

**The PJ Preneur's guide
to how to Write an E-book
that will make you Money
while you Sleep**



**even if you Can't Write
and you're a Technophobe**

**By
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The PJpreneur's guide to how to Write an E-Book that will make you Money while you Sleep even if you Can't Write and you're a Technophobe.

If you dream of working from home in your pajamas, on a beach in Bali or better yet, to be off vacationing while money is just flowing into your inbox, you have probably checked out all those dreadful "work at home" opportunities that involve buying products and having to recruit your friends and family. I hope you haven't lost too much money to those schemes, because you REALLY can make a living sharing your knowledge of a hobby, interest or skill with others. Even if you are not a writer, you CAN learn to develop publish and market your own e-books. And you don't need to have any technical knowledge or fancy software. It's all about turning your interests into income.

You may be thinking you don't have any particular knowledge that anyone would pay you to teach them, but you do-we all do. We just don't always recognize it. While it's always easier and more fun to write or talk about something you have interest in or knowledge of, I am also going to show you how to find topics that will make you lots of money even if you aren't an expert in that area and show you how to outsource the research and or writing inexpensively. You'll also learn how to test your topic idea to make sure it will sell, before you begin writing. But most importantly, you'll learn how to market your information correctly so that it will sell well. My favorite part of all this is that once you get it up and selling, it makes money without you having to do anything with it.

I am going to assume you know absolutely nothing about ebooks or the internet. If you find some of the information too basic, just skip over it to the parts you need.

So, let's start off talking about how an ebook differs from a printed book. An ebook is a digital, downloadable text document, normally in PDF format so that all your customer needs to do is "click" and they get it immediately. Some people read it directly on their computer monitor, but most prefer to print it off and read on paper. An ebook is usually much shorter than printed books.

The average ebook is generally denser in content than a printed book, just the information and less of the fluff. I have heard people say they think of an ebook as the middle chapters of a book, where all the content lives. The tone is normally more conversational, less formal.

There are so many benefits to writing an ebook. You don't need an agent or publisher. While printed books often take a couple of years from proposal to market, an ebook can be written, published and making money in a matter of days. Marketing an ebook is also the single fastest way to learn about internet commerce.

You can work from anywhere and make money while you sleep, because once you have done the work, it becomes passive income. You don't need employees. Even if you choose to outsource any part of the process, you use independent contractors who just bill you for their services. No payroll tax or worker's comp. headaches. Unlike physical products, in many states you don't even have to charge sales tax on a digital product because you aren't shipping a physical, tangible item. Just think-no bulky packages to

wrap, address and ship, no inventory taking up space in your garage. No costly supplies to invest in. Ebooks don't require any special equipment other than your computer with internet access. (I prefer a laptop so that I can work on the sofa, in the garden, on an airplane or at the beach.) There is nothing to warehouse or pack and no printing or shipping costs.

You can test the market before you spend time researching or writing. Updating or new editions can be done instantly. Unlike a printed book, you can get feedback from your readers and tweak anything you would like to change immediately. Ebooks often sell for a higher price than paper books and you keep the majority of the sale price and the rights. If you are having difficulty figuring out what to charge for an ebook, look at the value that your information will give to the customer. You can generally charge more for "how-to" type resources than "softer" topics such as self-help or spiritual. It is more difficult to put a dollar value on topics that are abstract. If your ebook is teaching something that will help people make money, save money or save time, you should be able to charge more. I prefer to share my knowledge with more people and give incredible value.

Even if you are not necessarily interested in making a career out of writing and marketing ebooks, it is still a great way to test the market for a particular product or topic. If, for example you are not interested in sitting at home working in your PJs but have been thinking about traveling around the country in your RV, speaking on a particular topic, writing and marketing your ebook will help you determine if there is enough interest in your subject matter.

And speaking of speaking, being a published author lends you credibility and establishes you as the expert! You will have something to present when you are trying to book your speaking engagements, and you

can even either print off copies or burn CDs of the file to sell at the back of the room. (think: multiple streams of income.)

