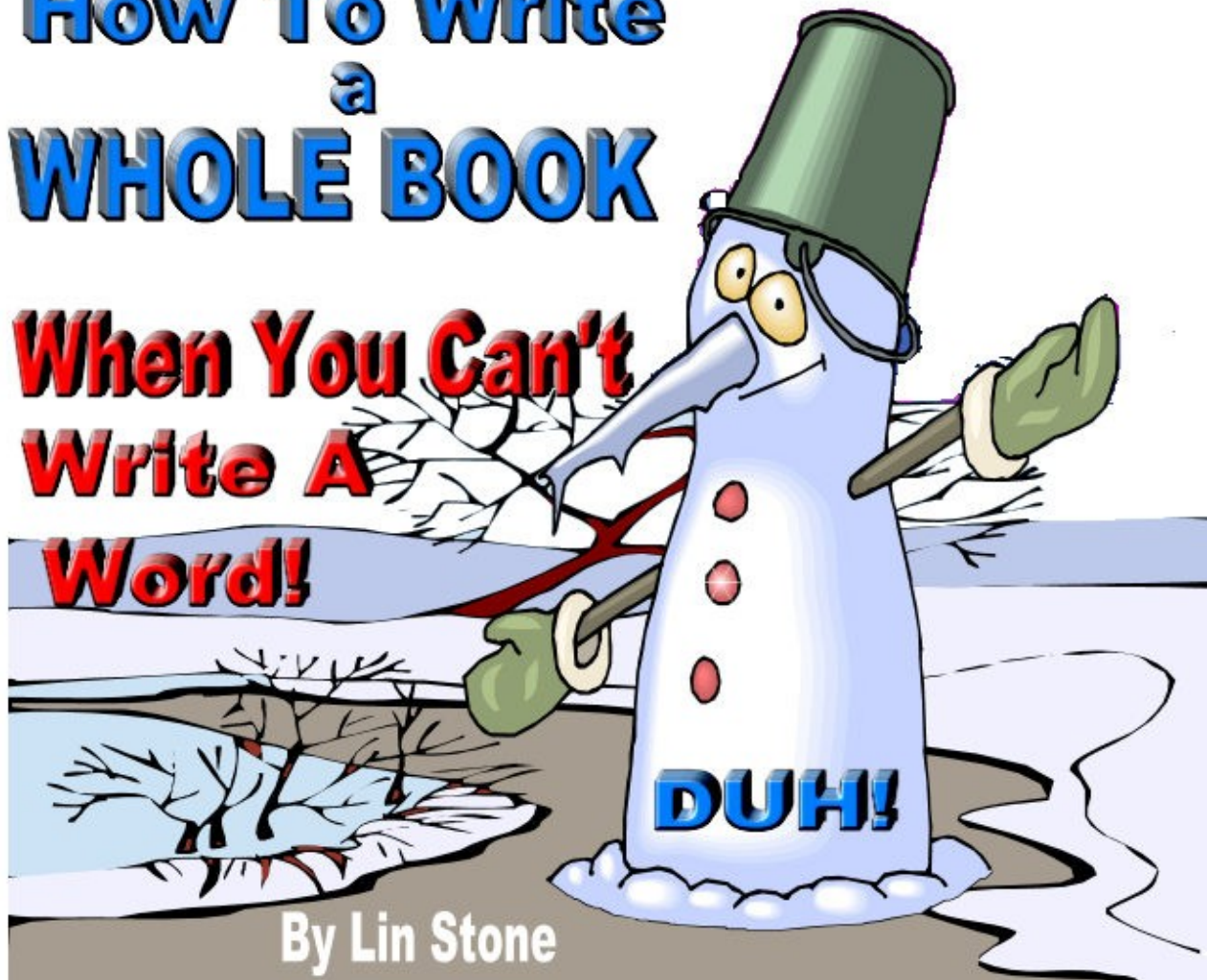


How To Write a WHOLE BOOK

When You Can't
Write A
Word!



By Lin Stone

Published By

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FREE BOOKS
That Are
PRICELESS

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INTRODUCTION

You probably don't believe that for a second, right? And yet, I'm going to show you **THREE ways** to do it, not just one. And here's the best part, all three ways are legal! Let's start out with the way Isaac Asimov did it – you can be the EDITOR, and publish the book under your name. Now, that isn't the ONLY way that Issac produced his constant stream of books. But the fact remains, he did use this method and it did work.

Editor,, that means you collect the writings of two or more writers and assemble them into a new work. Anthologies are a good example of this, like **THE BEST TOLD TALES OF TASD -- by Whomver U. Are**. Science Fiction anthologies and short stories anthologies are the best known models but you can also do something like BEST CARTOONS OF 2007, or whatever.

If you are assembling current work into an anthology you MUST contact the authors and writers and ask their permission to include their work. However, if the work you are assembling is in the PUBLIC DOMAIN you don't even have to contact the author, writer or artist.

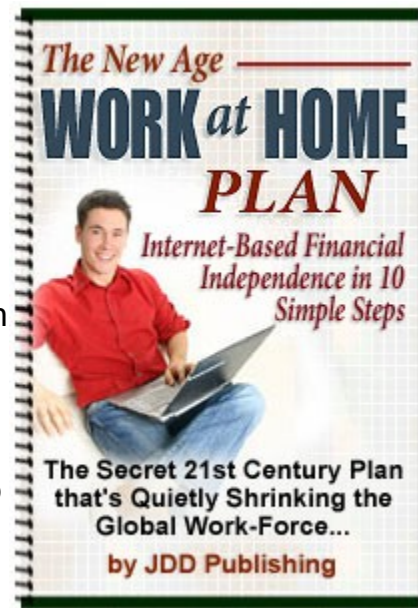
All you need is a good title that will UNIFY the work so that the reader will know what to expect when opening up Your Book. #2,, You can also use current, FREE articles to assemble a book under your name. We are talking thousands and thousands of articles with the authors BEGGING YOU to use them. Where do you find them? That part is easy too. Just [Click HERE](#), and take your pick. The producer even tells you which sources are the best.

All you have to do is pick out a topic, then pick out the best articles to fit inside your book. Will there be any readers? Actually, yes. LOTS of them. Unfortunately, there is a sticking point. THESE AUTHORS don't want you to SELL your book, they want you to give it away. Why do they care? Because they are smart enough to know a free book gets more distribution! Distribution is exactly what they are after.

So, how do YOU make money handing out a FREE BOOK?

Actually, that is pretty easy to do.

All you need to do is insert ADVERTISING inside the book in appropriate places. What is appropriate? NICE. UNCROWDED, CUTE maybe? Let's say your book is centered on the topic of working at home and you want to use an ad for The New Age Work at Home Plan. You can put the ad (that kind of looks like a book cover) on the right hand side – or the left – and when readers click on the book cover they are taken to the sales page for that book.



Another way I insert the advertising so it looks nice is sandwich it between two pieces, or in natural breaks. Not only does this make your advertising visible, it also breaks up the pattern of the page and makes it easier to read as it gives the new owner a chance to stop for a breath or two before traveling on.



*

Another way to make money giving away FREE BOOKS, is by asking people to sign up for your mailing list and THEN sending them your latest offers in special little newsletters that would interest them no end.

Now, the first two ways of writing a book without writing a word are easy to explain because you've already seen samples. #3 is going to require some judicious examples and source material – all of which are assembled right here, for your convenience.

You can actually write an ebook without actually doing the writing. Because of an interesting legal twist, you can hire a writer, and then when the writer is finished, you own the complete copyright to the work. If it sounds too good to be true, it almost is!

But there's something else that's almost too good to be true: having an ebook written doesn't cost near what it costs to have a hard cover book written. It's actually pretty affordable for someone who plans to recoup their money with ebook sales.

One more almost-too-good-to-be-true fact: ebooks often sell for the same price that a traditional, hold-it-in-your-hand, book would sell for!

No writing, no problem!

Let me tell you a little about my story. As the Internet began taking over the world, dollar signs flashed almost constantly in the back of my mind. I did some research to see who was making money from this evolution. I ran across import companies, search engines, web-site-development/hosting companies, and auction sites. That was a year ago. Now, more than ever, the Internet is starting to define business. People are actually paying for and downloading songs for their listening pleasure. People are researching, planning, and booking entire vacations online. People who love information are inhaling the Internet. Information is everywhere.

Of course that presents a bit of a dilemma. Information overload. Part of the problem with researching the Internet is the information you glean during your surfing is highly if not completely unorganized.

You do a Google search. You notice there are thousands of pages relevant to your search terms. So, you narrow your search by adding a word or two. Now you're down to several hundred pages. And you start clicking on them, one after the other.

On to the next problem of uppity-popping popups. Darn those things. By the time you close all the windows, you may have very well forgotten why you sat down at the computer in the first place.

Even on sites without pop ups, you really don't know what exactly you're going to get or whether the source is reliable or not. So, the Internet is like a feast with some of the options being spoiled. Yuck! But the buffet is intriguing, so most of us tend to return to try our luck again and again.

Anyway, all this got me to thinking, what about ebooks? Yeah, sure, you can read [Charles Dickens](#) on a computer, but I'm talking about [ebooks that teach](#), in a nonfiction sort of way. I thought that if I could put a few good ebooks on the web, then maybe people who wanted to learn about that topic could read the entire book from a reputable source online. So I tried it. And guess what? No, you're wrong.. I didn't have an immediate avalanche of sales. At first I didn't have much success at all. But I dusted myself off, studied, tried again, tried again, and tried again. Eventually, through trial and error mostly, I stumbled on a formula that worked for me and it will work for you too!

This book was born well after all of that, but I think it's high time I share my experience with other writers. There's plenty of room on the Internet for everyone, that's my theory. Grab my hand and climb aboard!

Chapter 1

--How to select a great topic--

It couldn't be easier to select a topic for an ebook. Billions of people are hungry for information, and millions of people are looking to the Internet to feed their hunger. After you've read this chapter, you will feel confident enough to choose your own topic, or you can literally pull your ebook topic directly from this ebook and use it! How's that for a deal?

Your First Step: Observe what's going on around you

If you're smart enough to read this book, you're smart enough to look around you and determine what interests you and those around you. Think of what problems you've recently solved, and what kinds of problems others have wanted to see solved. Have you just put together a set of shelves using paint by number instructions where English is the second or third language of the writer? Have you finally got the old check book to balance? Have you recently got all your grown children to attending Church again?

Any problem that you know or can find the solution to could easily be the subject of your next book.

Why? Because people LOVE to read how other have solved a problem that they currently have.

So, **brainstorm** a list of problems in your life and in the lives of those around you. Your friend Bob lost his job? Your sister's child had chicken pox? How did they cope or find solutions? While you're at it, start another list of unsolved problems evident in your corner of the world. Write down all those problems you wish you had solved. Aha!

These are subjects that people will really be interested in!

- How to lose the last ten pounds.
- The truth about UFOs.
- The straightest path to becoming a millionaire.
- Your step-granddaughter is pregnant at age 14?
- Your grocery bill is double what it used to be?
- Your roof leaks? Oh Boy, have I ever had problems THERE.

These are problems waiting for ebook solutions! These unsolved problems would also be great ebook topics. Remember, at this point you don't have to know the solution, just the topic. Why? Because you are going to get **someone else** to do all that dirty old research and write the book for you. With the strategies outlined in this book you will not actually be writing one word of the final product, unless you want to of course.

Spend a few minutes Googling

The Internet is a great way to find out what people are looking for at any given moment. You can search for almost anything. [Google™](#) is a popular search engine you can use, or you can try any of the others like [Search Big Daddy](#), [Yahoo!®](#) or [Mamma.com](#).

After opening your search engine up, type in phrases like "top concerns of Americans," "best-selling nonfiction topics," or "popular how-to manuals." Common worries of 2007.

And while you're on the Internet...

Find out the most popular nonfiction books from the New York Times bestseller list, [Powell's Books](#), and Google search for ebooks. Your findings will tell you exactly what book subjects people are buying right now.

Try this. Go to www.amazon.com. From the tabbed menu running along the top of the Amazon home page, click "Top Sellers."

I did this one day in September and found a Harry Potter book, several other fiction books, and titles such as Natural cures "they" won't tell you about, How what you wear can change your life, How to profit from the demise of the dollar, and The official SAT study guide. I've paraphrased to some degree, but you get the idea.

Here's what I learned just from spending a few minutes on Amazon that day. People are reading good fiction from already-best selling authors (Da Vinci Code, the Harry Potter series, and others). Secondly, Amazon buyers, **buying over the Internet**, are interested in nonfiction topics such as improving their lives and making more money.

