



# “First Steps to Writing Your Own Ebook”

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# Introduction

**E**books are part of the new frontier of cyberspace. They are an entirely new medium for sharing marketing information, ideas, techniques, and expert knowledge. Each day the number of people accessing the Internet grows, causing the exposure of your ebook to increase incrementally. It's obvious why electronic self-publishing has become so popular so quickly.

The publishing industry, I hope, does not intend to forever banish the printed word to the dustbin of history. Books in print have their own special qualities and merits, and the world would be diminished by their disappearance.

Having said that, let's look at what makes ebooks so important and so unique.

Ebooks have certain abilities and qualities that other mediums do not possess.

For example, ebooks are easy and cheap to produce. Just think about it: you don't need a publisher, an agent, a printing press, offset film, ink, paper, or even a distributor. You just need a great concept, the ability to write it or to hire a writer and the right software.

Additionally, ebooks are easily and rapidly distributed online. They are also easily updated; they do not require a second print run. All you need is to go into your original creation and modify the text or graphics. Because of this flexibility, ebooks can change and grow as fast as you can type.

Ebooks are also immediately obtainable. You don't have to go to a bookstore or search through endless titles at an online bookstore. All you have to do is download it from a website, and presto! It's on your computer, ready to be read.

Ebooks are interactive. This is one of the most unique and specific qualities that ebooks offer. You can add surveys that need to be filled out, order forms for customers to purchase your products or goods, sound and video that draw your reader into the virtual world of your ebook, even direct links to relevant sites that will expand your ebook outward. The potential is virtually limitless.

Another wonderful quality is that ebooks have no barriers in terms of publishing. You don't need to go through the endless process of submitting your manuscript over and over again, and then once you land an agent, having the agent submit your manuscript over and over again. Nor do you have to shell out thousands of dollars for printing a self-published book. All ebooks require is a writer and appropriate software. Figure out your market, write your book, post it on your website, and with the right business savvy, your audience will come to you.

Finally, you have creative control over your ebook. You don't have to compromise with an editor or the publishing trends of the time. You don't have to haggle with a

designer or wait for copyedited galleys to arrive by snail mail. You are in complete control of the design and the text.

So, now that we know why ebooks are so darned great, let's see what it takes to publish one of your own. You'll be pleasantly surprised at how easy it can be.

Please bear in mind that this ebook is just an introduction to some of the concepts you'll come across when you start publishing your own ebooks.

**If you want a thorough understanding of all the steps required in publishing your own ebooks, then I highly recommend "Your Step-by-Step Guide to Success on the Internet". It covers every single step (from start to finish) in as much detail as is required PLUS it includes ALL the tools, software and resources you'll need to complete the process. [You'll find full details here.](#)**

# Why Write an Ebook?

**It's not true that everything that has been said has already been written. Since that unfortunate axiom came into use, the whole universe has changed. Technology has changed, ideas have changed, and the mindsets of entire nations have changed.**

The fact is, this is the perfect time to write an ebook. What the publishing industry needs are people who can tap into the world as it is today - innovative thinkers who can make the leap into the new millennium and figure out how to solve old problems in a new way.

Ebooks are a new and powerful tool for original thinkers with fresh ideas to disseminate information to the millions of people who are struggling to figure out how to do a plethora of different things.

Let's say you already have a brilliant idea, and the knowledge to back it up that will enable you to write an exceptional ebook. You may be sitting at your computer staring at a blank screen wondering, "Why? Why should I go through all the trouble of writing my ebook when it's so impossible to get anything published these days?"

Well, let me assure you that publishing an ebook is entirely different than publishing a book in print. Let's look at the specifics of how the print and cyber-publishing industry differ, and the many reasons why you should take the plunge and get your fingers tapping across those keyboards!

Submitting a print book to conventional publishing houses or to agents is similar to wearing a hair shirt 24/7. No matter how good your book actually is, or how many critique services and mentor writers have told you that "you've got what it takes," your submitted manuscript keeps coming back to you as if it's a boomerang instead of a valuable mine of information.

