

GROW
Your
PROFITS
With

E-Books



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GROW Your Profits With *E-Books*

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Christian Bloggers International

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Chapter 1 Why E-books?

You may just be starting your online business, or you may have been working for awhile. Either way, you want to increase your effectiveness. You want to reach more people and you want to make more money. Right?

Well writing E-books has to be one of the very best strategies.

First, If you choose to sell your E-book, you are selling your own product which right away helps you to maximize profits. You're not an affiliate or an advertiser; you're now right at the *top* of the pyramid as far as selling goes and you don't have to share your profits with anyone.

Second, when you sell an E-book you have written, you keep people more attached to your message and your brand. When you offer a product of your own, visitors are engaging with you much *more* and seeing even more evidence of your authority. If you offer an E-book and it's *good*, then you'll find it's easier to sell more E-books and other products in the future!

And there is one more significant benefit. Since your own E-books are completely free to produce and have no overhead or 'COGS' (Cost of Goods Sold), all the revenue you generate from your E-books will be 100% profit. (And it means that you won't lose any money if the book turns out not to sell).

In fact, even giving away your E-book as a gift can be a very profitable gesture. As people see that you have valuable information to share, they will be drawn to your site – and to more of your expertise.

They will *listen* to what you have to say.

This is a completely risk-free business model. And as an added bonus, creating an E-book is something that almost anyone can do without needing any special skills or tools. If you know how to write and you have a computer, then this is something you can build!

The Challenges

No business model is perfect, however, and there are obviously always going to be challenges that you'll face when creating any product and trying to sell it.

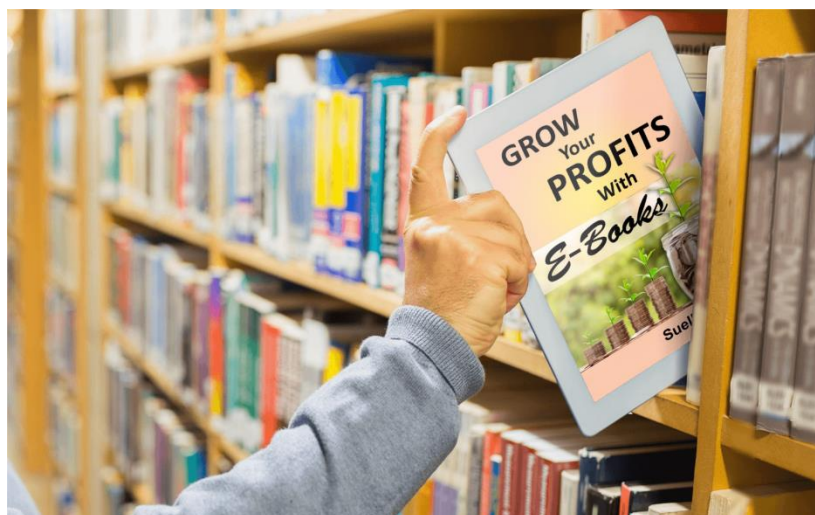
The biggest challenge when it comes to creating and selling E-books, is demonstrating that your book will provide value and making sure that it's appealing to your specific audience.

Since E-books are inexpensive and easy to create, some people have taken advantage and produced low quality products. One of the challenges you will face is to distance yourself from second rate work, and make sure that your clients recognize the value of your books. With some wise marketing techniques – and some patience and persistence – you will be successful in gaining trust from your audience. (We'll discuss some of these techniques later).

Now is the Perfect Time

With that said, let's look at some advantages.

Now is the best time to create and sell E-books. Never have quality E-books been as widely accepted or enjoyed by as wide a range of people. The reason for this is partly due to the generally increased acceptance of ecommerce. Partly it's due to the increase in digital devices that are more portable and more suitable for reading E-books. And partly it's because of the Kindle and the Nook.



Did you know that Amazon has sold *more* digital books than hard copy books since 2010 thanks to the Kindle? And these appeal to a huge audience which includes office workers on their commutes, students and stay-at-home Moms!

There are over 4.3 million E-books available in the US right now through Amazon and this number is increasing all the time. Then you have the countless E-books sold through platforms like Nook, JVZoo and Clickbank.

It's a good time to be an E-book author!

The key is simply to create an E-book that has as specific an appeal as possible and then to ensure that you can reach the broadest audience with the right marketing and advertising strategies. We'll look at how to do all those things right here!

By the end of this E-book, you will learn:

- How to create an E-book (either yourself, or by outsourcing)
- How to design a cover and pick a title
- How to price your book
- How to format and edit your book
- Where to market your book for maximum sales
- How to sell physical copies of your book!
- How to increase your sales and reach the largest possible audience
- How to sell E-books from your website
- And much more...

So let's get started!

So now we have discussed why E-books can be very effective and a great source of income. We also have discussed the state of the industry as it exists right now. Let's not delay any further – let's dive right into making your E-book so that you can start profiting!



The best place to begin when it comes to creating a book is to come up with your niche. Your niche might be considered to be that special group where you want to make an impact. Are you drawn to help leaders? Or men? Or women? Or teens? Or, even more specially, addicts? Or single mothers? Or business people? Ask yourself these questions. What is your book going to be about? Who will it appeal to? What will you call it? And how will you market it?

These are perhaps the most important decisions when it comes to your book as they will actually impact all other aspects of your business. The niche of your book will affect what you're writing about and what you need to know. Your niche will also dictate the marketing strategies you can use to sell it and will even determine how much you can sell it for. (Some topics simply allow you to charge more than others because they offer bigger changes to the lifestyle and more impressive benefits).

Your niche will also affect your title. Your title is what you will use to appeal to your niche, as well as to convey the 'value proposition' of your book (i.e. what you are claiming your book can do for people). Read on and we'll look at how to go

about selecting the perfect niche for your book and then turning that into an ideal title.

Choosing Your Niche

When it comes to choosing your niche, there are many factors to consider.

The first and most obvious consideration in many cases is going to be what kind of business you are *already* running. In other words, if you already have a website or a blog, then you will most likely want to create a book that is based on the same subject matter so that you can sell to your same audience.

So if you have a blog that's all about homeschooling, making a homeschool-oriented E-book is the logical decision. While you *could* try to sell an E-book on another topic, this would only make a lot more work for yourself unnecessarily - especially if you have already built a captive audience and developed a lot of trust with them!

If you don't have a blog or a website already, you need to think about the type of subject matter which interests you or the message you want to deliver. You're going to have to write at least 10,000 words to create your E-book (unless you outsource it) and on top of that, you will need to create a lot of additional marketing material in order to promote the book. If this is a topic you know about, then you should find it's easy to bring something new to the table and to create marketing materials which demonstrate your expertise.

Conversely, if you pick a topic in which you have no experience, then you'll have a hard time contributing anything to the field and in all likelihood, you'll struggle to make any sales.

In fact, this is one of the biggest and most important considerations of all when choosing your niche. There are just *too many* people out there writing E-books on topics that they think they can sell easily but with no experience on the matter.

The result?

The book essentially repeats itself for 10,000 words, the marketing materials make it obvious that there's nothing useful or interesting contained within the

content, and no one buys it. Likewise, the seller often knows that he or she isn't providing much useful content and thus feels shy about promoting it. Even when they do make sales, they'll find lots of people demanding a refund.

This is even more problematic if you try and sell a book on Kindle, as here people can read a free preview before they commit themselves to buying the product. As a result, they will see right away that you aren't offering anything new and they'll leave.

At this point you might be thinking: 'I'll just outsource the content'. Even here though, you're going to run into challenges. Because while you might hire the best writer in the world, chances are that they aren't an expert in the subject matter that you've chosen – unless they specifically state that they are.

You can't find a random writing agency and ask them to write you 'the definitive book on programming in C++'. Even if they know C++ or are able to learn it, it's hardly going to contend with all the books written by genuine experts.

So in short, you really *should* be an expert on the niche you choose. And if you're not an expert, then at least pick a niche that you understand very well.

You should also decide whether you're going to be creating a definitive guide, or a book that offers a completely new perspective. The latter is harder to think up but much easier to create.

Look at it this way: if you're going to create a fitness E-book, then you need to compete with the thousands and thousands of fitness E-books already on the market. How do you do that?