That is really good news! At least for these nonfiction book topics, just about **any author will do**. It doesn't matter if they are virtual unknowns or even people who went to prison for lying to the American public. YOUR name on the cover will look just as good – **if not better** – than anyone else's.

And that quick visit to Amazon only confirmed that **the straightest route to ebook profits is in the nonfiction ebook market**. I can see a number of reasons for this. Fiction readers tend to like to tuck their toes in under them and curl up in a chair with an actual book. Some of them attend book clubs where the physical books are brought out around someone's kitchen table -- spread with light wine and crisp cheese of course.

Fiction readers tend to purchase from authors they are **already familiar with**. That indicates that writing salable fiction tends to be more difficult for the author -- and it is harder to market as well. Also, [many of the classics in fiction](#) are STILL competing with the authors of this day, both as leather bound masterpieces as well as ebooks you can get for free on the web.

By looking hard, readers interested in fiction can just download those titles that appeal to their taste and in many cases not even leave their name and address as a token payment. So the smart author will stick with nonfiction unless you're feeling particularly bold and experimental.

Here is some more good news, and if you didn't already know this then you are going to be smiling big. Drum roll please... **ideas are not copyrighted**, therefore any idea you see, hear, or read anywhere anytime, is yours to use for an ebook! You can stir up books around the same ideas that are covered in the Amazon best seller list, and then right turnaround and create an ebook on the exact same subject!

Now, copyright law does protect the way ideas are expressed, so you want to make sure your hired author does not plagiarize or copy any text (or pictures) from some other book. And you cannot use the title **word for word** either. With a little brainstorming you can probably come up with a better title anyway, right?

Let me make sure you understand this principle completely. There's **absolutely nothing stopping you** from creating another book or ebook that covers the same subject – as long as you use a different voice. It's all as completely legal and guilt-free as nonfat Haagen Dazs. This is why looking at any of the dozens of bestseller lists is a great way to pick up brand new topic ideas.

Another place to get even fresher ideas for your books is to stop off at the library and rip through the covers of the magazines on the shelf. Those title blurbs are **SHOUTING at you** with ideas for books that will **SELL**.

Digging a little deeper

There are huge groups of people who are willing to buy nonfiction ebooks: We call them **hobbyists**. At any given time, these people are looking for ways to spend their money on their hobbies and they are always looking for newer interests too. Their passion can be your financial gain.

Anything avid hobbyists want will always make great ebook subject material. Note that I did not say what hobbyists need. You may have certain opinions on what exactly certain people should need or should read. But those are not necessarily good topics for immediate ebook profit. Those topics may be areas for you to dabble in at your leisure. However, if you want to quickly make money at this, find out what niche groups **want**, and hit those groups with your ebook.

You can find hobbyists and niche groups by [searching the web](#) for "popular hobbies," "enthusiasts," or "what America is buying." Or, you can search specifically for forums and discussion groups for hobbyists. In the forums, people talk with each other to share ideas with one another. Often, they will exchange testimonials for equipment, upcoming events, and books.

One popular site where hobbyists go to talk to one another online is Yahoo!. Check it out. Go to www.yahoo.com. Click "groups."

On the groups page you'll see a list of categories such as Business & finance, and Religion. For demonstration purposes, click on "Games."

On the games screen, game subcategories are listed followed by numbers. These numbers indicate how many discussion forums are available for that subcategory. Just these numbers alone reveal a lot. Notice how "role playing games," and "video & computer games" have factors of ten or in some cases factors of 100 more forums than other subcategories.

"Wargaming" and "paintball" don't even come close, although those categories are much more discussion-laden than "horseshoe pitching."

For fun, one day I continued selecting subcategories until I arrived at a list of over a thousand (yes a thousand) discussion groups on Yahoo having to do with vampire role playing. Here's how I got there: Games>>Role Playing Games>>Live Action>> World of Darkness>>Vampire: The Masquerade.

Some of the forums are open to new members, and you can join to read what everyone's discussing. Once you are in the forum, you can review discussion threads from today, yesterday, or a year ago. Don't go back too far if you want to find out what the hottest possible ebook topics of today and tomorrow are. You can participate in discussions if you like. Please take a HARD HINT and do not drop into a discussion group just to market an ebook; hobbyists consider this spam and will drop you from the group.

When you read and/or participate, you'll be able to find out what this group is buying for themselves and recommending to others to buy. All you have to do is skim through the postings to find out what questions they are asking each other about products or traveling or information. What they are interested in buying is a key piece of information because passionate consumers **love to research** before they buy. Every subject that comes to light here is an immediate ebook market. Create a book on how to select the best this or best that on the market, related to the current **wants** of the enthusiasts.

Enthusiasts come in all shapes and sizes. Think brides-to-be, golfers, whitewater rafters, people who collect vintage baseball cards, wine connoisseurs, gardeners, frequent vacationers, video gamers, and parents who put their children into private tutoring, ballet, and violin lessons before age 3.

There are some hobbies that seem to continually attract enthusiasts, like playing golf, watching football, restoring old cars, and listening to music. These are classics.

Then there are some hobbies that just seem to come and go in waves, such as Red Hat Societies participation, snow boarding, or line dancing. Pick either a classic hobby or a fluctuating hobby in its peak season for your best odds.

A big market on the Internet is the 20-30 set. Here's what they are doing right now, according to one survey. They're snowboarding, wakeboarding, traveling, camping, listening to music, taking photographs. They're drinking gourmet coffee, rock climbing, playing guitar, camping, dancing, **looking for online love**, shopping for computers and other electronics, attending sports events, **studying the Bible**, exercising, trying to find jobs, and watching movies. Any one of these subjects would make a great ebook with a buying market already identified and standing by.

How-to's and hot topics

There is almost no limit whatsoever on the marketability of how-to books. Everyone wants an instruction manual, advice, and encouragement that can help them do anything they read a how-to book for. **Anything you know how to do, anything you've ever wanted to learn, or anything that's teachable at all, can become a how-to ebook.**

How-to books for hobbyists are a good way to go. A hobby how-to ebook could be anything from how to build a home using hay bales to how to play Texas Hold 'Em poker to how to understand the mind of Shakespeare.

One book publisher knows how hungry we are for how-to information, and has created a whole series of "Dummies" books around the market. Further, there are other similar book series', and all of them are doing quite well! "The Everything" series, "Idiot's Guide" series and others are all cashing in on the how-to phenomenon.

You could even cash in by creating new ebooks on any --or all -- of the subjects covered in any of those series. Go to www.dummies.com, and check out their list of titles. Pick one you like, and move in for the kill, full speed ahead!

Remember that even though the books have "Dummies" in the title, that the books are as popular as they are because the **readers are not** treated like dummies at all. The authors cater to a person who wants to find out **the easiest way** to do something without too much tangential discussion. When you have your ebook written and when you choose a title, make sure you are appealing to a reader's smarts!

Ebooks, because of their brevity and because they are marketed primarily on the Internet can target smaller audiences. You don't have to write a universal book like How to use a computer (which may not be interesting enough to sell anyway in this decade).

Ebooks can cover more specific territory. Knowing this, you can

1. create your ebook in a specific way for a specific niche readership, and
- 2) create additional ebooks for different facets of the same subject, and sell each one separately!

Say you've decided to write an ebook on fishing. (FYI, this is one of those hobbies where enthusiasts are willing to spend good money!). You could create "How to Catch Freshwater Trout," "How to Tie Your Own Flies," or "How to Plan a Successful Deep Sea Fishing Trip."

Almost anything related to the hobby of fishing can become a separate ebook – solely depending on how much detail you can find to include inside the book. Clearly, "How to put on waders," is just a little bit too simple because you would have to strain to fill up 60 to 100 pages on such a topic.

Learn From Real Life

[Life itself requires instructions](#) – which is why talewins has over eighteen thousand resource pages for writers now -- as we know from "Life's Little Instruction Book" by Dr. Gary Crow. So, the problems of life also qualifies as a good how-to book topic. There are numerous subtopics, and you'll never run out of ideas. Here are a few examples:

- "How To Throw A Better Party"
- "How to ensure your child gets an A+ in math"
- "How to have a successful garage sale"
- "How to organize your home office"

And while we're on the subject of how-to books, I'd like to make one quick point. The titles of these ebooks **do not need to be incredibly clever**. Be sure the words "How to" are the first part of the title, and the rest should tell exactly what the ebook is about.

For example, which of these three titles would be best?

1. "[How to Make A Thousand Dollars This Weekend](#)"
2. "One weekend away from a cleaner house"
3. "How to sell your old shoes for a profit this weekend"

Although numbers 2 and 3 are clever, a little punchy, and correspond with the ebook content, I would still recommend using title number 1 – but only if you already have traffic coming to your site. If you will be relying on search engines to bring traffic to your sales page then you absolutely **MUST** have a title that people will be **searching for**. For example: an Internet Surfer would probably **NEVER** find title #3, but might well go searching for **"How to have a successful garage sale"**.

That title would sum it up pretty well and would catch the eye of any Internet surfer who is interested in putting together a garage sale and needs a how-to manual. Any phase of life, way of coping with life, or large or small thing about life can be the subject of a how-to book.

Looking young

Perhaps sixteen year old girls don't want to look younger, but from that point on, and for most of the population in Western society, looking young is a common desire. Everybody wants to find the fountain of youth, whether it be in a pill bottle, a special diet, surgery, or an ebook.

An ebook about staying or appearing young in the face of growing old will have a solid future. Here are some title ideas, and I'm sure you can use any titles like this as a springboard to come up with a truckload more.

- "Drop ten years and ten pounds in ten days"
- "How to look 28 forever"
- "100 ways to look younger"
- "Grocery store products that will help you look younger"
- "Look 30 again without surgery"
- "How to live to be 100"

These topics are red hot! Botox, surgery, chemical peels, lasers, [diets](#), [acupuncture](#), electronic pulses, [mega vitamins](#), [prescription teas](#), thigh cream, and teeth whiteners are being purchased by baby boomers, the elderly, and even women as young as 20 ! No one wants to look a day older than they have to.

**You can SAVE up to 90% off Retail
ANYWHERE IN THE UNITED STATES**



Health

Health is a concern to anyone who is growing old or ill or faced illness with a loved one or wants more energy or, basically, everybody. Health ebooks are a good investment for you to make. And doctors don't have to be the authors. Anyone with any credentials, or no credentials at all, can write books on health. **Just be sure you don't claim to be a doctor or a medical professional of any kind if you're not one.**

Here are some health topics you can hit at this moment in time and be almost guaranteed immediate interest, readership, and sales!

Disease Cure, and prevention. The CURE comes first as most people never go looking for ways to prevent a disease. But when they learn they already have it, they do go looking in a hurry. As our baby boomer population ages, most will be afflicted with [heart disease](#), [cancer](#), [diabetes](#), dementia, or some other malady. Give these people some hope. Create an ebook on how to cope, how to find the best practitioners, how to avoid disease triggers, or cures that most American doctors are unaware of.

Natural remedies. People of today are much more curious about alternatives to standard medicine, and are anxious to try herbal, natural, or holistic treatments. There is a real future for you if you can create a book on any disease that covers alternative cures.

For example, "How to Treat Lymphoma, **Naturally.**" Or, you could just address natural supplements in general, "The best natural remedies for common ailments," or "Holistic health."

Diet. What we eat is always a hot topic. There are literally dozens if not hundreds of diet fads currently out there. Pick any one of them for an ebook. Then there's obesity, general health, and also diet supplements like

vitamins. Think about titles like: "How to equip your kitchen for macrobiotic dieting." Or, "Eat your heart out to cure cancer."

Travel

Never has so much travel been available to so many. People today want to get in touch with the people they love. They want to experience different parts of the world. See exotic things. Be entertained. Also, because, especially in America, adults sometimes work well more than 40 hours a week, people need really good vacations. They're doing their research to make sure that they will really enjoy their precious few weeks off each year.

Here are some topics for you: how to trade frequent flyer miles, how to keep airport security off your back, how to [travel on a dime](#) and get change, and how to keep your children happy on long car trips.

Beyond the simple how-to's, there is also plenty of room for books like, the best [amusement parks](#) for your money, the top 100 campgrounds, fourteen things you must see and do in Utah before you die, and the BEST free things to do when visiting Washington, D.C.

Get the idea? The good thing about creating travel ebooks is that you may already know a lot about a place that other people may be interested in visiting. **That** makes it easy! Then there is Google Earth to help you with features of the terrain, intersections, elevation, etc.

Money, The Perennial Subject

Money makes the world go around, and so it would make sense that ebooks would abound on the topic of money. They do, but the good news is that market is nowhere near saturated. There's always room for more.

