

How to Create an Ebook You Love

A STEP BY STEP GUIDE TO CREATING AN EBOOK FOR YOUR BUSINESS

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TABLE OF CONTENTS

STEP ONE: **ACCEPTANCE**

page 3

STEP TWO: **PLANNING**

page 4-6

STEP THREE: **EDITING**

page 7

EBOOK **CHECKLIST**

page 8

STEP FOUR: **FINALIZING**

page 9

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What Is This Ebook for Anyway?

If you're reading this Ebook, it's likely that you're considering writing your *own* Ebook. You might also be:

- Questioning the steps involved in writing an Ebook;
- Wondering if creating an Ebook is a manageable project; and/or
- Deciding if someone else should write the Ebook for you.

If any of these statements ring true, then rest assured, because this Ebook is for you.

This Ebook is designed for busy business owners who feel like they don't have the time to write their own Ebook.

In this Ebook, you will find:

- solid solutions for getting organized and getting started;
- details about what should be included in your Ebook; and
- ideas for managing someone to write an Ebook for you.

It is my intention to provide you with a personalized roadmap that will take you from the beginning of the process to final product.

Do the difficult things while they are easy and do the great things while they are small. A journey of a thousand miles must begin with a single step.

-Lao Tzu

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STEP ONE: ACCEPTANCE

So, you're creating an Ebook. And now that you're out of your dreaming and scheming stage, you've suddenly realized, *'huh, there are a lot of steps that I'm just not sure about.'* Maybe you're feeling a little overwhelmed by it all. Maybe you're rethinking the whole project. Or maybe you're longing to crawl in a dark hole; but please, don't. Dark holes aren't as comforting as they seem, and trust me: **this "writing an Ebook thing" is something that you can do.** We'll work through it step-by-step and before you know it you will have your first ebook completed.

Often the hardest part of writing an Ebook is accepting the steps that you must go through to accomplish the task. At this point, you might be wondering:

- How do I start at page one and reach my goal?
- How do I manage what I want to say with what I should actually say?
- How do I get over the writers bump?
- How do I do write this?
- And how do I write it well?

I am writing this Ebook to tell you: there is no real "secret" to writing an Ebook; **there is only dedication, organization and complete acceptance that you must be dedicated and organized.** If you can accept the process, then I believe you can write an Ebook about anything.

When I first started writing professional content, it was sporadic and ineffective. I would spend pages talking about things that didn't actually pertain to the purpose I had set out to accomplish. As I became a more seasoned writer, I learned to micromanage my lists and stick to a series of steps. I quickly discovered that if I could focus on one step at a time, then the end result didn't seem so daunting.

So, this is what I am challenging you to do. I am challenging to do one step at a time. To follow the exercises below. And to ask for help. The best things in life are always a collaboration of creatives minds.

So are you ready to accept what it takes it write an Ebook? Great, let's begin.

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STEP TWO: PLANNING

Writing an Ebook is like building a strong foundation. There's a lot of work and effort required upfront, but not much required later in the process. Therefore, it's essential that you **spend the bulk of your time in these beginning stages.**

Throughout the course of this Ebook, I have provided exercises and questions to answer. Even if they might seem silly, do them anyway.

Planning Your Purpose

It might seem strange, but you do not begin your Ebook by writing. To save yourself time and a huge headache, begin your Ebook by creating a list of big picture ideas.

The first big picture idea you should focus on is creating an overall purpose for your Ebook. Your purpose becomes the launching point for your Ebook. It will determine your Ebook's audience, content and style. Without a purpose, your Ebook is useless. So, make sure that you invest a lot of thought into having a solid and practical purpose for your Ebook.

To complete this first step, you will need to answer one simple question:

➤ What is the purpose of my Ebook?

Go ahead, take some time to write a sentence or two. Or you can fill in this prompt:

The biggest thing I want to tell my readers in my Ebook is....

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Planning for a Target Audience

It's also essential that you're able to pinpoint at WHO the Ebook is targeted? Obviously, if there is no one to read it, the Ebook won't be very beneficial for your business growth.

My suggestion is to **create a solid knowledge base of your target audience**. Answer the questions that follow:

- Who are the people who will actually read your Ebook?
 - Create a customer profile
- How much time do they have to read?
- How many pages will they actually read?

Also, think about **how** your Ebook is going to make their lives or work easier. *What quality information are you going to deliver that will positively affect their lives?* It sounds funny, but remember, real people are reading your material. The more familiar you are with them, the better you will be able to communicate your purpose to them and the less time you will waste.

Plan Your Ebook Roadmap

Okay, now we can begin actually planning the specifics of how your Ebook is going to get written.

Below are a set of questions that will help you in the writing process. You should take the time to answer them in as much detail as possible. If you don't have an answer for any of the questions, ask yourself if you are truly ready to begin writing.

I recommend that you go through and answer each of the questions.

- Who will write it?
- What will the main points be?
- How do I want it organized?
- What is the deadline?
- What is my budget?
- Where will people find it?
- How will people gain access to it?
- Will I use an email system to promote it?
- Does the Ebook pair with other products?
- How long do I plan on promoting the Ebook?

Record and break apart these questions as much as you possibly can. The more details you are able to retrieve, the easier it will be create your Ebook in the long run.

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Hiring Someone to Write Your Ebook

After going through these preliminary steps, people often feel two ways:

1. I can totally do this, or
2. I am totally hiring someone else to do this for me.

If you're planning on writing the book yourself, then go ahead and get started! But, if you're in agreement with the second statement, then this next section is for you.

