

# How Anyone Can Write, Compile and Sell (or give away) E-books on the Internet

## Kingsley Oghojafor

Would you want to have the title of 'author' added to your name without going through the difficulty of book publishing? With the technology of e-books, you can become a self published author with your e-book selling online and/or offline.

E-books, as the name implies, are simply electronic books that can be compiled with special software and read on a personal computer (PC), a Personal Digital Assistant (PDA) or an electronic device designed specifically for reading e-books (e-book reader).

The obvious difference between an e-book and a printed book is the fact that printed books are physical while e-books are electronic. Both can contain the same amount of information. In fact, e-books now have more advantages than printed books.

According to Ken Silver:

*.... once you have an e-book ready to sell, you immediately knock all other forms of publishing out of the water.*

E-book publishing is gradually taking over readers' minds as a preferred way of accessing information. There are presently more e-books being published than has ever been the case. According to Open E-book Forum, a trade and standards organisation dedicated to the promotion of electronic publishing, there was a growth of 25 per cent for the third quarter of 2004 compared with that of 2003. And with the development of more powerful handheld devices for reading e-books, this is just the beginning for the growth of e-books.

Whether you are a Librarian who has vital information to share with your other Librarians or an Information Professional who wants to sell what you know in an e-book format, you can easily write and self-publish your own e-book.

To write and publish your own e-book, you don't have to bother about looking for a publisher, cost of publishing, cost of packaging, cost of shipping, etc.

To self publish your own e-book you also don't need any special technological expertise. You can self publish your e-book using completely free software called e-book compilers and you can use the Internet to either sell the e-book or give it away completely free to thousands or even millions of people easily.

The following are simple steps to writing your own e-book, whether to sell or give away to thousands of people on the Internet:

## **Find subjects to write that you are passionate about and that people are searching:**

The first step you need to take in writing your e-book is to look for subject to write about that you are passionate about. This is the first determinant when it comes to what to write about. In Ken Evoy's words:

*Passion makes work fun and easy. What is it that you love to talk about? Read about? A hobby? What do you do for fun and games? What do you do day after day, without even thinking about it (example, child-rearing) – think about what you tend to do in a typical day, and what you've learned from it. What section of a bookstore or magazine shop do you automatically gravitate toward? What kind of television shows do you tend to like most? Movies? (Harris & Evoy, 2000)*

Everyone has a passion about something. What is yours? If you can discover it and hone it, it will turn into an e-book that others will be willing to buy. What you are passionate about you can easily and joyfully write about. While others might look at it as work it will be fun for you because it is your passion. When you love what you do, it becomes fun, not work.

The subject also has to be one that people will be interested in reading about. To know the kinds of subject people will be interested in, you can use *Overture Search Tool*: <http://www.EbookPublishingSuccess.com/overture.html>. This is a special tool that shows the number of searches people perform every month on the search engines for certain keywords.

Simply open the URL and type in the subject you want to write about. If the result shows that a lot of people are searching for the subject, then it is a good subject to write about. But if not, this shows that people might not be very interested in reading about the subject.

Before going ahead to write your ebook based on the subject you have chosen, make sure people are searching for the subject.

You can also use **Amazon.com** to know the kinds of books that are best sellers. The subject of these books will give you an idea of the subject to write about that people will be interested in.

You can also use discussion groups and forums on the Internet, magazines, newspapers, etc to know hot subjects that people will be interested in reading about.

The book – ***E-book Publishing Success***: <http://www.EbookPublishingSuccess.com> contains comprehensive guide on how to find subjects to write about and also provides 71 subjects to choose from.

## **Research the subject you want to write about:**

You can research the subject to write about using your local library and the Internet. Research will help you add more flesh to the subject and provide you with more information in writing your e-book. You can also research the subject by interviewing relevant people with expertise on the subject in question.

### **Write your e-book:**

You can use a simple word processing program like Microsoft Word or Word Perfect to write your e-book. Write as much as you can about the subject based on an outline. Initially, you should not bother about grammatical or spelling mistakes until you have written volumes on the subject.

If you are not comfortable with writing with pen and paper or typing with a computer, you can use a Voice Dictation Software like *Dragon Naturally Speaking*: <http://www.EbookPublishingSuccess.com/dragon.html> or TalkItTypelt: <http://www.EbookPublishingSuccess.com/talkit.htm> . These software allow you to speak while they type what you say into the computer.

### **Prepare a cover for your e-book:**

To give your e-book an attractive cover, you can use graphics to create a visual representation. Since no one will be able to 'physically' behold your e-book (unlike a printed book), the alternative is to create a cover for the e-book that will give your readers the feeling of a real book.