From getting rich

to just saving money day-to-day,
people are always interested in how-to books related to money.
Check out the ideas below:

- "How to feed your family on less than \$40 a week"
- "How to get [free stuff](#)"
- "How to pay almost no taxes"
- "How to buy a [retirement home for no money down](#)"
- "[How to be richer than your parents](#)"
- "How to buy cars at auction"
- <http://www.talewins.com/fdic.htm>
- How To Save For College
- [How to Win a Scholarship](#)
- How to Take a [Vacation Without Leaving Home](#)
- How to [Save Big Money on Your health Insurance](#)
- "How to start a [financial management business](#)"

Life enrichment

In these days, although fewer and fewer people are attending any church, more and more are flocking to purchase self-help books based on [religious principles](#). Self-help books are leaping off shelves at brick and mortar bookstores. People want to feel that if they read a self-help book, they have all the power to change their lives. Whether or not this is true is moot; people WANT to believe it and they are willing to spend money to do it.

Changing your life,
soul searching,
and helping thyself,
are all great ebook topics.

As much as ever before, people want to know how to find peace with their pasts, how to be creative or spiritual in a consuming society, and how to find true love. There is no end to the number of how-to books you could create in the category of [self-help](#), or life enrichment. Here are a few more ideas here:

- How to marry for life
- How to unbreak your heart
- How to stay sane in a crazy world
- How to meditate

A few more topics

Bound to EXPLODE!

These are fiery hot topics that are sure to be on the rise. You can pull any one of these to use for your first ebook. Then come back and pull another topic for your next ebook.

Using the latest electronics. We are a society obsessed with having the latest and greatest technology. You could do an ebook on iPods, email/camera cell phones, wireless Internet, digital TV, or any combination of these items. [Preliminary research](#) is easy.

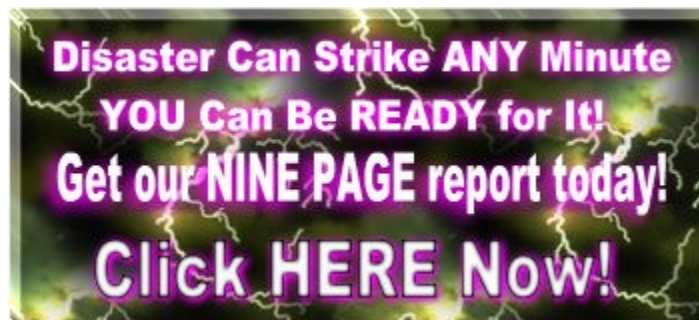
Home improvement. There's so much of a craze in this area that do-it-yourself (DIY) stores are on every corner of major cities. If you haven't been to a Home Depot or Lowe's lately, then you are one of the few. Sure, apartment dwellers and young students aren't in this market, but people with homes and money to afford them ARE in this market. In fact, some cable TV services offer entire channels dedicated to [home improvement](#).

Especially of current interest are in-home automation systems. DIY home improvers are eager to learn about and buy things that will make their home lives more relaxing, high-tech, or fun.

Create a book that teaches them how to make their lights come on for them before they get home from their jobs, or how to press a button to adjust window blinds, music, or temperature. Or you might even write a book describing how Bill Gates' house works -- Or how to add automation to an existing home, or how to build-in automation when a house is constructed.

Identity theft prevention is another subject you can explore. Especially because ebooks are marketed on the Internet, this is a great topic. This is because people who purchase over the Internet are concerned that their credit card numbers will not be seen by others or misused in any way. Even away from the computer though, consumers are on-edge about identity theft. Today, people are **shredding their receipts**, removing their personal information from the face of their checks, and cautiously covering themselves when they type in passwords at public terminals or ATMs. Microchips are being installed on ID cards. People are worried.

Tap into this worry with an ebook!



Safety. Along the same lines as worrying about identity theft, people are worried about their safety from other things like crime, chemical warfare attack, and natural disasters. Watch the evening news tonight, and you will be able to list at least twenty things that people are afraid of. When you talk about safety, you are speaking their language.

Titles along the lines of be prepared for any natural disaster would go over well, as would those like never be a crime victim again, how to [defend yourself](#) in a parking lot, or prevent sudden infant death syndrome (SIDS).

How-to [manuals for any new product](#) recently on the market.

This harks back to the Dummies series but takes it one step further. Target your ebook to people who want to buy the most current commercially available item. How to use the new model John Deere tractor. You will be sure that no one else has a book like yours, and you can say so in your sales pitch. Now, the slant you want to emphasize on this is that YOU don't have to add all the precautions that the manufacturers MUST add to protect themselves from a law suit. Most manuals from manufacturers have a FULL THIRD of their books padded with nonsense nobody will ever use. THEY can't leave it out; YOU don't have to put it in. Give your readers a straight shot at getting their project up and running and they will love you.

How to [survive any phase of life](#). People face numerous demons and battles as they live their lives. For many, when they're in need, they'll be reaching out for help. Support groups, private therapy, being with friends, starting over - these are all solid topics for an ebook. You could also reach out specifically to certain people needing emotional assistance. How to get through the terrible two's. How to cope with a cancer diagnosis. Living with your own shortcomings. How to live with someone who is dying. Surviving high school. Any of these will do.

Anything to do with pets. People are pampering their pets more than ever before. **Some pets are treated better than some people.** It's the people who spend small fortunes on their pets that will also be willing to pay good money for an ebook that gives them ideas on how to treat their animals even more royally than they already do.

Write books on how to pamper your parakeet or myna bird, how to make homemade meals for picky dogs, where the pet spas are, how to train your kids to be cat-friendly, million dollar homes for mutts, which animals make the best pets, or pet psychology.



Traveling mixed with the subjects above. Not only are people traveling like crazy, but they want to customize their itineraries and their methods of travel with their hobbies and lifestyles. Try a few of these on for size: where to dine around the globe and still stay on a low-carb diet plan. Hotels with the best exercise facilities. How to travel exquisitely with large dogs. Crime-proof your campsite. Be creative. There's a market here.

Using the Internet to meet people. As I said, the craze is upon us. Everyone's online, and sometimes folks spend more time chatting with Internet buddies than they do talking face to face with actual friends. My wife and I met on the Internet and we've been married nine wonderful years now. Anyway, along with the advent of the World Wide Web, came people who need a little help figuring out how to get where they want to get. They want to find [like-minded people](#), find a date, find love, find support.

There's a huge ebook market for hooking people up with people online. Here are just a few things that could be covered: *speed dating online*, virtual music jams, taking online classes, hooking up with people who share your hobby, and finding online support groups. Any of these and more are of interest to people who wish to get maximum benefit from their ability, thanks to the Internet, to network with people in the farthest reaches of the world.

In fact one of the appeals with online communing is that distance does not matter. Over half the people coming to [my favorite books page](#) are coming from foreign countries. Help these people in foreign lands find each other with an ebook.

Topics of <http://www.spinasilverdollar.com/women/>. The facts don't lie. Women dominate the Internet, and they spend or influence spending of 80 cents for every dollar changing hands. **What women want has never been so important to business owners -- and authors.**

Certain topics appeal particularly to the female set. These include beauty, health, decorating, emotional support, and life enrichment. Women do a few things, generally, that men don't. They play bunko, wear make-up, and talk for hours to their girlfriends on the phone. They send more [greeting cards](#), prepare more casseroles, and vacuum more often than men. They eat more salads and go shopping more often for clothes. They get more pedicures and love to dance more than the average man.

There are two things to keep in mind with regards to women and ebooks. If you want to attract a female market, you need to write about a topic that women like to read about, and you want to make the title friendly towards women.

Here's a female-oriented subject and title: Where to shop for [Native American Jewellery](#) Bargains in Taos. And here's a male-oriented subject: How to Find the Best Leather Shops in Taos.

A book with a family subject might be : Taos, the UNIQUE Travel Experience Your Whole Family Will Love! For teens and tweens the subject might be: **All the Wonderful Things YOU can do in Taos While Your Parents are Shopping.**

Here's another female-friendly title (same as above): Where to find great shopping bargains in Taos. And here's another male-friendly title on the same subject: Keep your money in your pocket in Taos.

See the difference? **Know your market**, and if you need to choose between one or the other, you're safe going with the women's title because there is a BIGGER market just waiting for you when you write with women in mind.

Sex. Kinky people are looking on the Internet for sex materials, toys, and books. They have this silly idea the Internet is private **and safe** -- that individuals can take their sweet time, and they can surf with or without a lover sharing their chair.

None of this is true. Spyware can be tracking you relentlessly from one sex site to another and most of the private information snatched up on the Internet ends up in Brazil, with lesser amounts going for processing to Nigeria, India and assorted other places. Your book, **SAFE SEX ON THE INTERNET** could be a runaway bestseller.

Chapter 2

Okay, we know what to write about, Now --

--Where to find great writers--

When you hire for a writer for your ebook, you will need to enlist the services of a **ghostwriter**. A ghostwriter is a writer who churns out writing that ends up published under someone else's name – like yours -- with the consent of both parties. You pay the writer for the work and publish it or market it just exactly like it was your own work.

Traditionally, the best ghostwriters have been and are still today hired by celebrities and politicians to write autobiographies when the celebrities are not talented writers. Ghostwriters are often hired by major publishers to produce major and minor manuscripts that can be published as works for one of their well-known authors. This practice is done for business reasons, because the author's name alone will sell the books, no matter who actually wrote them.

Ghostwriters may also write for book series' that don't actually have a real-person author. An example of a series written this way is the Hardy Boys series you may remember from your youth. The Hardy Boys cover author, Franklin W. Dixon, never did actually exist. Many romance novel series' have also been created in this way, where the author name on the cover represents any number or variety of commissioned writers.

With the advent of the Internet and ebooks, today, ghostwriters also write ebooks. When you outsource your ebook to a ghostwriter, you are giving them the job of creating the words in your ebook in exchange for a fee negotiated between you. Part of the bargain between you is that You will get to put your own author name on the finished product. Ultimately you will own the copyright, and you can sell the ebook as many times as you like.

If this sounds like a pretty nifty little arrangement for you the “author”, that's because it is. Best of all, it's all completely legal and even commonly done. Furthermore, you do not have to be a celebrity or a Tom Clancy to hire a ghostwriter.

MORE

Great things about ghostwriters

Just because a ghostwriter does the writing does not mean that you do not deserve to be the credited author. You will be the originator of the idea, and provide direction to the ghostwriter, so that the written material reflects what you want it to say. You may also create a pen name for yourself if you wish your real name to remain anonymous to casual readers.

Once you hand off the reins to a ghostwriter to prepare an ebook for you, you may never go back and try to write one yourself ever again. A ghostwriter can do so many things for you, from researching to editing. And any writer knows that the process of writing and polishing a book or an ebook takes a significant amount of time -- much more time than most readers will ever know. Start-to-finish writing is a large task best left to those who love their jobs, who are willing to spend the time writing and re-writing incessantly until things are just right, and who has talent and experience in the craft.



What ghostwriters can do

You can outsource more than just rote writing to a ghostwriter. In fact, ghostwriters can be hired to research your topic fully on the Internet or elsewhere. They can then translate your ideas and their research into organized sections and create palatable, conversational paragraphs for your readers. They can interview people that you designate or that they seek out unilaterally for the ebook.

They can separate the ebook-worthy material from non-ebook-worthy material for inclusion with an eye on what readers are interested in and what you have hired them to write about. In other words, good ghostwriters will stay on the topic as they write and not veer off into irrelevant tangents. It's actually [an art form in itself](#) to be able to insert quips and images that are designed to hold a reader's interest while quickly and smoothly getting back on track to deliver the information promised by the title and table of contents.

Speaking of the table of contents, an experienced ghostwriter can review rough notes from you and propose a title and table of contents. Ghostwriters can start from notes, organize the material into an outline, generate a table of contents, research and add filling text, make boring information flow like an entertaining conversation, and more. They can basically start with whatever you've got to start with and get you from there to a completed ebook.

If you have already tried your hand at preparing an ebook, a ghostwriter can whip your existing draft ebook into **sell-able shape**. S/he can review the content, make suggestions, do necessary research, add new sections, repair grammar, or revise any not-quite-perfect portions of the ebook. In fact, it has been known to happen sometimes that one ghostwriter will be hired to edit another ghostwriter's work.

This may be done in a case where you are not satisfied with the result from the first ghostwriter, or can also be done if you just want to polish your product - going on the two heads are better than one philosophy. Doing this will also **eliminate any lingering identity problem** with your manuscript.

