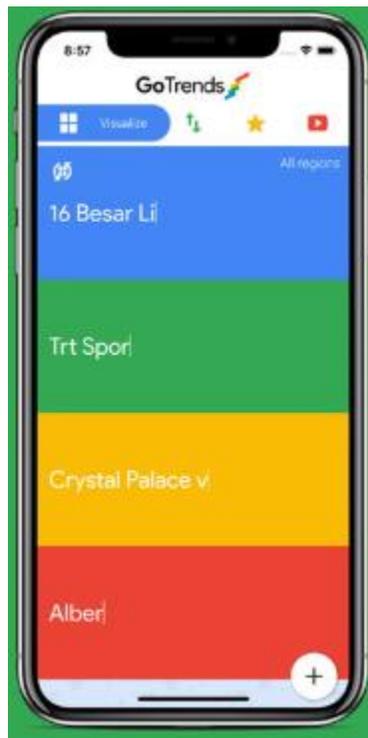# The First Steps in Writing An eBook and Selling It

There's just so much information that's literally accessible on the internet nowadays. If you hear a word, listen to one, or are just downright perplexed with some phrases you aren't familiar with, just "Google it." So why do we even need the eBook for?

With the wealth of information that's floating around, access to it may not be so easy. I'm not a data analyst nor am I a data labeller, but topic searches could also result in you having to browse through several sites to find information that would be relevant to you alone. Have you ever wondered why some information is just so difficult to come by because they aren't on one site? I'm not entirely sure that would be possible.

But while that may be true, if you're reading this, then it's because you had some questions about writing an eBook and wondering how you'd be able to market it. Here are a few steps to get you started.

1. Think of a topic –What's your eBook going to be about? If you're looking to sell, you've got to do your research on what topics people would be interested in. Here are some apps/sites that can help. I use the GoTrends App to search for hot topics.

GoTrends will allow you to select topics by country or the universe. If you're looking for a particular topic, just tap the plus sign on the lower right and enter your topic on the search field. Another site you can do trending searches on is https://buzzsumo.com/. It allows you a week's trial period after which you need to pay a fee. The site looks promising as I have only begun to use it. It offers different analytics that you may also find useful. Check out the site below for more information on what sites to use to find out what's trending.

Barba, R. P. (2018, December 19). 16 Free Online Tools to Help You Find Trending Content. Retrieved from https://tech.co/news/16-free-online-tools-help-find-trending-content-2015-02.

Remember: If your primary goal is to sell, then sell eBooks that interest people.

2. Create an outline – Once you've settled on a topic, start writing. Create an outline to help you organize your thoughts. A good outline would have an introduction, a body and then a conclusion. It's like a letter with its opening, body, and closing.

3. Start writing - What's good about it is that you don't have to write it yourself. You can find people to write it for you.

    Some just avoid it altogether because they think they have to write. The answer is **NO**. You don't have to. Imagine that you own a store and are selling shirts. You don't necessarily make the shirts from scratch, right? It's the same thing with eBooks. Find someone to do the writing for you. Here are some sites where you can get writing done:

    199jobs.com

    Fiverr.com

    Upwork

    There are a whole lot more sites to find people to freelance for you for the right price.

    If you're planning to write, believe me, it's as easy as using a Word document. You don't need a special application or software to write.

4. Avoid plagiarizing or copying and pasting some else's work. This can never ever happen. Writing takes a whole lot of reading, understanding and writing your thoughts about what you read in your own words. If you do need to lift quotes or snippets from what you've read, be sure to include your references. You absolutely cannot copy texts from someone else's writing and call it your own. It is not ethical and can get you penalized for copyright infringement. There's information about this on the internet so I'll not include it here as this is not the purpose of this eBook.

5. Save your work. This is where the magic happens.
    a. On your Word document, click on File
    b. Select 'Save As
    c. Choose where to save this file on your PC
    d. A message box will prompt you to enter a filename and will allow you to choose what file type to save it as. It'll look like this:

File name:	There.pdf	∨
Save as type:	PDF (*.pdf)	∨

6.   Proof-read your work. There is nothing worse then going over text with multiple errors in spelling, punctuation and thought organization. Go over your work from time to time. After all, you certainly don't want your audience thinking you're angry when you capitalize a few words that should normally be in lowercase. Check for grammar errors as well.

7.   Always include your references. See reminder in number 4.

8.   Once completed, you're ready to sell it on a website. What I'm including here are the sites that I use. If you've found other sites to sell your work, do use them. First off, I've signed up for www.payhip.com which is a site that allows you to sell digital products including eBooks. Next, sign up for a blog site. More than one blogsite would be even better. I used to use blogger but have not had so much luck selling book because I haven' been able to get traffic to my site. But the only other blog I've tried is www.wordpress.com. I've been able to get a lot more viewers on there.

9.   Once registered for a blog site. Start entering information such as the title of the eBook you're going to sell. You can also include an overview of the topic.

10. Include a link to the specific product you're selling on www.payhip.com by inserting a link to that site in your text. Here's an example of how I inserted a link to a topic I wrote about on one of my blogsites:

> I've seen a good number of requests on how to record whatever is on your screen on an iPhone. This works for iPhone 8 and up. It may work for lower models too. I just wasn't too sure. To download a copy of the instructions complete with pics, click here.

11. Once customers have access to your eBook, how can they view them. PDF files can be viewed via PC, and mobiles that allow PDFs. Most android and iOS phones support that format. But what if it doesn't. Your eBook can also be converted to other formats such as ePub. To convert, go

online and search for online file converters. You don't have to pay a fee to convert your files. The ePub format can be viewed on Kindle, android and iOS gadgets.

These simple steps will allow you to hit the ground running in selling your eBooks. If you have additional questions on this topic, enter them in the comments section in my blogs, getupandlearn.wordpress.com and https://thewasprepublic.blogspot.com/ and I'll get back to you the soonest.

References:

1. Using Sample Outline Structure. (2018, December 10). Retrieved from https://www.aresearchguide.com/effective-outlines.html

2. Picture from - Johnson, B. (2018, February 27). Remember (Newsletter 2-4 Blog). Retrieved from https://www.apostolic.edu/remember-newsletter-2-4-blog/

3. Barba, R. P. (2018, December 19). 16 Free Online Tools to Help You Find Trending Content. Retrieved from https://tech.co/news/16-free-online-tools-help-find-trending-content-2015-02.