

A 3D graphic consisting of three stacked layers of text. The top layer is the word 'EPIC' in bright blue, blocky letters. The middle layer is 'E-BOOK' in bright orange, blocky letters. The bottom layer is 'CREATION' in light gray, blocky letters. The letters are all thick and have a slight shadow, giving them a three-dimensional appearance. The entire graphic is set against a white background with a subtle gray line at the bottom.

a **By Bloggers** e-book
by Jonathan Wondrusch

Who Is This Guy?



Jonathan Wondrusch is a storyteller, artist and awesome-thing-maker. It's hard to pin down exactly everything that he does, but legend has it he does them all extremely well. He blogs as the Head of Awesome at **By Bloggers** and is also your wise and experienced guide through **Epic E-Book Creation**. He comes with ten years of digital awesome-thing-making experience and two AA batteries.



Legal Shmeagle

Aaahhh.... let's get these out of the way so we can proceed to the juicy content you're waiting for.

Disclaimer

The author(s) of this **Epic E-Book Creation** and By Bloggers cannot be held responsible for any losses achieved by following advice given within this e-book.

Think about it this way: you don't owe us any money when your product kicks ass either. Do your due diligence before embarking on any new business venture, digital or otherwise.

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Affiliate Links

Epic E-Book Creation contains affiliate links to products that have helped me through my blogging journey. When you support the artists that created these products, you will also be supporting By Bloggers and our mission to help you kick ass with your digital products.

You will also get a surplus of Warm Fuzzies in your inbox too. What could be better?

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Let's Get Shakin'!

Why Create an E-Book?

You tell me: why do you want to create an e-book? I'm sure you have a few reasons as to why you want to spend hours slaving away at the keyboard.

In case you need an extra nudge to convince yourself, here are the reasons that By Bloggers believes creating an e-book is an excellent use of your valuable time:

- 1. Spread a Specific Message :**The difference between an e-book and a blog is subtle: an e-book stays the same, while a blog is constantly changing. By creating an e-book, you're taking a specific stand and committing to it. While the message on your blog may change with time, your e-books will remain the same (unless you relaunch).
- 2. Make Some Cash:** For many authors, their blogs are a platform to pursue the dream of lifestyle freedom. An e-book can be a great step toward turning your dream into a reality.
- 3. An Opportunity to Give:** An e-book is an opportunity to give a gift to your audience. Every time your readers come to visit you, they're giving you the gift of their attention. An e-book lets you give back, and make a bigger difference in their lives.
- 4. Deeper Exploration:** Instead of a twenty-part blog series, an e-book lets you dive more deeply into a topic with your reader, sharing your insights and knowledge.

Couple these with your own reasons (don't they look good together?) and the fact that the barrier to entry for creating an e-book is \$0, it's no wonder that e-books have grown in popularity.

An E-Book Is Not A Strategy

In the magical fairyland of selling e-books and supporting your lifestyle online, it can be easy to forget that an e-book is one step in the process. An e-book should never be your entire strategy for creating the lifestyle you desire. It's a step along the way, and should be treated as such.

Recognize your e-book for what it will be: a huge step toward creating the life you've been waiting for. It's a gift for your audience. Your e-book will take many hours of work and it will undoubtedly be a labor of love.

Just as pregnancy and childbirth are not the full extent of having kids, creating and launching an e-book is not the full extent of an e-product strategy for your blog.

Before you tear your way through **Epic E-Book Creation**, take some time to think about the long term strategy that you are pursuing. Are you looking to create a full-blown digital lifestyle where you have a one minute commute from the bedroom to your laptop and spend weeks at a time in your pajamas? Or are you looking for a little supplemental income to help pay

the bills while you spend time pursuing your passions? Make sure your strategy supports your goals.

Having a solid strategy in place will help you answer the questions you will face while creating an e-book. When you know what's next, you won't try to fit every single thing that you have ever learned into one e-book. You'll know how to split up the content to better serve yourself and your audience.

Time to step off the podium... I hope you're ready for an intense journey through **Epic E-Book Creation**.

Let's go!

Why Read *This* E-Book?

Taking the first steps into digital self-publishing can be intimidating. There is a lot to figure out: design, layout, typography, interactivity, distribution, marketing, and more - all in addition to the brilliant content that you're creating.

Epic E-Book Creation can't create the brilliant content for you, but it can help you create a product that looks and feels professional. This book can teach you to go beyond the content, to deliver wow, and to build your authority and credibility through your product.

If you're looking for answers about the e-book creation process, you're in the right place. If you're looking for a map that will guide you through every step of creating a killer product, you're in the right place. If you want to avoid the obvious mistakes along the way, you're in the right place.

Most of all, if you're pursuing the dream of consciously creating your lifestyle, and you want to do it by offering incredible value to your readers, you're in the right place.

I want to help and enable the gift-givers, the world changers, and the linchpins to share the work they were born to create with as wide an audience as possible. I want to help you communicate your message more effectively.

If that's you, let's get started.

How to Use *Epic E-Book Creation*

Epic E-Book Creation is fifty percent motivation, fifty percent inspiration, and one hundred percent tools that you can use today.

Every blogger comes to the table with a different set of skills. Maybe you're a Photoshop wizard in need of some skillful editing. Maybe you're the next Elizabeth Gilbert, but have no idea how to lay out your content in a way that's useful to your reader.

That's where **Epic E-Book Creation** comes in - to fill in the gaps. There are two ways to use this e-book: read it straight through and pick up all the pearls of wisdom along the way, or skip ahead to the sections that will answer your specific questions.

A warning though: **Epic E-Book Creation** will teach you what you need to know to pull your product together and transform it from mundane to magnificent, but this isn't a tutorial or a how-to-push-the-software-buttons e-book. I trust that as a savvy webpreneur, you'll be able to apply the concepts with the tools of your choice.

Pearl of Awesome

Every once in awhile you will see a few thoughts as an aside. Sometimes you'll get a Pearl of Awesome, other times some encouraging words. Keep an eye out for them, I think you'll enjoy them.

Hi! My name is Bob. It's great to meet you!

*You'll hear from me throughout *Epic E-Book Creation*. Sometimes I ask the questions, sometimes I give the answers and tell the funny stories.*

Talk to you soon!



Content That Rocks

Finding Your Topic

Ironically, the act of creating content is not where you'll spend most of your time when creating an e-book. The first step on the journey is finding exactly the right topic for you and your audience. Can you feel your excitement bubbling up inside at the mere idea of getting started? Let's get going then!

The Sex And Cash Theory

Back in the early days of the internet, Hugh MacLeod, the brilliant cartoonist and marketer from the GapingVoid blog, came up with the Sex and Cash theory. Basically, an artist does two types of work: the type that pays the bills (cash) or the type that they most enjoy (sex). Here's another way to say this: you're going to be working for passion or for profit. Sometimes the two can be combined, but not always.

Before you decide on an idea, know your purpose. Are you creating your product out of a deep and resounding sense of passion? Or are you creating it to support yourself financially? Both?

Choosing which lens you'll be looking through will help you make stronger choices as you create your e-book.

Ahead o' the Curve?

Already know exactly what your topic is going to be, no question? Go ahead and skip ahead to [CHOOSING YOUR TITLE](#). The tips for finding a topic are pretty useful if you've got time to come back to them.

Finding *Your* Idea

Your idea is everything. Alright, we're lying a little bit. Execution is pretty important, too. Your idea is still *really important* though, and not just for the potential success of your product.

If the planning that goes into your e-book is the foundation, the idea is the bedrock below the foundation. You can't build on quicksand.

Here are some guidelines that will help you generate an idea that is worthy of your time and dedication:

1. **Passion:** Choose an idea you are passionate about. Passion ships, while mild interest results in lots of talk and little action.
2. **Knowledge and Depth:** Choose a topic or idea that you know a lot about. You'll run into less walls, and you'll already know the questions people will ask.

Alright, enough talk. It's time to whip out your favorite text editor and start pumping out ideas. Let's take a look at some brainstorming tools that will help you find your idea.

Who, What, When, Why, Where, How

Sometimes the easiest way to get answers is to ask the most simple questions possible. You really can't break a question down more simply than "The Ws."

1. **Who are you writing for? Who will buy/download this product?**

An e-book, like a blog, is for an audience. If you're writing for yourself, you're publishing a journal, not a product. Know who you're writing for. Envision your audience. Know who they are, precisely. Take a picture, make a collage, do what you need to do, but know who you're writing for (or writing to).

2. **What is your product about?**

Be able to explain your e-book as clearly and concisely as possible. Keep it simple. You'll have plenty of opportunity to complicate it once you start writing.

3. **How will this help them?**

Your readers are fickle little beasties, the best of them being more interested in how you can help them than how brilliant you are (a crime, I know). Concretely - How are you going to help members of your audience? How will you help them fix their problems?

4. **When will you ship your product?**

Your deadline tells you one thing: how big or small your project is. According to Parkinson's Law, work expands so as to fill the time available for its com-

pletion. Ironically, Parkinson's Law was originally a concept explored in a humorist essay back in the 50's, but it's only become more true with time.

Set a firm deadline, tell your audience, and stick to shipping your product when you say you will, even if it's not "done."

5. **Why are you making it? Why should people care?**

Here's the real clincher: Why are you making this product? Sex or Cash? Once you know why you're on board, figure out why your audience will care. Not should care, but will care.

The stronger your reasons for creating an e-book are to you, the more likely you are to ship your e-book. If you are in it just for cash, find another, more emotionally-resonant reason. Meaning trumps money every time.

6. **Where will you work? Where will you launch?**

Writing in a coffee shop works well. Lunchtime at your cubicle might not be as great for productivity.

Launch your product where it will get the most exposure, and where it will do the most good.

We're just getting warmed up! Now that you've got some blood pumping through your brain, let's dive into brainstorming.

Want a Super Secret Ninja Tip?

Ask a few readers what they think of your idea. If they love it, you're in good shape. If not...

Maybe look for a new idea.





Powerful Brainstorming Tools

You're about to be on the receiving end of a perfect storm of brainstorming techniques. No "method" is going to be perfect if you don't use it, though. There are two secrets to getting the most out of your world-changing brainstorming:

1. **Never Say No**

This rule comes from Improvisational (Improv) Theatre. The golden rule when performing improv is to "Never say no." At this point, there are no bad ideas. If you shut yourself down early, you might lose the best ideas. The craziest ideas are often the most inspiring.

2. **Start Digging**

The answers are buried inside your brain, and you're the archaeologist. Sometimes you need to blow crap up to get to the answers, and sometimes you need to use a toothbrush to excavate your golden ideas. The difference between those who ship and those who sit on their asses, is that those who ship, start.

Alright, let's look at the tools we have to excavate your brilliant ideas. Any of these can function as dynamite or as a toothbrush at the right time. You're about to get a bunch of options, so be sure to use the ones that jive with your own creative style.

Mind Mapping

Get a big piece of paper, a white board, anything handy, and write the title of whatever you are brainstorming in the middle. Circle it, and then draw a small line from the edge of the circle halfway to the edge of the page. Write the next idea that stems from the title. Circle it. Create more branches as ideas come to mind. Keep drawing until you run out of room on the page or until you run out of time.

Pearl of Awesome

One of my favorite Mind Mapping tools is an open source software called, [FREEMIND](#). Check it out! It's easy to learn and makes the Mind Mapping process blazing fast.

Ask “Why?”

As a kid, did you ever perpetually ask the question, “Why?” no matter what the answer was? You probably annoyed the hell out of the adults around you and landed yourself in the middle of an existential minefield that you were oblivious to. There is no doubt that you came up with ideas from this exercise. Dive more deeply into your topic by playing this game with yourself.

Stream of Consciousness

Set a timer. Increments of five or ten minutes work well (ten minutes is my favorite). Open your favorite text editor and write the question or the problem that you're trying to solve at the top of the page.

Start the timer and write anything that comes to your mind. Not just anything; write down everything that comes to mind. Keep going. It can be about pirates, crazy monkey dragons, your grandma's birthday party, or your grocery list.

Keep writing until the timer goes off. If you're not happy with your ideas when the timer brrrings, take a stretch break and do another round. It's only 10 minutes. In the absence of brainstorming brilliance, brute force works, too. Keep going until you find what you're looking for.

Collaboration

Are you an unparalleled genius? Cool, me too! That being said, at least half of the time when I go off into my cave to generate brilliance, the wheels stop turning.

An effective way to fight back when the idea well dries up is to collaborate. Find someone to brainstorm with. Pick a general topic, and then play Idea Ping Pong with each other by tossing interpretations, refinements, or additions back and forth. Write everything down, even the “bad” ideas, and interpret the results when you’re done.

Take a Break

Absorbing great ideas from the ether is quite taxing. Your brain will need to rest and refuel before too long. Go do something else that you find relaxing. Don’t think about your ideas or your brilliance, just enjoy the respite. Go use your hands - build something, play some music, or sit down with a board game. You’d be surprised how often your brain will come to you with the answers you need when the pressure is off.

Story Time!

When By Bloggers first started, Jonathan and Sam got together for a weekend of intense brainstorming in Chicago. Many of the ideas and passions that are pursued on the site today are a by product of that collaboration.