One option is to be 100% definitive. That means that you're going to aim to do a better job than all the other E-books on the same subject and that you're going to write the official text that people will turn to when they want to know about that topic.

You can pick a subcategory of your main subject ('The Mediterranean Diet', 'Functional Strength Training', 'Fitness Trackers', 'Yoga') but ultimately your aim is still to offer something that's better than anything anyone else is putting out.

The alternative is to offer something completely new and different. That might mean that you introduce your *own* fitness training program or your own breakthrough diet. It might mean that you tackle the subject of training in a new and unique way. Or it might mean that you target an audience who isn't usually catered to.

In the final analysis, think about your motivation for writing the book. If your motivation is just to pick a topic you think will sell, you might be surprised to find it's actually quite difficult to convince people to buy from you. But if your motivation is to write something because you have an exciting new idea and you really want to contribute to the niche you're writing for, then you'll find you have a much bigger audience!



What are the Best Niches?

Factors outside of your control might define your niche. But that said, there are also many specific topics that will be easier to sell and easier to make money from.

There are quite a few niches within the Christian book industry. Before we consider those, however, let's take a look at general advice on choosing a niche. You will be able to take those ideas and fit them into any category you might choose.

The most popular niches for E-books written by marketers by far are:

- Fitness and Health
- Making money online

And the reason for this is that these topics all appeal to universal aims. All of us want money, all of us want to be healthy and all of us wish we could make money without going to work (we want financial independence).

When you decide what to write about, focus on what is your E-book's particularly appealing 'value proposition'. A value proposition is essentially what you promise your book can do for people and it's about how your book will change their lives.

People don't buy fitness books just because they want to be healthier. They buy them because they want to be confident in the way they look, because they want to feel attractive and because they want to wake up full of energy in the mornings. This is the *emotion* behind your product and it's what will help you to sell your books.

If your book is about knitting though, then your value proposition is a lot less emotive and life changing. People learn to knit as a way to busy themselves in the evening and as a fun pastime – they don't learn it to change their lives, their health, or their relationships.

And for these reasons, you can't charge as much for a book on knitting as you can for a book on fitness.

But at the same time, books on fitness will face a *lot* more competition than books on knitting – because just about every internet marketer out there has a title on this subject.

Getting your book to stand out and get noticed is a big challenge then, which is why you need to use the advice given earlier to make your book more unique and to sidestep some of that competition. As mentioned before, you can do this by making your book on a specific subcategory of health and fitness or aiming it at a specific audience. Examples might be:

- Fitness for the over 50s
- Fitness for martial arts
- CrossFit
- Yoga
- The Mediterranean Diet
- Fitness for diabetics
- Etc.

In the same way, your message in the Christian niche can be narrowed down to a specific audience. Such as

- Knowing God
- Understanding the Bible
- Creating a Godly Family
- Creating a Happy Marriage
- Dealing with Aberrant Teens
- Overcoming Addictions
- Homeschooling
- And the list goes on...

Even though much has been written in each of these categories, your voice is still important. There will be those who hear from you better than from others. Nobody speaks to everybody, but you will find that you speak to some people in a powerful way. Your understanding and/or experience can be the very vantage point which will eternally impact certain people.

Though all of these topics are lifechanging, some will appeal to the emotions more than others. Topics pertaining to marriage and family give the perception of changing lives more than others. These, then, will be easier to sell – and you may be able to sell them for a higher price.

The ideal scenario is to find a ‘niche within a niche’ and begin to write for that group. Jeff Herring, one of my mentors, speaks of finding a niche which is an inch wide and a mile deep. That means that your goal is to deliver lots of quality

material to a very specific group. You can earn the reputation of being the go-to person for your specific audience.

For example, think about a book aimed at a specific type of ministry within the church: video production for ministers, church accounting, church building design, best nursery practices, etc. Obviously this list could go on and on.

When you have a book like this you have a *very* specific niche and a *very* specific target audience. This gives you some easy options to market your book. At the same time, there are specific places where this audience will congregate where you can market yourself and sell your books.

And on top of all this, an E-book on a career within the church setting is something that *can* be used to help someone make money and that can therefore potentially change their lives. People will be willing to pay a lot of money for an E-book on their particular field. They will be eager to increase their effectiveness – and if they are on staff, may even increase their pay check, thus making back their investment!

When we take the ideas we have just discussed, we realize that we should be concentrating on areas we know about and are interested in.

For instance: What is your passion for helping people? What is the one area of deliverance you have experienced for yourself? What has been your focus of ministry?

Do you have a message for women? For parents? For men? For ministers? For singles? You can see how important it is to seek the area or areas for which you have a special zeal to help others. Often your very own testimony is the foundation for your zeal.

Then once you choose your general niche, you will want to hone in on your message and define how you want to deliver it. For instance: will you tell stories or include biographies? Will you use characters from the Bible to bring your message? Will you use poetry or prose? Do you want to write a novel with an inherent message?

I would suggest that you use prayer and the Word to find just the right points you want to make – and how to make them.

The important thing to remember is that you are embarking on a great and adventurous journey. Once you get started, there will probably be many topics you will want to wade into.

Just like every journey, this one begins with a single step. That's what we are doing here.



How To Choose An E-book Title

With all that in mind, the next thing to do is to come up with your title. And what's key here is that you choose a title which will reflect the content in the book and that will get people excited about it. This means that you need to express the 'value proposition' we already discussed, you need to highlight what sets your book apart and you need to make sure that you mention everything that is going to be covered.

So don't just call your book:

A Guide for Christian Fathers

As that really doesn't tell people about the book. Instead call it:

A Guide for Christian Fathers: How to Become the Man God Intended You to Be

This now hits home precisely what your book is about and it forces the reader to imagine how the book could potentially change their lives.

Similarly, you shouldn't call your book:

Church Video Production

Instead, call it:

Church Video Production: Optimizing Your Videos in 5 Simple Steps – Wow Your Congregation and Take Your Message to the World!

Having a title and a subtitle like this means you can say everything you need to say, while still having a catchy few words for marketing purposes.

You want to be able to capture the attention of your prospective readers so that they will be interested in making the purchase.

So we have our niche – and some ideas for a title. Let's take a look at developing the content of your E-book.

Chapter 3 Providing Great Structure

We devoted an awful lot of time to the niche and the title but hopefully you recognize just why this is so important. And if you have given this the thought that

it deserves, then hopefully it will help you to fill your book with valuable content and to understand precisely what will make the book a success.

In short, you need to focus on delivering that value proposition – or solving a specific problem – and you need to do this in a way that's effective, that's unique and that gets to the point quickly.

This is how you make your book 'meaty' rather than just a lot of waffle. What is it that your book is *really* doing? What is it that makes it different and unique? What value do you *really* bring to the table?

Using all this information, you can structure your book and design it in such a way that people will want to keep reading...

How To Structure The Contents of Your E-Book

A good place to start is with a rough outline of your book - such as a table of contents. Note that this will likely change over time as you write.

Your contents should start with an introduction and this is one of the most important aspects of your book – especially if you're giving away free previews. Your objective here is not to kill time treading water so that you can bulk out your word count. Instead, this should be where you hit home right away by selling the dream and outlining *precisely* what it is that your readers can expect to learn.

So if you have a Homeschooling E-book, you start by telling *why* Homeschooling is so important and by painting a picture of what life could be like if your readers were achieving an efficient, organized, and enjoyable experience for their children. If your book is more about solving a specific problem, then your aim is going to be to focus on that problem and to describe the pain point.

From there, you then outline the nature of your book and what makes it different. Ideally, you'll provide *some* kind of tip and some kind of value as you do this. That way, your audience will right away see that you're capable of delivering on your promises and will see that their money would be well-spent.

Finally, end by highlighting precisely what they can expect to learn if they keep reading and how that will help address the issues you've outlined.

Next you'll launch into the first chapter. In this part you need to provide the basic foundation that your readers will need in order to understand the rest of the book. So if you're writing about Bible Studies for Home Groups, then you should talk about *what* the Bible really is and how studying it will impact their lives. It would be a good idea to add some personal stories about what the Bible has meant to you.