You can prepare the e-book cover yourself if you know how to use software like Adobe Image Styler or Adobe Photoshop. If not, you can hire professional e-book cover designers like AbsoluteCovers.com, HyperCovers.com to design the cover for you. You can also use a special software like ECover Generator: <http://www.ecovergenerator.com> to create your e-book cover automatically... without any prior designing skills.

### **Compile your e-book:**

When you are done with the writing, editing and proofreading of your e-book, it is now time to compile it using either a HTML compiler or a PDF compiler. To use HTML compilers you have to first convert your writing into HTML (Hypertext Mark-up Language) format while to use PDF compilers you can have the writing converted direct from text to PDF.

Free e-book compilers you can use:

There are e-book compilers you can buy and use to compile your e-book, but you can also use the following free compilers:

*Free HTML compiler software:*

*E-book Creator:* <http://www.ebookcreator.com/download.html>

E-book Creator is a paid e-book compiler but it gives you a demo version completely free for you to test before buying. E-books created with this free version work perfectly well and don't carry any advertisement or restrictions in them. You could also distribute e-books created with this compiler without any problems.

*SbookBuilder:* <http://www.jansfreeware.com/jftools.htm#sbookbuilder>

This e-book compiler is a full featured free e-book compiler that you can use to create your e-book.

*Natata E-book Compiler Free v2.1:* <http://natata.hn3.net>

This is a free version of the Natata E-book compiler and it works very well, with just a few restrictions.

### *Free PDF compilers*

Like free HTML e-book compilers, you can compile your e-book into PDF using free PDF compilers or services like the below:

*Free PDF conversion from Adobe:* <http://createpdf.adobe.com>

Adobe Acrobat can compile your e-book for free. This service is offered with some restrictions. To use this free service, log onto the above link and click on the page that says 'Create Adobe PDF Online'.

Click on 'free trial', complete the short sign-up process, and Adobe will e-mail you a sign-up confirmation. Upon activating your account, you can convert up to five documents for free, though it may force you to split your documents into smaller parts if converting the whole file will exceed the free service's time limit.

*PDF995 Free conversion:* <http://www.pdf995.com>

You can download and use the products of PDF995 to compile your e-book into PDF. Visit their website for a free copy of their popular 'PDF995' software suite. This collection of three software products allows you to create professional quality PDFs quickly and easily.

*PDFonline:* <http://www.pdfonline.com>

Formerly known as goBCL.com, PDFonline provides quick and free document conversion into both PDF and HTML formats. You don't need to install anything. As a web-based server solution, PDFonline allows you to automatically convert documents from your Windows PC or your Macintosh computer, from your home, your office

### **Sell or give away your e-book:**

Now that you have compiled your ebook the next step is to make it available for free or for sale (depending on what you want). If you decide to sell your e-book on the Internet you will need a credit card processing company to process your orders and automatically send the e-book to anyone that orders... whether you are there or not.

A recommended credit card processing company that you can use to sell your e-book is: *ClickBank*: <http://www.ClickBank.com> or *PayPal*: <http://www.paypal.com>

If you don't want the hassle of creating, marketing and selling your e-book yourself, you can have it listed with e-book publishers and e-book stores. They will then handle the entire process on your behalf and send you commission cheques on copies of your e-book sold.

With this method, you don't need your own website or payment account. You don't even need to concern yourself with Internet marketing.. The e-book publishers or e-book stores that list e-book will handle everything for you.

You can submit your e-book either as completed PDF or HTML to the e-book publisher and e-book stores, depending on their guidelines. You don't need to send printed manuscripts; neither do you need to concern yourself with sending your e-book on disk. Most of them accept online submission or via e-mail.

*A few e-book publishers and e-book stores to list your ebook are:*

1st Books: <http://www.1stbooks.com>

1 e-Books: <http://www.1eBooks.com>

3am Magazine: <http://www.3ammagazine.com>

AGoodBook: <http://www.agoodbook.com>

Alexandria Digital Literature: <http://www.alexlit.com>

AllStory: <http://www.allstory.com>

Apogee Publishing: <http://www.apogeepublishing.com>

Athina Publishing: <http://www.athinapublishing.com>

AuthorLink Press: <http://www.authorlink.com>

Awe-Struck E-Books: <http://www.awe-struck.net>

Baen Books: <http://www.baen.com>

BookBooters: <http://www.bookbooters.com>

The book - Ebook Publishing Success:

<http://www.EbookPublishingSuccess.com> contains comprehensive guide on how selling your e-book yourself and contains exactly Sixty-five e-book publishers and vendors to sell on your behalf.