Choosing A Title

You've got an idea at this point (hopefully). That's a huge and important first step in this process.

Congratulations! Take a moment to celebrate yourself, your ingenuity, and your dedication to the process. Seriously, the fact that you're working hard at this is super inspiring. You're awesome, and I hope you give yourself a little gift (like a delicious Pumpkin Spice Latte), or take some time and do something special (go for that hike you've been hankering for).

Now that you've got your idea, let's come up with a title. It doesn't have to be **the title**, but you need **a title** before you write the first word of magnificent content.

Always Have A Working Title

Yes, always. A working title gives direction. It gives you a framework to work within, an angle to come from and a lens to look through.

It's like the most awesome telescope meets compass meets picture frame ever.

Without a title, you run the risk of rambling, writing content you don't need to include, and worst of all, wasting your readers' time. Don't do it.

The Power and Peril of Cliches

Clichés get a bad rap. They are judged to be common, valueless, and uninspired. What you don't usually hear is that clichés also convey meaning rapidly.

People know clichés, and don't have to spend time interpreting them. They can take your message from zero to understood in an instant.

The problem with clichés is that clichés are, well, cliché. They became clichés for a reason.

It probably means that others have used them before you.

The trick to using a cliché well is to use it in a way that hasn't been done before *in your niche*. There are thousands of "Art of" books, but Everett Bogue launched a successful e-book titled, [THE ART OF BEING MINIMALIST](#). With a small twist of using an action instead of a noun after "The Art of," Everett portrayed professionalism and captured attention within his niche.

Be *Slightly* Different: Do the Twist

You don't have to come up with the most unique name that has ever been conceived for your e-book. Think about your topic.

Can you twist a keyword in a way that would catch your reader's attention?

Be Unique, Do It Differently

People have been saying, "Originality is dead," for years. It's mostly true. Artists have been covering the same topics for centuries. The difference in each interpretation is **how** they're doing it.

In his first e-book, Adam Baker of Man Vs. Debt chose to use the title, [UNAUTOMATE YOUR FINANCES](#), when everyone else was preaching about how automation was the best thing since sliced bread. Baker didn't invent a new way to do personal finances, but he used his willingness to challenge conventional wisdom as an unique selling proposition.

When coming up with ideas for your title, see if there is a way that you can create a unique selling proposition. Challenge assumptions, create a metaphor that tells a story, and stand out from the crowd.

Most importantly, be yourself with the title of your product. This is your telescope meets compass meets picture frame, and you're going to have to write for it. Make sure it sounds and feels like something you created.

Planning Your E-Book

Writers... start your engines! Imagine your knuckles gripping, clutching, at the edge of your desk in eager anticipation, to draft your masterpiece. Ready? Set!

Pause.

Do not pass go. Do not collect \$200 (yet). Who told you that you it was time to start? I never said any such thing.

Generals don't go into battle without a strategy, Bear Grylls doesn't go into the wild without scouting it out first, and you shouldn't begin writing before you've done your pre-writing. You need a plan.

When I was going to animation school, they told us to spend 50% of our time planning, and 50% actually animating. It's a practice that I've taken over into many other areas of my life, including e-product creation, and it continues to be extremely good advice.



Andrew Stanton, the director of *Finding Nemo* and *WALL-E*, gave a speech at the annual Screenwriting Expo a few years back where he said, **“Writing is rewriting.”** You might already be nodding your head, and if you're not yet, you will be by the time you're done with your e-book.

Every hour you spend planning now will save you at least two to three hours later. No, it's not sexy. No, it's not glamorous. But I promise that planning before writing is one of the greatest gifts you can give yourself as an e-book creator.

Outlining & Pre-Writing

Many people associate outlines with high school English papers, roman-numerically organized lists, and other sorts of witchcraft. I'm not going to help them out here - I think of them as skeletons.

Every person around you is blessed with a skeleton. This is the wonderful frame that we elegantly hang the other systems of our body on. The problem with many products that are not well-planned, is that they look like a body without a skeleton: weird, lumpy, unidentifiable blobs. Don't make anyone read a blobby e-book.

Outlines are easy to construct, and they turn the process of writing your e-book into a paraphrased version of Mad Libs. Here's a basic outline on creating an outline:

Pearl of Awesome

Don't worry about making your outline pretty, just make it useful for yourself. When you reach the point where you've got a map you can follow, stop writing. You're ready to move on to the next step.

Your E-Book Title Goes Here

1. Start your outline with a “1.”
 - a. Write your first major idea after the “1.”
 - b. Give the next line the next number
 - c. Write your next major idea next to it
 - d. Repeat steps b and c until all of your major ideas are covered
2. Add a few lines between each major idea
 - a. Tab or indent your way over and start a sublist with the lowercase letter, “a.”
 - b. Write the first item of your sublist next to it.
 - c. Write the next letter and item next to it. Repeat for every sublist.
3. Add a line or two between each subtopic to list supporting data or ideas
 - a. Tab or indent your way over to list data for your subtopic
 - b. Use lower-case roman numerals to organize your ideas
 - i. They look like this: “i” or “iv”
 - ii. Use as many as you need
 1. Go crazy and start the process over if you need more layers of organization
 2. Don't go too crazy, this is just for organization, not writing
 - c. If you like quotes, find some before you start writing - they're great inspiration
4. Review your outline
 - a. Make sure it flows in an organized fashion
 - b. Plan out your introduction and conclusion at the top and bottom of your outline
 - c. Fill in the gaps
 - i. Is something useful missing from your outline?
 - ii. Then put it in

For Dedicated Outline Haters

Perhaps no matter how useful an outline might be, you are absolutely, positively against it for reasons of religion or philosophy (We hear Flying Spaghetti Monster worshipers hate outlines, just a rumor though).

You're in luck.

In my brief stint as a screenwriting student, I picked up a tool that is perhaps even better than outlining. I call it the Notecard Orgy, but you can call it what you want in polite company. Here's how it works:

1. Write your major ideas on one notecard each.
2. Arrange them on the floor in the order they are going to appear (create a horizontal line)
3. Put each sub-topic on it's own note card and put them on the floor below the topic it falls under (creating a vertical stack, but not on top of one another).
4. Look at your notecards, see if anything feels out of place. Mix and match and rearrange as needed, until done.
5. Write any notes and ideas for each section on it's notecard.
6. Take a picture for reference. Type up the notes if you want.

Now you're done, and it's a much more tangible process than writing an outline. This process is easier to play with, it exists in space (the final frontier!), and is fun. If you don't like an idea you can physically throw it away, which is definitely the bees-knees. It is also a great way to interact with your idea. Have fun you outline haters!

Research That Doesn't Suck

Even if you're an expert in your topic, there are some insane benefits to doing quality research: discovering engaging statistics, increasing your depth of knowledge, and creating a sense of credibility.

Sam, the Spleen of Awesome at By Bloggers and Conscious Minimalist/Maximalist over at The Simpler Life, has a few thoughts on research for us.

Why Research?

The role of research in an e-book is a sensitive topic. If you accept the general advice that you should only be writing an e-book about what you know (it's good advice, trust me) then it may seem like there is no place for research in your project. Good research, however, is one of the key components to building your credibility. If you can find accurate statistics or expert opinion on the topics you're writing about it will only strengthen and add depth to your e-book.

Spending some time researching is also a great way to develop new ideas and topics during your pre-writing phases. Sometimes it's hard to think of everything that you should cover. Research will help populate your outline and brainstorming with even more good ideas. Between these two benefits, adding depth and expanding your topic, research is a valuable tool that you must be able to do well.

Best Practices

Good research is more than just Googling your topic and jotting down the first couple ideas you see. It is a concerted effort to find information that will clarify, deepen and expand your project. Often, researching your e-book will lead you down paths of inquiry that you may have otherwise not thought of or investigated. It is these unforeseen tangents that add flavor and depth to your e-book. If you're looking for some ways to improve the way you research, try some of these:

- 1. Use Wikipedia (Intelligently):** That's right, the bane of teachers everywhere is actually a great research tool. Here's the twist. You don't actually get any of your information from Wikipedia though. Instead, you scroll to the bottom of a relevant article and check out the references. Then, you click on those references and citations and use those as the credible sources of information.
- 2. Investigate related keywords:** Research "around the edges" of your topic. Instead of focusing your research efforts on the very central theme or keyword of your e-book, try checking out some related, but different, keywords. For example, I'm currently writing a book about living consciously. Some of my most fruitful research has been centered around the keyword "discipline." It's a related topic, but not

synonymous with consciousness.

- 3. Follow some links:** Instead of staying completely focused on the narrow scope of your project, allow yourself to wander a little bit. Follow links in the articles you're reading and the websites you find. Set yourself a timer and just start running down the rabbit hole of information. You might find an idea that otherwise would have been completely outside the scope of your research. The timer will keep you from getting too lost in your tangent.
- 4. Look for gaps in your outline:** Researching is a great way to fill out the weak points in your outline. If there is a specific section of your e-book that you're less sure about than others, it will show during your brainstorming and outlining efforts. Use your research to find statistics, stories, or other information in these weaker areas.

Be Careful

Research is a powerful tool that adds credibility and depth to your writing. However, if you do it irresponsibly then any chance at credibility will evaporate. It's up to you to make sure you give credit where credit is due and to not plagiarize. Don't be afraid to use in-text citations, footnotes, links, and/or a bibliography.

Lastly, your research is only as good as your sources. Not everything you find on the internet is going to be

accurate, truthful, or even coherent. Whenever you're using information from an outside source you need to ask yourself about biases. Who is providing the information? What do they stand to gain from convincing you they're right? Do they cite where they get the information? Is it a credible organization or some shmuck's website? Don't let somebody else's shoddy research or questionable information end up in your e-book!

Creating Your Content

After all of this preparation, one of two things has happened:

You are chomping at the bit to actually get to work. All of this preparation has just reinforced what you already knew, and now you're ready to start pumping out prose.

OR

You're totally uninspired. You've done all this work, and now you're tired and have nothing that excites you. It's OK. Have a hug. The answer: stop working on this product. It's not the right one. Go find another idea and repeat the process until you're buzzing with excitement and enthusiasm.

If you're sitting pretty at the first option, it's time to get busy! Aren't you excited?! We're finally at the point you've been waiting for! Go, Go, Power Rangers!*

**Where's my MegaZord?*

Getting Down To Business

This feels like the first day of pre-school (and you're wearing the coolest suspenders ever): I've driven you to school, I'm all teary-eyed, and you're so excited to get going, that you're bouncing up and down like you ate a bucket of Shock Tarts™.

Before you run off and begin writing your amazing content, I want to give you a few pearls of wisdom so that you kick the other kids' butts (I know you will). Don't worry, you won't be embarrassed with too many hugs.

Encouraging Words

Everyone has false starts once in awhile. It's better to find out that your idea isn't the right fuel for you before you start than after you've done weeks of work.

*Really listen to your gut here. What are you **EXCITED** to work on? That's a great place to get started.*

Set A Schedule

Writing your content is as simple as filling in your outline, but as Sam likes to say, that takes some, “Butt-meets-chair, fingers-meet-keyboard” time. One of the best ways to make sure you get in the hours needed to produce enough content for an e-book is to set a schedule. Schedule 30, 60, or 90 minutes per day and do nothing else but write, write, write until that time is over.

You could be someone awesome like, “Conan the Penbarian” during your Weekend Warrior Write-a-thon.

How cool would that be? Talk about a pseudonym for the Ages!



Weekend Warrior Write-a-thon

Do you fancy yourself a content ninja, pirate, samurai, or Creative Crusader? Then perhaps the schedule and quota systems are too namby-pamby for you... you need something extreme to really get your adrenaline pumping.*

**: As much as typing can get anyone's adrenaline pumping.*

Alright, I hear you Lancelot - you want to get this product written, and written now. Here is the strategy for you:

Clear out your weekend. No. Other. Commitments. Allowed. Find a location free of distraction. I prefer castles with moats (rooms with doors), or high towers with dragons on guard (try a coffee shop or library). As soon as the weekend hits, take out your weapon of choice and start creating content as fast as possible. Spend the entire weekend creating content. No editing, no revising, no carousing. Just writing.

I've found that the average person can create 10-25k words of content in a single Weekend Warrior Write-a-thon. Are you up to the challenge?

Use a Quota

For those that are more inspired by hitting a milestone than working for a certain amount of time, quotas are flexible and awesome. Say your quota is 1000 words of content per day. Sit down every day and write until you have 1,000 words. Some days, this will be a breeze, other days, it's going to be hard as hell.

Do What Works For You

Do you already have a workflow that you know works for you? Use it. There is no right way to get your writing done. I'm a lame old timer, and you're the hip youngster with Shock Tarts and Pixie Sticks.

Good luck, play nice, and I'll see you when you're done!

Staying Motivated

Somewhere in between finger-painting and Lincoln Logs, you might start to notice that you begin to lose interest in writing. Pre-school isn't as cool as you thought it would be, and honestly... the kid next to you smells funny. Don't worry, it's normal (losing interest, that is - that kid is definitely a bit off). That doesn't mean you have to like it, though.

How do you stay motivated and inspired to keep creating kick-ass content when you're operating on reserves? How do you get into flow when you're

absolutely dreading being at the keyboard for another long stretch of hours?