Or, if you're writing about diet or healthy eating habits, then you should explain the essentials that your readers need to know regarding nutrition. That doesn't mean you need to write a science textbook, just make sure you're prepping the audience with the knowledge they need.

You might also outline the 'lay of the land' or the status quo in your particular niche or topic. What are the problems people are facing? How are they being impacted by the surrounding culture?

In the Christian market, you would want to present the basic problem early in your book. If this is testimony-based, your first chapter might give your testimony of where you were before your transition.

Next you need to demonstrate *your* philosophy and what you're bringing to the table. Do you have some unique 'tips' that your audience can use? Do you have a better strategy than the one most people are subscribing to? This is where you differentiate yourself and put across the unique aspect to your book.

Now start outlining the precise steps and show your audience how to combine the basic knowledge with your unique approach and ideas. This might be one chapter or seven depending on the complexity of the topic.

And of course this doesn't necessarily have to be a 'unique strategy' as such – it might just as well be a unique way of displaying the information. If your book has a '10 step program' for making your spiritual turnaround, then these chapters would be where you'd present that 10 step program.

Finally, you would deal with any additional thoughts, concerns, or tips and offer any appendix, resources or other additional information.

You can vary your structure, but this is a fairly safe way to go. Let's recap on that:

- 1. Introduction**
- 2. Overview of the subject**
- 3. Unique perspective/ideas/philosophy**
- 4. Take-home action plan**
- 5. Take-home action plan**
- 6. Take-home action plan**
- 7. Additional tips and discussion**
- 8. Resources and appendix**
- 9. Conclusion**

Outsourcing Your E-Book

If you absolutely cannot write the book yourself, then you might still opt to outsource the creation to someone else. This is a perfectly acceptable approach but remember what we said earlier: you will struggle to find someone who is an absolute expert in the niche you want to write about. That is going to create challenges when it comes to offering something definitive or ground-breaking. Something that is unique.

Make sure you look hard for a writer who really knows their stuff and ask to see a sample of their writing before you order the full thing. Don't expect a writer to write for you for free. But consider ordering the first chapter or just one article before you pay for the whole book.

It's also a good idea to give them as much structure and instruction as possible. Allow them flexibility to move beyond the scope of your outline (the best structure for chapters will evolve as they write). At the same time make sure that they don't just have subject matter, but that they also understand the key points you want to get across - the style you want and any specific tips, ideas, or advice you have.

Note as well that you'll obviously get what you pay for. It's worth paying a little more to get a writer who has 'the voice' and who really understands the subject matter, rather than paying less and getting something that has been outsourced overseas and is written in broken English.

If you do decide to outsource the writing process, then you can find writers on sites like UpWork.com. Just post your job and then once you've found someone, you can go through them directly in the future.

Other Ways to Get Content

There are other ways to get your content too! One option for example is to *reuse* content from your website. This is a smart trick that can actually be very profitable without rubbing anyone the wrong way.

Think about it: if you have a blog that you've been running for the last 2 years, then chances are that you have something in the region of 100 articles on there. If those articles are 1,000 words long on average, then that's 100,000 words of content! And most of your visitors will not have read all of that content – especially the older stuff.

This means you can create a compendium of content using your old articles and also include some extra material and that way profit more from the work you've already done. If you're worried about complaints, you could even take *down* some of that old content.

This isn't quite as good as writing something from scratch and won't have that same value proposition or that same 'hook' by offering something truly new. But as a way to test the water for your book, it's an excellent option!

Some marketers will even make money by re-selling content that is in the public domain! As long as you are sure that the content doesn't have any restrictions, then there is no reason that you can't do this either.

The great thing about E-Book content is that Google isn't going to index it. Google can't look at PDFs that you don't upload and that means you can't get into trouble for using the same content more than once.

Again, these aren't ideal strategies but if your intention is to make something you can use quickly... then it's certainly an option!

Buying Books



Finally, one more option is to buy a book you like. This might mean buying PLR content (private label rights) which you can edit and resell (there are lots of E-Books like this that are designed specifically to allow you to resell them as your own) or it might mean just contacting the author of an old book and asking if you can sell it online. This might mean splitting the profits but if it's a great book that hasn't found an audience, then you can be the one to turn it into a success and that can be very profitable.

Length and Other Factors

If you hire someone to write your E-Book, the longer it is, the more it is going to cost you. A good writer will often cost as much as \$5-10 per 100 words. This means that a 10,000 word E-Book might set you back \$500 to \$1,000. Likewise, if you write the book yourself, you will be investing more and more time, money and effort as you take longer to complete the book.

The length of your E-Book needs to be as long as it needs to be – and no longer. One tendency of first-time writers is to repeat themselves in order to increase the number of pages. That actually diminishes the book's value. People don't want to waste time reading the same thing again and again.

You could write your story/ideas in just 10-20 pages if that's all it needs to be. You don't want to fluff it up just to increase the page numbers. People have short attention spans because of the internet, social media and the amount of information that's out there.

If you *can* write the book yourself, then note that this is always going to be the preferred approach. At the same time, bear in mind that you can always choose to go the ‘middle way’ and compromise. That is to say that you can write the book yourself and then have someone who is more of an expert on the matter proof read it for you.

So you have your ideas about structure and length. The next question then is how you’re going to make your own writing style be the best for engaging your readers. You want to write something which people will want to read.

In the next chapter, we are going to look at some pointers which can help you to write more engaging, interesting and entertaining content!

But before we move on, let’s take a moment for a deep breath.

One of my favorite poems – and one which I think has tons of truth is Ogden Nash’s poem about the Centipede.

*A centipede was happy quite, until a frog in fun said,
“Say, which leg comes after which?”
After which, he lay distracted iin the ditch.
Considering how to run.*

Sometimes we can start overthinking our projects to the point where we freeze. We become confused about our next move, and we are afraid to do anything. So we think and think and think and do nothing.

We definitely don’t want that to happen to us.

What we want is “continuous improvement.” We don’t wait until we are perfect to begin our projects. With confidence we start and learn as we go. So don’t be overwhelmed by the information. These ideas can be referred to again and again.



Chapter 4 Developing Your Writing Style

Hopefully you have stretched and taken a few deep breaths. Now it's time to take a look at improving our writing skills. Remember, there's always room for improvement, so don't be overwhelmed. Just embrace what you think would help you.

Writing Your Book

The next consideration is going to be your writing style. How do you go about creating a writing style that your readers will find gripping and that will convey all the information you need it to? What tone is right for your audience? How do you keep them reading?

There are lots of tips here. The first is simply to make sure that your book is *well written*. That means it should be free from spelling errors and other mistakes as far as possible. At the same time, it also means that it should be written in a style that's suitable for the subject matter. If your book is very technical or professional, then you should write with a professional tone. If your book is a little more light-hearted, then a conversational tone will be fine.

My favorite writing style is to picture myself sitting across the kitchen table from someone and to write as if I were speaking directly to them. Several times people have commented that they feel as though they were having a chat with me when they read my books. That's what I'm aiming for.

There are many ways to write effectively as long as your aim is readability. The big questions are: is the book easy to read and follow? Does it engage the audience? Is it entertaining? Every decision you make should serve these points.

Your book should flow quickly and be good to read – so you should never make decisions to try and 'sound professional' or to impress your audience. Avoid jargon and always try to say things as efficiently as possible with the fewest words necessary to get your exact meaning across.

A good way to test the readability for your book is to try reading it out loud to yourself. When you do this, you'll find that some sentences don't flow as well as they could or that the meaning doesn't come across easily. Rewrite those sentences to ensure that your book is clear and meaningful when it is spoken. If you can do this, then it should flow easily and should be entertaining for your readers.

Some additional tips:

- Consider using a narrative structure (a story telling structure) which will make your book more compelling and engaging
- Break large paragraphs up into lots of smaller sentences
- Speak directly to the reader (use lots of rhetorical questions, 'you' statements, etc.)
- End paragraphs and sentences on cliff hangers or something to keep the reader moving to the next section

If you do all these things, then your book should be as engaging as possible.

How To Get Over The Dreaded Blank Page

Of course another big challenge when it comes to writing an E-book is simply motivating yourself to keep writing and facing that dreaded 'blank page'. This is something that you will need to fight to overcome as a writer but note that some of the most prolific authors in history struggled with this problem.