Perhaps, in desperation, you've checked out self-publishing and found out just how expensive a venture it can be. Most "vanity presses" require minimal print runs of at least 500 copies, and even that amount will cost you thousands of dollars. Some presses' minimal run starts at 1,000 to 2,000 copies. And that's just for the printing and binding. Add in distribution, shipping, and promotional costs and -- well, you do the math. Even if you wanted to go this route, you may not have that kind of money to risk.

Let's say you already have an Internet business with a quality website and a quality product. An ebook is one of the most powerful ways to promote your business while educating people with the knowledge you already possess as a business owner of a specific product or service.

For example, let's say that you've spent the last twenty-five years growing and training bonsai trees, and now you're ready to share your knowledge and

experience. An ebook is the perfect way to reach the largest audience of bonsai enthusiasts.

Ebooks will not only promote your business - they will help you make a name for yourself and your company, and establish you as an expert in your field. You may even find that you have enough to say to warrant a series of ebooks. Specific businesses are complicated and often require the different aspects to be divided up in order for the reader to get the full story.

Perhaps your goals are more finely tuned in terms of the ebook scene. You may want to build a whole business around writing and publishing ebooks. Essentially, you want to start an e-business. You are thinking of setting up a website to promote and market your ebooks. Maybe you're even thinking of producing an ezine.

One of the most prevalent reasons people read ebooks is to find information about how to turn their Internet businesses into a profit-making machine. And these people are looking to the writers of ebooks to provide them with new ideas and strategies because writers of ebooks are usually people who understand the new cyberspace world we now live in. Ebook writers are experts in Internet marketing campaigns and the strategies of promoting and distributing ebooks. The cyberspace community needs its ebooks to be successful so that more and more ebooks will be written.

You may want to create an affiliate program to market your ebook. Affiliates can be people or businesses worldwide that will all be working to sell your ebooks. Think about this? Do you see a formula for success here?

Figure out what your subject matter is, and then narrow it down. Your goal is to aim for specificity. Research what's out there already, and try to find a void that your ebook might fill.

What about an ebook about a wedding cake business? Or an ebook about caring for elderly pets? How about the fine points of collecting ancient pottery?

You don't have to have three masters degrees to write about your subject. People need advice that is easy to read and easily understood. Parents need advice for dealing with their teenagers. College students need to learn good study skills - quickly. The possibilities are endless.

### **After you've written your ebook.**

Getting your ebook out is going to be your focus once you've finished writing it, just as it is with print books. People will hesitate to buy any book from an author they've never heard of. Wouldn't you?

The answer is simple: give it away! You will see profits in the form of promoting your own business and getting your name out. You will find affiliates who will ask you to place their links within your ebook, and these affiliates will in turn go out and make

your name known. Almost every single famous ebook author has started out this way.

Another powerful tool to attract people to your ebook is to make it interactive. Invent something for them to do within the book rather than just producing pages that contain static text. Let your readers fill out questionnaires, forms, even crossword puzzles geared to testing their knowledge on a particular subject.

Have your readers hit a link that will allow them to recommend your book to their friends and associates. Or include an actual order form so at the end of their reading journey, they can eagerly buy your product.

When people interact with books, they become a part of the world of that book. The fact is just as true for books in print as it is for ebooks.

That's why ebooks are so essential. Not only do they provide a forum for people to learn and make sense of their own thoughts, but they can also serve to promote your business at the same time.

# Using Ebooks to Promote Your Business

**T**here are innumerable ways to use ebooks to promote your business and drive quality traffic to your website. Once posted on your site, you can turn them into a daily course, which brings your customer back to read the next chapter. You can use them as a free gift for making a purchase or for filling out a survey. Put your ebook on a CD, and you will have an innovative brochure. Blow your competition away by inserting the CD into your sales packages.

The most effective marketing products are those that are unique. Copyright your ebook and, immediately, you have a powerful tool that you, and you alone, can offer to the public. People will have to visit your site to acquire your ebook, which increases the flow of quality traffic and the potential of sales and affiliate contacts.