After going around the block a few times, I can help you get to the finish line when you feel like your tail is dragging on the ground. Try out one of these ideas:

1. **Go Outside**

Speaking of monitor-tans, you're going outside, right? You don't have to go hike a mountain or take a 100-mile bike ride (kudos if you do), but make

sure you're getting time away from your workspace. Writing is easier when it doesn't feel like you're trapped in a prison cell.

2. Take a Daydream-cation to the Future

"For the low, low price of \$0, you can take the vacation of your dreams!" Literally. Close your eyes and imagine yourself in the future, after your product has shipped or you've made it though this bout of writer's block.

Don't just imagine. *Feel it. Sense it.*

How are you going to feel emotionally after you've launched? Elated? Excited? Tired, but happy? What will that feel like in your body? Perhaps your shoulders will be less tense, you'll pull in some deep breaths, and you'll be getting a suntan instead of a monitor-tan. Be there, and let the dream fuel your present actions.

3. Remind Yourself of Your Why

When you're beginning to feel a bit unmotivated, you might notice that little gremlins show up and start to whisper nasty little words in your subconscious.

"This isn't good enough... You're never going to get it done... No one is going to read this..."

Lucky enough, gremlins are cowards. You can easily sweep them out if you take some time to focus on your why. You remember when I asked you, "Why are you writing this?" ?

Go look at your answer. Say it out loud. It's likely that you might tear up a little, and feel inspired and rededicated if you can really feel your why.

If this is too touchy-feely for you... think of it in football terms, and give yourself a locker room pep-talk.

4. Find Some Inspiration

Holy cow, there are so many artists out there doing amazing work. Sometimes you just need a little inspiration to put your nose back to the proverbial grindstone.

You know what inspires you: fine art, stories, film, photography, poetry, cool cars, or Lego sculpture. Go bask in the beauty and magnificence of it, and come back renewed.

5. Schedule Regular Breaks

Scheduling regular breaks is more about not losing motivation than it is about rekindling it. There's only a certain amount of time you can spend on any given project before it becomes "the grind." This

point is different for every person and project.

You can extend the time you have before you become a victim by taking regular breaks. Getting away from your writing can renew your enthusiasm and inspire new ideas.

6. Talk to a Mentor or Coach

Your mentor doesn't have to be Anthony Robbins to be inspiring or rejuvenating. The benefit of talking to a mentor or coach is that you're talking to someone that knows you and your process. Good ones will call you on your bullshit when you're making excuses, and cheer you on when you most need it.

They're also great resources for feedback and expanding ideas. When they help you dig more deeply into an idea, sometimes you'll go sprinting back to work because you're so excited.

7. Celebrate

Remember how we partied like rock stars after you figured out your topic?! I bet you felt really good after you did that... you know, like a rock star. Celebrating is a good way to remember why you're doing all of this hard work. It's a light at the end of the tunnel, guiding you closer to the finish line.

Make sure that you schedule regular celebrations along the way. Party especially hard after you launch. That's epic, every time.

Feeling excited again? I hope so. Time to get back to writing, friend. You can do it! Woot-woot!*

**Please imagine the entire By Bloggers team and community cheering you on as you write. You've got us pumped!*

Write Like You Speak

People aren't interested in reading textbooks. I bet that even college professors don't like reading textbooks. Therefore: don't write your e-book like a textbook.

Write in your own voice, just like you speak to a friend. Write your e-book like you're having a conversation with your reader. Relate with them, make them laugh, tell them stories, and engage with them through your writing.

A Quick Word on Outsourcing Content

I'm going to be a heretic in the age of VAs (virtual assistants):

Never outsource your content.

You can't hire someone to be you, so don't try. There is no shortcut to creating your message. Monet and Picasso didn't outsource their masterpieces, and neither should you.

Editing & Revising

Quick, what's the first thing you should do when you are done writing the first draft of your product? Party? Dance like a wild-(wo)man? Wash off your war paint?

Hide It In A Drawer For A Week

After pouring many hours of eyeball strain into your monitor, it's time to step back and just bask in hitting this milestone. You can't really even read your product right now if you're honest with yourself: your brain will gloss over and finish your sentences before you read them.

Put it away and spend a week or so taking a few well-deserved breaths.

Read It Out Loud

It doesn't matter how much you hate your own voice, there is no better way to find awkward grammar than to read it out loud. You'll also figure out where your writing doesn't sound like something you would say. Bonus points!

Green Pen to the Rescue

Imagine the friendly, better-looking cousin of your least favorite English teacher's red pen. That's your green pen (though we hear some people like purple instead), and it's going to help you get your writing fit as a fiddle. Run spellcheck. Read every sentence a few times. Print out your e-book and mark it up. Go through and make sure your e-book has no obvious and easy to fix errors.*

*: You should probably take out the complex and hidden errors, too, just in case your readers are super clever.

Pearl of Wisdom

Editing is a process that will occur at every stage of e-book creation: concept, content, design and launch are all subject to revision. Embrace the process. If you're having difficulty at this stage, lean on a friend for feedback. Fresh eyes will make a world of difference.

Always (ALWAYS) Get Feedback

Send this slightly more polished version of your e-book out to your trusted friends, family, and peers. Have them read it and give you feedback on everything: content, copy-editing, organization, and anything you might have left out.

Revise: Writing is Rewriting

You've got your green pen copy, and you've got quality feedback. Time to revise with a vengeance.

If You Wouldn't Say it Big, Don't Say It At All

If you're having trouble deciding if you should keep a sentence in or take it out while editing, there's one simple rule that can solve your dilemma.

If you wouldn't say it big, don't say it all.

By big, I mean full-page quote, or at the very least, as large as your biggest heading or in a pull quote. If the answer is no, cut it.

Murder Your Darlings

There is only one thing left to make your e-book shine:

Murder your darlings.

Yes, the e-book gods require that you make a few sacrifices.* Let's not make it a big deal. You get used to the smell of burning sentences.

**Please, don't hurt your family or friends. It won't help your e-book.*



WooHooooo!

And When You're Done...

Time to celebrate again! Holy, monkey... you've officially reached super-stardom in my eyes. You are at least as awesome as every member of Dave Matthews Band.

Your content is done. Let that sink in for a moment...

WOOHOOOOOO!!!

Make sure you celebrate this massive milestone before you keep working. When you're done celebrating your ass off, **Epic E-Book Creation** will still be here, ready to help you turn your beauty queen into a pageant winner.

“If it’s not worth saying BIG, don’t say it at all.”



Dressed To Kill

Principles for Awesome and Effective Design

The marriage of incredible content with breathtaking design is what separates the wheat from the chaff in the e-book publishing world. I bet you weren't expecting a farming metaphor. Neither was I.

Here's the secret though: you don't need to have a million dollar designer to dress your e-book to the nines. There are solid principles that you can follow to achieve success. With a little knowledge about design, layout, typography, and color (that you'll be rocked with shortly), you'll be equipped to sexify your e-book.

Let's make your e-book look awesome!

If You're a Talented Artist or Designer...

You may know a lot of the information covered in this section, so it's your call if you read it or not. You can never hear fundamental wisdom too often. A lot is covered: typography, color, layout, and user experience. You can skim your areas of specialty and dig into the areas where you want to learn more.

OR

The Idea of Design Makes You Cringe...

Use the knowledge in this section to help you ask the right questions when you seek the help of a designer. You'll become hip to design lingo, figure out which questions to ask, and learn how to give good feedback to your designer. There is a section on how to find a designer if you aren't going the DIY route, so don't run away yet!

Regardless of where you fall on the design spectrum, these principles can turn mediocre design into fantastic creations and make you look like the pro you are. These small guidelines can make the difference between looking like an amateur and looking like an authority on your topic.

Keep It Simple

Don't overcomplicate things. Simple solutions for simple problems. Simple is elegant and classy. Go with it.

Keep It Consistent

Consistency is a big net and it has an impact on everything in your design: color and font choices, picture and illustration choices, layout, and in creating a compelling user experience.

When you go bonkers and decide that every page needs to look like a skittles storm, you ruin your user's experience. Here's one of the most powerful design secrets I've ever learned: when you do something enough times (say you make every instance of the word "awesome" bold and orange for fun), your audience learns to expect it. It becomes a "rule" and the only way to break it is by not making each "awesome" all awesomified.

With every choice you make when creating your e-book, make sure you set and follow the expectations for your readers. When you don't, you end up ruining their experiences.

Create a Hierarchy

Composition is the most important principle in design, even for e-books. The principle refers to how you arrange elements on the page, from the largest heading to the smallest footnote.

You don't have to get super-fancy-footloose with your page composition to rock your reader's experience, you just need to create a hierarchy. Hierarchies are useful to your readers, because it indicates a level of importance.

This might sound complex, but it's pretty simple in practice: make your titles bigger than your headings, your headings bigger than your sub-headings, and your sub-headings bigger than your body content, all the way down the line.

Hierarchy can be applied to more than typography. In color, you can use the intensity and contrast of colors to create a hierarchy. In layout, you can use larger and smaller amounts of white space around an element to add emphasis and importance.

The possibilities and combinations are endless. Every tool you learn in this e-book can be used to create a hierarchy that directs your reader's attention where you want it.

Support, Don't Distract

The goal of good design is to **support your content**, but it can be extremely easy to slip from supporting to distracting. If you don't need a design element, get rid of it. Your e-book is on a strict no-fluff diet.

You want to keep your content in the spotlight, right?

Focus On Feeling

Please, come lie down on the design couch, and talk about how you feel when you look at your design. Does it make you feel warm and fuzzy when you look at it? Or does it make you feel icky, catching your attention and distracting you from the content?

We can teach you all the principles in the world, but at the end of the day, you've got to make the calls that deliver **your style**. Ask yourself whether the design feels cohesive and whole, or whether it feels cobbled together.

The more experience you get, the better your judgment will be. If it feels good to you, chances are that it's going to feel good to your reader. If you're not sure, don't hesitate to get a second opinion.

Now You're an Expert, Right?

Of course you are! Right?

Well, maybe you are and maybe you aren't... you won't really know until you go and apply these wonderful principles.

I heard once that repetition is the mother of skill... or maybe it was the father of perfection... anyway, because I want to help you create the most awesome product ever, these principles will be emphasized as we dive through applying them with the typography, color, layout, and user experience of your e-book.

Don't worry if you're not winning any design awards your first time out of the gate. If you're a DIY master, focus on making your e-book a pleasure to read. It's better to ace simplicity than to screw up with complexity.



Le Wonderful World of Typography

If you swim in enough design circles, you might hear this quote: “Design is 95% typography.”

The first time I heard it, I scratched my head for a bit. 95%? Really? It seems a bit excessive, doesn't it?

The more time I've spent doing design work over the last ten years, the closer my own estimation grows to this ratio. You don't have to believe me or “the experts.” You can move your focus straight to answering important questions. The only question you **need** to ask as you consider typography is:

Does this create a better experience for my readers?

Think about clarity, readability, recognition, comprehension, and flow. If your typography supports those values, keep it. If it does not, scrap it, immediately. Great typography can support your content, creating a flowing and accessible experience.

Bad (or simply not good) typography can create a stumbling block for your readers even if the content is insanely valuable.

Let's take a look at how you can create an amazing typographical experience.

The Upside Down Typography Pyramid

Think of typographic elements like a funnel: the goal of every element (titles, headings, content) is to convince them to read the next level of content below the current one. Your titles should make them want to read your headings, your headings should persuade them to read your content, all the way down the rabbit hole.

Readers scan online content more than they actually read it. You can rant all you want, but you've got to consider it and design for it. Here are the areas you should consider when creating effective and compelling typography:



Titles

A title exists in one of a few places: on its own page or above the content at the beginning of a new section. In general, titles should be the largest and heaviest font in the lineup. Think of a center in football - big, beefy, and getting a lot of attention. Hike!

Headings

Every section deserves a heading, no ifs, ands, or buts. Let your readers know what they're about to read. There is room for exploration and play in the design and size of your headings. Make sure they stand out more than anything below them in the hierarchy.

Subheadings

If you have a section that delves into many levels of detail, subheadings help organize your content effectively. Make these smaller and less prominent than the behemoths above, and more noticeable than the elements below in the hierarchy.

Body Content

And finally, we've dived down deep enough in the hierarchy to reach the actual content. How do you feel, spelunker? There is only one rule for body content: make it clean and easy to read. This supersedes any other rule in typography - if you fail here, you might as well hang up your type-setter's hat today.

Footnotes

Who knew that footnotes could be fun? Footnotes are the spices on top of your steak, the little bits of extra informational content that add flavor and zest, but don't overshadow the main event. Keep them small and make sure they don't distract from the content.

Pull Quotes

Pull quotes are a strange breed: they're the sound-clip-esque snippets that are pulled out of articles and highlighted in their own little glorious spaces. They are an excellent way to highlight key information, and there is a lot of latitude here for creativity in their design.

Make them stand out prominently from the body text so that they are noticed, but not so much that they can be confused with more organizational elements.

Express Yourself & Your Message

Have you ever looked at a font and said, “Yeah, that’s exactly what I need... that’s so me!” Neither have I... identifying yourself with a font is a bit weird. And yet, a font can be playful and creative, or stiff and formal. Take the time to choose fonts that support the tone and nature of your message.