So what do you do when you're staring down at that blank page and you're not sure what to put there?

Well, when you find it difficult to write, one tip is to consider changing the format, the way you're introducing the topic or how you're starting the subject matter for that chapter. Often if you find it hard to write, it's because you find it boring and you can't bring yourself to sit down and struggle with that topic for however many words.

But think of it this way: if *you* find it boring to write, then what are the chances that your audience is going to find it interesting to read? In this scenario, you

probably need to rethink the way you are writing the section to make it more interesting and more engaging. That will make it easier to write *and* more engaging to read!

Often when feeling “writer’s block,” it’s good to just sit down and write – anything. Your writing doesn’t even have to be on the subject. Just write. Amazingly, this can be somewhat like scribbling with a blocked ink pen in order to get the ink flowing again. Your thoughts start flowing again – and sometimes you will find one of your most productive sessions starting in this way.

At other times a little walking or stretching can clear your mind for greater clarity. A cup of coffee or tea and a snack might help. Or a change of scenery for a moment.

Other than that, it comes down to discipline and to being able to force yourself to write for long periods of time without interruption. Try reading other books on the subject to put yourself in the mood and to let the writing style seep into your psyche.

The challenge can be overcome by you – as it has been by others. Just hang in there. You can do this!

As you develop your writing style, you’ll want to take a look at how you are formatting your book. How does it look? Is it easy to read? Interesting to look at?

These are ideas we’ll talk about in the next chapter. You want to make your book look professional, so just how do we do that?

Let’s take it to the next step...

Chapter 5 Making Your E-Book Look Professional

Whether you are preparing your book for downloading to a computer or for being sold on Kindle, you want it to have a professional touch. Either way, the best place to start your E-Book is to create it in Microsoft Word. We'll talk about Kindle later, but right now let's look at the advantages of creating a Word document.

Regardless of the way your book will be read, the objective is the same: to make your book look beautiful, to ensure it is easy to read, and to get people to want to keep turning to the next page without getting bored.

Fortunately, creating great looking PDFs and ePub books is pretty easy...

How to Create a Formatted Document

The first thing you'll need to do is to invest in a copy of Word from Microsoft. While it *is* possible to make E-books using other software, Microsoft Word will make it considerably easier than any other tool and will provide you with all of the advanced formatting options and features that you will need to make a professional-looking end product.

To start with, make sure that you pick a font (type of lettering) that looks crisp and easy to read. Just as with your writing style, the single most important objective here is to make sure that your content is readable and that means having a large typeface that is a pleasure to read. Arial is very popular, as is Calibri. Pick one of these and use a good font size. (This E-book is in Calibri. Font size 14). 12 or 14 are good sizes for reading online.

From here, you'll want to separate your book into chapters, titles, headings, sub headings etc. Fortunately, Word offers an easy way to do this that has become the accepted industry standard.

On your Home tab, you will see Styles on the right of the bar. You can right click on the Heading tabs and click "Modify." From there you can choose the Font, size, and color of your headings.

Basically, you are going to highlight any chapter titles and set them as 'Heading 1' using the option found in the Home tab. Any subheadings within this chapter you are going to use 'Heading 2' for and any subheadings below *that* will be 'Heading 3'.

You want to ensure that your book looks appealing when you zoom out. You can also use these headings to quickly navigate around your book. Press 'Ctrl + F' to open the navigation pane on the left hand of the screen and from there, you'll see that you can pick the headings and jump straight to them within your document.

This will help you when writing your article – and many different platforms such as Kindle will automatically recognize these as being chapter headings.

Better yet, using these types of headings means that you can very easily insert a table of contents that will be updated as you go. Simply head up to the top of your book and then select the 'References' tab. Now click 'Table of Contents' and select the style of contents you want. This is a great way to make your book look very professional with minimal work!

Additionally, you can insert a page header, footer and page numbers. Hit the Insert tab and toward the right side of the bar you will see Header/Footer/Page Numbers. Click there, and you will open the options. When you design one header, footer, or number option, every page will be the same.

After adding these, you will have to close the Header and Footer tab before you can continue work on the page.

Once you've done all this, you can also hit the Design tab in Word in order to find more options for changing the look of your book based on the titles etc. This can make a fairly big change to the way your book looks and feels and if you choose the colors next to it, you can come up with something very unique.

Under this tab, you can choose a page border or different page color.

There are many options. You might want to spend some time playing around with different ones. If you don't like the outcome, you can easily change it.

Images

Another tip is to make sure that you insert lots of images. Breaking up your text with images, paragraphs and headers makes it much more readable. And images can be used to make your book interesting and outstanding.

One note about images. You can't just go around the internet and pick up images to use in your publications. You must have permission to use them. (People have been sued for large sums because of using images without permission). However, there are places where they may be obtained.

You can buy these images from stock image sites, you can find *free* stock image sites (such as pixabay.com) or you can create your own by taking photos.

Of course if you're willing to go one step further, then you can also outsource the creation of your images by using Fiverr.com, or one of the other freelancing sites that we've already discussed.

While it might feel like a waste of time creating a unique design, adding images and generally creating a look for your book; it can make a *huge* difference to your sales. Try to think outside the box and really see your E-Book as a real *product*. Give it a distinct visual layout and a unique style.

Doing this, strengthens your brand awareness and at the same time creates something that people will be excited to read and proud to own. Besides the difference in your sales – your own enthusiasm for your project will come across in your marketing materials. Once again – if you're proud of your book and excited about it, then that will come across in the text and your readers will be equally excited to read it and buy it!

Finally, save your book in PDF format to sell it on your site or elsewhere online. Keep it in Word if you're planning on selling it via Kindle. (More about that later).

Chapter 6 The Smart Cover

Another important design feature that will have a big impact on your sales and your eventual success is the cover of your book. If you create a book with a great cover, then it will immediately stand out and people will be much more interested in reading it.

The emphasis here should be on making your book look different and interesting. If your book is just a block of text on a blank background, then it won't look highly professional or particularly interesting. Likewise if your book just has a generic image on the cover, then it will once again feel cheap and fail to have the impact you're aiming for.

Take a look at your local bookstore or browse on Amazon and try to identify the books that have the best job of standing out and looking interesting. You'll probably find that they are highly stylized, that they use very unique color schemes or that they look futuristic or highly modern. Try and learn from these and use the same techniques in your own design.



Note as well though that your design will automatically have some unique differences due to the specific challenges of creating E-books. For instance, it doesn't pay to have anything too complicated for your cover. If you do, then you will find that it looks cramped when the image is

reduced in size, or that it looks bad when it is in black and white.

Your cover is very likely to be shown in black and white if you intend on selling it on Kindle, because some Kindle devices only have black and white e-ink displays. This means you need to ensure that your cover is going to be high contrast.

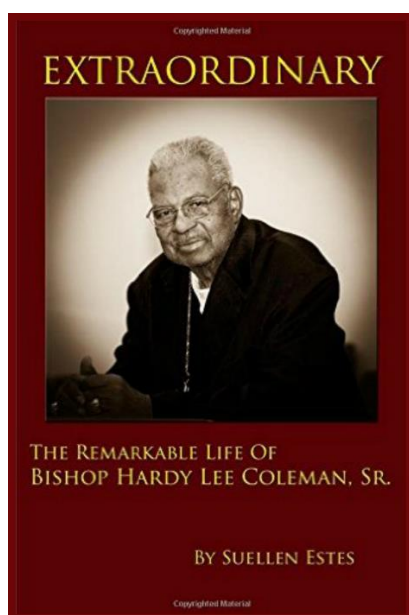
Even when this isn't the case, you'll probably often be showing your cover image as part of a small icon on your sales pages and that means you'll want it to look good in a smaller size while still being captivating and impressive.

How to Create a Great Cover

The next question then is *how* you're going to go about creating your cover. In terms of the best tools to use, it's worth investing in a copy of Adobe Photoshop if you can. If that's not possible, you might try Gimp.com, which is a free tool for designing your cover.

Next, you're going to need what's called an E-book Mockup. This essentially creates realistic covers. There is an online mockup site called MockupShots.com and they have a wide variety of photos which will insert your book and create great effects for marketing.