I know that many people who are “experts” believe that “sell” is a four letter word. I along with most “marketing experts” strongly disagree. When you put value on the gift of knowledge you have to share, you are no longer having to trade time for money. You can turn your expertise into passive income while helping lots of people. Everyone wins!

So, you are probably thinking, “OK, I know I want to write an ebook. I just don’t know where to begin.

How do you choose a topic?”

It’s recommended that you choose a narrow niche, not a broad topic. For example, if you wanted to write about child rearing, “how to have a happy preschooler” would be too general. You will be more successful if you target more specifically, for example, “How to get your preschooler to go to bed voluntarily without a fuss” or “How to help your child get toilet trained before she starts school.” Your ideal topic will solve a problem for your target audience. It should be information they can not get for free or if they can, you help them through the process.

Inspiration for your subject matter can come from your hobbies or those of your family or friends, something you discovered in your profession, or an easier or better way to do something. Sometimes you will find while reading through a magazine or watching the news, a dilemma becomes apparent that you weren’t aware existed. If it’s newsworthy, it is most likely a problem significant enough that people would pay you well to find a solution for. You don’t need to know anything on the topic but it

should be something you are at least interested in researching. Remember: it's not about expressing yourself; it's about solving a problem.

How do you know if a Topic Will Sell Well before you even Begin?

Decide what the “key words” are for your specific topic and do a Google search to see how many paid advertisements come up. (These are the ones on the right side of your Google search page that say “sponsors” often called “pay -per-click”). If there are more than 30 PAID ads on your specific topic, it will be too expensive for you to pay advertising costs and you will probably have too much competition . Next, check how many total websites come up when you Google your keywords. (This is the search results number that appears up top right that says, for example, 50 of 865,000.) Some people believe that if there are not at least one million, there is not enough demand. Another school of thought is that if you go for a narrower topic, you have a larger field to yourself. My experience has been that if there are at least a few hundred thousand search results, you will do very well and if your topic is very specialized and you are able to sell your book for a higher price, a smaller audience may be plenty. Another great resource is www.pixelfast.com/overture/. That sight has a tool for checking how many searches a month there are for particular keywords. If your keywords get 25,000 to 35,000 searches a month you will know you have hit on a hot topic.

To tell what types of ebooks are selling, go to www.Clickbank.com's marketplace and click on different categories. You'll be able to see how different ebooks are priced and what is already out there. Keep in mind that if there are several ebooks on your topic already, that doesn't mean there is too much competition. You may have a different angle or better marketing.

For example, while there are a zillion books out there on how to start a retail business, my clients kept telling me I should write on the subject. When I told them there are already tons of “how to open a samll business” sources out there, they all said, “yes, but they are written from an MBA viewpoint. I want someone to explain it to me the way you do-from a practical, hands on point of view. “ Remember, it’s all about the content and marketing, meeting a need and finding solutions to your targets problems.

Testing your Topic

Before you even begin researching or writing your ebook, it pays to spend a few dollars to test your topic. The easiest way to do this is to purchase a few days worth of Google adwords. (If you go to adwords.google.com online, it will tell you step by step how to do this. You will probably want to know this later when you put your ebook up for sale.) You will make up an ad for your topic, very simple, just use your key words: Example-”how to run a successful online beadshop ...”. You will need to purchase a domain name, which takes about 2 minutes and costs under 10 dollars. (this is your www.-----) I recommend that you purchase not only the correct spelling but also any misspelling people are likely to use when searching. For example, I also own www.pjpreneur.com even though I know it is misspelled and redirect it to the correct spelling.

I like namecheap.com, bluehost.com or godaddy.com but there are many sites to register your domain name. On any of these sights, you will see a space where you can search to find out instantly if a domain name you want is already taken. If it is available, put it in your cart and purchase immediately for under ten dollars for a year. (have several alternatives in mind because chances are your first choice may be taken). Do not, I

repeat, do NOT buy anything other than .com. When you get to this step, you will see that if .com is taken, you will be shown .net, .org, etc. but you only want .com. The exception to this would be if you live in the UK (.co.uk) or Canada, (.ca), you should also purchase your respective country code. That way, if someone does a specific Google search for your country, you come up high on the list.

You will also need a hosting account. This is where your website resides..