You wouldn’t expect to see the New York Times printing their articles in Comic Sans, right? Font selection can be a subtle line to walk, but finding yourself on the right side of it lends authority and credibility.

Keep the Body Simple

Your body content is the most valuable content, so **make it easy for the reader to peruse**. The only thing you should worry about is whether to include serifs or not. Beyond that, use a common font such as Verdana, Arial, or Tahoma on the sans-serif road, and Times, Georgia, or Calibria if you’re using serifs.

Titles, Headings, and Exceptions

These lovely creatures are where you can explore your artistic flare. If you’re enamored by all the crazy font options out there, go wild - within reason. Don’t go too crazy. It’s easy to get lost in the wilderness of creative fonts, and lose the point of a title or a heading: to get your reader to read the next line.

Keep it Consistent

Every element of the same level should look like an element of that level. Titles look like titles, all the way down through body content looking like body content.

Make Sure Your Fonts Play Nice

Typography purists say that you should never have more than 2-3 fonts, no more than x sizes, and all sorts of picky rules.

Want to know what it all boils down to?

Make sure your fonts don’t look like crap together.

How can you tell? If you think you’ve got a good design sense, just use your best judgment. If you’re font-deaf (as in tone deaf for fonts), get a second opinion. No one to ask? Feel free to [CONTACT BY BLOGGERS](#) and we’ll give you an honest opinion.

The Golden Rule of Typography

K.I.S.S.: Keep it simple, Sally.

I have no idea who Sally is, but it’s good advice for you, too, I promise. Every title, every heading, and every letter of content in your product needs to be clear, legible, and in support of creating an enjoyable user experience. If anything sticks out, be sure to adjust your type accordingly.

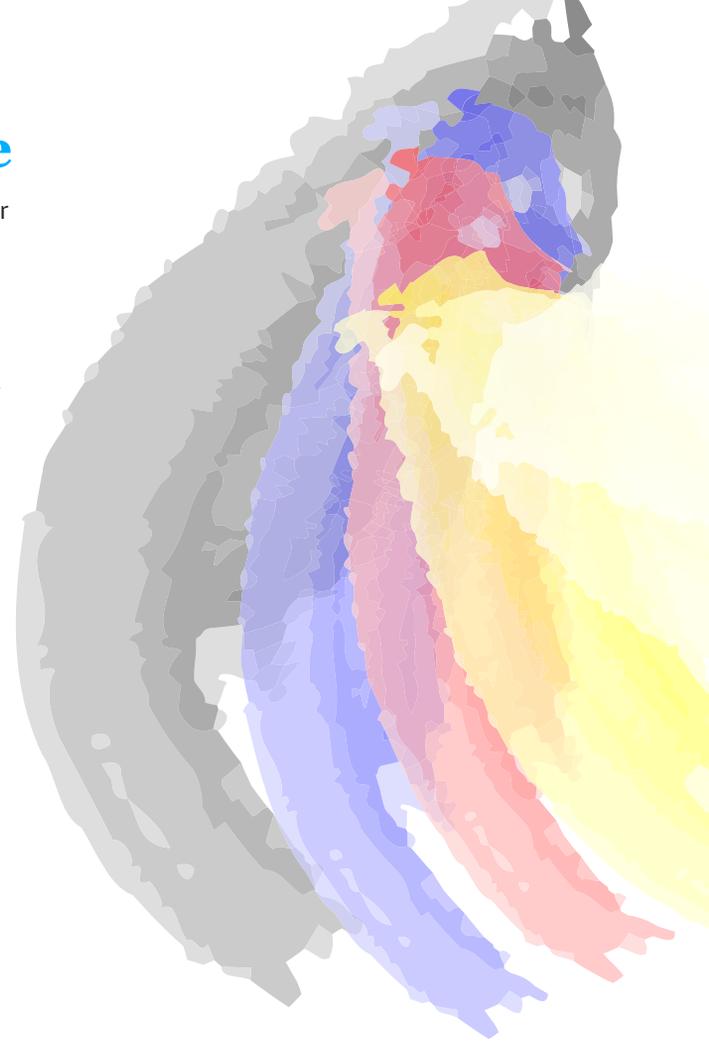
Breaking Out of Black & White

Do you need another reason why e-books are more awesome than regular books? You get to use colors (and pictures - more on those soon!) in them. And colors make things pop, like balloons, except you don't freak out (unless you get really excited about colors).

Color is another arrow in our design quiver, one that you can use to awesome effects as you create an e-book that dances circles around your competitors.

It's important to use a bit of caution when you dive into the deep end of the rainbow pool: you might end up with some brilliant-looking colors, but more often than not, using color poorly looks garish and distracting. The next few sections will tell you how to keep it classy while you add colorful flair* to your e-book.

**Don't worry, you don't need to use a certain number of pieces of flair. Use it where it makes sense, and don't use it where it doesn't.*



Color Theory Spelled S-I-M-P-L-E

Color theory is one of those fun subjects that you can learn in thirty minutes, but that can take a lifetime to master. The timeless method of teaching color theory is using a color wheel. I'm not looking to reinvent the wheel (pun intended), so take a gander below.

Types of Color

Hover your mouse over color types below to read their definitions and explanations.

Color Rules You Can Use Right Now

Alright fancy-pants, now you've got color theory down pat. You're a busy person, and probably don't have time to do an in-depth analysis of every color choice you make for the rest of your life (though perhaps you should make every choice intentionally).

There have to be a few tips or rules that a wizened, old color veteran can share with you. You're right, as it happens. One time, I walked up-hill, both ways, in the snow, and found these lying on the side of the road:

1. **Use a limited palette:** two to three colors and their various tints and shades should be enough for most designs.
2. **Color is value:** The best color designs look great in gray-scale. Convert your design to black and white to test the contrast.
3. **Steal from everywhere:** If you see a color arrangement out in the wild, don't be shy about using it in your own work if it fits. Colors are copyright-free.
4. **Create harmony with your colors:** Some colors work together, some don't. Analogous pairs and complementary pairs work great.
5. **Color can be used everywhere:** Every design element you have, including typography, can use color. It doesn't mean you have to use it. Use discretion.

I might have found these on the side of the road, but they've been useful over the years. Enjoy, and don't take them for granted, dag'nabit.

Pearl of Awesome

Do you have to use pictures? No, you don't. Many people, including yours truly, appreciate a little bit of extra beauty in an e-book. Don't hesitate to use the tools at your disposal, including images, to make your e-book communicate more effectively!

Using Pretty Pictures

Some people like picture books, some people like novels. Even if you prefer novels (we all have to move past Clifford the Big Red Dog eventually), I bet you still look at the cover of the book when you buy it. The images you choose to use in your e-book matter.

Photography, illustration, charts and graphics enhance the look and feel of your e-book. Let's explore how to use them well.

Personality, Content, Clarity, Consistency, and Quality

Even though there are billions of pictures out there to choose from, there are only five rules that you need to follow as you pick out pictures to use.

Content

Make it meaningful. If you're writing an e-book about stock trading, don't use a series of pictures about bicycles (unless you're using a bicycle metaphor). You choose your words carefully when writing, so choose pictures (which are supposedly worth 1000 words) just as carefully.

Clarity

Make sure it's clear what your pictures are about. It's a little weird when your image is out of focus and it is not clear what's going on. Have a message that you're trying to clearly communicate with your photo or illustration.

Consistency

You don't need a fancy DSLR to get great pictures. Everett Bogue included pictures taken from his iPhone in his hit e-book, [MINIMALIST BUSINESS](#). They weren't "professional" quality pictures with a million megapixels, but they had a consistent look and feel. If you use a series of images instead of a random assortment, you'll look pretty sharp.

Quality

Clicking through an e-book with great content and being smacked in the eyeballs with a crappy quality picture makes me cringe. Sometimes it's resolution, sometimes it's the content. Make sure that the quality of your product is reflected and supported by the quality of your pictures or illustrations.

Personality

Every decision you make about the visuals of your e-book tells your reader a little bit about you. Use every opportunity to share your personality with them. Adam Baker does a great job on the extra guides he ships with his e-book, [SELL YOUR CRAP](#): the cover of each module is an older, "crappy" computer. It's clever, consistent, and interesting.

Before we dive into where and how you can get pretty pictures to use in your e-book, I have to make sure that you know the rules so you don't get in trouble. Make sure you pay attention, as this stuff can save you from future headaches, heartache, and wallet-ache.*

**An under-documented disease with symptoms of a suddenly-empty wallet or bank account due to making uninformed decisions.*



The **Legal** Way to Use Other People's Pretty Pictures

Finding and acquiring artwork to include in your e-book is only half the battle. The other half is using it correctly and legally. There are a few things you should know if you want to avoid getting in trouble with the law and staying in the good graces of artists. The jargon can be a bit confusing, so I'll focus on a few of the most common questions.

Necessary Disclaimer: *I'm not a lawyer, and none of should be interpreted as legal advice. This is a bit of knowledge I've acquired over the years. If you've got legal questions and need a definite answer to your questions, consult a lawyer.*



What is a stock photo or illustration?

A stock photo/illustration is a piece of work that was already created and that you can be given permission (usually for a cost) to use in your project. Basically, it means that you're not hiring a photographer to take custom pictures for your e-book, but you're finding photos that already exist and are available to use.

What's a royalty? What does royalty free mean?



A royalty is a recurring payment every time someone uses a piece of art. You see it a lot in music - every time someone plays a song on a radio, the record label (and the artist) get paid. Photo usage can work in a similar way: every time a photo appears in a publication, the artist gets paid (so if they get one cent per use in a magazine, and it prints a million copies, the artist gets \$10,000).

Royalty Free means that you can use the image pretty much however you like, without paying a royalty every time it is used. This is great for online authors who want to use killer photographs, because we don't really have any idea how many times our work will be downloaded.



What does rights-managed mean?

There are different rights associated with how photographs are used - print, online distribution, different formats, or industries, and exclusive or non-exclusive. The photographers usually have an agency manage how their photographs are being used.

What is the Creative Commons? Is there just one type of Creative Commons License to know about?



The Creative Commons (CC) is a flexible licensing option for artists to be able to control how their work is used. There are four types of CC licenses that can be used together:

1. **Attribution:** People can use the artist's work (however they like) if they give credit to the author when and where it is used.
2. **Share Alike:** People can distribute the artist's work in whatever fashion they choose, as long as it retains an identical license.
3. **Non-Commercial:** People can use the artist's work however they like, as long as the usage is in a non-commercial project.
4. **No Derivatives:** People are not allowed to use the artist's work in derivative works. Be aware that this does not have any impact on Fair Use.

If you're going to be using Creative Commons material, make sure you stop by the CC website and learn a bit more: [HTTP://CREATIVECOMMONS.ORG/ABOUT/LICENSES/](http://creativecommons.org/about/licenses/). You can even license your own work under CC licenses to protect your work, and control how it gets used.



What is Fair Use?

Fair Use is a United States legal doctrine that means you can use copyrighted material without permission of the copyright holder if you use it in the following ways: commentary, criticism, news reporting, research, teaching, or scholarship. Fair Use can be a gray area, so be sure to consult a lawyer if you're doing something big and are not sure if you're toeing the Fair Use line.



What is a model release and do I need to worry about it?

Model releases are another gray area, and you'll need to know if there is one or not with a photo. Model releases are legal documents that the models sign stating that their likeness can be used in various ways. They're typically only required if you're using a photo of someone where it could be construed that they are "sponsoring or promoting" or "in support of" a product or idea. If you are unclear, here is an excellent resource to help you determine if you need a model release or not:

[HTTP://WWW.DANHELLER.COM/MODEL-RELEASE.HTML](http://www.danheller.com/model-release.html).



Should I worry about copyright?

At By Bloggers, we subscribe to a C.Y.A. policy. In case you don't know what C.Y.A. is... it means Cover Your Ass. Don't do legally shady things, including infringing on copyright. You might have a small following, but if someone finds you using their work without permission, you open yourself up to a world of hurt. specially if you're making money from it. Cover your ass. It's not very difficult with all of the freely and easy-to-cover-your-ass-ably available material out there.



“C.Y.A. - It means
Cover Your Ass.”



If I accidentally break the rules, am I going to go to jail?

Thankfully, no. One of the lovely things about accidentally infringing on copyright is that you'll be asked to cease and desist first. If you've been making money from an infringement, you'll probably be required to share the wealth (even if you've already spent it). If it's truly an accident, make it right, and don't worry.

Wow, this is a lot of information... do I really need to know and worry about all of this?



That's your call. If you don't plan on using photography or graphics by other people, don't worry about it at all. If you're going to use work by other people within your e-book, we recommend doing it right. C.Y.A. - it's a good piece of advice and a good practice.

Finding Pretty Pictures

Phew, now that you've got a handle on how to use a photograph while following a solid C.Y.A. policy, how do you go about actually finding these pretty pictures to use (outside of using your own)?

Pictures, Pictures, and More Pictures

Thankfully, the internet makes this task insanely easy and insanely cheap (even if you go for paid photos). Let's find out where.

Friends

It seems like everybody has a decent camera and a passion for photography these days. Ask your pals if they have any photos they'd like to contribute to your project. Be nice and give them credit or links if they're nice enough to give you their permission.