You simply design your cover.

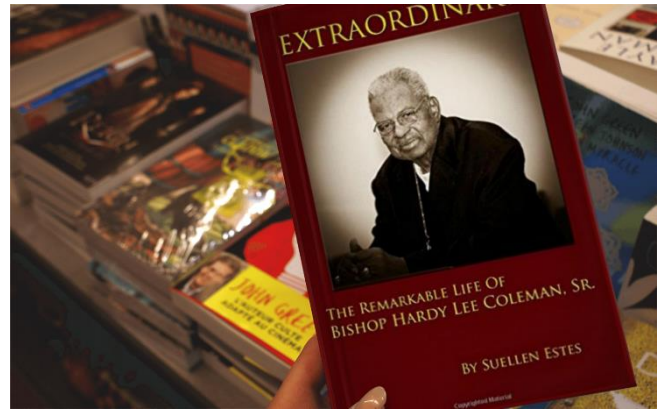


The software will turn it into a 3D look and even enhance it by inserting it into various settings.

Throughout this book there are examples of these mockup shots.

Outsourcing Your Cover Design

Once again, if you feel that all this will be beyond you, you might want to hire someone to create your cover. If you don't consider yourself to be a designer, then consider outsourcing the process via a freelancing platform.



Some popular sites to go to are Fiverr.com and Upwork.com.

On Fiverr, you'll find many freelancers available to design a cover for much less.

So let's keep moving...

Now you have your well-written E-book in a great niche, with a very compelling title and an eye-grabbing cover. You're well on your way to becoming very successful!

Now it's time to make it available.

Chapter 7 It's Time to Take It to the Public

You've written your book, designed the formatting and the cover, and now it's time to make it available for sale. The next challenge is to find an audience for that book and help it to sell!

And the most common way that a lot of marketers will do this is through content marketing – which essentially means creating a website, creating lots of content and building a big audience that will trust you as a thought leader in your niche.

That “content” can be articles, blogposts, podcasts, or videos. It means more of your voice going out with your message to the group of people who learn to trust your wisdom.

The general idea here is to gradually build trust and authority to the point where your audience will consider paying to get more of your content. You are offering *free* content in the form of blog posts, videos and more and this is going to give them the confidence in your ability to provide information and advice.



To see how this works, it can be helpful to imagine the process that a new user might take when they go from discovering your website, to then buying your book.

So let's say you have an E-book on Parenting. You then create a website and fill it with lots of new blog posts about raising healthy children.

Then, one web user discovers your website while searching for information. Perhaps they're looking for unique ways to establish rapport with their teens. They search on Google for that keyword and they find an article on your website. They then read that article and find your post, which they find entertaining and informative. At that point, they notice the name of your blog before leaving.

They might come across your content *again* when doing a related search on Google another time. And perhaps they might find an article written by you on social media being recommended by a friend. Each time they see your content, they are impressed and make a note to read more of your writing in the future.

Eventually, they become so familiar with your brand and they trust you so much as a resource that they start searching your site *specifically* for answers to their questions. They then might go on to subscribe to your newsletter, or to potentially bookmark your site.

Either way, they are now officially a fan of your blog and of you as a writer. This means that they are more likely to see when you start promoting your new E-book and they are more likely to be interested and more likely to make the purchase!

Sometimes it can be a lengthy process as you can see, but by consistently generating high quality content, you can build a bigger and bigger following and potentially sell them lots of products over the course of time.

How to Set Up Your Website

Right now you may be thinking, *Oh no. This is going too far.* But take a deep breath and read on.

Thanks to WordPress and other software, setting up a website is not nearly as hard as it once was. Neither is it expensive.

You can set up a professional looking site with lots of options by a few clicks of the mouse. It is getting easier all the time.

You will first need a hosting company. That's the company which will keep all of your site information on their servers so that people can access you on the internet.

My choice – without any reservations – is Bluehost.com.

Since I have been working online, I have used three different companies, and Bluehost has won hands down.

One reason I prefer them is their customer service. As a newbie, there were times when I had to have some help on very basic issues. They were always available, courteous, and helpful. The Chat is on 24/7 and you can understand them! (With other companies you often had to wait 24-48 hours to receive their answers by email. Additionally, when I called for help from other companies, I had a hard time communicating because I couldn't understand their English).

And one more reason...Bluehost doesn't allow pornography or vulgarity to be hosted on their servers. As a Christian that is a significant reason to stick with them.

The third reason for Bluehost is their cost. You can set up a site and be on your way for just a few dollars a month.

The next thing you will need is a Domain name. That's the name of your site; the one people put in the URL bar to find you. You can also purchase that at Bluehost.

Some people think that you should purchase your Domain name at a different location from your server, but I don't think that's necessary. If you ever want to change servers, you can take your Domain with you.

The Domain name is important to your success. Some think that you should choose a name that includes words people are searching for already. Others like cute, pithy names. All of that is for you to decide.

The next item on your list is to install Wordpress on your Domain and begin designing your site. There are free themes available. (frameworks which cause your site to have a certain form and to look a certain way).

You can continue to adjust and tweak your website. It's like your home on the web, and you will learn to love it. You'll choose your pictures, your colors, your overall appearance.

And you will choose your message.

This is a very brief overview of what you will need to begin your website. You can find more information about this process by going to Christian Bloggers International or <https://OurCBI.com>. That's my site for Christian Ministries and there is some information to help you with this process.

How to Set Up Sales Through Your Website

One of the things you will do at your site is to sell your book.

This means that you're going to need a means of selling your books and products through your website. One of the best ways to do this is by creating an online store of some sort and in that regard, you have two main options.

One option is to create a basic ecommerce store, which will work like Amazon or any other website selling items online – the only difference is that you're going to be selling digital products rather than physical ones. Doing this is relatively easy – if you have a WordPress website then you can sell digital products by installing WooCommerce which is a plugin that will turn your blog *into* an ecommerce store.

Another option is to set up a 'sales page'. This is a single page that will be completely dedicated to selling the one product. That means the page will contain no other information, no adverts and no distractions: the entire thing is designed

purely to sell your book. We'll look more at how to create this kind of landing page later on.

Likewise, we'll discuss techniques you can use to promote your website and to encourage more sales as a result.

Chapter 8 Stay Forward Focused with Kindle

Another option for selling your E-book is to sell it on Kindle. This is a great option, as it means that anyone who owns a Kindle can now search for your title and then download it. This also means that they can buy from a vendor that they already trust and where their details are likely already stored (Amazon). It streamlines the whole process and opens you up to a massive audience that will include a much broader set of demographics. This is ideal if you have an E-book on a specific career, for instance.

Considerations

Before you add your E-book to Kindle, note that there are a few considerations to bear in mind. The first of these is that you can risk cannibalizing your own sales. What this means is that if you are selling your E-book from your website for \$19 and you're also selling it on Kindle for \$10, you might find that people buy the Kindle version instead of the one on your website. Often this will be the case, since Kindle books tend to sell for much less than PDFs from websites.



Even if you sell the two books at the same price, it's important to bear in mind that Kindle takes quite a big cut (you choose between 35-70%). This means that you'll still make more money selling the book on your own.

So that means you will likely want to price the Kindle

version *above* your own version, in which case you'll make fewer sales. Again this all comes down to your niche and your target demographic. If your book is about knitting, price it low on Kindle and even lower on your website – aiming to sell primarily through Kindle where there are more older readers.

But if your book is on making money online, then you should price it *high* on your website and even higher on Kindle. You might not make many sales on Kindle this way, but it certainly doesn't *hurt* to have the book on the site as you might generate the odd sale or two.

One other option? Make two different versions of your E-book! This is actually particularly smart if you plan on joining Kindle Select, as this program requires you to make your book exclusive to Kindle.

Prepping Your Book for Kindle

Now you know what the risks and pitfalls of selling a book on Kindle are. So do you want to go ahead with Kindle?

The first step is to get your E-book ready for 'Kindle Format 8'. This basically ensures that your book will be easily read and understood by Amazon in order to be converted into a Kindle file. If you use the formatting guide from earlier in this book, then you'll be ready right away to upload to Kindle Direct Publishing, which is completely free and *should* be a very easy and straightforward process. All you need to do is to save the file first as 'Web Page, Filtered' or 'Web Page'.