You can save a step by going directly to a hosting company like bluehost or hostgator.com and

Search for your domain name. Once you have registered your domain name, the next step is to get a hosting account which you can do right there. It walks you through the steps. (even I can do it-it's that simple.)

You will then create a very simple one page survey site. Basically, it will say,

“I am writing a book on _____ . In order for you to get the most out of this book, please let me know what specific information you would like to see covered on this topic.“

Give them an area to respond and a “send” button to e-mail you. You do not need to be a techie to do this. If you don't want to do it yourself, and I do not, the best way is to go to your local high school or community college and either put up a notice or ask the instructor to recommend a student who will build a very simple web page for you. They should do it for less than \$100. If you are an Apple user, there is a program on your Mac

called iWEb that has a very simple template. If you chose to ask several specific questions, you can set up free surveymonkey.com questionnaire and have a link on your web page to the survey. You then simply go back and check the answers.

Another easy way to test you topic without even putting up a web page is to go to a couple of the social networking sites like Facebook or Twitter and ask the same question. You can put a link to your survey site there.

The responses to the survey will tell you several things:

1. If there is great enough demand for your topic
2. What kinds of information your readers are looking for (and this will dictate your content and give you an outline for your book) so you know it will be a success before you invest time.
3. You will have a list of people interested in your book before you even write it. (yes, keep the list of respondents and let them know by e-mail that you will notify them when the book is complete.)

Developing your E book

If you are already an expert at something-and you don't have to be the best, just know more than the people you are writing to, you have the material already between your ears. But what if you don't know enough about the topic and aren't interested in doing the research? You can either interview experts on the topic, then transcribe and edit for your content (be sure to credit your sources) or even easier, you can hire a ghost writer to do the research and/or writing for you. There are many sources of very reasonably priced ghost writers. (elance.com, rentacoder.com) On these sights, you list a project and interested writers bid on it.) Many of the responses will be from people for whom English is not a first language. You

will want to ask for a few samples of their writing. I would make sure the writer doesn't have only one "voice" because you do want the tone of your ebook to sound like you. A good and safe way to save money if you are not going to research and write the ebook yourself is to hire an inexpensive freelancer to research, then Google "ghostwriters" to find an English speaking writer with better language skills to do the actual text.

I have personally never used a ghost writer or hired a researcher because I love to research and only write on topics I am interested in and have knowledge of, but there is nothing unethical about hiring someone to write for you if you don't enjoy writing. If you aren't excited about your topic and try to write on it, it will be dull and obvious to your readers. Once you have researched the topic, outsourced the research or decided to publish from your own "intellectual capital", you are ready to organize the writing. Whether you will be writing the ebook yourself or outsourcing to a ghost writer, you will need to outline your content. The easiest way to do this is make a bullet-style tip sheet listing all the aspects you want to cover (and you have confirmed this from your survey of interested readers). The key points become your chapters and the table of contents which is your roadmap or outline to guide you through the writing process. Then either you fill in the content or hand it over to your ghost writer and have her do it.

I want to emphasize again -it is the information, not literary perfection that your readers are looking for. Don't let doubt about your writing being "good enough" hold you back or slow you down.

It's important to come up with a title that is rich in keywords so that the search engines will find it. It's also makes your ebook more interesting to include stories or case studies.

What if you Don't Enjoy Writing or Don't Know Where to Begin?

Sometimes people have so much great information in their head but don't know how to get it down on paper. This is where modern technology comes in so handy. You can go to audioacrobat.com (freeconferencecall.com, basementventures.com or several others, I like [audioacrobat](http://audioacrobat.com)) register and follow their simple instructions. Then you just pick up the phone and speak everything you know on the topic. Your call is recorded and up online within a few minutes. You then transcribe the audio, or hire someone to transcribe it, organize and edit. (e.lance.com for an inexpensive transcriptionist). Another very simple way is to subscribe to copytalk.com. You'll have a phone number that you call and speak into. A transcription arrives in your inbox within hours. Again, all you have to do is edit and organize. There are also very inexpensive programs that you can download that will allow you to just talk into your computer and it transcribes what you say. I know some people who have been happy with a program called dragonspeak. I haven't used these. Since these are based on voice recognition, you will have to do some editing. On Macs, there is a program called Garage Band which you can use to record and then upload. I'm sure there is a similar program from Microsoft, but again, I've not tried these.