Flickr

Flickr is the largest photo sharing site on the entire internet, and some of the photographers release their photos under various Creative Commons licenses. Whenever you use the photos, just give the photographer credit (and a link to be nice).

Pro Tip: Try sorting your searches by "Interesting" instead of Relevant or Recent.

MorgueFile & SXC

Both of these sites provide excellent-quality photography for free. The licenses on these images are pretty generous, just make sure that you double check that there are no extra requirements or restrictions on a particular image before you plaster it all over the web.



iStockPhoto & Dreamstime

A step above the free variety, both of these sites offer royalty free photos at an excellent price. Typically you buy credits that you use to purchase various sizes of a picture. The bigger the picture, the more credits it costs. Luckily for us, you don't need huge resolution images to use in e-books intended for a screen. Paying for pictures usually means higher-quality, greater variety and more artistic skill (though not always).

Charts, Graphs and More Yummy Data

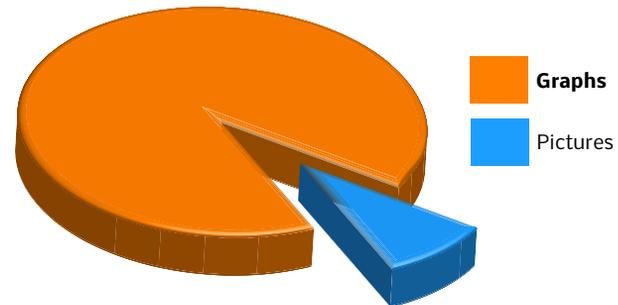
Photographs and illustrations aren't the only pretty pictures that you can include in your e-book. For the last few years, readers have been going crazy for infographics: basically spreadsheets turned into entertaining graphics to communicate better.

If there are relevant statistics in the field that you're writing about, adding magical pie charts can perform wonders for your credibility. Hard data in a readable form supports your arguments and claims. If pictures are worth a thousand words, pie charts are worth around 10,000.

See? Don't you believe me more already? Ok, ok, maybe not. I still bet that you understood the pie chart *instantly*, where it would have taken a more detailed explanation to communicate with words.

While this chart happens to mean nearly nothing (the point is true, the data is fictional though), hopefully you can see how using pretty charts and bar graphs and pie charts can be useful.

How Much Are Charts And Graphs *Really* Worth?



Finding the *Right* Pictures

When searching these sites, it can be somewhat difficult to find exactly what you're looking for. You might want a specific picture in a specific composition or you might want to find the perfect picture for "integrity," which, not being a noun, can't have its picture taken.

There are ways to get around this if you go about it in a clever way. Here are a few tips for finding the perfect picture in a mass of options:

1. **Use a thesaurus.** Search for related words and see if you can find what you're looking for.
2. **Search for concrete nouns and verbs.** If you're having trouble finding a picture for "integrity," picture it in your mind first and then search for what it looks like. Maybe integrity is a business man doing charity work. Luckily, you can search for that.
3. **Exclude what you're not looking for.** Sites like Flickr allow you to exclude search terms by putting a '-' in front of them while searching. Use this to your advantage to cut out pictures you don't want. Need an example? If you want a picture of a mustang (not the car), you can exclude cars from your search like this: 'mustang -car.'
4. **Focus on the feeling of the image.** Sometimes you're never going to find the right image. If you

find yourself here, try finding an image that has the same feeling as what you're looking for, and go with that instead. The result will be practically the same.

Still having trouble? Sorry, can't help. I've given you everything I've got on how to find, choose, and legally use awesome pictures for your e-book. Ev-ree-thee-ng-g-g.

Hopefully instead of being lost, you found it insanely useful. I can't wait to see your pretty pictures.

Design Make You Quake in Your Boots?

Does the idea of trying to do anything beyond removing red-eye in Photoshop make you quake in your boots? Don't worry - even if it does, it doesn't mean that your e-book won't be well designed. All it means is that it might be a better choice to outsource this phase of the work instead of making yourself sweat bullets.

There are a few different strategies you can use to find a designer to work with, depending on your budget and your timeline. The faster you need the design done, and the great level of fanciness that you insist on, the more that you'll have to pay. Yah, the whole cost/speed/awesomeness triangle is at work here too. Lame, huh?

Hire Students

How do you feel about college students? No, not the crazy party types that fulfill ever horrible stereotype that television has invented. How about the super motivated early twentysomething that runs a blog and has been designing since they were 13? They exist, and may be available to do work at a cheaper rate in return for experience or portfolio pieces and perhaps a glowing a reference.

If the idea of working with a talented amateur doesn't scare you, send an email to a few professors at local universities and community colleges (or not so local if they aren't near you - you could work remotely this way as well). Offer to run a contest for the prof's classes, either as extra credit or as an assignment, and throw in a (cash) prize as well. You could walk away with the best of all the entries. Alternatively, ask the professor if he knows or can recommend a student that does great work. They usually know who the best up and comers are.



eLancers, Freelancers and Treelancers

How about them treelancers, eh? As dependable as woodchucks and gumboils. Freelancers and eLancer's however, are sharp as tacks. With a small budget available, you have a variety of options on where you can look to hire affordable freelancers to design your e-book. Sites like [eLANCE](#) and [yWORKER](#) are great places to start your search.

They typically work like this:

1. You post the project details and your budget.
2. Members of the site will post bids on your project.
3. You accept the bid of the person with the best combination of price/portfolio/reputation.
4. They do the work.
5. You approve or ask for revisions.
6. They submit.
7. You pay.
8. You receive the final design.

It's a great way to get quality work at a decent price. Consider this option if you've got a decent budget and are looking for good work.

Tradesies

If you're writing an e-book, you're probably throwing some authority around on your topic (I hope). Could your expertise be valuable to a designer? Maybe you're an expert organizer or creativity coach - are your skills something that you could offer as an exchange for design services?

Find a designer who is also one of your Twitter followers (or follow a designer on Twitter), get to know them and then make the pitch if you think it's a good match. Many people are open to service exchanges in order to build their reputation and network.

Try and do an exchange where the time involved for each person is 1:1. If it's 1:2 (meaning you or the other person is putting in 2x as many hours) or more, it creates a difficult working relationship.

Promotion & Undying Gratitude

Are you getting some decent traffic to your blog? Consider offering a promotional exchange to a designer - an ad in the e-book or on your site - in exchange for the work. If you've got the right audience, this could be a great move for you and the artist.

Oh, and undying gratitude goes a long way. Everyone loves to be loved.

Pearl of Awesome

Organizing your content well is just as important as crafting killer content. The easier your content is to use, the more likely your readers are to continually refer to it as they learn. More eyeball time is exactly what you want from your readers.

Laying It All Out

E-Book layout is an area where many first-time authors or self-publishers get hung up. It's easy to say, "Let's just do it as simply as possible," but that can result in some pretty blandly arranged e-books. Layout is its own art, separate from typography, color, and photography and illustration.

Layout is more akin to composition. Good composition means laying out all of the visual elements in a way that communicates effectively. That's the goal of an effective e-book layout: communicating effectively.

We all want your message to make it to the masses in one, legible, coherent, and elegant piece, right? Agreed.

Onward and tally-ho!

Creative Layouts

Unlike books or magazines, you're not required to work within a certain page dimension for a publisher. If you want a super tall and narrow layout because that communicates your message more effectively, then go for it! If you want a wide layout with a zillion columns of text and pictures, you have that option as well.

To quote *The Matrix* (the first one only, of course), "Free your mind."

You're not locked into a print paradigm. Play around and express yourself, even with something like page layout. If it supports your content, why not?

Considering Print Requirements

Alrighty, you're writing an e-book, but you don't want to rule out the possibility of doing a limited print run for some reason.* Should you lay out your e-book in a way that can be printed, or do it how you want now and cross that bridge when you come to it?

**Perhaps your e-book can be used as a reference book, which works great in print and your audience might want.*

This is your choice, All-Star. Most e-books are never going to translate into print, so my general rule of thumb is not to worry about it. However, it's not too terribly difficult to find a standardized paper size and design your layout around that so that you cover all of your bases.

Vertical or Horizontal

E-Books have more leeway for dimensions than books or magazines. They don't have to follow the vertical orientation trend.

Think about how your product will be read: on a computer screen. Monitors are typically wider than they are tall. Consider adopting a layout that is 11"x8.5" instead of 8.5"x11".

The Argument for Better Columns

Please, I'm begging you, don't design an e-book that is 8.5"x11" and one column all the way across. PLEASE!

This is the carinal sin of the, "Free Reports," that you see plastered across the internet as list incentives. They are composed as a solid wall of text. No matter how great the content is, sometimes the actual labor of reading can become tiresome and you'll need a break sooner.

There's actual science that has gone into looking at how we read, and narrow columns have significant usability benefits. Science recommends using between 40 and 70 lines of text to achieve the most convenient usability.

All of this being said, you've got some options on how to lay it all out.

One Column

One column layouts can be a very flexible layout, with lots of room for creativity. When you use one column spanning about half to two-thirds the width of the page, you get room to play in your sidebars. You can use these for "bonus" content, quotes, witty asides, and pretty pictures.

Two Columns

One column not good enough? Fine, use two, I dare you. When you break your pages into two columns, you make it easier for your reader to read. They are able to read the lines faster, which means that they will be able to get through your valuable content and you'll have more readers likely to make it to the very last page.

More Columns = More Awesome?

E-Books offer a lot more latitude for creative experimentation with layout than a regular book does. Just because there are less rules and requirements, should you really branch out and try different page layouts?

Let me answer this in one word: maybe.

Arg! Aren't qualified answers infuriating?!

There are great examples for both camps. If you're going to go with multiple page layouts, make sure that they are supporting your content. Don't confuse your readers. They're pretty smart, but if you go too crazy with layout variations, they might go bonkers on you.

The guys over at *Digging Into Wordpress* did an amazing job of laying out their e-book of the same name. Sometimes the column count or layout shifts

around, but it is always for a reason and it is always in service of the content.

If you need another example, take a peek at [THE ART OF BEING MINIMALIST](#) by Everett Bogue. There are many different page layouts that are basically variations on a theme. You're never left guessing where to look because the other elements of his layout (headings, pictures, and text) are so consistent.

Layout Ideas & Inspiration (for free)

Still desperate for more ideas? Go buy the latest edition of Rolling Stone (or your magazine of choice). Magazines do a great job of laying out content creatively alongside stunning visuals. See if you can translate the lessons from print design into digital media.

Oh, you really read this section because it said something about free? I see how it is... alright, so here's the tip: Grab a sketchbook and go to your favorite bookstore. Grab four magazines you like the design of. Sit down, open them up, and draw thumbnail images of the page layout into your sketchbook. Then go home and start applying the lessons to your e-book!

The King of Layout: White Space

Is there an Elvis of compositional layout - some important element that we can crown The King?

Yes, and it's name is White Space. In some circles, you might hear it referred to as Negative Space. Either name will do.

Sometimes what you leave out is more important than what you keep in.

Let your content breathe. Don't make your reader claustrophobic.

A Small Note on Headers and Footers

Every page has a header and a footer, but not every e-book uses them effectively.

Headers and footers are great opportunities for you to be creative with your design. Instead of just a page number and the book info, why not let your readers know how close they are to the end? Maybe you can add a little character doing a dance so that if you scroll through the pages quickly, you can see it move.

Not every e-book needs this special something in the header and footer, and too much can be distracting. Don't be afraid to have a little fun though.

What To Expect Your User Is Expecting

An e-book is a collection of pages bound into a PDF or web page and shared with a reader. Beyond the mechanics of good design and layout, it's important to consider the “support information” that the reader expects, or, at the very least, would find extremely useful.

There are certain pages or types of pages that help readers immensely. Make sure you include them (at least most of them).

E-Book Cover

You can't judge an e-book by its cover, either, but it helps if this kicks ass. Make sure you've got a title, tag line, and author info on the front to let the readers know what they're getting themselves into. The cover is awesome because you can go wild with cover art, and focus less on the usability side of things.

Title Page

This is optional, but you'll see it included in some e-books. It's basically a less decorated version of the cover, but might also have information about copyrights and publishing dates.

Table of Contents

If your e-book is organized well and has a ton of content, it's important that you have a table of contents. My general thought is that if your e-book is more than 20 pages, you need to have a table of contents so that your user can easily refer back to your e-book and find the information they want.

Disclaimers

If you're giving people life advice or advice on how they can make their [insert aspect of business or life] better, it can be smart to cover your ass with a disclaimer and say that, "this is not guaranteed, and it's all dependent on how you use this information." Sad, and a pain in the ass, but necessary.

How to Share

Is your e-book free? Ask your reader to share it. Hell, if your e-book is a paid product and you want the extra traffic and eyeballs, ask your readers to share it. Everett Bogue did this amazingly well in *The Art of Being Minimalist*, where he pointed out that he would never know and he'd rather help people than be greedy with his information.

More Information/Extra Resources

In the By Bloggers e-mail newsletter, Sam and I dived into the idea of creating an extra platform for learning. Your e-book can and should be an introduction or a tool for your readers. It shouldn't be the "end-all be-all", of your topic. Don't make your readers guess what the next step is. Give them resources they can look into if they're interested in diving deeper. This is an excellent opportunity for affiliate links and sharing great information.