You can read the full formatting guidelines here:

<https://kdp.amazon.com/help?topicId=A17W8UM0MMSQX6>

There are also other things you can do to ensure your book will meet the formatting guidelines. For instance, you should make sure that all your chapters start on new pages by using page breaks. You might also choose to add some of the types of pages/sections that Amazon recommends:

- A title page – A centered title with your sub-title and your name (or the author's name if you are not they)
- A copyright page – Include any copyright or legal notices here. Note that you automatically own copyright to anything that you create yourself. If you are commissioning the work, then you need to ensure that it is specifically stated that you will own the full copyright to the text once it is completed.

- Dedication – This is up to you but can be a nice touch that adds professionalism.
- Preface – This usually goes just after your dedication.
- Prologue – A little introduction that is normally inserted just after the preface.
- Bibliographies
- Appendices
- Notes
- Glossaries

Note that images need to be inserted by going to insert > image rather than being copied and pasted. They should be inserted in the center of the page too – don't try to use word wrap or anything else fancy like that.

Submitting Your Book to Amazon

To submit your book to Kindle Direct Publishing, just go to kdp.amazon.com. This process is completely free and very easy. Just click 'Create New Title' to get started.

From here, you'll then be presented with some more fields where you can enter additional information. The required information includes:

- the book name
- subtitle
- series title
- volume number
- edition number
- language
- author

- publisher
- contributors
- ISBN (if you've purchased one)
- categories
- publishing rights (don't check that your book is in the public domain or you will waiver your copyright)!

You'll also be able to add some information such as a description and a cover on your listing. This is very important for encouraging maximum sales and the main objective should be to convey the 'value proposition' that you're offering. Again: how does your book make people's lives better? What can it offer that other books can't?

You'll also be asked to input your price. Remember what we discussed earlier regarding competing with yourself and consider the commission that Amazon will be taking. Note that Amazon normally takes 35% for cheaper books but this goes up to 70% for more expensive titles. You can also elect to give away 70% commission for your sales in which case there are a *few* perks – for instance this means that you'll still gain the full price for your book even when Amazon chooses to put it on offer.

Maximizing Sales and Ranking

When it comes to maximizing sales on Kindle, the main objective is to increase your ranking on the Kindle store, which is an extension of Amazon itself.

This means you may want to reconsider the way you title your book. Essentially, the Kindle store and Amazon both work just like Google. This is fundamentally a search engine and people come here to find content by searching for what they're looking for.

That means that you can actually increase your visibility and thus your sales by thinking about your title in terms of search terms and what people will be looking for. If your book is called 'Fitness Masterclass' then it might not get too many

people discovering it by searching for the phrase. But if your book is called 'Home Bodyweight Workouts' then it might.

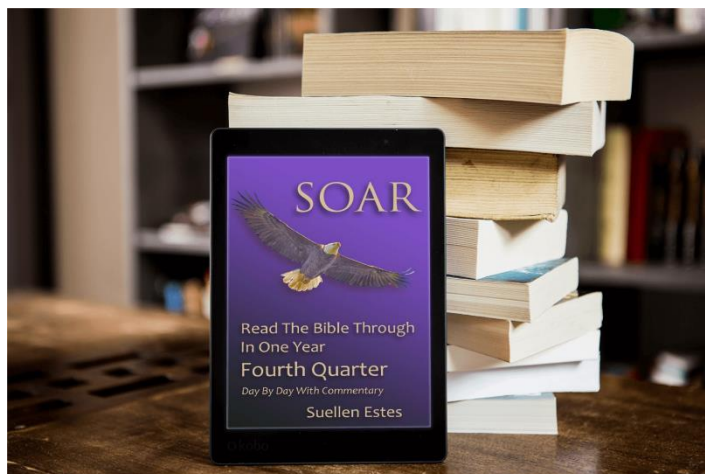
Of course the problem with *that* option is that it will be going up against a lot of competition. Again, the key is to pick something that is in demand and that gets a lot of searches but that doesn't face too much competition from other sales.

Other than this, what will most strongly affect your visibility in the store is:

- The number of downloads
- The reviews

Your objective then is to get as many downloads as possible and to gain as many positive reviews as you can as well.

One way to increase your positive reviews is simply to ask people to leave a review if they enjoyed your content. Don't bribe them or try and trick them into doing this as this can get you penalized. Simply point out in your content that it would help you a great deal if they genuinely enjoyed your book – otherwise your readers might not think to do it! You can also ask your fans to do the same from your own website.



Another pointer is to sell your book cheaply to begin with. You can alter the price at any time and what this means is that you can actually sell your book at a low price for a while to generate the maximum sales and then increase the cost once you're ranking right at the top. Note as well that running promotions and selling your book cheaply for a while is a great way to get good reviews – if you are selling your book for \$1 and it's offering a ton of great content, then people will likely be so impressed that they'll be moved to leave positive feedback.

If you *do* opt to sign up for Kindle Select then this can also help a great deal to make it easier for you to promote your book. Books on Kindle Select will often get special promotions and will be featured by Amazon which can help you to drive a lot of sales and give you the initial spark you need to get going.

Either way, note that on Kindle, it really does help to take an initial hit in terms of pricing in order to get the momentum you need to sell more further down the line.

Chapter 9 More Formats and More sales

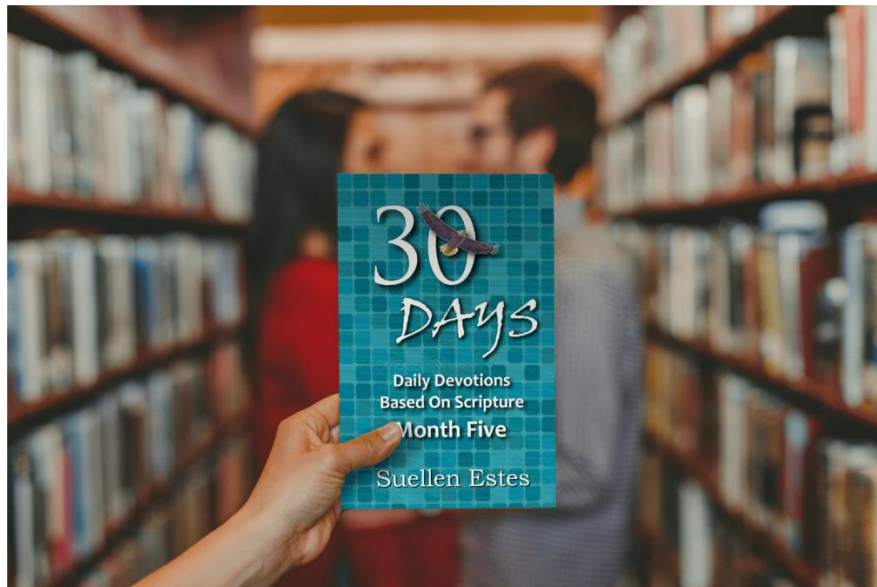
There are actually many more ways you can sell an E-book. Many times authors over look these opportunities. So let's take a look to see if any of these are for you.

Once you've invested that amount of time, effort and/or money into creating your book, it makes sense to maximize your returns by selling it in as many places as possible. And each time you find a new platform from which to sell your book, you will reach a new audience and create new opportunities to hit the big time!

Selling in Hard Copy

Even though we are living in the "digital age," many readers like to have tangible copies of their books. I certainly relate to that. Even entering a bookstore gives me a good feeling. I even love the way it smells...

Oh, maybe that's the coffee...



You might want to consider adding a hardcopy to your choices.

This is something that's actually very possible now thanks to 'POD' or 'Print On Demand' publishing. In earlier times, publishing a book meant ordering thousands

of copies and then trying to sell them at a profit – of course this is a strategy that is very risky and often doomed to failure.

But with POD, books are only printed each time you make a sale. That means that there is no up-front cost. Sure, the printer will take a commission and you'll be charged for the shipping and materials, but you only make profit each time your book sells. That means you can then offer something physical and tangible to your readers and this can make a *huge* difference in terms of sales – especially if you are targeting an audience that is less tech savvy and less on-board with buying digital-only products.