If you would rather give your ebook away for free, you can submit it to e-book directories. These directories get thousands of visits daily from people who are looking for free e-books on various subjects. Below are a few e-book directories to submit your free e-book or a demo version of your paid e-book:

Authors Den: <http://www.authorsden.com>

Mind Like Water: <http://www.mindlikewater.com>

Free e-Books Net: <http://www.free-ebooks.net>

e-Book Heaven: <http://www.ebookheaven.co.uk>

e-BooksNBytes: <http://www.ebooksnbytes.com>

e-Book Palace: <http://www.ebookpalace.com>  
e-Book Directory: <http://www.ebookdirectory.com>  
E-book Directory: <http://www.e-bookdirectory.com>  
e-Book Search Engine: <http://www.ebooksearchengine.com>  
e-Book Broadcast: <http://www.ebookbroadcast.com>

### **Market your paid or free e-book to millions of people:**

You can use the Internet to get the word out about your e-book easier than you would offline. Some of the ways you can market your e-book to millions of people on the Internet include:

*Write articles to promote your e-book*

You can effectively write and submit free articles to promote your e-book on the Internet. There are article directories that accept articles from relevant writers. These articles are written to help readers and at the same time to help the writers in promoting their businesses.

Note that to get the best result for writing and submitting your articles to article directories you have to make sure your resource or bio box is well written and includes your e-book's URL (the website link where your e-book is located).

Your resource or bio box can be:

-----  
*Kingsley Oghojafor is the author of 'E-book Publishing Success'.  
Find out insider secrets to writing and publishing your own highly  
profitably e-book: <http://www.EbookPublishingSuccess.com>*  
-----

To ensure your article is a good one, make sure it:

- Is between 750–1000 words (especially for websites, e-zines and announcement lists);
- is informative and useful to readers;
- is related to the topic of your e-book;
- is not a blatant ad for your e-book;
- doesn't include too many irrelevant links;
- is devoid of grammatical and spelling mistakes;
- has an inviting resource box or signature file containing more information about you and a link to your e-book's website.

When your article is complete, you can use the Search Engines to look for websites related to your subject that will accept your article. To get started, search the Search Engines with the keywords "submit your article", "article submission" etc.

*Below are a few article directories to submit your articles:*

1st in articles: <http://www..1st-in-articles.com>  
Addme: <http://www.addme.com>  
Adswire: <http://www.adswise.com>  
Advice galore: <http://www.advicegalore.com>  
Advisor: <http://www.advisor.com>  
Affiliates directory: <http://www.affiliatesdirectory.com>  
All4all: <http://www.all-4-all.co.il>.  
All business: <http://www.allbusiness.com>  
All freelance work: <http://www.allfreelancework.com>  
Alumbo: <http://www.alumbo.com>  
Amazines: <http://www.amazines.com>  
Artbystar: <http://www.artbystar.com>  
Articles announcer: <http://www.articleannouncer.com>  
Articles city: <http://www.articlecity.com>  
Article point: <http://www.articlepoint.com>  
Article responder: <http://www.articleresponder.com>  
Articles that sell: <http://www.articleshatsell.com>  
Article submissions: <http://www.articlesubmissions.com>  
Article submit: <http://www.articlesubmit.com>  
Articles warehouse: <http://www.articlewarehouse.com>

The book - Ebook Publishing Success:  
<http://www.EbookPublishingSuccess.com> contains exactly seventy article directories to submit your article for viral distribution.

You can also use other ways of promoting your e-book like Press Releases, Reviews, Classified Ads in the newspapers and magazines, etc.

#### **About the Author:**

Kingsley Oghojafor is the author of **E-book Publishing Success: How anyone can write, compile and sell e-books on the Internet**. Get it at Amazon: <http://www.EbookPublishingSuccess.com/ordering.html>

The book will show you exactly how you too can become a self-published e-book author. It will take you step-by-step through idea conception, writing and editing, compiling with free or paid e-book compilers, publishing, and most especially marketing the finished e-book to millions of people on the Internet, for fun or profit.

#### **Bibliography:**

Harris, M. & Evoy, K. (2000) Make Your Knowledge Sell: How to Sell your Brain on the Net, Quebec: GoodBytes Information Products Inc.

Oghojafor, K. (2005) E-book Publishing Success: How Anyone Can Write, Compile and Sell E-books on the Internet, Oxford: Chandos Publishing.

Silver, K. (2000) E-book Secrets: How to Create and Sell Your Own Profitable e-Book on the Web, Wellington: Ken Silver Publishing.