



HOW TO MAKE AN EBOOK YOU CAN SELL OR GIVE AWAY FOR FREE TO GROW YOUR AUDIENCE.

[a quick guide]





Hi. I'm Daniel

I help creative entrepreneurs start a business around their ideas so they can live their lives doing work they really care about.

The main tool I teach how to use is their websites. Because it lets us be in front of the people we want to reach to. One of the things the internet made easy for us to do is publishing our own creative/ educational material.

I made this quick guide to show you the main steps you need to be aware of to publish a simple ebook you can sell or give to bump your credibility and be seen as an expert.

So, enjoy. Oh and learn!

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This guide is short on purpose. The idea is to show you that creating an ebook to share your expertise does not have to be complicated or difficult, nor will it drive you into a frenzy and induce you into alcoholism...if you don't want it to.

START WITH AN IDEA

- Tackle questions or problems your audience seems to be dealing with the most.
- Educate your audience to achieve a specific outcome.
- Compile existing content under a topic and package it into a book.





Do your Research

- Write a list of possible topics your book will cover.
- Search similar books in places like Amazon and take a look at the table of content. You can take lots of ideas for topics from there.
- Ask your audience the following question: “What’s your main struggle with _____.”

Write!



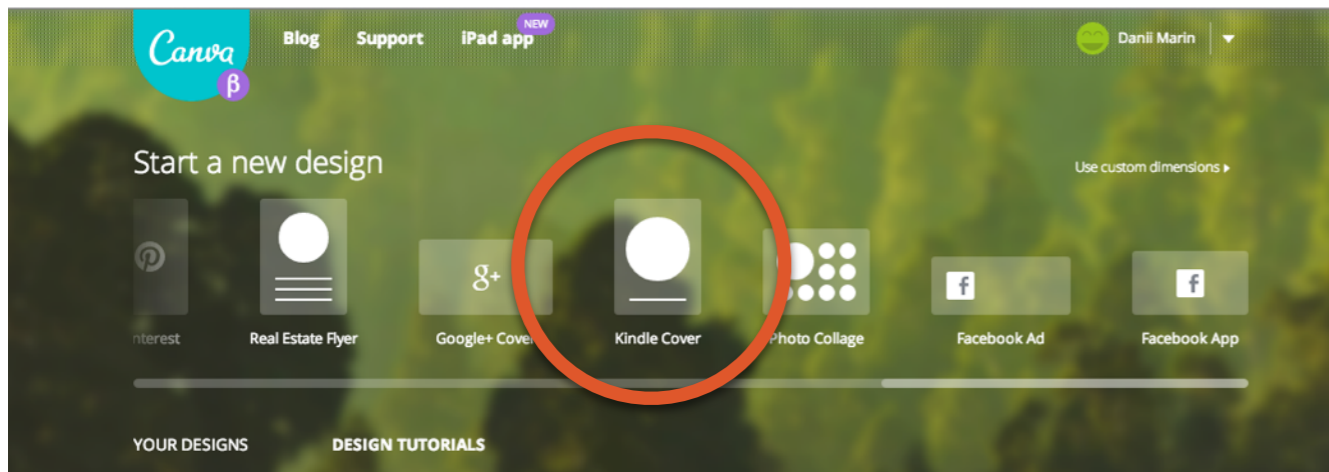
Use your favorite word processor to write your ebook. I have used Apple Pages, MS Word, Powerpoint, Keynote, and ibooks author. All of these allow you to export to PDF. FYI... this guide was written in Keynote. No need to get all fancy.