S/he can use a writing style and language that is appropriate for the book. Should it be in first person like this ebook is? Or perhaps it would work better in third person like many reference books are written. Should it be written from a female or male perspective? Ghostwriters will accommodate your preferences, and if you don't know your preferences, ghostwriters can even help you decide what your preferences SHOULD be.

As an experienced professional s/he can put the ebook into the format that you choose. If you want your pages to appear the size of regular notebook paper (about 8 ½ inches by 11 inches), then the writer can prepare the manuscript to fit. If you like large margins, where the text appears in-between in a narrower column, the ghostwriter can do that. Narrow column ebooks are popular, and easy on the eyes. If you like a blank page preceding chapters, ask for that. For items such as page dimensions, font, and layout, s/he can make recommendations but remember, YOU must make the final decision because it is YOUR book. S/he can also, in most cases, provide you the electronic file type that you prefer (MS Word, WordPerfect, Adobe Acrobat, Internet html, or other), or s/he can make suggestions to you on format.

Finally, good ghostwriters can write quickly. Ghostwriters cannot perform miracles, but it's not unheard of to get an ebook done in 30 days when you need it fast. Depending on your need and schedule, you can usually find some who will work even more quickly. It's nice to allow six weeks, but not necessary. If you are in a real hurry you can coordinate two or more ghostwriters for various parts of the project then weave it together yourself, or get yet another ghostwriter to do that for you too.

Now for the HARD part.



You can sit back and relax while your ebook is being written

That's right. All you need to do now is give the ghostwriter the information and s/he can get straight to work while you sit back and relax. You may provide any level of detail on your title or topic, your notions (if any) on how the topic should be covered, and any other relevant information.

Being able to use the Internet means you are not restricted to just the writers right around you. Indeed, most of the communication can take place by email, (or phone) and that means you can deal with an author clear on the other side of the globe. Email keeps things pretty simple **and also well-documented** – if you keep a record of your correspondence.

You may, if you prefer, use regular mail. Just remember, it's not common or necessary to meet face to face with your writers to get them rolling on your project. This is because ebooks tend to be on tighter schedules and lower budgets than ghostwritten bookstore books. It will save time, money, and any confusion, if you try to use email and the Internet as your primary tools to communicate with your ghostwriter.

Ghostwriters are invaluable resources. Time is money, and you want to spend your time elsewhere, like marketing, thinking of new ideas and also of course, relaxing at the beach.

Ghostwriting is definitely the way to go. The general advantages are that outsourcing the actual writing of the book is not very expensive. It is commonly done, it's all completely legal -- and writers are **eagerly** available to provide the service.

With a good ghostwriter (or two or three) behind you you can direct your energy somewhere else – like marketing -- while the book is being written. In the end you'll still own the written words, and can do whatever you want with them. Indeed you can even edit and revise them – polish them off yourself -- if you have a natural bent in that direction!

Next, I'll talk about finding those available ebook ghostwriters **and touch also on the pricing.**

Where Good Ghostwriters Lurk

You can find ghostwriters the hard way or the easy way. The hard way is to locate writing or authoring organizations in cities around the globe, and interview writers until you find one that you believe is qualified to write your book.

The easy way to find a ghostwriter is to go to an Internet site where ghostwriters are hanging out, ready to respond to classified ads. You place an ad for your project, and you wait for bids to come in. Two large sites with gobs of ghostwriter of traffic are [Elance](#) and [Guru](#). Guru is the world's largest online market place for freelance talent. Virtually ANYTHING you need done for you will have a supplier waiting for you there.

A third way is to contact ghostwriting companies directly.

Of the avenues available, I recommend going through one of the large sites that have high ghostwriter traffic. Sometimes these types of sites are called freelancer databases, ghostwriter banks, freelancer job banks, or similar.

Get ghostwriters competing for the privilege of writing YOUR ebook

Both of these two large online freelancer databases where ghostwriters lurk are operated in essentially the same way. Basically, all you have to do is just post an ad -- and wait for responses.

1. You choose a writer from the list of responders,
2. agree on a schedule and a fee,
3. and then you move on and do something else
4. until your ebook arrives in your email inbox.

Both sites maintain catalogs of people who provide freelance services. The Elance catalog alone has over 50,000 people listed. When you get to the site, you'll need to navigate to the area that applies to ebooks and ghostwriting. Although this may take you a few minutes at first, **both sites** are easily navigable once you get your bearings.

Let's walk through Elance. Go to www.elance.com. From the home page, scroll down to the menu along the bottom of the page, and click on "Marketplace." From the marketplace page, look to the left hand side of the screen, and from that menu, click on "Writing & Translation."

If the site organization has changed slightly since this writing, just use common sense and navigate around until you find the ebook projects database. Basically, you are looking for the area where you can advertise that you want to outsource an ebook to a ghostwriter. Click around until you get there. To make things easier on future visits, when you find ebook outsourcing services, add that URL to your Internet browser's favorites list.

***Tip:** Writers are referred to as "service providers" on Elance. This phrase is not to be confused with an Internet service provider (ISP) or the service of the Elance web site itself.*

On Guru, writers are referred to as "registered professionals."

In Elance's writing marketplace, browse through others' ads to see how they are finding ghostwriters, and roughly what the projects are paying. With a quick browse you can see how ads are written and which ghostwriters have responded. You will also pick up additional details about the advertisers and the ghostwriting responders.

Placing your ads is free -- as of this writing. **The ghostwriters** are the ones who pay to review the ads. Isn't that nice? You will need to "subscribe" however, and get some of your information into the database in order to advertise. This is only fair so that responders know what they are responding to and so that there is that assurance of trust that payment will be made when their job is completed.

I recommend that you subscribe right away, so that the processing can take place while you're getting your other pre-work done (like selecting a topic for your ebook and creating your ad for posting).

[The most exciting Places on Earth](#) * [Direct Contact with your car insurance company](#) * [Direct Contact with your health insurance company](#) * [Direct Contact with your life insurance company](#) * [Direct Contact with your dental insurance company](#) * [The United States](#) * [Alaska](#) * [Canada](#) * [Spain](#) * [England and the United Kingdom](#) * [Africa](#) * [South America](#) * [Europe](#) * [Australia](#)

Once you place an ad, writers will begin to post online bids for your project. They may be so eager to write that they offer to write your ebook for **less money** than the maximum pay you stated in your ad, or they may offer to write the ebook more quickly than you've told them you require. Basically, they start a friendly competition (**usually** friendly anyway) to get your business. Lots of them will be appealing. That's because it's a buyers market – and that is really good news for you. **RIGHT?**

Each responder will provide some background information along with their offer. There will be navigable links you can click on to review their history with Elance, study their portfolio, and examine the ratings given by some of their clients. The unsubscribed web surfers will not have access to all the detail that you do on the ghostwriters, which is why the first thing you want to do is **SIGN UP.**

Likewise, casual surfers will not have access to all of your ad's details either. From the bids you get, you will want to read up on the materials made available to you, and make a selection.

Once you've awarded the project to a writer, you'll work up an agreement between you and the writer, and arrange payment through Elance. There are agreement templates you can use on the site, and there are recommended methods of paying also. You may want to browse through some of this information early on regarding scheduling and payment, even before you place your ad, to make sure you understand the "fine print." There's nothing terrible there that I know of, but read it all anyway because **it's the smart thing to do.**

Payment can be made before the writing starts, after the writing is completed, or half before and half after the writing is completed. When you do pay, a percentage will be taken by Elance. This fee is currently less than 10 percent and is considered a finder's fee.

Basically, you won't pay anything to your ghostwriter or to the databank service until you have actually selected a writer.

Guru operates similarly.

You can visit www.guru.com to find the company's agreements, paying procedures, and finder's fee amounts. The home page of Guru lists categories of freelancers available. You will want to head directly to the **"Writing/Editing/Translation"** category list on Guru. Currently, there's a fee structure at Guru that varies depending on what type of subscription freelancers or service companies have purchased. Some freelancers can list basic skills and respond to some ads for free. Paid members and companies will have higher profiles and be able to bid more frequently.

It does not cost a cent to post a "ghostwriter wanted" ad. That service is free to you. You will still have the power to peruse the entire catalog and invite certain service providers to bid on your project. The finder's fees range from 5 to 10 percent, and at Guru the finder's fees are pulled from the buyer and/or the seller.

Guru is a larger site that has won some awards and has a catalog of hundreds of thousands of service providers in their database. Like with Elance, only a fraction of the service providers are ghostwriters looking for ebook work though. But a fraction of almost 500,000 is a good number.

Because of the buyers market, your odds are pretty good for finding someone quickly on the Internet. Postings for "ghostwriter wanted" are a factor of ten fewer than the number of authors that may bid on the job. **This is regardless of monthly fees and percentages charged to the writers on the sites.**

Sometimes there's also a fee-per-bid charge for service providers. Since many ghostwriters who will be responding to your ad are already out of pocket monetarily, they're eager for your project. And, you will discover they are quite serious about their business.

The information available about each service provider, i.e. ghostwriter, can be compared to information available on vendors on the popular eBay auction site. Histories and rankings on the large sites are readily available for each writer or company you are thinking of hiring. You can see if other clients have been satisfied with a writer's work, and see how many ebooks a ghostwriter has written through the use of the freelancer bank. These indicators can be very helpful when it comes time to make a selection, and I'll talk more about how to choose a writer in the next chapter.

There is another freelance database on the web where ghostwriters lurk sometimes. It is called AllFreelance. There, ebook creators have been known to find ghostwriters using a procedure similar to the ones at Elance or Guru. Ads are placed, and freelance writers respond with bids. I don't like the site myself because of the irritating popups. But, it's got some traffic. If you'd like to check it out, swing by www.allfreelance.com. But don't say I didn't warn you about the popups. I'm a busy man, focused on what I want to get done, and therefore I personally don't generally return to popup sites (as you may be able to tell by now!).



If you don't want your project details to be made public

There may be times when you may not wish to reveal your one-of-a-kind ebook subject or title to just anybody in what amounts to a classified ad. But you still want to attract competing ghostwriters to your interesting project. Here's what you can do. Both of the freelance database sites provide a mechanism for you to post some information in your ad that only the paid subscribers can see.

This is a good way to go, and you'll see during your initial browse of others' ads that many advertisers do this. You'll see a symbol next to the project listing that indicates some of the detail is locked from public view. Already, portions of the ads are hidden from public view, and extra "locking" reduces the visible portions even further.

Also, you can be vague in your ad. There's no need to list your title, ideas of chapters, or even the precise nature of the subject matter. In your ad, you can call your project a "business ebook," if you like.

When you hire a ghostwriter, you will of course need to deliver the particulars so that they can do a great job for you. Even then, it's common to have the writer sign a confidentiality agreement. So, basically, don't worry too much about someone else seeing your idea before your ebook is done. The threat of an ebook idea or title being stolen is not really that high, although as mentioned earlier, ideas are not copyrighted, so someone could rightfully go running off with your idea. The truth is any reader of your book or related sales web site could swipe your ideas just as easily. Regardless of the risks, try not to deliberate or worry excessively. I'm sure you are busy too, and you have better things to do.

You may wonder why the ads are made visible to the public at all. The sites make all ads available, at least in partial form, so that unsubscribed visitors may, by viewing samples, be enticed to become members. The theory is that everyone starts as a browser and **needs** something to browse before making larger decisions.

As you browse, you will surely see that invariably, advertisers get some responses that are outrageous. Offers to write a 100 page book in a day for a few hundred bucks. At this stage, just ignore those, and know that regardless of a few sour grapes, overall the system tends to work.

You can move things along a little in terms of trying to get the type of responders you want. **Obviously, offering a legitimate amount of time and pay is one way to attract a good ghostwriter.**

On Elance, you can peruse the database and select certain writers to invite them to bid on your project. On Guru, you can screen out certain types of people from the list to bid on your project.

Once you get to the list on Elance, follow the site's instructions to invite certain people to bid on your project. You can either browse through the list line by line, and select candidates you like to invite, or you can do a site search for certain types of qualifications. There's usually a limit on how many freelancers you can "invite" to bid. Ten or fifteen writers should be plenty though. The sites limit invitees to keep advertisers from mass-inviting the whole list. That would serve no purpose since ads are viewable by all members, but some advertisers would surely mass-invite to be more visible than competing projects.

Limiting invitees takes care of that potential problem.

On Guru, you can limit your ad allowing only writers with certain qualifications to bid. Because Guru's database is so large, most advertisers screen out writers who do not have paid memberships.

This, in theory at least, eliminates fly-by-night writers who are not willing to pay or to maintain a monthly subscription to the service.