About The Author

Who the hell are you?! This is an optional page. Some authors, like Tammy Strobel, prefer to have an about page to let you know who they are. Others, like Adam Baker, prefer to dive right into the content and tell their story at the beginning of the content itself. Either way, take the time to let your audience know who you are and where you're coming from.

Contact Information

The team at By Bloggers is all about reader engagement. It seems pretty common sense since some big names like Gary Vaynerchuck, Chris Guillebeau, Danielle LaPorte, Leo Babauta, and more advocate engaging sincerely with your audience.

Let your audience know how they can reach you. Put your twitter, your email, your Skype, and even your phone number in the e-book, and enjoy the process of engaging with your readers.

About the Product

When you first start learning about public speaking, they like to give out this pearl of wisdom for the best way to give a speech:

“Tell them what you’re going to tell them. Then tell them. Then tell them what you told them.”

It’s a good way to make sure that your audience knows what they are getting themselves into. Think of it as an introduction if you want, but seriously consider telling them what you’re going to tell them before you dive into the content.

An Experience To Remember

User experience is a nebulous concept to traverse, so we recommend that you put on your space suit before walking around. The primary concern of user experience is to give your reader (user) the best product experience that is possible.

Crafting a quality user experience is usually the result of extensive testing and revision. You can do that with a blog, where everything exists in a state of change, but an e-book can be a greater challenge because you usually only get one shot at it.

Putting All the Pieces Together

A quality user experience comes from being able to pull all of the aspects of your e-book into a coherent, ordered, and usable product. Each element needs to contribute to the user experience: content, typography, color, layout, and photography/illustration/graphics.

Not only does each element need to contribute to the whole, they all need to play nice with each other. When you see these elements interacting, does it provide a sense of cohesion or a sense of mucky-ness?

The goal of crafting a quality user experience is to anticipate the needs of the user, and to address them. This is essentially providing an answer before a question is asked. Wait, is that even possible? Most of the time. You won't be able to anticipate every user's questions, but you can certainly do so for the average user of your product.

How?

User experience (or UX) is a gargantuan and exploding mass of data (the field of UX is growing at a ridiculous pace). It would be kind an extreme disservice to attempt

to cover every element of UX individually and in-depth within the confines of this e-book, but I don't want to leave you high and dry.

So there's this worksheet you might have seen, heard about, and otherwise acquired when you nabbed this product. It's called the By Bloggers E-Book User Experience Checklist. Fancy and straight forward, right?

If you want to make sure that you're providing a solid user experience for your readers, that is practically guaranteed to rock their socks and make you look awesome, check off as many bullet points on the checklist as you can.*

**: Please note that actually checking them off does nothing, you must also do the associated tasks to achieve awesomeness.*

Oh yeah, there's one other area, kind of on the bleeding edge that we're excited about. It's been around for ages in other fields, but it's going to be the next big thing with e-books and product launches...

Thinking Through Interactivity

How do you make an e-book interactive? It's just a book on a computer, right? Not just a book, my friend. An e-book is on a computer (or a digital device with computer-like power), meaning that there are a slew of ways to leverage the technology running your e-book.

Take a look at a few ways you can start integrating interactive, rich media into your products now, and how you might be able to in the future:

Interior Links

There is a myriad of ways to use simple links within a PDF to make your e-book more self-reliant and interactive.

1. **Table of Contents** Don't use a humdrum page labeled ToC. Make sure people can click on the headings and subheadings, and be taken to the page they need.
2. **Jump to Sections:** Is there content that an experienced user might be able to skip? Tell them so, and let them make the choice by including a link to skip or jump to the next section.

- 3. Page to Page:** Yes, you can use the scrollbar and your keyboard to navigate pages, but you could also add on-page navigation to your PDF's to let people click to the next page. It's nifty, and keeps them clicking within your PDF. attempt to cover every element of UX individually and in-depth within the confines of this e-book, but I don't want to leave you high and dry.

Exterior Links

Linking outside of your PDF can have mixed results: you might accidentally send your reader on a journey that is not within the confines of your e-book. It's a risk, but done well, you can certainly add to the quality of their experience.

- 1. Custom URLs:** First of all, before we even talk about usage, please don't make your reader click on 200-character long URLs. Use shortened links from a service like Bit.ly or Goo.gl, and customize the URL so you end up with something like bit.ly/bb-ebook. Simple, but descriptive.
- 2. Link to Your Extras:** Did you know that in a PDF, you can link to local files on someone's computer? If you've included extras, like a worksheet, you can add a link within your PDF

that points to the file on their computer.

- 3. Polls, Forums, and Feedback:** You can link your reader to resources that allow them to interact with all of the other readers of your e-book. Ask them to participate in polls, chime in on forums, or provide feedback.

Rich Media

In Adobe Acrobat, you can add a slew of features that just weren't possible a few years ago. These features represent a move toward the future of user experience: allowing the user to interact with a published document. Here's what's coming for us in the future:

- 1. Video:** Imagine embedding a video in your e-book, allowing your reader to experience your media inline with your content, instead of away from your product.
- 2. Audio:** Same thing, but imagine audio being triggered by certain cues or anchors in your text, creating a richer reading experience.
- 3. 3D:** It's now possible to include 3d models within a PDF that users can view and rotate. Insanity, I know, but it's already here (if under-utilized).

User Friendly Writing

You probably don't think of your writing as a consideration in a user experience. That's normal. It's not a mainstream idea. Consider this:

If the rest of user experience (design, layout, usability, etc) is busy greasing the track for your writing, your writing is the seat on the roller coaster.

Think about what type of ride you want to be giving your reader. Are you a zesty and provocative writer? Or do you go for clever punnery?

Make this a conscious choice in the writing of your e-book, and keep the tone mostly consistent throughout (there's room for variation, don't fret).

Find your voice and use it in a way that delivers an enjoyable time to your reader while they're eyeball deep in your e-book.

User Experience is Everything

I don't mean to scare you away with statements of totality... the truth is that User Experience is one of the most critical elements of product design, but few people truly consider it.

Sure, they take time with the design, the writing, the interactivity, the pictures and the layout. They're all just component parts of a greater whole. You're not

designing or creating interactive elements for the fun of it.

You are creating an experience. Make it a good one.

This is why Apple is kicking everyone else's ass. They nail the key elements of User Experience. It's simple, beautiful, and a pleasure to use any Apple product (except maybe iTunes, but I digress).

Do you want to stand out from the competition in your business, niche or in the entire blogosphere?

Then create an experience that people will remember. Whether you decide to make a fancy, hoverable color wheel or some other crazy shenanigans, make your users remember you.

Create every element considering how it will impact the flow and experience that your audience will have. Look at the big picture, not just the pieces that make up the puzzle.

“The truth is that User Experience is one of the most critical elements of product design, but few people truly consider it.”



And Now...

Now that you know about designing and laying out your e-book, it's time to actually do it. Curious what tools you have available to you? There are a ton. I've got the skinny on the good ones for you.

Read on!

Publishing Your E-Book

Writing and designing your e-book is just one step along the way. To actually get your e-book out to the masses, you're going to need to take all of your amazing content and visuals, and package them up in a nice little container. Most people like to use the PDF format, and I recommend that you do, too.

The question that most bloggers encounter is how to get from the composite parts of their product to the finished format. Publishing to a PDF is simple enough if you have the know-how and the software already, but trying to figure out the answer to “how” by wading through millions of Google results is nearly impossible.

That's why I'm here today: to present the options that you have at your disposal. I'll go through the free products and the paid products, so that you know the capabilities of each.

Software: Your Digital Toolbelt

Software comes in a few varieties and categories, but the ones I'm going to focus on are the two most important: **paid** and **free** (I bet you were thinking Windows or Mac). If you have a few extra dollars to drop on software, I recommend going for the paid versions generally. They have specific features that can make your life way easier.

Bootstrappers, fear not. The open-source community has provided a whole suite of tools that can help you put out the product you want, for the price you want (presumably \$0).

Paid Software

Free is great, but you might be looking for a more premium, fully featured solution to the e-book layout and publishing challenge. You may already have some of these softwares, and if you don't, they are all worth the price.

Adobe CS

The Adobe Creative Suite pack's a premium punch for e-book production.

Photoshop is a killer image editor.

Illustrator & Fireworks are top notch for graphics & illustration.

InDesign is the go-to book layout and publishing powerhouse. It also gives you incredible interactivity controls.

Acrobat is great for document conversion and some mild interactivity.

The only downside is the price, which is fairly high.

Microsoft Office

While not typically adored in the designers arsenal, Microsoft Office has a suite of tools that can be used to create an e-book.

Word can be used in a pinch for creating content & page layout.

Presenter is clutch for page layout and is an amazing tool.

Powerpoint is the place to go for total control & creativity in this group.

And, you might already have them installed. Win!

iWork

I would be remiss to not mention this suite of tools. Produced by Apple, iWork is a productivity toolset similar to Office, but with Apple's gorgeous user experience and design considerations.

Pages is the Word equivalent, but with sexier presets that make pro-looking results more attainable.

Keynote is the PowerPoint equivalent, blessed with similar advantages to Pages.

NitroPDF

Nitro PDF Professional (\$99) is as close as you can come to Acrobat without dropping the same level of money. It integrates amazingly well with any of the Microsoft Office products that you probably already own.

It also has a standalone application that you can use to edit your PDFs and add bells and whistles, too.

Free Software

Bootstrappers Unite! You don't have to doll out the big bucks for high quality e-book creation. The tools below are serious alternatives to the likes of Adobe, Microsoft Office and iWorks. After this list, you might just love **open source** more than ever.

Open Office

One of the more well known darlings of the open source world, **Open Office**, comes equipped with three tools to help you get the most bang for no buck:

Writer is the Word & Pages equivalent, great for content generation and basic page layout.

Impress is the Keynote & PowerPoint cousin, giving you flexible and creative layout control.

Draw is a simple tool for arranging graphics to include in your e-book.

And, you can't beat the price.

Scribus

Scribus is the open source alternative to Adobe InDesign. It doesn't have as much integrated editing ability as InDesign does, but for document layout, it's one of, if not the best options for PDF publishing that is freely available.

Google Docs

What? You didn't know you could use an online toolset to publish an e-book?

Docs is a stellar writing software, but it's not extremely flexible in regards to page dimensions.

Presentation is the online equivalent of Keynote and PowerPoint.

You can also create diagrams and figures using **Drawing**.

GIMP

Looking for premium graphics at a freemium price? **GIMP** is the go-to open source image editor. It can help you lay out pages in a way you want, but it might get tedious doing document layout in a graphics program.

PDFCreator

Strictly for publishing and not for creation, **PDFCreator** is an open source software that allows you to print to a PDF instead of to a printer. A useful tool, be sure to keep it handy.

Ready For Launch!

Once your e-book has been lovingly crafted and prepared for launch, you need to have a plan in place for how you are going to share your e-book with the world.

Pre-Release

A critical point in any launch strategy is the pre-release. Planning and strategy for the pre-release stage of your product begins weeks before you actually launch. The strategy for every e-book and individual will vary widely based on their network and niche. Let's take a look at some more general strategies that will be applicable across the board:

Announce Ahead of Time

Don't just show up one day with a product! Let your audience know what's coming down the pipe. It will help build excitement, generate buzz and it will help you figure out if you're hitting the sweet spot with your customers.

Have a Series of Launch Posts

Create a special series of posts that will build up to the launch date. Do a series of interviews with contributors to your e-book. Release portions of the e-book in the days running up to the launch. Get your audience salivating.

Tease Your Audience

Give your audience a sneak peak of your e-book - a sample chapter, a key interview, anything that makes your e-book stand out. They'll love the free content and if it's extremely strong, you will have customers waiting to buy.

Test and Retest

When you launch an e-book, the world might collapse on your head technologically. Make sure that you have tested any delivery methods, affiliate setups, membership systems or shopping carts way in advance of launching to the public.

Send Previews

Send previews of your e-book out to key supporters and bloggers in your niche. Ask for reviews, testimonials and feedback on the product, and if you can highlight their thoughts on launch day.

Recruit Affiliates

Affiliates are like a personal army of salesman, just for you. Don't be afraid to reach out to bloggers who you feel are a good match to promote your e-book. If your product is a good fit for their community, you might have a great opportunity!

Free Release

If you're a new blogger, you're probably going to be creating a free product before you move onto creating a paid product. This has a few benefits: it can help you grow your list, your authority, and your credibility.

To Capture Email or Not?

If you read many online marketing strategies or blogs that teach you how to grow your traffic, one of the first things that you'll hear is the value of building an e-mail list. They're right, an e-mail list can be critical to your long term success.

The second thing you'll hear is that you should give away a product to people if they sign up for your list - incentivize them, so to speak.

There's only one problem with this in my mind: you compromise the quality and integrity of your list if you're giving something away for an e-mail address. You're getting email addresses of people that don't actually want to hear from you or receive the value that you have to offer.

Why does that matter? It matters because you're asking your reader to take a risk on you, instead of you taking a risk on your readers. You're asking for their time. The burden of proof should be on you.