Make a cover to stand out

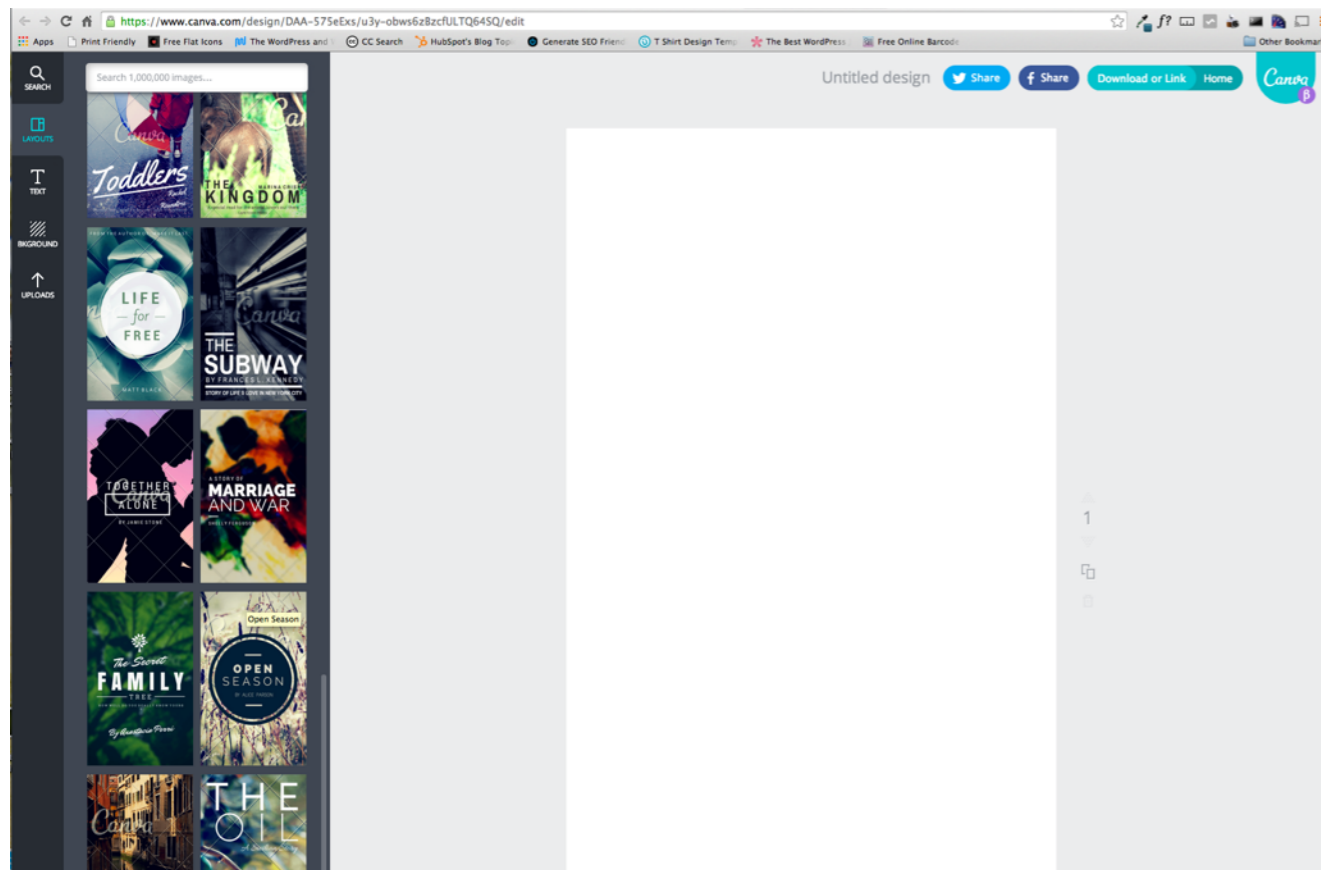


Your cover doesn't have to be this mega complicated piece of design. In fact, I'd say the simpler the better.