On Elance and Guru, most ebooks are outsourced for a flat fee. When I say flat fee, I'm talking about the money you offer to pay the ghostwriter (as opposed to the various percentages and fees taken by the database site).

If you choose to, you may, in addition to the flat fee, offer a ghostwriter a per-sale percentage. This is a good-hearted thing to do, since the writer created the work. Even ghostwriters have to live. You are never under any obligation, and most ebook owners don't offer percentages to their ghostwriters.

You will be required to use the payment processors on the sites, so that they can take the appropriate percentages, and also so that the writer is somewhat guaranteed to receive proper payment. For example, on Guru, some writers may opt only to receive payments through an escrow plan. By doing so, they require that their clients have the payment available in full in an escrow account. Although actually payment is not transferred until agreed terms are met, the money is sitting in the account OUT OF YOUR HANDS, and waiting to be paid to the author upon completion. Having the money sitting in escrow builds a writer's trust in your ability to pay.

You also may -- if you wish -- offer credit to your ghostwriter in your ebook. It's occasionally a common practice with paper books, and you may do the same in your ebook.

I recommend it, because it's a nice thing to do and will please a good writer who you want to remain on good terms with. Here's how you do it without flat-out telling readers your book was ghostwritten. 1) Thank them by name in a paragraph. Don't mention what exactly you're thanking them for. Your acknowledgments paragraph can be in a foreword, an introduction, or near the end of the ebook.

1. Include the ghostwriter name in the byline in an inconspicuous location in the beginning of your ebook. Don't do this on the cover or in your web sales ad, and don't make it prominent. In small print underneath "by" Your Name, include the phrase "with Gary Ghostwriter."

2. 3) Instead of using "**with,**" use "**as told by.**"

I wouldn't go as far as to say that giving partial credit is a universal practice, especially with ebooks, but it is done occasionally, so you might want to think about it. I do it sometimes, but not all the time with ebook ghostwriters. I decide based on the quality of their finished work, the possibility of follow-on ebooks, and whether or not my readership would be compromised in any way.

Here's why I'm telling you the partial credit stuff: even though it's something you can offer that is often considered as good as compensation, I do not recommend that you offer it outright on the database sites. Regardless of what other advertisers are offering, only offer partial credit **if the final product warrants it.** I implement partial credit on a case by case basis, and never offer it to an unknown writer up front.

Alternative to writer banks

Frankly, placing your project ad into a large database like one on Elance or Guru and getting competing bids is the most efficient way to find a ghostwriter. However, I would be remiss if I didn't at least let you know that there are some ghostwriters that you can hire directly. I mentioned you could look around in writing organizations, but also, you can go directly to any of the web sites listed in the last section of this book.

You will need to do your homework, check references, etc. on any of these ghostwriters, just as you would with ghostwriters on the database sites. To find more individual ghostwriting web sites, search the Internet for "ghostwriting service," or "ebook ghostwriters."

If you hire local talent directly, you will only save yourself the finder's fee charged by the database web sites. However, you will not have access to the competitive marketplace and the ranking information from the large sites. On Elance and Guru, after projects are completed, many clients provide some very valuable and useful feedback on their experiences with the ghostwriters they hired. This feedback is available to future clients and people who are placing ads.

Individuals and companies who provide ghostwriting services but are not bidding for your job through Elance or Guru may charge flat fees, percentages, or per-page rates.

Some require partial credit in the ebook. Some of them advertise rates that are rather high compared to the ghostwriter banks, but you may also find some that are comparable, such as www.truetalentmedia.com.

Talk to individual-site potential ghostwriters online to find out their fees, experience, and such. If one can't help you, he or she may be able to direct you to someone else in their line of work that can.

However you go about finding one of the many ghostwriters that are lurking day and night, for efficiency's sake, do use the Internet. Post your project on Guru or Elance or both, or initiate contact with an online ghostwriting service. Once you start getting bids from the banks and/or pricing and service information from the individual ghostwriting services, you'll have decisions to make, and I'll tell you how to choose a writer in the next chapter.

Some tips on posting your ghostwriter wanted ad

Back to the database sites, posting an ad is simple once you have your topic or title selected. You want to include some particulars, but not all of them at this stage. (Once you negotiate terms with a writer, then you will of course put every item that you require into a contract.)

Your ad should include the following items:

1. Short description of the project. A few lines at most.
2. Maximum amount you are willing to pay. Writers can bid lower than this, but they cannot bid above your maximum offering for your project.
3. Date you will close bidding on your project. Close bidding in a few days or a few weeks. Don't leave your ad lingering on the site too much longer than that, because it loses momentum. Besides, if you are not getting responses you like, you can always place another.
4. Deadline the ghostwriter will have to meet. Give the writer a month or six weeks if you can. But, if you really need an ebook in seven days or less, then specify that.

If, for example, you'd like to have an ebook written on the subject of how to homeschool your gifted child, here is some text you might include in your ad.

1. An 80-page or longer ebook covering successful homeschooling techniques to use specifically with gifted children. Research to be done by the writer. Two revisions if necessary.
2. Maximum acceptable bid: \$1200.
3. Close bidding date: 12/05/05.

4. Will need completed book within 21 days of job start.

Tip: A good length for a for-sale ebook is 80 pages. Other common lengths are 40, 60, or 100 pages. To specify that you'd like an 80-page ebook, require at least 80 pages, or 80 pages + in your post. A free-give-away ebook used to market other products or services may be any length.

You can specify any other parts of the book you like, but keep your list of requirements relatively short. For example, you may specify that you need a glossary chapter or that you will need drawings and/or photographs included. For an ebook on how to tie your own flies, you may ask that the ghostwriter provide drawings, or you may provide the drawings yourself.

The former is easier for you, but will probably drive the cost and delivery time up somewhat. When you come to an agreement with a writer, you will naturally provide all the other details he or she will need to complete the book. He may need to know what font you would like or what personal details you want included.

It is a good bargain to pay around \$1,000 to get an 80-page ebook ghostwritten without drawings, photographs, or cover art included. It is possible to get good ghostwriters sometimes for a tad less. If you offer to pay a maximum of \$150 for an 80-page book, you are not likely to get a ghostwriter who knows what he is doing. You can advertise a maximum of \$1,000 for a 60-page ebook, and you will get some legitimate offers in the range of \$500 to \$1,000. Although you don't want to pay a huge amount more than necessary, I do recommend that you offer **and pay** an adequate amount to get a good ghostwriter. In the long run, it's worth it.

My rule is: for a simple ebook, I will pay up to \$1500. I add more if drawings or photographs are required or if length is greater than 80 pages. My math indicates that I will need to sell roughly 100 ebooks to recoup that money. No problem, since I'm working the marketing and sales end instead of writing the book. And my sales are much higher, generally.

Tell viewers what kind of qualifications you are looking for. Either make the selection on the screen by clicking on the categories provided by the service, or indicate clearly in the text of the ad what type of person you're looking for. You will also want to indicate that you may require that the ghostwriter make revisions after you review the ebook. Note this in your ad as well. It is okay to indicate that you would like two sets of possible revisions to be included in the bid. When you negotiate the final terms with the writer, you can specify what types of revisions are included and the time frames for them to be done.

One thing you do not want to do is to change your mind on what you want after you have already posted your ad. Although posting is free on the ad sites, if you make changes or otherwise renegotiate on terms already established, word will get out. Besides it's just not a good idea. It wastes your time.

A great way to make sure you've included all necessary details, but have not gone overboard with too much detail in the initial stages, is by browsing other ghostwriter-wanted ads Elance or Guru. In ten minutes, you'll be able to jot down your ad by using one of them as a template.

Posting projects (or, running your ad to find a ghostwriter) requires a little bit of reading time on your end. But once you learn how to post ads the first time, you can repeat the process over and over again with little effort whatsoever.

Do it your way -- with ghostwriters

Don't be fooled into thinking that you can have it your way with any other route. When you want to get **exactly what you want** without writing it yourself, hire a competent ghostwriter. There is another way to sell or give away an ebook without having to write it. I'll tell you about it and then tell you why I don't much care for it.

Ebooks that have already been written are available for purchase. The process is often called "ebook reselling." You can actually buy, and pretty cheaply I might add - sometimes for less than a hundred bucks, a pre-written ebook. With the price, you obtain the license to resell. Then you can sell that ebook as many times as you like for any price you like.

A couple of Internet sites that do this are listed in the last chapter of this book in case you want to see how this is done for your own edification - but I actually do not recommend going this route.

I don't recommend ebook resales for several reasons. First, you don't get to create your own personal and unique book. Others will also have resale rights. The very customers you are trying to sell to may be also receiving marketing materials from someone else for the exact same book!

Second, many of these resale ebooks contain marketing information or links to other services which serve the purposes of the original writer and not you or your targeted readership. This is one of the ways that an originator gets by with selling the ebooks so cheaply for resale. He heads straight to the bank whenever a reader that you sold the book to buys one of his offered services or other ebooks.

Third, ebook resale services are heavy-handed with advertising. You can't even pay a visit to one of their web sites without getting bombarded with popups. Nobody likes over-the-top selling or advertising. In fact, no one likes sneaky, subtle advertising either.

If your readers go back to the originating web site, which will most definitely be listed in the ebook, then they'll be bombarded too. With your own ghostwritten ebook, if you utilize advertising of your own services boldly or subtly, at least the advertising you're exposing to the readers is for products or services that you will receive compensation for. And then maybe you could resell **your** book...just something to think about.

Ghostwriting gives you a one-of-a-kind product. In the end, although someone else wrote it, you dreamed it up, and you own it outright. Ghostwritten ebooks, compared to resales, offer maximum flexibility for you to market, revise, advertise, and more. You can actually legally pursue anyone that tries to copy the written work or resell your ebook without your permission. You're protected by the copyright law. Pay the money to get a unique book created that you have control over.

Pay extra to get an excellent ghostwriter if you need to (what I mean is don't always take the lowest bid necessarily). Then you will be proud to sell your well-written, distinctively-your-own, ebook.



Chapter 3

-- How to choose the best writer for your project --

Good news! After you place your first ad, within days if not minutes, you will likely have multiple freelancers who have responded wanting to ghostwrite your ebook. If you contacted any ghostwriting services outside the freelance banks, then you'll probably also get immediate responses and interest in your project. At that point, you will have the wonderful problem of having to choose which writer you'll use.

Why not just take the lowest bid?

You might be tempted to take the lowest bid, but if you are willing to invest only a few extra minutes, you could save yourself from heartache that might follow if all you are looking at is price. You need to find someone who will do a good job, deliver a timely result, and who is at least somewhat pleasant to work with.

First, read all details that each bidder has posted in response to your ad. Look for writers who have verified **credentials** and who have had positive client reviews at Elance or Guru. Verified credentials are those for which the site received confirmation in official form, such as a transcript or diploma.

Review **customer ratings** that have been posted on Elance or Guru. This type of feedback will not be available from individual ghostwriting sites, but is readily available on the database sites. Not all clients post feedback after a project because they get in a hurry or forget. But many do.

And you can usually put some stake in the ratings because the clients were once in your shoes placing an ad for a similar service in the databank. Therefore the databank clients' feedback ratings and comments are not irrelevant.

Clients' comments help you see if they were satisfied with the working relationship and also with the quality of the finished product. For ghostwriting services obtained through Elance, Guru, or an individual ghostwriter site, check out the writer's **references**.

Don't just look at a list of names and assume that the longer the list, the better the references. Get contact information, and follow up. Contact the references; that's what they're there for. Reference lists and testimonials are only as good as the phone numbers that come with them so that you can confirm that someone was satisfied with the work.

It is the nature of ghostwriting that the ghostwriter is not at liberty to divulge or show you his work for others. But if you could speak to only one of his or her clients or collaborators, then at least that is something. Be hesitant to award your first project to a writer who will not provide at least one reference of some kind!

Where ratings and references will tell you how easy or difficult a writer may be to work with, **writing samples** will give you a more explicit idea of how well a writer actually writes. Although ghostwriters are not at liberty to post or publish work they did for others for a flat fee, they may be able to show you something they wrote for their own benefit or something that they published under their own name. In occasional cases, ghostwriters are given credit in the books (or ebooks) that they wrote. Those books would be good writing samples to look at. Require at least one or two writing samples at a minimum. An experienced ghostwriter should have a lengthy portfolio, but even a lesser experienced ghostwriter should be able to show you something they've written.

Even a letter to the editor of a newspaper or an essay on their personal web site is better than nothing. You can tell a lot about writers from their samples. You can usually tell if they speak conversationally, if they have a comfortable command of the language you're looking for, and if they pay attention to detail (with no errors spelling or punctuation).