This then creates many more avenues for selling your book too – you can even try and sell it in person from a highstreet store, or sell it from a carboot sale! Just being able to show people the product for real can also help you generate more sales - even when those sales end up being digital (in other words, it can be used purely as a marketing tool).

To create a hardcopy version of your book, just head to CreateSpace, which is owned by Amazon. There you will find many resources for publishing and marketing your book. And your book will automatically be offered on Amazon, which is a big plus. Or try Lulu.com for Barnes and Noble. There are plenty of options for creating the type of book you want (hardback, floppy back, A5, A4, color, black and white etc.) and the whole process is surprisingly easy.

Other Platforms

There are also many other platforms through which you can sell your E-book. Each one provides you with a way to expand your audience and to create new ways for people to discover you.

The Kindle Store is what you call a 'distribution platform' and if you create a hardcopy of your book with Lulu, then you'll also be in the Lulu store for people to discover. At the same time, you can also promote your book via Google Play Books, via iTunes or via Nook (a Barnes and Noble competitor to Amazon' Kindle). Unless you have signed some kind of agreement, there is absolutely no reason not

to be present on *all* of these platforms and to thereby really maximize your sales potential.

You can also opt to somewhat go-it-alone and to sell in non-conventional ways. For instance, why not just create a listing on eBay? There's no rule against it and in fact you'll find that a great many authors sell their books this way! Another option is to sell directly to your audience through your mailing list or through social media!

As you can see, there are many ways to promote your book. So you can get creative and think of some ideas of your own.

Chapter 10 Selling From Your Website

Now that we've dreamed about these channels for your book, let's get back to your website. That's still home base for your book project.

If you're going to sell your E-book from your own website, then the best way to do that is often with a sales page. As I mentioned earlier, this is essentially a single page on your website that is entirely dedicated to promoting copies of your book and encouraging people to download. That means that the entire design of the page will revolve around the 'Buy Now' button (called an action button) and it means that the copy itself will be expertly crafted to motivate people to want to buy.

The objective of your sales page is to maximize 'conversions' (i.e. sales). This means that for every person who visits the page, you want to maximize the likelihood that they're going to make a purchase. This in turn gives you one single place where you can focus your marketing and your advertising.

So for example, if your sales page has a conversion rate of 10%, that means that you can send 100 people to the page using ads and expect to make 10 sales. This is a very high conversion rate, but it is possible!

The reason this is so effective is that it means you can then come up with a solid business plan based on somewhat concrete numbers. If you were to create a marketing campaign using Facebook Ads or Google AdWords for instance, then you would be charged 'per click'. That means that you would only pay each time someone clicked on your ad and that means that you know exactly how much 100 visitors would cost you. Say your 'CPC' (cost per click) is 0.50 cents and you get 10 sales for every 100 clicks, that means you can calculate that you're getting each sale for \$5. If your book sells for \$10, then that means you're making 50% profit!

Of course the numbers won't always be so favorable and finding a strategy on Google AdWords or Facebook Ads that works can involve spending a fair bit of your budget to get things just right.

If you don't want to spend that kind of money, there are still options.

Using Pinterest, Instagram, LinkedIn, YouTube, and other social media sites, you can draw interest to your book and to your message in general – which will help promote this book and others you may write in the future.

Whether you pay for ads, or go the free route, you will want to have links which will bring people back to your sales page.

So how do you go about creating such a page?



Designing Your Sales Page

In terms of designing your sales page, the most popular approach is to make the design long and narrow. The idea behind this is that a long narrow page encourages the visitor to keep scrolling down the page and to keep looking further. This feeling of scrolling in turn makes them feel more and more committed to your product. By the time they get to the end, it will feel like a waste to go back to the start again without buying anything!

As mentioned, everything about this site should be pointing to your action button in order to maximize your conversions. That means there should be no other advertisement on the page and no links

back to your homepage or any other part of your site. The only way to leave this page should be to click the 'Buy' button or to click back.

Another common aspect of these pages is that they utilize a red or orange color scheme a lot of the time. The idea behind this is that these colors raise the heartrate and make us more impulsive and more prone to action. This is a good

thing when you're trying to make sales, since most purchases people make are impulsive, dealing with emotions.. Your objective is to get a rapid sale and a big red button does this better than a big blue one!

One easy, effective way to build sales pages is to use a WordPress plugin. This plugin is an addon to your site. There are free ones – and there are some which require purchase.

Some themes also come with “Landing Page Templates.” Some email services even have Landing Pages. These pages can be used as sales pages.

Another way you can build sales pages is by using the theme for WordPress called ‘Optimize Press’. This will make the entire website a landing page or sales page site.

You can then use ‘Optimizely’ in order to ‘split test’ the design. This means that you’re creating two almost identical designs for your sales page and then tweaking one of them slightly.

Now half of your visitors will be sent to each version of the site and you can observe which site performs better in terms of conversion rate. If the change helped you get more conversions, then you adopt it across all versions of the sales page and you try introducing a new change. This way you can ‘evolve’ your design to be perfectly designed to maximize sales and this can see your conversion rates climb from 0.01% to 1% to 10%!

Persuasive Writing for Your Sales Page

The next piece of the puzzle is to use persuasive copy in order to encourage your visitors to buy your books.

The first thing to make sure you do here is to capture the attention of your visitors and then to hold their focus. Your aim is to reduce your ‘bounce rate’ (number of people who leave your site after 2 seconds) and you do this by grabbing them right away with a compelling pitch.

One way to do this is with a ‘narrative structure’. That means that you’re going to talk about your product as though it were a story. Discuss how you were away

from God or didn't even know Him and how you were introduced to Him – never to be the same. Or you 'were once overweight' or tell your visitors your rags to riches tale. Not only is this very inspiring and very effective at getting an emotional response, but we are naturally designed to listen to stories and that means that the strategy is often very effective at preventing people from leaving your page!

From here, the focus is then going to be on that value proposition. We've addressed this concept several times before but this is where it is most important of all.

Your aim is to bring out the life-changing aspects of your book, and to get your readers to imagine what their lives could be like if they make the purchase. Talk about how it would feel to have this new life with God, or to lose weight and have endless energy. Or get them to picture what it would be like to have their own ministry and to feel proud of their accomplishments.

You also need to show them how your book can make this happen. Explain what's in the book and make sure to address any concerns that your audience might have. In other words, how do they know your book isn't just another set of empty promises? What makes this different from every other book on the market?

You can do this by addressing concerns head on before your readers think of them and also by using social proof (testimonies from others about the book and how it has helped them), authority quotes, facts, and figures. Another very good strategy is to minimize the risk involved in buying your product by offering a money-back guarantee or a free sample. If you do this, you'll find that it helps to remove the concerns but that very few people actually take you up on the offer to refund their purchase.

Last but not least, make sure that you encourage a rapid decision by creating urgency and scarcity. Some do this by saying you have limited stock, but as a Christian not wanting to lie, you probably won't do this. But you could introduce a limited-time discount. Either way, your aim is to make your visitors buy right away rather than going away to think about it!

Even though they would truly benefit from the book, if they go away, they usually don't come back. They get distracted and forget about it.

Chapter 11 Get Others Involved

Now you have your book for sale on multiple platforms and you know how to really push that value proposition to make people want it. Hopefully you know how to build a sales page and you should have some ideas about making your book available on Kindle, Nook, and other places.

But there are a few more strategies you can use to drive more sales, no matter which of these strategies you are using. Here are some of the best options...

Set Up an Affiliate Program

If you set up an affiliate program, this basically means that people can sell your book on your behalf and keep a percentage of the profit. This means you can build an army of marketers to help you make more sales and when you do that, you'll be able to double, triple or quadruple your turnover!

JVZoo and Clickbank are sites which allow you to do this. Head over to those sites and look at setting up an account as a product creator.

Use Google AdWords and Facebook Ads

We've already touched briefly on using CPC (Pay per click) advertising in order to drive more sales to your products. This basically means that you're paying for clicks on your ads and don't pay anything otherwise. Making things even easier is the option to set a budget and to decide how much you're willing to pay for each click (though if you don't pay enough, your ad won't be seen).