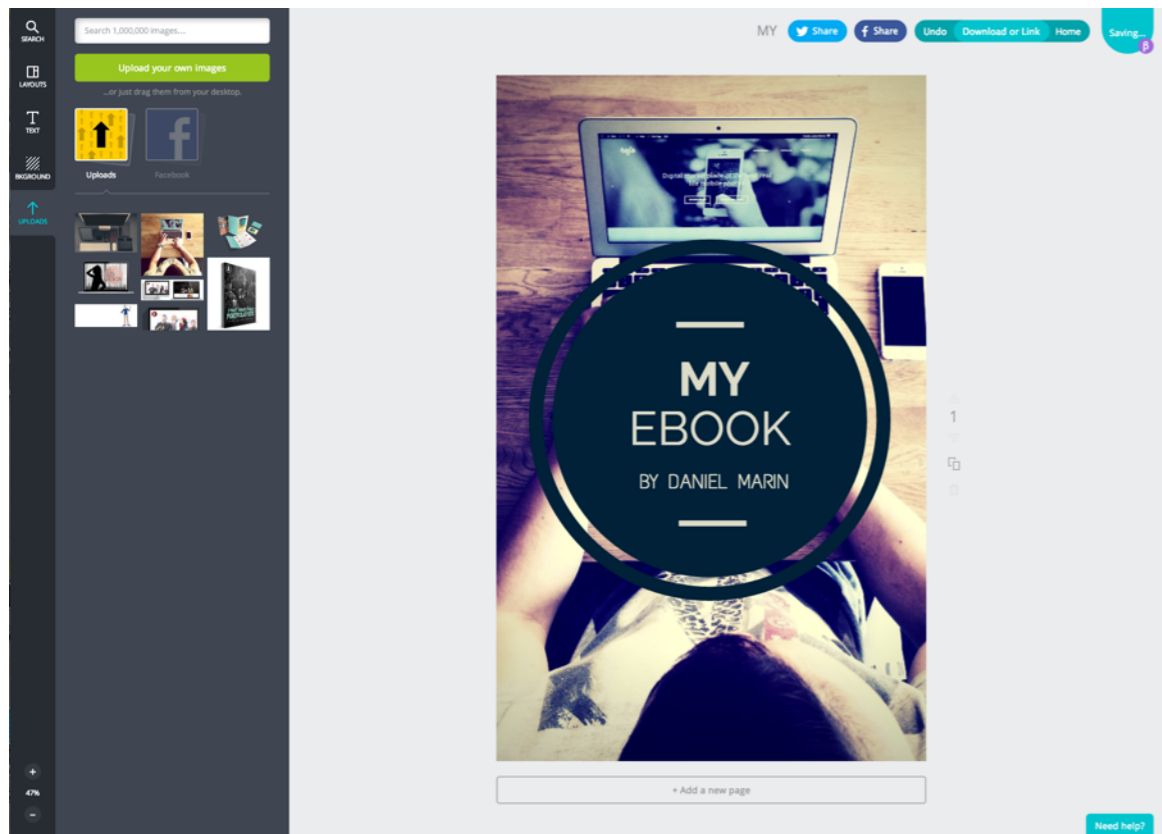
You don't need much to create a good cover, nor a expensive designer (although, it's always a good investment). You can use apps like www.canva.com to make a great looking cover in no time. Let me show you:



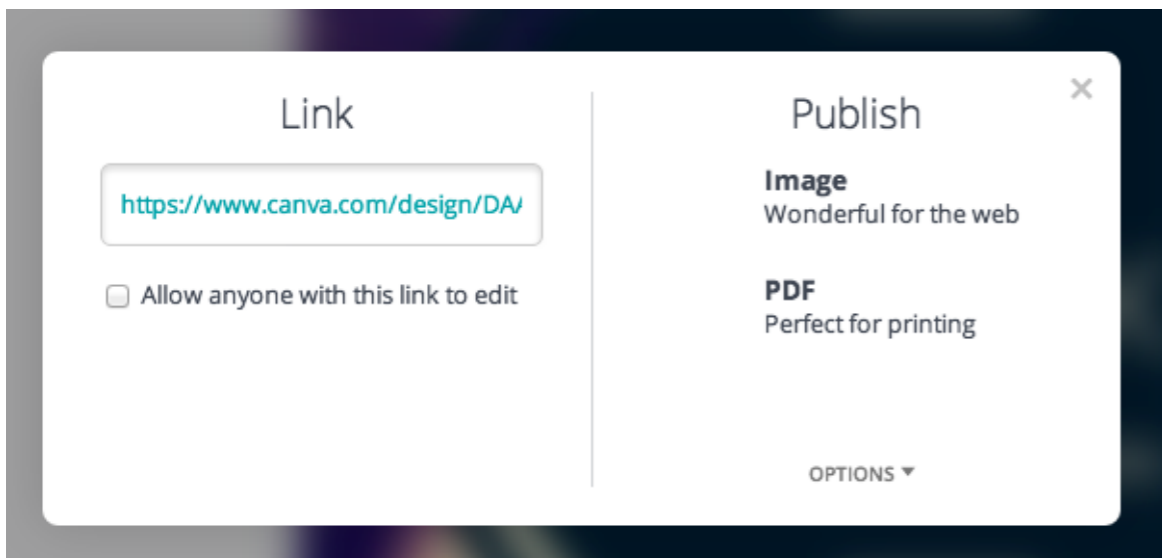
Go to [canva.com](https://www.canva.com) (make an account) and choose the Kinder Cover Option. If you are making your ebook in keynote o PPT, you might want to choose the slide option.



Now choose a pre-set layout.



Go to the upload section and upload an image, drag it to your canvas and see how it adapts to your layout. Change the title and that's it.



Click the DOWNLOAD OR LINK button on your top right. Choose the Image option. When your image finishes downloading, insert it in the beginning of your ebook working file.

SHOW YOUR FACE

Make sure you introduce yourself or your company somewhere in the book.

Leave your website URL and contact information.

Your ebook can generate traffic to your website, and interest in your business. Don't miss that chance.