In addition to ratings, references and writing samples, you may want to also ask that your ghostwriter be fluent or proficient in a particular **language**. You may even request a native speaker if you like. Do ask, because when you are evaluating bulleted online information like job bids, you cannot always tell who speaks what language fluently. Short bids with line items that are purely factual are easily done by native or non-native speakers.

The nature of the online bidding is that short and sweet is better than long and beautifully written. So don't base much on the bid. Read the ratings, contact a reference, review a writing sample, and request a native speaker. He who speaks a language well and fluently is more likely to write it well and fluently. That's what you want for your ebook.

Although terse ad responses are common, if you do see any glaring errors in the response to your ad, like a misspelled word or confusing explanations, proceed with caution in the direction of that writer. Give a responder some leeway in abbreviating or being direct. Beyond that, glaring errors in can be an indicator that the responder may not be the best one for your project. Remember, if you wanted to slap a book together throwing grammatical caution to the wind, you could write that yourself. You are looking for a skilled writer who pays attention to details.

Again, beware of responders offering to write you a 100-page ebook in a matter of days. If you want any kind of in-depth coverage or research, this isn't possible, even for a talented and experienced ghostwriter.

These people are trying to steal your business away from bona fide writing professionals. Skim past outrageous ads;

Don't waste your time there.

It's not to say that an amateur wouldn't do a good job, it's just that with experience comes better writing that is faster and more accurate. Even the best ghostwriter cannot perform miracles. He or she will need time to read, study, interview, organize, draft, and revise before getting it to you.

Regarding amateurs, if you think that someone with little or no ebook writing experience would be a good fit for your ebook anyway, then you may be right. Everyone, even a ghostwriter, has to start somewhere. Although he may not have many client ratings on the site, he should be able to get you a resume, some writing samples, and some general business references. If a new ghostwriter is serious, he will have prepared these items. You don't go to a job interview without a resume in hand, do you? Well ghostwriters that are ambitious and have talent, likewise will be able to show it. Review the resume and writing samples, and contact the references, Then, who knows, you may find that you and he are a great fit. You may strike gold where other potential clients have walked on by.

As I mentioned before, be extremely wary of ALL outrageous claims. If a writer can't provide you with any verification that he has indeed written over 200 ebooks and made his clients over ten million dollars, then there is no reason to believe it just because s/he says it. Nor is it generally possible to get any kind of quality book written in a matter of days. If you get tempted to use one of these mavericks, check their feedback from other clients.

You may get the real picture there. If it seems too good to be possibly true, it is. Use your common sense.

More on client rankings

On Elance and Guru, when you open your ad, you will see a list of the bidders who responded, how much they propose to charge, and some links to check out their qualifications. One of the links will take you to a **responder's profile page**. Go there and read all the entries carefully. You can glean what others in the system think about the writer's work - both the work product and how easy he or she was to work with.

As you're reviewing, keep in mind that just as some responders can be outrageous, so can some advertisers. It is possible that Client A advertised that he wanted a particular ebook written. Writer B responded; they worked out mutually acceptable terms.

Writer B, an experienced ghostwriter, went straight to work, and produced a product that was exactly as required by the ad, the agreement, and his general good judgment and experience. Yet, Client A was not satisfied. Client A decided mid- project that he wished he would have remembered his niece was a writer, and he thinks he should have hired someone in the family. Writer B knows nothing of this and continues to write per the agreement.

Client A becomes grudging and difficult during the writing process. He is never quite satisfied with the ebook, although Writer B doesn't ever understand completely why. Eventually the ebook project is completed and payment is delivered, but Client A, still unhappy in his world, gives Writer B a low ranking and zero kudos even though Writer B did a fine job.

This kind of stuff happens; so what you want to do is look at multiple rankings. One or two outliers can pretty well be ignored. In any case, a single low mark or a single high mark probably doesn't mean as much as overall in terms of how clients are appraising this person's work. Look for how **most** clients ranked this person.

Also compare that against how many jobs the responder has actually done. Fifty fairly positive ratings would be a safer bet than a single stellar rating.

Before you seal the deal

Once you go through the items above, you will have a better feel about who to select from the list for your project. You may have six really good contenders. In that case, take the one with the best writing samples.

The benefits of searching the databanks are many. However, one drawback is that you cannot always make direct contact with prospective ghostwriters. Sometimes you can. But on individual ghostwriter sites, you will usually be able to get in touch with and talk to the actual ghostwriter. This is one more way to make sure that you feel 100 percent comfortable with your decision.

So, where possible, contact the ghostwriter directly. Get to know him a little. Lots of things cannot be translated over the Internet, but you can figure out a lot in a quick phone call. You may **ask questions** such as, "Will you be writing yourself, or will you be giving this job to one of your employees?"

You have the right to find out such things.

One key that a ghostwriter is good is **repeat business**.

Repeat business indicates that a client liked the ghostwriter's work because the client came back for more. On the database sites, you can see from the profile page if a client has posted more than one rating for more than one project on that particular ghostwriter. **If there are multiple project entries from the same client, smile, and move that ghostwriter to the top of your GO list.**

I don't think this is as big of a deal, but it is something to look for: **areas of expertise.** If your book is on running a house on a tighter budget, and a ghostwriter with good credentials, references, samples, ratings, and some repeat business also has experience writing books about money - bingo. It just doesn't get any better than that.

I've warned against believing outrageous claims to write your book for next to nothing in less time than it takes to get a suit dry cleaned. Now I'd like to mention the writers on the other end of the spectrum. There are some writers who just plain **charge beyond the top end** for their services. Some are out to take your money, hoping you'll stumble on their web site, and be dumb enough not to check out the going rate to get an ebook published on a databank site, and you'll pay their fee schedule, no matter that it's above industry standard.

Now, some men and women who charge an arm and a leg are actually extremely gifted and highly-sought-after artists. You may be tempted to get one of them because they've done writing for a famous client list or they've been published in the New York Times.

But don't. Don't hire the over-charger, and don't hire the Rolls Royce of ghostwriters. Neither one will get you what you need. With the over-charger, you'll be paying too much for a product. With the Rolls Royce writer, you will get better writing than you need for an ebook. Your target readers, in most cases, are hungry for information. They want a book that cuts through the bull, lays the dots out, and then connects them.

They don't want a lot of three or four syllable words. They don't require or appreciate poetry or line after line of clever humor. There's just no need to have J. K. Rowlings write your book (and anonymously, imagine!).

If for some reason after reading this book, you decide not to use a ghostwriter bank system to get competing bids, then I urge you to at least do some **comparison shopping**.

Get at least three bids if you're looking only at individual ghostwriting sites. Generally, if a ghostwriter wants \$10,000 for a 60-page ebook, he's charging more than normal. I can't think of anything that would make this worth the money. If she claims to be able to complete your project in 48 hours or less, in my experience, the product will be sloppy at best.

If a ghostwriter wants \$5,000 for an 80-page ebook, she's charging on the high side, but you may want to see if the services are worth it. She may score an A-plus on every criterion mentioned in this chapter, and she may indeed be your niece! In that case, I wouldn't think of stopping you. Some writers offer a range of additional services, guarantees, rewrites, or even prepare cover art or sales web pages for you.

Ghostwriters are an eclectic bunch. Some may even provide you with marketing leads. Still, I think \$5,000 is on the high side, and I'd try to look for someone a couple thousand dollars cheaper, just because I can in the buyers market. (But don't tell my brother's daughter.)

When you select a writer, you will need to strike up a **written agreement**. The large freelancing sites have contracts that you can use. The contracts will include payment for particular milestones, whether or not revisions will be included, deadlines, and confidentiality issues. Use the standard contracts as starting points. You may want to have an attorney check out the legalese, but from my experience the templates are good. Use them.

From individual ghostwriting sites, you certainly want to carefully read, negotiate, and possibly have an attorney review your contracts and work agreements.

Prepare for future projects

What makes a great ghostwriter? Here's what: a reasonable price, timely delivery, a good product, and something else. Yes, something else! The icing on the cake is a good, trust-based, long-term working relationship. If you **develop a relationship** with a good ghostwriter, you can bring him or her project after project, and accomplish all kinds of goals with his or her help. A good ghostwriter at your disposal is as good as gold.

So lay the groundwork for finding and keeping a good ghostwriter associate. Pay reasonable rates. Don't belittle your writer, and don't expect them to stay awake at night without food or sleep to complete your projects. The ghostwriter is a freelancer, not your employee. As such, he is at liberty to work in the best way possible at his own discretion. If your ghostwriter is particularly good, tell others who might hire him. Bringing in business will always earn you high marks. Pay promptly when jobs are finished. Never withhold payment if the terms of the agreement have been met.

Give your favorite ghostwriter interesting new subjects to write about. Tell him he did a good job! Give him partial credit if it will not adversely affect your ebook. Go back to the previous chapter of this ebook to review ways you can slip his or her name in without giving up the secret that your ebook was ghostwritten.

Obviously I have a lot of respect for ghostwriters. Even though I'm not willing to pay what Britney Spears would for an autobiography, I am willing to pay on high end of the ebook pay scale. I like to write, don't get me wrong, it's just that ghostwriters can really write.

They know things that I don't even want to know and see details that I don't want to be bothered with. In my experience, it's easy to find a good ghostwriter and not quite as easy to find a really good one.

Once I've found a good one or two, I do my best to keep them happy and keep them around. This saves me time, money, and frustration. Once you develop a small group of good ghostwriters for yourself, there's almost no end to the number of ebooks you can write in a year.

Think long-term when you work with a ghostwriter. You can interview new ghostwriters for every project, which isn't difficult, just time-consuming. Or, you can develop a relationship with one or more excellent ghostwriters and save yourself from all that trouble. Treat your good ghostwriter with respect and courtesy, and your investment will come back to you many-fold!



Chapter 4

--Where to find artists to develop great cover art

"Wait! Why would an ebook need cover art?"



Do not for a moment think that an ebook does not require a cover. If you're going to sell your ebook to the public, go the extra half mile and get some great cover art for it. Of course your ebook is full of all your best, Grade A meat. It discusses a sought-after topic, was prepared by a solid ghostwriter, and was edited and approved by you yourself. Customers should be able to read about you on the Internet, click on a text link, and buy your book. Write it and they will come. Right?

Wrong. Even online, people continue to judge books by their covers. Look at it like this. Would you buy a book from Barnes and Noble if it were just a stack of papers stapled together? Heck no you wouldn't. For \$15.95, you want something with an official binding and cover.

What would bookstores be like if every shelf held only stacks of paper held together with binder clips, large staples, rubber bands or manila folders? Even if Edgar Allen Poe wrote the pages (assuming you hadn't heard of him), and his handwritten pages were sitting there, hardly a soul would be enticed to buy.

No matter how good a book is, **it must be nicely packaged.**

The value of a paper book is exponentially increased by the addition of nothing more than a glue binding and nice cover. Likewise, an ebook's saleability and appeal is exponentially increased when it is packaged with an appropriate cover.

In order to sell well, a book sitting on a retail shelf will actually have to have more than just any old cover. It will need to have a spine as well. And the pages cannot be attached with notebook rings (usually). The cover should appear to be professionally designed. In other words, a red cover from Kinko's will not make buyer's pull out their credit cards and rack up purchases. Brick and mortar booksellers know how to sell books. They do it with eye-catching displays and covers with color, catchy text, and shiny spines.

And if they really want to grab your attention with a book, they may make a special display, offer a bonus, have the author available to sign copies, or set a particular book on a particular shelf where it will be more visible to passers by.

As we all know, it's tough to sell a book! Sometimes even good covers get passed by, because other covers are more enticing! So, listen to me when I tell you this, don't even think of trying to market an ebook without cover art!

Consumers want to see a picture of what they're getting. And that picture has to look good. It has to make them say, "Wow, that **looks** like an incredible book!" You have only a second or two to grab their attention. You can do it with a picture faster and easier. So, make that picture just as good as it can possibly be!

If you are thinking of offering your ebook as a free gift for visiting your web site, subscribing to your newsletter, or as a bonus for purchase of something else, then the artwork may be a little less important. But still, there is no excuse. If a book is worth the effort of writing and marketing to consumers, then it is worth getting great cover art to package it with.

The artwork serves two purposes:

1. It gives Internet surfers an immediate image of your book when they're glancing at a **web page**. People only spend a few seconds scanning on the web, so your picture can make or break a sale when there's hardly time to read the rest of your sales pitch.
2. It puts a nice graphic at the **beginning of your book**. Although ebooks don't need complete covers like traditional books do, people like the idea that ebooks are just like paper books. The cover art makes your ebook appear more official and published like a traditional book, and that makes the ebook more appealing to readers. It will grab their attention when they first open the file to read.



