WHAT YOU WANT TO SHARE with your readers) is to use the 4-step writing formula...

Step One: Write Out A List of Everything You Want To Share.
That's right, just write down everything you want to share in your eBook. I'm talking just start rambling on paper (or your computer screen). Everything you can think of that relates to

the subject of your eBook. Just a list of "ideas" you want to share.

Step Two: Write Everything You Can Think Of For Each Entry.

For each entry on your list (I.E. Each "idea") write down everything you can think of. Explain each idea as thoroughly as you can. Share research, examples, case studies, quotes, tips, resources -- everything you can find for each section.

Step Three: Organize Your Thoughts. Take everything and put it into a logical order. If it's a tutorial, organize it chronologically in order of which steps come first. If it's a "tips" eBook, categorize the tips. Put things in a logical order for your readers to be able to understand as they begin reading.

Step Four: Edit And Pad The Sections. Go back to each section and edit. Take out what doesn't need to be in there. And add more content to the sections that need further explanation.

Congratulations for completing this report!

Too much work to write an eBook?

Clone a proven and successful online business today...

**After More Than 5 Years Of Track Record,
We Are Now Releasing The Most Powerful
Enhanced Online Business System Ever...**

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