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Disclaimer
The following lesson is based on my personal experiences and the methods I personally use which may or may not be the best or most effective practise. Nothing presented in this or any other lesson should be considered as legal advice.

2 Hour Product Creation
There are many mediums from which you can produce your product such as Video courses and EBooks (PDFs). The medium you choose really depends on which niche you are in. If it’s anything Internet marketing related; then video or a combination of video and PDFs seems to be the way to go. For most other niches a simple well written EBook (PDF) is all you need to produce.

As I concentrate almost exclusively on niche markets outside of IM (and I recommend you do too) I will only be talking about how to write an EBook (or I should say; put one together).

Note: although I will refer to the product throughout this lesson and course as an EBook you should always refer to your product as a publication, course, report, etc. when it comes to selling it. The term EBook cheapens your product

How do you write an EBook?
I used to think it was difficult to write an EBook, I really struggled with the whole thing. But now; well writing eBooks is actually the easiest thing in the world. If I’m completely honest I don’t actually do much of the writing myself; I actually outsource it for next to nothing, I will show you how to do the same (No I didn’t outsource this course).

Here’s how I do it
The mere fact that there are already products in our niche makes the job of writing our own EBook child’s-play (No we are not copying).

Step 1
Sign up as an affiliate for the leading products in your niche 1 or 2 products.

Step 2
Buy the products using your own affiliate link. Most products will give you 75% commission so you will receive most of the initial purchase cost back as commission. I don’t refund
products unless the product is ridiculously bad.

**Step 3**
Read through each product (you will often find they are basically the same, just re-written). Write down the name of each chapter. Re-work the heading where possible.

*For example:*
In the case of this case study they are:

- Introduction
- Pearly penile papules - what are they
- Are pearly penile papules the same as Fordyce’s spots
- Who gets pearly penile papules
- PPP treatments medical
- Our PPP treatment

These are the chapters and structure of your new EBook.

**Step 4**
Remove the first chapter which is normally the introduction. The introduction is where your background story comes into play. You should write the introduction yourself.

*Introduction:*
Use your background story and explain why you wrote this EBook. 400-500 words will do.

**Step 5**
Remove the last chapter or any chapter which details the actual method in this case that is ‘Our PPP treatment’. This is another chapter which you will be writing yourself. There are normally a number of different solutions to the same problem. It’s your job to either find a different solution (to the solution detailed in the products you purchased) or to completely re-work the same solution adding in as much detail as possible (if this is the best solution). Remember you should always aim to provide the highest quality information to your customer, and if your customer likes or gets value from what you supply you will receive great feedback which you can use as testimonials.

**Step 6**
The rest of the chapters are normally generalised (not specific to anyone and not specific to the solution). In most cases these chapters are basically filler:

- Pearly penile papules - what are they
- Are pearly penile papules the same as Fordyce’s spots
- Who gets pearly penile papules
- PPP treatments medical
Here’s what I do:
I take each heading and then instruct an outsourcer to write a 400 word article on it; it will cost you around $5-$6 per article. Some chapters can be split into subchapters; for example ‘PPP treatments medical’; there could be a whole host of them. If this is the case with one of your chapters simply list them all and send them off to your outsourcer for 200 or 300 word articles.

This method will give you a totally unique product quickly and cheaply. Do not simply re-write someone else’s EBook.

Tips on outsourcing: I outsource nearly all content production to Elance.com; this is just my personal preference. Regardless of where you outsource your writing tasks I would always recommend that you only use writers from native English speaking countries, or be prepared to do an awful lot of additional work on grammar.

Overall Cost
I can normally get everything done for less than $50, of course there’s a bit more work to it; but less than $50 is pretty good for an EBook which will hopefully go on to sell thousands of copies for anything from $17 - $37 a time (my last big project averaged around 14 sales per day, at $37; over $500 per day).

Now put it all together
You should now have an introduction which you wrote, a number of articles based on chapter headings which you outsourced and a solution which again you wrote. Once you have everything it’s a simple case of stitching everything together. Because you outsourced the chapters as articles (to keep costs down) you may need to do a little tweaking to make each one flow into the next, If you use a good writer this should only take minutes. Putting the whole thing together will only take a couple of hours (in most cases), hence the name of this lesson.