Give them a gift, then tell them that there is more if they are interested in hearing more.

This Is A Limited Time Offer

Your product can be free temporarily. You can choose to say, "This product is going to be free to everyone that's a regular reader," and then make your product free for one day only.

Why would you do this?

Urgency creates action. You'll drive more people to your site if they know that this is the only time they're going to get a "free" deal.

If you gather enough downloads, you can create a small army of advocates for your product. When your product is downloaded, you start to build social currency and validation.

Was your product downloaded 1,000 times on the first day? Let your future audience know. That's a big deal, and social proof opens pocketbooks for the future sales.

After the window expires, just switch your sales page up and announce to your community that the free offer has closed. Some will be disappointed, but the ones that missed out will be more likely to buy once they see the authentic, positive reviews left by the people that were able to get in on the good deal.

Pay What You Want

If you offer a Pay What You Want launch, there are going to be a lot of readers that may try take it for \$0.00 or \$0.01. Should you let them? Maybe. Or you can have them give you "offers" that you can accept or deny.

On the other hand, you might find that a few of your readers are so wow'ed by your content that they reach deep into their pocketbooks and choose to support your work. The primary benefit to this "free" launch route is that you are creating a culture of generosity and contribution on your blog.

When you lead by example, you attract followers that resonate with your message. By being a giving person yourself, you will eventually receive as well.

Paid Launch

What if you're not offering a free product? What if you're going to be selling to your audience? How do you craft a strategy that is going to strike a chord and open pocketbooks? It's not as scary as it seems. Let's take a look...

Set Your Price

Caution to First-Time Launchers: If you are a blogger releasing a paid product for the first time, don't charge too little.

This is a difficult thing as an artist and blogger. You might be tempted to charge a low amount to not scare people away. You might be tempted to look at how many hours you put in, and then figure out what a good return would be based on how many you expect to sell. Don't fall into the trap.

Sell your product at a price that is equal to the value that you are providing to your readers, and at a price that you can credibly charge. Charging too little is even more dangerous than charging too much - not only will you end up with fewer customers, you'll end up with less cash and less credibility.

If you don't believe in the value of your product, who will?

Limited Time Only (Again)

There has been a trend recently where e-products are released for a limited time only. It's like a limited edition print. The reason that artists and bloggers use this strategy is that it promotes the idea of scarcity.

A limited time offer introduces a sense of urgency to your buyer. This urgency is what will drive them forward in the buying process.

This can work with total availability, or price. Often, you'll see launch discounts where authors will launch an e-book at a slashed price in order to raise sales.

"For Three Days Only, Get My Fancy E-Book for \$19.99! After that, \$29.99."

This is effective because the majority of product sales happen in the first few days of the launch.

Preview Sale

If you've been priming your audience base that a product is coming down the pipe, offer them the chance to get in on it early. Make it exclusive, only 10, 25, or 100 people (depending on how many sales you expect). Give them a discount and some sort of bonus.

Then close the doors when that quota is hit.

While those readers are busy enjoying your product, you keep putting the finishing touches on your product. Ask them for their feedback after they've had time to read it and actually make the changes you agree with.

Lastly, thank them in the e-book itself when you launch. It's an extra special touch that will endear your audience to you and create good will.

If you're up to it, do something extra special for your preview customers when you officially launch. It's classy (like Ron Burgundy) and more than that, it makes

you look awesome. But what if you're not offering a free product? What if you're going to be *bleck,* selling, to your audience? How do you craft a strategy that is going to strike a chord and open pocketbooks? It's not as scary as it seems, so let's take a look...

Promoting Your Product

Having a product on the market doesn't mean anything unless you're able to drive eyeballs to see it. The easiest way is to have an audience that you can sell to already, but what if the point of having an e-book is to gain an audience?

Let's go through a few strategies on how you can promote your e-book in various ways.

Tweet Your Heart Out

There are millions of resources on marketing with Twitter (a Google search yields 240M results for "Twitter marketing"). I can't credibly tell you that I know better than 240M results, but I can tell you what has worked for me in the past as I've used Twitter to promote a product. Here are a few ideas:

1. Send copies to influencers in your Twitter-stream. Ask them to tweet about it if they like it.
2. If your product is a premium product, do a giveaway. Every retweet or hashtag usage for your product gets an entry.
3. Tweet quotes from the product and/or testimonials with a link.
4. Tweet discount codes.
5. Host a Twitter Chat on the topic of your product.

There are plenty of ways to market on Twitter. One of my favorite sites for Twitter ideas is <http://twitip.com>, by Darren Rowse of ProBlogger fame. Check it out for more ideas. It's one of the few of the 240M that will be worth your time.

Facebook

Facebook is a different engagement environment than Twitter. Completely. There's no doubt about it here - if you're using one or the other, you can't use them in the same way except to say that you're connecting.

Don't expect that the same strategies are going to work on Facebook that worked on Twitter. Most sites tend to get more retweets than Facebook shares or likes. Why is that?

Facebook taps into your readers' *real life networks*. Most of the time when someone does something on Facebook, it publishes it to people that they actually know, not just their blogger or Twitter networks. Therefore, your barrier of entry is a little higher in getting publicity on Facebook.

There are a few ways that you can up your odds of getting attention on Facebook:

1. Update your current site's fan page (Your site has a Facebook fan page, right?) to announce the product.
2. Update your fan page with a 200x600 "Profile" photo promoting your latest product.
3. If you're tech-savvy, create a new tab on your fan page that gives people a chance to win your product for free.
4. Run a giveaway with anyone that "Likes" your launch announcement.
5. Share exclusive content from your product just with your fans.
6. Post a video to your Facebook fans specifically (make them feel special), and include a discount code in the video (don't write it down).

The possibilities go deeper with Facebook, but can require a bit of programming knowledge. If you're a whiz, consider diving in by creating a Facebook application just for the launch of your product. It could be a small quiz, a game, or a survey and the prize could be your product.

Even if you keep it extremely simple with your launch on Facebook, make sure that you *engage* with your fans.

Love Your E-Mail List

Email Newsletters are often touted as the bread and butter of direct marketing and there's no reason to disagree. Often your subscribers here are double opt-ins, meaning that they want to hear what you have to say. Your list is even better if you're not forcing people to sign up by giving them a bribe to do so. They want your information even more.

Because they're the bread and butter, I recommend that you treat them extra special. Here are a few ideas as to how you can pamper your most precious followers:

1. Give them the best discount. Promo code, secret pages, it doesn't really matter - just do what you gotta do and give these folks a deal.
2. Tell them about it first - before you even announce it on your blog, let them in on the secret.
3. Send them an extra special peek at the product.
4. Ask for their input and their stories - before you launch your product, ask what questions they have about your topic, if they have stories around your topic, or if they would want to contribute.
5. Send them the bonus content free. Tell them you love them, and send them a gift.

Truthfully, you can't do enough for any of your followers. The only limit is your creativity in what you want to do for them. Explore your ideas, do some research and some digging... learn to serve your audience. You're a leader, but to lead you must serve.

Your Own Personal Blogging Network

The most powerful method of marketing your product is through your network (if you've got a good network). With a network of bloggers, you're able to promote to your own community, and also the community of the bloggers in your network. You are borrowing trust - if they trust you, they'll vouch for you to their community.

How do you market to your community without feeling like you're using people?

First of all, if you've got a product that makes you feel like you're using people to promote it, you might want to re-evaluate your product. You must provide authentic value.

If you believe that your product is going to be valuable to the community that you're trying to access, give them a copy. Ask them to give you feedback, and if they really like it, to tweet or blog about it.

Here are some fun ideas for how to share and promote with your network:

1. If it's a paid product, create a generous affiliate offer (50% or more. 70%+ will really wow them)
2. Collaborate in advance. Interview members of your network and include the interviews as part of your product launch.
3. Give them first dibs on promoting it through an interview with you.
4. Give them a discount code to offer to their readers.

Marketing with your network allows you to expand your reach exponentially. You may only have a few hundred readers, but your network may have tens of thousands. Don't be shy - offer them sincere and amazing value, and doors can open up to you.

Deliver Wow

Your product by itself might not be enough. Think about it: you're offering someone a digital product, something that doesn't have a tangible, touchable, physical product that they can say, "Oh yeah, that looks like a good deal."

This is a blessing and a curse. Luckily, it's easy to counter the effects of the curse: offer insane value for the price you're asking (even if it is \$0) by offering "extras."

Wow Their Pants Off

What constitutes an extra? It can be something that you create specifically for the product - it can be as simple as a 10-minute interview with an A-Lister, or as complex as a step-by-step walk through about a process that is important to your topic.

These Wow factors take time to develop, yes, but they help your readers make the leap from reader to fan, and from curious to customer.

Podcasts

A podcast is like a radio show that you can listen to any time. People can put it on their MP3 players and take it with them, or they can listen to it at work on their computers. Good examples of a useful podcast include a motivational talk, a guided meditation, or an interview.

For people that would rather read, it can be great to include a transcript of the podcast. Transcripts are easy to outsource if you're willing to give it a try.

Interviews

If you're an upstart, some sort of brash and fiery up-and-comer, you might not always have the credibility to throw your weight around. By including interviews with other niche leaders, you are effectively "borrowing" their credibility. Not only does it act as a quasi-endorsement of your product, it also engages an audience that you didn't have access to previously.

Videos

Ah, video...how diverse and wonderful you are. Videos are great because people love to watch video. And you can do so much with video. Do a screencast that walks people through how to use a software in order to do what you're telling them about. Use it as an entertainment platform and make them laugh or cry about your topic. Make a short film that tells them about your message. Create a documentary that tells them why your message is important.

For extra points, include a transcript or PDF walking people through the video if it's a how-to.

Workbooks and Worksheets

Do you want your readers to take action when they read your e-book? Give them a way to do so. Workbooks and worksheets give your readers the opportunity to answer the questions that you're asking them. The value that you provide your users is incredible, but it will never compare with the value that they can provide themselves. It's been said that learning is really remembering. Help them remember.

Step-by-Step How-Tos

So your product is all about living a certain type of lifestyle, or making a specific type of change to their life. There are ways that you've done this. Create a "manual" that can accompany the philosophy and the why that is your main product.

Adam Baker *killed* this concept when he released [SELL YOUR CRAP](#). If you opted for the *Clutter Crusher* edition of his product, you got the main e-book (the why), plus step-by-step manuals on how to actually accomplish the task of selling your crap on E-Bay, Amazon and Craigslist. Not only was the e-book incredible, the manuals removed any reason to not start selling crap.

Other People's Products

What the heck? How are you going to be able to offer others' products as an extra for yours?

Simple: ask the authors. Many bloggers will consent to allowing you to use their products in a launch, if it is beneficial to them. So the only thing that you have to do is make it beneficial to them.

How? There are a few ways:

1. If your audience is bigger, the exposure might be enough reason.
2. Offer them a larger than normal affiliate code to use.
3. Give them a percentage of every sale for a certain amount of time.

These methods aren't high-tech or secret, they're just common sense. This usually works better with bloggers that you know and have worked with in the past.

Break the Rules

This e-book teaches you a lot of ways to make kick-ass products. If you make an amazing product, people will take notice. Just following the rules isn't usually enough to garner widespread attention.

You need to break the rules. You need to break the rules in a way that expresses who you are and why you're doing what you're doing. Break the rules with a purpose.

Are you uncomfortable with the idea of breaking the rules? It's scary for a lot of people. It means pointing the spotlight directly at yourself. It means taking the risk that you'll fall flat on your face in front of hundreds or thousands of people.

It could also mean that you become a wild success. People don't succeed because they're the same as everyone else - they succeed because they are themselves, and that difference is worth sharing.

You need to know that this isn't a "How to Break the Rules" guide. You can't write that one, because the path is different for every person.

As Seth Godin eloquently put it in *Linchpin*:

"There is no map... If there were a map, there'd be no art, because art is the act of navigating without a map.

Don't you hate that? I love that there's no map."

Since it's pointless to tell you how to break the rules, let's take a look at the people that have done it and are kicking ass doing it with every product they release.

Write The Message That Matters

by **Everett Bogue of Far Beyond the Stars**

When you first get started with blogging, you'll find that everyone has little bits of advice for you. In fact, there are blogs dedicated entirely to feeding you daily advice. The problem is that most of it doesn't actually work.

Tips and tricks are stupid, and won't help you build a blog. Here's what I did to avoid trying a million little pieces and build a blog that people actually want to read.

I wrote stuff that actually mattered.

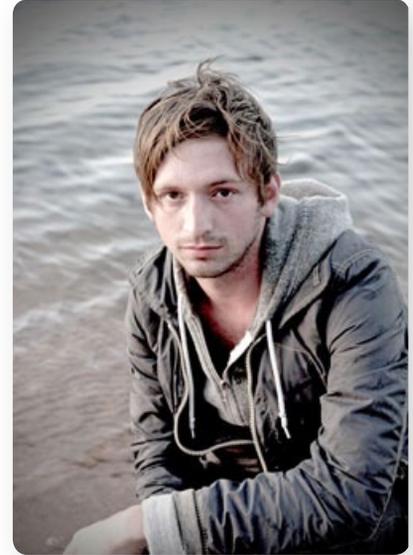
You see, we're living in a world at the precipice. At any moment we could reach the tipping point, and our civilization will very much collapse into a pile of rubble -- and once we're gone the insects and trees won't much care.