This simple example graphic is about the right size to place onto a web page where you will be selling or giving away the ebook. You may place the larger version of it on the first page of the file that readers will open when they purchase your ebook.

With an ebook cover your book will look more like a paper book, and therefore it will look more appealing if your cover art also contains the title along the spine, and aesthetically pleasing designs, drawings, or photographs on the cover.

How to get a cover

There are a couple ways to get great cover art for your ebook. The first is to create it yourself. This is the most time-consuming of the options.

Hardest - do it yourself

To make your own cover, use your favorite drawing, painting or [graphics software](#). Draw a rectangle. Add a book spine and pages to give your rectangle three dimensions to look like a closed or partially open book. Fill your drawing with interesting colors or patterns. Add your title and author byline to the front and spine. Embellish and revise ad nauseum.

If you're wondering which graphics program to use, there are many to choose from. Some standard office programs provide the ability to create graphics, including MS Word. More flexible, but more complicated graphics software you could use just as well includes Macromedia Fireworks, CorelDraw, or Adobe Photoshop. Professional cover art designers and graphics artists tend to use the pure, flexible, more complex, programs for their work.

Developing your cover from scratch is do-able, and even you could do it if you were so inclined. But I don't recommend the do-it-yourself approach. This is because, if you're short on software skills, artistic talent, or time or if you would rather focus your energies elsewhere, then there are more efficient ways to get cover art.

A couple of shortcuts

Shortcuts to the build-it-from-scratch approach include using templates or using ebook cover art software.

Templates are available for purchase on the Internet, and some sites even offer [free basic templates](#) if you will link back to their site. Buying or borrowing templates will still require you to add your own text and additional graphic elements, so you'll still be investing some time, just a little less time than drawing each line of the picture from absolute zero.

I've listed some web sites where you can get free templates in the online resources chapter. Again, most free template sites will ask for a link displayed in your ebook.

Although I don't have any reason to advocate purchasing cover art templates, I've also included a couple websites that sell ebook cover templates, just FYI. Purchased templates should not require a link back, and if they do, then definitely don't buy those.

You can also buy specialty **ebook cover software** from a number of web sites. I don't recommend this either. The software generally is a glorified set of templates, but gives you more choices and more freedom to change this and that. You will still do the work of designing your own cover. I've included web addresses where you can check out a couple of these packages in the online resources listed at the end of this ebook, FYI.

The best part about designing your own ebook cover art using free or purchased templates, or free or purchased software, is that YOU own the copyrights to the finished artwork and to anything else you design with the templates or programs.

My recommendation - hire an ebook cover designer

I suggest that you hire a designer to prepare your first cover art. There are numerous reasons. When you **hire a designer** to create your ebook cover art, you will get the following benefits:

1. You get full copyright and exclusive ownership of the finished artwork.
2. Professionals with professional skills can turn around your project quickly. Sometimes in a matter of days.
3. You avoid struggling with software to create your own artwork.
4. Designers are familiar with what types of colors, fonts, and overall designs are better for marketability.
5. An artist can likely also help you create matching graphics for your web page menus, headers, etc.

Artists who design ebook covers generally charge from \$50 to \$500. If your investment of, say, \$100 results in an additional 100 ebook sales, wouldn't that be a good investment? YES! This is why I recommend professionally designed ebook cover art. The cost is completely offset with improved marketability and increased sales.

How to find an ebook cover art designer

Just like searching for a ghostwriter, you could ask and call around in your community's art organizations to find artists that you could pay to design an ebook cover for you.

Another way to do it is to conduct [an Internet search](#). If you type in key words "ebook cover art" you'll get pages and pages of results. Ebook cover artists are literally standing by to get your project on the world wide web. Some individuals specialize in ebook cover art, and some companies provide a gamut of graphics or e-selling services.

The reality is, going to individual web sites and researching each one can take some time. So, I would invite you to try one of my low-B.S. approaches to finding an ebook cover art designer.

Here's what you do: Look at web sites where ebooks are being sold. Most well-marketed ebooks have cover art shown on a web page where the ebook(s) can be purchased. Decide for yourself which of the ebook covers most capture your attention and would therefore be good for your project.

Once you've found one or two really great ebook covers, contact the webmasters and ask who did the designs. You'd be surprised how many people will share their information with you. Introduce yourself pleasantly. You won't find out much by being gruff or unfriendly. Be honest and open, and if you want to start off on the right foot, it may help you get in the door if you initiate the conversation by complimenting the webmaster's work. When you're using your best manners, if one webmaster won't divulge his cover art designer, then another webmaster definitely will.

How to choose a designer

A good designer works with you and for you.

Whether by Google or by referral, once you navigate to an ebook cover designer's web page, read through her terms to see what her fee is, how well she works with people, and any examples of her work. Contact her to get additional information. And regardless of any testimonials on her web page, ask for references of real people whom you can contact yourself.

Look for things like:

- Does the artist get a lot of repeat business?
- Has the artist been responsive to your questions?
- Have you seen some excellent examples that you really like?
- Does the artist guarantee your satisfaction before he gets full payment?
- Will turnaround be a few days? (It really shouldn't take more than a week at any rate.)
- Will he or she revise the artwork after you've seen the first draft? Is this revision included in the quoted cost?
- Do you feel yourself wanting to buy the ebooks shown on the designer's web page that this designer "covered"? In other words, do his or her pictures entice you to make an immediate purchase?
- Will the artist also be able to create additional items like web page headers, banners, or related items?

The work to weed out designers and to find a few that you like will pay for itself in the long run when you want to create ebook after ebook. It's good to have someone who designs great covers, whom you can trust and rely on, who works quickly and effectively, and who charges reasonable rates.

Tip: Find out the web services fees when you're asking about ebook cover art fees. It's an added perk if your ebook cover artist also provides web page design services. You may wish to have your marketing web page and ebook cover design match. A good artist can generate titles, banners, buttons, and other related web page items.

What makes a great ebook cover?

When you hire a designer, you're giving up the reins on your cover art to some extent. You can definitely use your gut instinct (which is usually right anyway) to determine when a cover is just right for your ebook. If your gut doesn't speak to you, you can also make sure your cover art is good by asking yourself and answering some questions.

Does the artwork stand out proudly on your web page? You don't want it to blend in with the background or be barely noticeable. Whether it's by color, texture, shape, exclamation points, or professional looking artwork, your designer needs to know how to add enough pizzazz to your cover art to get you noticed. This doesn't mean that you need microscopic detail or complicated figures or drawings. Sometimes simplicity does the job quite well. Artists know that. Look for the "stand out" factor on his designs.

Is the title prominent on the cover? You don't want too many words on the cover. Stick with the title, a byline, and short words. You may be able to effectively include a short bulleted list, but not much more. When you quickly scroll through web pages, you should be able to remember from a quick glance what the title was on your ebook cover. If the title isn't lodged in your memory after a passing glance at the picture, then the artwork needs a face lift.

Does the cover use four colors or less?

Although rainbows are pretty, they actually don't stand out as much as solid colors. You can usually get by with three colors. In most cases, you'll need at least one more color besides just black and white. Just like web pages can look unprofessional with too many animated graphics and background textures (moon craters, wood grain, tiles with photographs on them, whatever), likewise, your cover does not require all these frills. Don't be sold on an artist or his work because he can make your ebook cover look like a tie-dyed T-shirt. Unless of course your book is about tie-dying! Occasionally lots of colors or textures are called for, but usually not.

Can you read each letter of text on the cover? You do not want a font that is difficult to discern. Interestingly, the simple fonts that we use every day when we communicate by email, are some of the best for ebook cover art. There's a reason fonts like Arial and Times are so popular. People find them easy to read. Don't make your potential buyers work too hard to figure out which letter is which on your cover. In general, stay away from curly cues, unusual handwriting fonts, and heavily detailed lettering.

Does your cover have a large amount of red, blue, or yellow? These have been determined by psychologists to be appealing colors for consumers. In fact any two of these colors in combination with black and white would probably work. Steer away from brown, green, gray, and muted or faded colors unless there is some really good reason to use those colors. For example if your book is called "How to build a log cabin," your project may be well-served by browns and greens. But maybe not! Try red, blue, yellow, black and white first to see! By the same token, money ebooks do not have to be green, and ebooks for brides do not have to be white.

Does your cover look like a three-dimensional object? You are trying to convey an actual book, so you definitely want the art in 3-D. Make sure your ebook art has a spine and the appearance of some internal pages. Don't settle for a rectangular representation of only the front cover of a book.

A flat rectangle could work for the first page inside your book, but not for a picture on a web site that is supposed to attract a buyer.

Even though your readers will obviously have enough computer wherewithal to have found your ebook in the first place, in their hearts, they will still be attracted to online artwork that reminds them of actual paper books. It's just a fact of life, so accept it, and make sure your ebook cover art looks like a book.

The Self-Improvement Industry is BOOMING!

**If You Know How To "Copy And Paste,"
Then You Can Carve Your Own Chunk
Out Of The Multi-Billion Dollar
Self-Improvement Industry...**

**<http://www.talewins.com/selfimp.htm>
and Claim Your Share of the Profits!**

Chapter 5

--How to sell your book on the web--

Luckily you don't have to convince Barnes and Noble to put your book on a prominent shelf. You have the Internet at your disposal, and the Internet is the place where ebooks are purchased 99 percent of the time. The remainder of ebooks are sold at conferences and the like by CD-ROM (which incidentally should be packaged with great cover art and delivered in a shiny crystal case).

[Get a presence on the web](#)

First things first. You'll need some web space for your book. You can either pay a host or you can get free hosting service. I recommend you pay (for an inexpensive web host at least), and I'll tell you why.

There are many providers of free web pages, and a quick Google on "free web hosting" will illustrate that to the tune of page after page of providers. However, some of the services are unreliable, some have annoying popups or other advertising, and some have strict requirements on what you can -- and can't sell.

However, if you must have something for nothing to get started at all, then a good starting point is your own Internet Service Provider (ISP). Some ISPs, such as AOL, MSN, EarthLink, or RoadRunner may provide free web space as part of your monthly subscription. What they will not provide free is a domain name for your web site, such as *www.you-the-expert.com*.

Likewise, other free web hosting services do not allow you to purchase or use your own domain name. Besides these annoying ads and rules, the domain name issue is a huge reason not to use free hosts.

Furthermore, if you want to be professional and maximize sales, you will need your own domain, and you do not want your customers to see: *www.somecompany.com/withdistractingadvertising/yougetwhatyoupayfor*.

Tip: *Even with the big ISPs, free hosting is not an ideal for you. It's just not that effective to have a site called www.personal/internetserviceprovider.com/home.html.*

For as little as \$8.95 per year, you can [purchase a domain name](#) to match the title of your ebook or the name of your business easily through any number of services. As I said, under no circumstances should you have to pay more than \$20 per year for the use of your own domain name, so don't pay more than that. Some fee-based web-site hosts will register your domain name for you as part of their pricing.

Now then, this seems to be confusing to many people so I shall spell it out more clearly... Having Your Own Domain Name, and having it installed on the Internet are two very different things. You can drag your own domain name with you wherever you go and have a different server each week of the year. A SERVER is known as a HOSTING SERVICE.



The Most Host ***JUST \$6.95 Per Month*** **Click HERE!**

Host Up To 6 Domains Inside One Account **Save!** **SAVE!**

10 GB of Space	250 GB of Transfer
Toll Free Support	2,500 POP emails
99% Uptime Guarantee	SSL, FTP, Stats
Fantastico Scripts	CGI, PHP, MySQL

FREE Setup and FREE Domain

The Most Host gives you ten GIGabytes of web space for just \$6.95 per month. And all that space can be divided up into SIX different domains that are run on your server simultaneously. That figures out to only about \$1.25 per month per domain name.

Host4Profit.com is another hosting company you might consider using. It only provides **300 Meg** in its Business Hosting Package – and it costs **\$24.95** Per Month! HOWEVER, you will also receive Your Own **Plug In Cash Machine Sites** Ready To Take Orders for dozens of products that you don't have to buy. There is also an Incredible Archive Of Marketing Secrets, Reports -- and there are hueBooks for you to use! On top of that, you will have access to The **#1** Direct Marketing **Support Forum** On The Internet! Plus, you can earn **\$10** Per Month For **Each Account** You Refer!