Tools
You will of course need some kind of word-processing package to put your EBook together. I recommend Microsoft Word; if you do not already have a copy of Microsoft Word installed on your computer you may be able to get a 60 day free trial (this does depend on your operating system). If Microsoft Word is not an option a great free alternative is OpenOffice.

EBook Structure

Cover page
I always add a cover-page to my eBooks, I think it adds value (But I could be wrong?). To
cover the whole of one page with a picture in OpenOffice is pretty easy; Click insert picture and select your cover page picture (more on graphics soon). Right click and anchor the picture to the page. If the picture is smaller than the page; click-hold and drag the corner until it fits.

In Microsoft Word the process is a little different due to formatting or borders or something (not really sure why it’s different?).

Anyway to fill one whole page with a picture (make a cover page) you first have to add a content box (Text Box) to the page;

To do this, Click ‘Insert’ on the menu/tools bar, then click Text Box’, then from the drop down menu click ‘Draw Text Box’.

See picture (Right)

Then Click ‘Format’, followed by ‘Shape Fill’. See picture (Below)
Then expand the content box to 100% of the page.

Formatting
Most niche EBooks are around 30-35 pages long which includes cover-page and table of contents. The text is normally quite large as it fills pages quicker, plus you will often find that the line spacing is set at 1.5 or even 2; again this is purely to fill more pages in order to justify the price of the EBook.

I recommend that you set your text to 14 and line spacing to 1.5.

Copyright Information
After your cover page you should add your copyright information.

What should be in your Copyright information?
- The single most important element on the copyright page is the copyright notice itself. It usually consists of three elements:
  - The © symbol, or the word “Copyright” or abbreviation “Copr.”
  - The year of first publication of the work;
  - And an identification of the owner of the copyright—by name, abbreviation, company, website etc.

Together, it should look like the example below:

Nothing presented below should be considered as legal advice.

Example
Please feel free to modify the example below for your own needs.

© 2012 your name or business here.

All rights reserved. No part of this book may be reproduced in any form or by any electronic or mechanical means including, but not limited to, information storage and retrieval systems without permission in writing from the publisher, except by a reviewer, who may quote brief passages in a review.

Adding; © 2012 (or whatever year) & your name – believe it or not this makes your document copyright protected under US law once published.
Adding a Disclaimer
It is very important to add a disclaimer to your eBook; this should be placed after your Copyright Information.

The information you are providing is meant as information only. I’m sure I don’t need to explain the legal ramifications of not adding a disclaimer to your publication.

Examples
Please feel free to modify the disclaimer examples below for your own needs.

Nothing presented below should be considered as legal advice.

DISCLAIMER AND TERMS OF USE AGREEMENT

The author and publisher of this EBook and the accompanying materials have used their best efforts in preparing this EBook. The author and publisher make no representation or warranties with respect to the accuracy, applicability, fitness, or completeness of the contents of this EBook. The information contained in this EBook is strictly for educational purposes. Therefore, if you wish to apply ideas contained in this EBook, you are taking full responsibility for your actions.

The author and publisher disclaim any warranties (express or implied), merchantability, or fitness for any particular purpose. The author and publisher shall in no event be held liable to any party for any direct, indirect, punitive, special, incidental or other consequential damages arising directly or indirectly from any use of this material, which is provided “as is”, and without warranties.

Table of contents

Microsoft Word makes adding a hyperlinked table of contents very easy

Create a table of contents automatically with Microsoft Word

At the top of your tool bar; Click ‘References’, then click on the area of your document where you wish to place your table of contents, then click ‘Table of Contents’ (Far left corner), and then click the table of contents style that you want. See screen shot below:
Quality counts
A poorly written publication will encourage quick refunds. Spelling and grammar is important. I’ll be honest my spelling sucks; which is why I will normally have the document proof-read & corrected before I publish and begin selling it, (look for proof-readers on Fiverr.com). Microsoft Word has a built in proof reader which is also pretty good.

PDF
Once you have put everything together and you are happy with your EBook you will need to turn it into a PDF. Portable Document Format (PDF) is a file format used to represent documents in a manner independent of application software, hardware, and operating systems, which basically mean the file, can be opened and read on any machine.

Each PDF file encapsulates a complete description of a fixed-layout flat document, including the text, fonts, graphics, and other information.

You can easily turn your document into a PDF using either OpenOffice or Microsoft Word. In OpenOffice; simply save your document (no spaces: this_is_my_document), then click the PDF icon in the tools bar.