Setting Up Your Writing for Success

If you are not writing the Ebook yourself, then you need to set your writer up for success. This means that you need to provide them with essential details and a task management checklist. Remember, when you hire someone, chances are, they have already written an Ebook. Therefore, you don't need to be concerned with the writing process itself. Instead, **your focus should be providing the writer with the big picture elements so that they can focus on the small details.**

Giving your writer the big picture of the project allows them to hone in on the actual content, style, and organization. After you hire someone, provide your writer with what they need and let them do the heavy lifting.

Below is a list of important information you may want to provide your Ebook writer:

- Sample Ebooks
- Written Purpose Statement
- Target Audience
- General Outline
- Ebook Length
- Deadline
- Style Requests

After you have completed this list, **allow your writer time to write.** Once the first draft is complete, you will have your opportunity to add your necessary input and make changes.

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STEP THREE: EDITING

Once your Ebook is completed, it's important to have a second set of eyes review it. The editing process is also your opportunity to make sure that your Ebook is turning out the way you want. At this point in the editing process, it is your opportunity to add your opinions.

My Ebook Editing Process

When I review Ebooks, I follow a specific Ebook Audit Checklist (attached below). Each of the items on the checklist are scored on a scale from one to three.

- 1- Redo it
- 2-Rework it
- 3-Leave it

This scoring system lets *you* see what is missing or lacking. It also allows me to prioritize what I should edit and how I should edit it.

My Ebook Audit Checklist is provided on page 9.

Your Completed Ebook Audit

Once completed, I will return the Ebook Audit to you. You will have a chance to review the audit before I begin actually reworking the Ebook. This period allows you the opportunity to foresee changes and add any additional comments or suggestions.

Remember, **this is your Ebook. Just because you aren't writing it yourself, doesn't mean it shouldn't be what you want.**

After you have reviewed the Ebook audit, I will then finalize the Ebook for you.

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EBOOK CHECKLIST

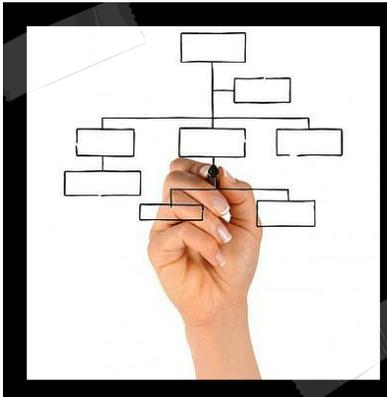
3=Leave it. 2= Rework it. 1= Redo it.



EDIT: BIG IDEAS

Purpose, Audience and Clarity of Ideas

- Is the purpose of the Ebook post clear?
- Are the ideas expressed through key words and ideas?
- Do readers understand *why* you are writing?
- Is it easy to pinpoint your main ideas of each section?
- Is your Ebook aimed at a particular audience?
- Is the information relevant for your audience?



EDIT : ORGANIZATION

Visual Appearance and Organization

- Is your content clearly organized from one section to the next?
- Is there a natural flow to each section?
- Is each section labeled according?
- Is the organization of your Ebook helpful for the reader?
- Do you use transitions to organize your content?
- Is the content easy to scan, skim and scroll? *Are you using bullets, bold type, etc. to highlight your main ideas?*



EDIT: CONTENT

Content, Grammar

- Is the material grammatically correct?
- Are your sentences complete?
- Are your paragraphs complete?
- Is the content of each section focused?
- Is the content easy to read?

STEP FOUR: FINISHING TOUCHES

Finally, your Ebook is completed! *Doesn't it feel good?* Now for the final touches! All you have left to do is determine:

- How you upload your content for your readers
- How will you sell your Ebook
- How you will promote your content

Formatting Options

Your formatting options are contingent upon your purpose. Formatting options may include:

- PDF
- ePub
- MOBI

Be sure that the format that you have chosen to save your Ebook in is compatible with the place where your readers will be streaming from.

Formating Resources

- **Need help understanding how to convert to an ePub document?**

http://agentquery.com/how_to_create_epub_file.aspx

- **Need help understanding how to upload your document to Kindle?**

To upload your Ebook to Kindle it must be in MOBI format. This is an AWESOME video tutorial that will take you through all of the steps.

<https://www.youtube.com/watch?v=ILDhD6yw7-o>

https://kdp.amazon.com/help?topicId=A37Z49E2DDQPP3&ref_=gs



AWESOME! YOU DID IT!

I still have some questions.

Maybe you still have a few questions about writing your ebook, though. *That's okay.* If you have any specific questions about your ebook, don't feel silly asking them. The only way to get answers is to ask! You can always send me an email to get direct answers about your individualized ebook.

I wish someone would look this ebook over.

If you wrote your ebook and you aren't feeling 100% confident about it. That's okay. Why not have a second pair of eyes read through it!

Did you know that I offer ebook editing sessions with you? Interested to get my thoughts? Send me an email about my coaching sessions and I will go through your ebook step by step to make sure that everything looks stellar.

It's important that you are proud of the ebook you have created. If you aren't proud of it, you won't be apt to optimize it as you should. Ebooks are a powerful tool for our businesses that we should want to incorporate into our business plan. So create it and use it!

If you have any questions at all, please do not hesitate to reach out to me.

Thanks for reading along,

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