Perhaps the best option out of the two here is to use Facebook Ads. Facebook Ads provides a lot of advanced targeting options that lets you decide *precisely* who sees your ads. You can decide which gender, which location, what interests, what job title, and more. By doing this, you can be sure that only people who are already likely to buy your product see it!

Promote on Social Media

Earlier I mentioned promoting on Social Media sites. This is a good free way to promote your book – always leading them back to your sales page.

If you already are on several sites and you know their “flavor,” you might be ready to start this process in full force. If not, don’t be overwhelmed. Take your time and look at the differences in the sites. See which ones seem to fit your niche better.

More people are familiar with Facebook than any other. This gets a lot of traffic, but because of their algorithms, not everyone – not even your friends see what you are putting on your page. That can be frustrating and confusing.

This site is definitely more social than some others. People sometimes post the most uninteresting things – what they had for lunch, what their dog did today, etc. Then others like to rant. They say things they would never say when someone was really around.

Yet FB still has a huge audience – worldwide. My husband and I keep up with our friends in other countries through Facebook. We have actually held prayer meetings with a pastor in Pakistan on FB Live. He would bring people to the camera and he would interpret between English and Urdu as we prayed. Also our friends in a church in Ukraine message us there and we reply. A translation tool gives us a general idea of what we are saying to each other.

So if your audience is worldwide, a presence on FB is a good way to go.



Twitter has a large audience, but everything you put on there is gone within minutes. People won’t come back and see what you said a few hours ago. Yet a lot of people follow Twitter.

LinkedIn is a good platform for more professional types. You don’t post your lunch pictures there – for sure –

so you have to get a feel for what to do. You can repost your blog posts there. Also, there are many groups which specialize in many niches. You can find some which are in keeping with your niche and spend some time there.

You definitely don't want to go plowing in there promoting your book. You want to listen to others and join the conversation. Be respectful of what they have to say – and of their mission. As you add some value to the messaging of the group, you can begin to let people know about your offer.

If you want to minister to ministers, leaders, etc. this is a great place to hang out.

In the last couple of years two other sites have gained great popularity. Pinterest and Instagram.

Both of these started out with a younger audience – and Instagram is still dominated by teens and twenties. If this is your target group, this is where you need to be. Instagram is continually adding possibilities to the platform. You can upload short videos which stay on your page. When people go there they can see a variety of items you have posted.

Pinterest looks like a bunch of pictures, but it's much more. You can post your own "pictures," which are called "pins." They can be linked to your sales page, so people can purchase your book. As others "share" your pins, your audience gets larger. You can see how this site has many possibilities when you learn how to optimize it.

Finally there is YouTube. If you like doing videos, this is definitely for you. People flock to videos – especially short, interesting ones. They share them on all of the social media sites, so a video's exposure can be really unlimited.

Remember, I said, "Don't be overwhelmed." You must remind yourself not to be.

Take a deep breath, settle back, relax and take it one step at a time. You will not be mastering all of these concepts in a few days, weeks, or months. Just know that you can pick one or more and begin to learn about that particular site. As you learn more detail about how they operate, you will be able to maximize your exposure and profits.

When you feel comfortable with one avenue, you'll be ready to move on to the next project. One step at a time will lead to more success than a "scatter shot" approach.

Find Other Routes to Market

If you have a specific niche for your book (which you definitely should have – as we discussed at length), then you should be able to find 'routes to market'. This means finding a direct channel to the people who are most likely to buy your product. If you are selling a knitting book, then that might mean a magazine or forum about knitting. If it's addiction you're writing about, then it might mean opening an appropriate page on Facebook or group on LinkedIn.

Either way, creating an E-book for a specific group and then finding a way to reach them directly is a perfect business model and can drastically increase your sales.

Create a Freebie

Consider creating a shorter, free E-book that you can give away from your blog or website. Do this via a mailing list sign up form and basically use it as a way to demonstrate your quality and as a way to encourage more people to subscribe.

Another option is to create a very cheap *paid* E-book, which can have the handy benefit of removing any reservations your audience might have about using your payment system. They're more likely to risk a small purchase and once they've done that, they'll be comfortable with buying from you – making it far easier for you to sell bigger items in future.

We've covered a lot of ground here, but it is very surface. Just to give you an idea about what you would like to "dig into." As you dig deeper in an area, you will learn more and be more successful with your mission.

Chapter 12 Let's Wrap It Up

So there you go – that's an overview of everything you need to know in order to start selling your books and making a big profit from them. We've been through every single step, from conceiving the initial idea for your book and choosing a niche and a title, to actually writing your book and then trying to sell it in as many ways as possible.

Let me emphasize that it is an *overview*.

There's a lot to take on board, so I recommend reading through it all one step at a time as you create your product and take it to market. There will be some topics which you already know – or can grasp easily. So run with those. Those topics which seem harder to understand, don't worry. It just means you need to dig a little deeper.

At Christian Bloggers International website (<https://OurCBI.com>). You will find lots of information and training in every area we've discussed. There are many qualified people who would love to help you every step of the way.

As you commence your project, I would like to recap some points in all of this information which I think need emphasis.

One point is to make sure that your book offers some real *value*. This begins right from the moment you choose the niche and choose the title.

Pick a niche you can sell in, but more than that, make sure that you are providing something new and something worthwhile. Pray over your book project. You want to make money, but that's not all you want. You want to help people – and add value to their lives.

Ensure that your book is unique and that it has something different to offer. Make sure that you solve a clear problem or offer some kind of real 'value proposition' so that your book demonstrably makes life better for the people reading it.

Take the time to research your ideas. Don't rush through it, but take your time. Get to the bottom of the problems and be ready to learn a few new things in the process.

Finally, make your book into a real *product* as well. This shouldn't be just a piece of writing saved as a PDF. This should be a beautiful example of formatting and writing with a stunning cover image and lots of great pictures and tables.

Using the Design tools in Word, you can create a beautiful book. You can make something you're proud of!

If you can do this and you can then promote that to the right audience, then your sales will come and they will grow over time. And then you can repeat the process all over again!

Welcome to the world of digital publishing.

And may your journey be Forever Upward!

Suellen Estes

P.S. For more information about most of these topics go to <https://ourCBI.com>.
Christian Bloggers International.

Resources

BlueHost.com For Hosting and Domains I now use them exclusively. For reliability, customer service, and ethics they are terrific.

WordPress.org This is the framework I use for my websites. You can be creative and build almost any type of site on this framework. If you want to pay as little as possible for your site, there are some free WordPress themes available. Some of them look very professional, and you can customize them to really look great.

Elegant Themes There are some free themes available for your website. However, I have fallen in love with the Divi theme from Elegant Themes. It's so easy to create a professional looking site with this theme.

There are lots of premade layouts which you can use. Also, you will find more than a hundred tutorials to guide you through every phase of tweaking your site.

Mockupshots.com Throughout this book, you can see images of Suellen's books (and one of Mickey's) in different settings. These were all done through Mockupshots.com. It's easy to use, and very helpful in advertising your books.

About the Author



If you are just starting your publishing career, you have an advocate in Suellen Estes. For many years she wanted to write, but just couldn't seem to get started. It seemed overwhelming.

Then, with that *'long journey starting with a single step'* mentality, she took that first step. And has never looked back.

She now has some wisdom, but has never forgotten her start – and all of the questions. Suellen wants to help others get If over the hump

– and learn how to write and publish.

If you work with Suellen Estes for long, you will probably have your book published and your blog up and running. Today, that is her passion. To help others fulfill their personal destinies in writing books and blogs. And to fill the world with the knowledge of God.

You can see Suellen's books on Amazon.com/author/suellenestes where she has more than 20 books in paperback and on Kindle. Her personal blog is <https://SuellenEstes.com>. Christian Bloggers International is her mission to help you and others get their messages to the world. <https://OurCBI.com>

With more than 30 years in Christian ministry, Suellen's writings and her speaking promote the life lived with Jesus. She shares His incredible love for every person, and His power to help them overcome every negative situation.

If you have a desire to publish your book or start your blog, check out her website. Christian Bloggers International (<https://OurCBI.com>)

God has great plans for you too. With His grace, you can fulfill your purpose.

It might be time for you to take that first step...