In Microsoft Word; save your document as detailed above. (See picture; right) Then click Save & then click Create PDF/XPS (2) and finally on the next page click Create PDF/XPS (3).

EPUB
More and more people are using hand held devices such as IPads and mobiles. Unfortunately many of these devices are not PDF compatible. The common supported file type for most of these devices is called EPUB. EPUB (short for electronic publication) is a free and open e-book standard by the International Digital Publishing Forum (IDPF). Files have the extension .epub.
Although I didn’t offer an EPUB version of the eBook I sold (Last site) I did notice more and more customers were contacting me because they were unable to open the PDF on their mobile device.

For this reason I have just started offering an EPUB version on my download pages; see picture below.

To be honest, it’s taken me some time to add the EPUB versions of my publications to my download pages, simply because I’m not great with change (which isn’t great when you make your living online) and because I didn’t want to have to learn to do something else.

However I needn’t have worried as the process of turning your document into an EPUB file is as simple as clicking a button.

Use the following link to turn your document into an EPUB file: File Converter As far as I can tell this is a free online resource. You can also make a Kindle version on this site as well (should you want too).

I suggest you do include different versions of your publication on your download page. It will keep customer queries and tech support questions to a minimum, plus it will reduce potential refunds.

**EBook upload**

In order for your customers to be able to download your publication after purchasing it; you need to store it on either your own server or a third party server such as Amazon S3. Unless you expect to sell a huge number of products from the very start; your own server will
suffice (where your domain is hosted).

You can upload your finished PDF to your server via your host CPanel or an FTP software such as Filezilla (which is free). Using Filezilla (FZ): Open software and log into your server.

Click on WWW or domain on the right (FZ), depending on whether you have lots of domains or just one (under which you want to store your new EBook). You should see the domain in ‘Remote Site’ (picture; top right (Fig: 1)). on the left hand side of the software (FZ) (picture; left (Fig: 2)). Next; right Click on the required file (your PDF) & Click ‘upload’ from the menu (picture; left (Fig: 3)).

![FTP software interface with highlighted options](image)

Your file will now upload to your server; usually pretty quickly depending on your connection and the size of the file.

Now that your file is stored on your server you should be able to view it in your domains folder (above picture; right).

Make a copy of the EBooks URL. You will need this for your download page. (See picture)
To do this; right click on the PDF (you just uploaded), then click ‘Copy URL(s) to clipboard’.

The URL which you copy to your clipboard is the FTP URL and will look something like the URL below.

ftp://1234567@yourdomain.com/www/yourdomain.com/Your-EBook.pdf

Remove the following part of the URL: ftp://1234567@yourdomain.com/www/

And replace with: http://

Your URL should now look something like this: http://yourdomain.com/Your-EBook.pdf

To check; Paste the URL into your browser’s address bar. If you have completed the upload steps correctly your eBook should open.

**Conclusion**

The steps covered in this lesson really are as easy and straightforward as they look. As I said at the beginning of this lesson; writing and producing your own EBook (product) is actually very easy. I can do the whole thing in a couple of hours providing I have everything at hand, i.e. profile, story, the chapters which I outsourced and the graphics.

If this is your first time producing your own product the process may take longer but again this is time well spent; even if it takes you days! Remember if everything goes to plan your eBook may go on to sell thousands of copies (I’m not joking).

**Take a look at the screen shot below:**
What makes a product (your EBook) this popular? There are a number of reasons why this particular product was so popular all of which will be revealed and clear after completing Niche Synergy, having said that one of the biggest reasons for the publications success was the overall quality.

Whatever you do, make sure you produce a quality product which actually solves the buyer’s problem. That way your customers will be happy and your refunds will be low.
You’re Task

- Buy ebooks under your affiliate link
- Break down into headings
- Outsource or write each chapter based on headings (Not re-writes).
- Add introduction based on your story and profile (Module 3 - Lesson 1)
- Work on the solution (the reason people will buy your EBook)
- Compile your EBook (Put it all together)
- Turn your document into a PDF
- Upload your EBook PDF & make a note of the download URL

Video Link: My EBook

I have just completed the eBook which I produced in order to run this case study. I have made a quick video of me scrolling through the eBook and talking about the layout and structure. If you have the time; watch the video to see what you should be aiming for. You will find the video in the member’s area under module3-Lesson2.