Here's a cheaper way yet. By using a REDIRECT from the domain licensing service you can get your own domain name to show up when you use your ISP (aol.com, msn.com, etc..) or even some other free web host service. When you purchase your domain service just ask to have it forward your visitors to your ISP web site. When visitors type in your domain name they will be redirected to your ISP account. Many domain servers don't charge you one red cent for redirecting so if you have a web site at <http://www.aol.com> your only expense is for registering the domain name. Your visitors will be redirected automatically.

I do recommend paying for web hosting service. First of all, it's pretty cheap these days. You can get the better web site server -- with tracking features -- for around \$20 - \$30 per month. You'll get enough space to store a library full of your own ebooks if you wish. And you can use your own domain name.

And if and when you add more ebooks to your library, then you should consider using forwarding services as necessary so that you can direct traffic to your best ebook-selling site.

Designing your web page

Next, you'll want to [get your page set up](#). You can hire this out too - there are literally thousands of web designers out there - you'll pay \$150 for help with a page or two and up to \$5,000 for a complicated set of pages with storefront and graphics.

Finding a web designer online is much of the same old same old. Do an Internet search, or ask one of your technical friends for recommendations. Use the home-page designing software provided by your web host, or just pay the web host's fee-based designers.

What I recommend is that you tap into your ebook cover artist. Remember how I said you should develop a relationship? Once you get to that point, you can get some additional advice and help from them. Ask if they also do web page design or if they can refer you to someone good.

Note: *Novice web designers use software such as MS Word or FrontPage. Experienced web designers may use Macromedia Fireworks with Dreamweaver or other package.*

Definitely outsource your web page design, at least for your first ebook. This is worth the money, in the same way that hiring a ghostwriter and cover artist is worth the money. After you outsource your first web page, and some time down the road when you have more time on your hands, you could learn a bit about web design. Then you can copy the page you had designed professionally and use it as a template to self-design additional pages for new ebooks that you create.

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Create a great sales letter for your book

The web page for your ebook should contain a sales letter that is immediately visible. In fact, your web page really doesn't need to contain much else, unless you choose to use additional pages for other uses.

Here are the components of a great sales letter.

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3. testimonials. Quotes from people who have read the book or from people who know you and are willing to write something great about you for your site.
4. a guarantee.
5. a link to a sample chapter.
6. a link to purchase the ebook.
7. the price. Going rates are \$5.95 to \$19.95.
8. about four pages in length.
9. a narrow page with wide margins for easy reading.
10. dark text on a white or light-colored background, for easy reading.

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Dear Friend,

I used to work up to 60 hours a week at a well-paying white collar job. The money was good, my wife drove a nice SUV and my kids had the latest toys.

I was good at my job.

There was one problem. I was not happy.

So I decided to do something drastic. Instead of selling my services to my employer for a paycheck and dark circles under my eyes, I decided to sell my services to people over the Internet. I would be my own boss, work from home, and see if I could make a living.

What I discovered is that I could do more than just make a living. I could change my life entirely.

And I want to share my experience and secrets with you. So I've compiled the most important things you would need to know to do what I did into a short, readable, ebook.

This information will save you ... **hundreds of dollars** since I have included links to lots of free resources you can use to get started including the best free web host providers, the best free software programs, the best free marketing techniques, and the best places to get free help when you need it.

This book will save you ... **hours and hours of time**, since I've done the research. All you have to do is click and download the free tools, and you're set!

This book could ... **change your life**. Once you get your Internet business up and running, you'll have time to spend with your family, time to join the fishing club, time to make peace with yourself, time to laugh with friends, or time to start more Internet businesses!

And you'll still be able to pay your mortgage.

There is no miracle path to instant riches on the Internet, but if you get good advice, roll up your sleeves and give it a determined try, **YOU** can do this!

I guarantee it.

If you are not satisfied entirely, I will refund your money at any time ever, no questions asked.

This book is **worth over \$500**, because that is the **MINIMUM** it will save you on the costs of starting your Internet business.

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Former 9-to-5 employee,
now CEO of www.makingmoneyontheweb.com

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=====

Ray, Thanks for your **incredible** Ebook. I plan to buy copies for all my friends for Christmas this year!

--Guy Abreans, Atlanta, Georgia

Wow, I was really skeptical, but with your book in hand I was able to navigate myself into a great, booming, Internet business for myself. Good-bye Monday morning traffic, hello mailbox money! I can't thank you enough!

--Jennifer Zuniga, Puerto Rico

To say I've been enlightened would be an understatement. I am no longer overwhelmed or intimidated by the Internet. I've tapped into the great free services you've recommended, and I now have a business presence on the web. I've got marketing strategies in the works, and I'm just about to quit my day job.

It's been easy to overcome what I thought would be much more difficult hurdles. My appreciation for inspiring and teaching through your book on how to do this.

--Dr. Rodney Nhar, Sott Wells, California

You, Thank you from the bottom of my heart.

--Peg Thomlinson, Alberta, Canada

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Selling strategies

In addition, there are other techniques you can use to make money with your ebook. One thing you can do is **give your ebook away free**, and at the same time provide a link to a [fee-based product or service](#) in your ebook. The thing about free ebooks is that there are web sites where you can [place free ebooks](#). It costs nothing or close to nothing to list your ebook, and because people always love to get something free, the sites generally have web traffic.

On your own web page, you could also offer your ebook as a **free bonus** when a visitor buys some other product, service, or ebook from your web site.

I'm not a fan of **affiliate links**, but if you have one or two you feel you want to include, then some have been known to make a buck or two this way. This is sometimes called viral marketing.

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- Use your ebook as a business card. Send it to organizations or businesses where you'd like to be hired as a speaker or teacher.

Make online marketing work for you

Why should you worry so much about marketing? Well, mainly because you want customers to know your ebook

1. exists
- 2) is worth their money and time.

The long and short of it is that you want to understand the market for your ebook. You will know the general market when you choose the topic, especially if you chose a topic because of its target market – as we discussed in Chapter 1.

When you spend time getting to know your market, then you will be even better poised to market your work. For example, you want to make sure you are targeting a group that has money to spend. You also want a group that **browses the Internet** and that likes to get current information, i.e. s/he wants to learn how something is affecting him today, not how someone did something in the 1980's.

Ebooks offer this freshness.

One of the best ways to get to know your market is by getting involved in online discussions. You can also be talking to people, and looking at demographics or studying statistics.

Most services that provide information about how to reach people of certain income levels and such require subscriptions in a price range that is only affordable by large corporations. But you can freely access any of the U.S. Government's public information. And you may want to do that.

At your bookstand, check out the magazines and newspapers related to the topic to understand your market. Be sure to note who is advertising in each magazine as the preponderance of ads will tell you what kinds of products sell to those specific readers. Just for an example.. you have two choices of magazine about four wheelers – the ads in one is for power monsters that win races, and the ads in the other are about resorts on the mountains you can conquer with a four wheeler – if your book is about the latest and best four wheelers you'll want to advertise in the first one. If your book is about the ten best destinations where using a four wheeler is encouraged then you will want the second.

Note too if there is a web site for those magazines that seem to be addressed specifically to your kind of buyers. Some web sites offer more information to their advertisers about readership and median incomes, Especially web sites that are actually magazines in and of themselves.

This kind of marketing, going directly to your precise target market, is nine tenths of the battle when it comes to actually selling the ebooks you write. Getting it right can make a lot of money for you. Getting it almost right can almost make a lot of money for you.

Chapter 6

--Where to find good, ebook information online --

This is the most powerful part of this ebook. Here are the web resources and links that are like surgical tools in your research. For the most part, the items listed in this chapter have been discussed or mentioned in previous chapters. In some cases, I've listed web sites here just for your information, so you can see how a site is laid out or see just how many vendors are available. Where a site is also recommended, I'll say so.

Ebook ghostwriters

www.elance.com - As discussed at length in Chapter 1, this site has a large bank, or database, of ghostwriters looking for work. You can place an ad here and wait for offers to come in.

www.guru.com - Like Elance only bigger by almost a factor of ten, Guru also has a database of ghostwriters looking for work.

www.truetaalentmedia.com - This is a good writing service.

www.allfreelance.com - This site contains a catalog of writers that are available to ghostwrite ebooks (As I said, beware the popups).

More ebook ghostwriters, FYI only

I do not recommend for or against using any of these services. I'm providing you with this list of ghostwriter web sites, so you'll know that there are plenty out there. These would come in handy if you ever decide to call upon individual ghostwriters and have them offer competitive bids for your jobs. Although online communication is not exactly face-to-face contact, you will be closer to knowing the actual writers if you go directly to their sites rather than get into the database pools. Except where noted, most of these provide nonfiction ebook ghostwriting services.

www.thewordprocess.com

www.pegr.com - This site is only relevant for fiction ebooks.

www.arborbooks.com/ghostwriting.html

www.mediabistro.com

www.harrypreston.com

www.ebookhelper.com/GhostWriting.html

www.theghostwriter.net

www.writerforyou.com/ebookwriting.html

www.itsonlinenow.com

<http://a-1writingandediting.writernetwork.com>

Templates for creating your own ebook covers

Although my recommendation is to hire a cover art designer, if the artwork used as an example in this ebook is good enough for you, then you're welcome to grab a template and create ebook cover art just like it for your project. Here are places to get free templates.

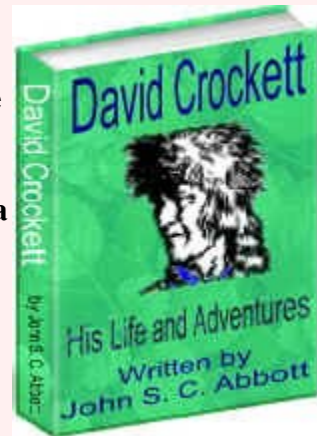
Just realize that after you try your hand, you may understand more clearly why a professional designer is a superior resource.

<http://www.talewins.com/freeart.com> Free Artwork and how to use it.

The resources on this site are revealed especially for writers. Besides actual sources of free templates, free artwork, you will find several invaluable tips on how to USE the material you find.

Book Covers

What will a book cover do for you? Well, let's look at odds and proven statistics for a moment. If you have two web sites offering the same book which are getting an equal amount of traffic and the ad copy on one web site has a book cover with it, and the other web site is exactly identical but does not have a book cover illustrating it, the web site WITH the book cover can be pulling in 213% more orders.



Same traffic, same words, different results -- just from having a book cover. Now you can get a GOOD book cover for just \$10 instead of the \$120 other artists are charging.

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www.marketbymouse.com/ebooks/ebook_templates.php - This site has free, basic ebook cover templates you can copy and add title text to.

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Here are a couple of sites that actually specialize almost exclusively in designing cover art. However, remember, my recommended approach is to visit ebook web sites and query about good covers you see there.

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Use a third party payment processor that has a recognizable name or is a large, popular organization. This will make potential customers feel secure and therefore more likely to give their credit card numbers in exchange for your ebook. Here are a few.

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**Ebook resales,
FYI only**

As I said before, I don't recommend ebook resales at all. But to give you a couple examples of what I discussed in a previous chapter of this ebook, here are a couple of resale sites.

www.bizzydays.com - beware of popups

Some sample sales letters

Use the sales letter in a previous chapter of this ebook as a starting point for your ebook sales letter. Other ebook sales letters are all over the web; here are a couple of them.

www.virtual-ebooks.com/simpleebooks.htm

www.abundancecenter.com/

Places to get web hosting

<http://www.jeremyburns.com/a/hosting> - This is a one stop shop for web space providers. There are myriad of web host providers ready to provide you with web space in return for their free advertising on your site. The Internet is loaded with providers. Check the Free Site to get a current partial list.

[Domains Power Site](#) has a plethora of help in hosting and promoting your web site. Easy to navigate and easy to use.

Your ISP - You may already be paying for web space that you haven't used with your Internet Service Provider (ISP). Just make sure the web space there is at least relatively ad-free.

Whoever provides your Internet service - MSN, AOL, EarthLink, etc. - contact them directly. Your service contract will also tell you if web space is provided as part of your monthly subscription. It probably is.

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Free FTP program

www.ipswitch.com - If FTP service does not come with your web hosting service, here's a free program you can use.

Your ISP - If your ISP provides you with web space, they probably also provide you with the FTP program you'll need to upload files to your page.

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www.talewins.com/Browzer/novels.htm

www.free-online-novels.com/libraries.html

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<http://www.thinkquest.org/library/>

<http://www.e-book.com.au/>

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www.ebooktoday.com
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www.ebooksubmit.com
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www.infochoiceuk.com
www.the-ebook-directory.com
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www.freewarefiles.com
www.freewareweb.com

www.softseek.com
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Lin Stone

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