We won't even have a chance to say 'so long and thanks for all the fish.'

The reason you're miserable is because the way your living your life is unsustainable. Your car is screwing the planet and your own happiness. Your big house full of crap is why you sit in front of the TV all day wondering why you're getting so fat.

Do you get it yet? Something is wrong, and we need to fix it. If you aren't willing to help us fight for a better world, no one is going to read your blog.

So write stuff that matters. This isn't even breaking the rules. It's the only rule.



“So write stuff that matters. This isn’t even breaking the rules. It’s the only rule.”



When Less Is More

by Adam Baker of Man Vs. Debt

The best example of how I “broke the rules” came about 3 months into my blogging journey. I was blogging primarily inside the personal finance niche (My posts were almost exclusively personal finance content at this stage), which was almost exclusively dominated by blogs and blogger who posted daily tips, suggestions, and stories.

The model was simple. Provide small daily (or twice daily) updates to the blog in an attempt to drive the most pageviews possible. 99% of all personal finance blogs used this strategy and monetized through mediums like advertising and adsense which were directly correlated to traffic.

I’m not against this model, but it just didn’t seem like a good fit for me. I didn’t *want* to blog daily. I wanted to blog more passionately and more detailed about fewer topics. I wanted to develop a deeper connection with readers rather than striving only to get more clicks and pageviews. The only example of this model - out of hundreds of personal finance bloggers I knew - was Ramit Sethi.

It was a big risk on my part, but I went for it head first. I cut back to an average of one post a week. I wrote 20% of the blog posts, but strove for each one to be 5x better than a normal post.

My blog absolutely exploded. I went from a few hundred subscribers to a few thousand in a couple months. I started getting dozens of offers from other bloggers to guest post and do interviews - as well as a handful of major media mentions.

It was the single best decision I ever made regarding how I approached blogging. It’s led to more fulfilling content for me and my audience. And it’s trained me to provide the type of premium quality that would eventually lead to the two fantastic products that sell daily on my blog.

So when it comes to blogging, based on my experience - less is more. If you are on the fence about how often to blog, I’d encourage you to blog less often and shoot for mind blowing content. :-)



What Are You Waiting For?

by Tammy Strobel of Rowdy Kittens

Experts say you should have a large subscriber base before you launch a product, develop an email list, and promote your product by using a variety of social networks like Facebook and Twitter. However, I think a lot of “expert advice” can actually be used as a tool to procrastinate and a way to delay getting a product out into the world. It’s easy to say to yourself, “Well I can’t do that because I don’t have 5,000 subscribers.”

Anytime you publish a product, it’s scary. Everyone wants their launch to be successful and their product to be well received. But no matter how much testing you do, you’ll never know how your product will do until you ship it.

Earlier this year, I launched my first ebook *Simply Car-free*. I didn’t follow a lot of the advice “experts” recommended. For example, I had about 500 subscribers and didn’t have an email list to promote my product. However, I did have a dedicated readership, good relationships with fellow bloggers, and a decent sales page. My goal was to sell 50 copies of the *Simply Car-free* on launch day. But I ended up selling over 100 copies in the first 24 hours. Needless to say, the sales exceeded my expectations!

Listening to expert advice is valuable. However, in my experience I don’t think you have to “follow the rules” to be successful. It is possible to take a risk by launching a product with a small subscriber base and get very good results!

So, if you have a product that is stellar and it helps people go ahead and ship it. You’ll learn a lot about yourself and your readers in the process. What are you waiting for?

Tammy



Make Their Jaws Drop

by David Crandall of Heroic Destiny

Design has always been important to me. In fact, long before I entered the Business Intelligence arena, I made a comfortable living from design work (and a healthy side business still). So when it came time to create the Customer Love e-book, I knew I wanted the design to be an important part of the product.

I knew the unspoken formula for an e-book:

1. The cover receives the most design effort
2. The inside of the product is mostly text and an overabundance of white space (so that the final product has a higher page count)
3. Chapters can have a repetition of a theme graphic
4. Worksheets after each chapter (this is a bonus feature, by the way and not standard)

None of these things are bad and in fact they appear to work well for their creators. However, for a market that prides itself on breaking out of the mold, many of the final products are nearly identical from a design standpoint.

Formula, not art, has become the norm.

The whole spirit of the Customer Love challenge was something different than the norm to me and so I wanted the design to be different too.

Instead of ebooks I looked to print magazines, movie posters, and video game covers for inspiration. I analyzed what stood out to me and what I liked the most while keeping in mind that I had to be practical too (nobody wants to flip through five pages of design to read one sentence).

The main elements I was most drawn to were full page pictures with clean text overlays; big pictures evoke emotions. This was perfect since the whole Customer Love challenge centered on an emotion.

I also broke away from the 8.5 x 11 output. Often designed as if they will be printed out, most ebooks will never make it to paper. I took advantage of that fact and went widescreen (perhaps I was affected by all of those movie posters).

The final product looked very different than what I was used to seeing. I hoped it would be well received and not something so non-formulaic that people responded poorly. Either way, after spending close to 80 hours on the final product, I was committed to the design.

Publish.

Despite being free, few people downloaded the product in the first few hours. I don't blame them for thinking that it would be just another e-book they could get around to whenever. But as more downloads started, my Twitter stream lit up! I received emails raving about the design as people I had never met started contacting me.

Success!

Too often we fall into the trap of designing like everyone else. We take things for granted and assume people only want the information contained in the text of what we are saying.

Design is a much more important element than we give it credit to be.

The moral of the story? People want more than just information, they want an experience.

Invent Your Own Rules

by Mars Dorian

I believe in inventing your own rules when it's appropriate. Too many bloggers just blindly copy other people's stuff, without following their inner style. What we get is a blogosphere full of sameness. It's dull and boring, but it doesn't have to be this way.

I learned that, no matter how cheesy that sounds, it's always the best to trust your own feelings. In the beginning of my blogging career I copied other successful bloggers as well. What I got were mediocre results that weren't Mars Dorian - they were carbon copies. Then I said: No way. I got to change something. From now on, I'm only going to use what I like, even if that means going against the popular opinion.

I started writing long-ass posts, using super-sized pictures and made my blog look like a comic dragged through a candy store. And that's when the blog truly took off.

It doesn't matter what other successful people tell you to do - if that advice doesn't feel right for you, it's useless. So only, only, and only use advice that feels 100% right.

Do that and leave your own dent in the digital universe :)



Making New Rules With New Media

by Srinivas Rao of BlogcastFM

When I started my blog I had a set of instructions to follow. I had joined Yaro Starak's Blog Mastermind Program and I do recommend anybody who is serious about creating something that matters consider finding a mentor. But, it wasn't long before I found myself breaking the rules.

I still remember the words of Josh Hangarne, the very first blogger I interviewed. He said "don't underestimate the power of what this is going to do for you." I didn't really make much of it at the time. After conducting over 100 interviews with bloggers at all levels, and growing a podcast to over 4,000 downloads. I realized Josh was telling me the future of how I was going to break the rules. I chose to focus on podcasting as a way to build my tribe because it played off a strength I have, talking to people and getting them to tell their story. It's easy to forget that blogs are multi-format platforms. Written content is just one of many things that can go on a blog. People who make their own rules and find new ways of doing things are the ones who change the game.



Stop Waiting To Get It Out There

by Kelly Kingman of Sticky eBooks

There comes a point when you've absorbed so much information on what you should be doing with your blog or your eBook and how to do it that it becomes paralyzing, it freezes you up. When that happens it's time to ignore everything except what feels in your gut like the next thing you need to do. The secret is: there are no rules. Not really. Failure is just another name for results. And to get a result – success or failure – you have to get something into the world, take action.

When I was getting ready to launch my eBook, the Sticky eBook Formula in early 2010 everything I'd read had told me to try a free product first and build a list. I read about how I had to write a series of launch posts, I had to do this and do that. Well, I didn't feel like doing all that. I wanted to launch my eBook. I had about 35 people on my mailing list, it was about two months after I'd started really blogging. I decided to sell my first eBook not only because I felt it was valuable, but because I wanted to learn how it was done. I wanted to try it myself so I could help other people launch theirs. The goal was just to take action and get something out there.

I just created the eBook, announced it to my list and on a couple forums of which I was a member. I didn't guest post or line up reviews from bloggers which is what you



“should” do, and certainly what I’ll do next time. My goal was to sell 50 copies, the rest would be icing on the cake.

Well, one of the members of these forums was a blogger by the name of Darren Rowse. I woke up two days after my launch day to find he had reviewed my eBook (he hadn’t even asked for a review copy). Needless to say, that gave sales quite a boost.

The point, however, is not that I sold 144 copies by the end of my launch, or added that many names to my list, or pocketed \$1,800 bucks in three days. The point is not even that my eBook became the core of my eCourse which I marketed to eBook buyers. The point is that I had to get it out there, create it and share it with the world, before any of this could happen. So whatever is stopping you because you think you have to do it, because you think it must be done a certain way, skip it. Focus on getting your thing, whatever it is, out there and see what unfolds, just for the fun of it.

Want To Learn More?

I Thought You Might

This might be the best damn e-book out there on creating an e-book, but there is always more to learn. Creating an e-book is only one small part of your journey.

I'd like to share the resources that have helped me along my own journey. These e-books have served as equal parts inspiration, motivation and education. If you loved **Epic E-Book Creation**, I know that you'll love these.

How To Launch the **** Out Of Your E-Book

From the brilliant minds of Naomi Dunford and Dave Navarro, this is **the** resource that will help you define your niche and really market your e-book for success.

[SUPPORT DAVE & NAOMI](#)

Minimalist Business

This e-book by Everett Bogue shared concrete lessons he learned while building his wildly successful blog, Far Beyond the Stars. This e-book inspired me to take By Bloggers from idea to reality.

[SUPPORT EVERETT](#)

The Empire Builder's Kit

The Empire Builder's Kit isn't your traditional product: it's a daily dose of inspiration and education to grow your own small business empire from the amazing Chris Guillebeau. This will keep you going on your journey.

Sell Your Crap

Adam Baker from ManVsDebt hits a grand slam with *Sell Your Crap*. By following the lessons in the e-book, you will get paid to create space in your life to create awesome, profitable e-products.

[SUPPORT BAKER](#)

By Bloggers Moving Forward

Are you serious about creating killer e-products and and creating a source of online income for yourself? By Bloggers is dedicated to becoming the resource that you turn to when it's time to create your next e-product.

Say Hello and Get Ready For Fun

By Bloggers is getting busy all over the web. It's random, insane and exceedingly eccentric. You wont find a group of more fun and passionate people creating awesome online. Here's where the party is at:

1. **Twitter:** Follow [@BYBLOGGERS](#) and be ready. It's all about connecting, answering questions and helping you out.
2. **Facebook:** Check out our [FAN PAGE](#). You'll love the free consultation give aways.
3. **Skype:** Reach out to [jwondrusch](#) on Skype. Say hello, ask a question, become friends
4. **E-Mail:** Send an email to JONATHAN@BYBLOGGERS.NET or use the [CONTACT PAGE](#) on By Bloggers to connect. I'm here to help you reach your product goals.

For Dedicated Webpreneurs Only

Epic E-Book Creation is intended to be a gift. My goal was to provide the best resource available to help you create high quality e-books.

There was also second goal behind this e-book: I'm looking to connect with dedicated, passionate and inspired webpreneurs.

If that's you and you want to keep learning, consider joining the [By BLOGGERS NEWSLETTER](#) to keep receiving killer content and free gifts.

Rule Breakers And Mischief Makers

Thank you to each of the amazing contributors to the Breaking the Rules section.

Please take the time to visit each of these amazing individuals sites. They do incredible work, day in and day out to help passionate people around the world.

[ADAM BAKER](#) of [MANVsDEBT](#): Authentic personal finance, world travel and family living. Massively inspiring and a certified awesome-maker.

[EVERETT BOGUE](#) of [FAR BEYOND THE STARS](#): Living at the crossroad of Yoga, Minimalism and Entrepreneurialism, Everett inspires with every post.

[TAMMY STROBEL](#) of [ROWDY KITTENS](#): Passionate, humble and dedicated, Tammy brings a wonderful perspective to the minimalist niche.

[SRINIVAS RAO](#) of [BLOGCASTFM](#): A prolific creator of massively high quality content, Sрни continually amazes with his dedication and his gifts.

[DAVID CRANDALL](#) of [HEROIC DESTINY](#): Business Intelligence, lifestyle design, unicorns and hair gel are just a few of the words to describe David Crandall. Passion and dedication work too.

If you loved what they had to say, make sure to let them know!

Thank You

You made it all the way through. You're my hero, my inspiration and the reason that I create day in and day out.

I sincerely hope that you found **Epic E-Book Creation** to be inspiring and useful in your blogging and product creation journey.

If you have any feedback on the e-book, please drop me a line at JONATHAN@BYBLOGGERS.NET

Share The Love

Epic E-Book Creation was freely given, and I encourage you to continue the gift of giving.

If you're feeling generous, send it on to anyone you know that might find it useful.