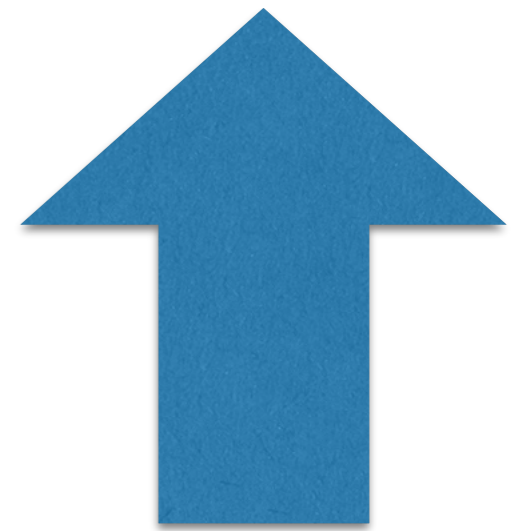
BTW...VISIT ME AT
WWW.ARCKA.NET



Export to PDF

Like I said, all of the tools I mentioned before allow you to export your documents into PDF, but if you have trouble, you can use the service www.smallpdf.com to convert different file types into PDF. It is very easy to use...upload your file, click the button...and done. Just download your file when it's done.

Where to Upload



- This depends on what you want to do with your ebook.
 - If you want to sell it, I recommend using services like Gumroad or ejunkies. Personally, I use and recommend Gumroad (I'm not an affiliate, just a happy client).
 - Price your product according to the perceived value your audience gives to your knowledge. I once helped sell a \$5,000 pdf report to clients that could use the information to make millions if not billions of dollars with that information. Suddenly \$5K sounds like peanuts when you compare them with the amount you might earn in return.

If you are planning on giving your ebook away for free as a simple download, you can upload it directly to your server or your CMS media uploads.

If you plan to give it as a lead magnet, email list services like Mailchimp allow you to upload your PDF and serve them from there.

Last but not least, you can sign up and upload your file to the kindle store for sale. The process is pretty straight forward and step by step.

HOW TO DESIGN A LANDING PAGE THAT CONVERTS

Stamp on a Logo

Make sure the viewer knows exactly where they are. All your landing pages should have a logo positioned strategically on the page.

Never Underestimate Formatting

A little formatting can really go a long way. Clearly laying out your headlines, images, copy, form, etc. can help you highlight the value of your offer and tee up conversion.

Avoid Visual Clutter

Oftentimes, extravagant visuals *distract* the reader from the main point of the landing page. Use visuals to enhance and support – not distract.

RINGALICIOUS

Plan Your Perfect Wedding Today

Grab a 15% off coupon for the ring of your choice!

Name

Email

Website URL

Grab Coupon

Share this Coupon

f in t g+

Anum Hussain @anummedia 26s
Loving my new @ringalicious ring! Especially when it starts to sparkle in the sunlight. Worth every penny -- and sparkle!
Expand

Hartley Brody @hartbro 4s
@ringalicious my girlfriend loves her new ring! totally made up for forgetting our anniversary...
Expand Reply Delete Favorite

Corey Eridon @Corey_bos now
he put a ring on it! a @ringalicious ring
Expand

Use Contrasting Colors

You want your main call-to-action to pop off that landing page. Using contrasting colors can call attention to exactly where you want it.

Add Social Proof

Try adding social proof to your landing pages to add social credibility & influence people to take action based on what they see.

Get to the Point

People have short attention spans – so why aren't we considering that in landing page creation? When writing page copy, get right to the point.

Offer your PDF in a landing page that converts

- Use your logo.
- Use a catchy headline that quickly explains what you offer.
- Write a short descriptive paragraph that quickly gets to the point.
- Use contrasting colors for buttons and main call to actions.
- Include social proof to gain trust.
- Add an email subscription form, but only ask the necessary information and keep it short.

Promote your ebook

Here are some ideas to promote your ebook.

I recommend you redirect visitors to your ebook landing page

- Add a Call to Action at the end of a blog post related to the topic of your ebook.
- Guest post and direct readers to your ebook landing page.
- Offer the ebook in hand outs and business cards you give around while networking.
- Promote your ebook in social media
- Offer a share of your earning to affiliates who sell the book for you.
- Use ads to lead visitors to your ebook landing page.
- Make events like webinars, lectures, or workshops and promote your ebook at the end.
- Share it with your email list.

That's it! Now go on and
make your own ebook!!

if you have any questions, you can find me in
[facebook.com/arcka.net](https://www.facebook.com/arcka.net)