The easiest way to write and format your ebook using Microsoft Word is to use an audio dictation program like copytalk.com. You can simply import the e-mailed transcript into Word, and using Styles System, edit and format it. You can even set up templates ahead of time for headlines, paragraphs and table of contents to automate a lot of this process for you.

You can either hire a graphic designer to do a professional looking digital “book cover” or there are several online companies that will do this very inexpensively. I understand that killercovers.com does a good job for about one hundred dollars but I haven’t used them. You also might want to check with the graphic design department at your local college. Often students are willing to do the work in exchange for a good reference or testimonial. They may even get class credit and or need to build up their portfolio. Many people do their own “virtual” covers in Photoshop, but it’s an expensive product and unless you are going to do a lot of graphics, or love doing that sort of thing, it doesn’t make sense to spend the money to purchase or time to learn. It’s something you can outsource for a small cost.

Now that your E-book is Written, How Do you Sell it?

You will need to put up a “sales page” which is basically a one page website. What you need is very simple. If you have some technical skills, you can do this yourself by writing the copy in MS Word or in Pages, save it as a webpage, edit in Dreamweaver and upload the page to your website using ftp. I DON’T DO ANY OF THIS MYSELF because it is VERY inexpensive to outsource and remember, I am not a techie. (though it’s quite simple to do in iweb.) Again, you will probably be able to find a student to do it for next to nothing and it is well worth the TIME you will SAVE. Tell your tech person you want the following:
Customer clicks on a link that takes them to a page that will process their credit card.

They are then taken to a link to download the file and either print it out or read it online.

You will take the same domain name and hosting account that you previously used for your survey site. Remember, your survey site was only actually up for a few days.

There is a specific formula you should follow for your sales page. Pose a problem which is a concern, fear, or frustration for your target market. then “shake it up”. Talk about how the problem will likely worsen if they don’t do something about it. Next let them know that you have a solution to their pain, and the solution is, of course, in your ebook. Then, give proof or testimonials of people who have read your ebook and how it solved their problem.

Your call to action or “buy now” should be accompanied by a special offer. If it is a higher priced ebook, include some bonuses, such as some complimentary material. A resource list is a great bonus, as is an audio if you have a downloadable interview with an expert. (again, easy to do using audioacrobat, etc.)

Remember to use your key words frequently on your sales page. Your chapters in the e-book can be used as subheads in your copy. If the thought of writing a sales page feels daunting to you, you can outsource but copywriting is one of the most expensive skills to outsource. There are several home study courses on copywriting as well as books at the library on copywriting. The main thing to remember is just keep it conversational; just write like you are talking to a friend.

Your sales page can include a “contact me” link or you can just include frequently asked questions.

How Do You Get Paid

The simplest way to collect money online is to register for a Paypal account. (When the time comes that you are selling lots of different information products, it may make sense to set up an account with a merchant processor, but not for just a few titles.

If you list with Clickbank.com, they will collect money for you as well as list your ebook. Some people do both Paypal and Clickbank. Either will directly deposit the funds into your bank account. Then it is time to sit back and count your money.

Or better yet, now that you know how easy it is, get busy writing your next ebook.

Remember: Passive Income means doing the work now to set up systems which will allow you to earn residual income without having to continually work on the project.

If you find you would like or need more guidance or handholding coming up with a topic, marketing your e-book or using other online methods to share your knowledge, I do have limited availability for one-on-one telephone coaching on an hourly basis. Just send an e-mail to pjpreneur@gmail.com with your request.

If you find yourself sitting on a beach with nothing to do but count your money, drop me a line and I'll show you lots of other tools for making money in your PJs, (or your bathing suit.)

And, if you're looking for more "passionately active" income, let's talk about your interests and I'll help you come up with ideas and action plans to turn that passion into profit. For more inspiration, visit www.inspiredlivelihood.com or email me at themuse@inspiredlivelihood.com with request for personal consultation.