

CREATING AN AWESOME E-BOOK!

PREPARATION

- Consider your target audience.
- Think about the purpose of your e-book
- Create an outline to help you focus.

WRITING

Start free writing. Just write. Don't edit. Editing too soon in the process will impede the flow of information and may cause you to never finish what you started!

EDITING

- Do a spell check. You'd be surprised at how many people miss this basic step.
- Read it backwards and also read it out loud.
- "Phone a friend." This basically means get someone else to read it. If you can afford it, hire a professional editor. (Shameless plug: I'm available!) If you don't have the funds, at least have a friend check it. They probably won't catch everything, but at least you'll have someone else to blame!

DESIGN AND PRODUCTION

People who say, "Don't judge a book by its cover" don't sell many books. Take the time to create an eye-catching cover. If you don't have design acumen, find someone who does.

Don't go crazy with fonts or color. Try not to use more than two fonts and mainly stick to the same font family. (Graphic designers sometimes ignore their own advice, as I did in this e-book, but I wanted to make it POP! Also, you have to know the rules to know when to break them. ☺)

→ PDF your beautiful e-book!

DISTRIBUTION

- There are many ways to distribute your e-book, but the first one should be on your website! Create a landing page that captures email addresses of folks who download your e-book.
- Create a bit.ly link to lead back to your website for ... Periscope, LinkedIn, Facebook, Twitter and other RELEVANT media channels.



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ABOUT ME

Renée Purdie is a Marketing Communications Specialist with over 20 years of professional writing, editing, design and strategic marketing experience on two continents (Australia and the United States). She has a passion for communication that is not only spectacular, but delivers significant ROI.

Whether she's creating business cards, newsletters, websites, social media accounts or full-length books, Renée has a passion for helping individuals and businesses let the world know about their products and services.

For targeted solutions to take your business to the next level, contact Renée today on info@msrisingstar.com or 520.999.0573.



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