Make sure that you keep your ebook current. Update it frequently as the market and trends change. Add new advice and techniques to show your prospects how your goods or services can enrich their lives. By constantly keeping abreast of new trends and techniques, you can continue to see profits from your ebook for years after your original creation.

Another phenomenal advantage of ebooks is that you can test their marketing potential without putting out hardly any cash at all. You can even produce an ebook one copy at a time, each time you receive an order, eliminating the need for storage and inventory. By this method, you can gauge the saleability of your ebook, and make adjustments as necessary until the orders start pouring in. Ebooks allow you to learn about your market and customer habits and motivation over a period of time, without risking your precious financial resources. They also provide you with an invaluable way to gather marketing information, which you can use in many different facets of your business.

Use your ebook to discover what the specific goals and problems are in your specific industry. Then figure out how to solve these problems, and publish an ebook with this invaluable information. This will increase the value of your business, upgrade your reputation, and get you known as an expert in your field.

You can extend the value of single ebook by breaking the book down into chapters for a serial course, into special reports available on your website, or into audio or visual tapes. Ebooks can be broken down into several different promotional materials by excerpting some of the articles and using them to promote your product. You can include a catalog in your ebook to promote all the products or services you sell. You can include a thank-you note for reading your book and an invitation to download a trial version of your product. Or you can include a form for your audience to contact you for further information or with questions, thereby building your business relationships and your mailing list.

Using ebooks in this manner helps to cut the cost of individually producing separate promotional materials. You can use a single ebook to entice new prospects and to sell new products to your current customers.

No other medium has this kind of flexibility and ability for expansion. Think of your ebook like a spider spinning a beautiful and intricate web. Now go and create that web, and see how many customers and prospects you can catch!

For more information on creating simple ebooks for promotional purposes, take a look at this article: [http://www.bizzydays.com/reprint\\_rights/jokeebook.htm](http://www.bizzydays.com/reprint_rights/jokeebook.htm)

# How to Write an Ebook

**T**he hardest part of writing anything is the first sentence. When you look at the whole project, it seems like an impossible task. That's why you have to break it down into manageable tasks.

Think of it as climbing a mountain.

You are standing at the foot of it and looking up at its summit vanishing into the clouds. How can you possibly scale such an immense and dangerous mountain?

There is only one way to climb a mountain -- step by step.

Now think of writing your ebook in the same light. You must create it step by step, and one day, you will take that last step and find yourself standing on the summit with your head in the clouds.

The first thing you have to do, as if you actually were a mountain climber, is to get organized. Instead of climbing gear, however, you must organize your thoughts. There are some steps you should take before you begin. Once you've gone through the following list, you will be ready to actually begin writing your ebook.

## **First steps to writing an ebook**

First, figure out your ebook's working title. Jot down a few different titles, and eventually, you'll find that one that will grow on you. Titles help you to focus your writing on your topic; they guide you in anticipating and answering your reader's queries. Many non-fiction books also have subtitles. Aim for clarity in your titles, but cleverness always helps to sell books -- as long as it's not too cute. For example, Remedies for Insomnia: twenty different ways to count sheep. Or: Get off that couch: fifteen exercise plans to whip you into shape.

Next, write out a thesis statement. Your thesis is a sentence or two stating exactly what problem you are addressing and how your book will solve that problem. Your book chapters spring forth from your thesis statement. Once you've got your thesis statement fine-tuned, you've built your foundation. From that foundation, your book will grow, chapter by chapter.

Your thesis will keep you focused while you write your ebook. Remember: each chapter must support your thesis statement. If they don't, they don't belong in your book. For example, your thesis statement could read: We've all experienced insomnia at times in our lives, but there are twenty proven techniques and methods to give you back a good night's sleep.

Once you have your thesis, before you start to write, make sure there is a good reason to write your book. Ask yourself some questions:

- \* Does your book present useful information and is that information currently relevant?
- \* Will your book positively affect the lives of your readers?
- \* Is your book dynamic and will it keep the reader's attention?
- \* Does your book answer questions that are meaningful and significant?

If you can answer yes to these questions, you can feel confident about the potential of your ebook.

Another important step is to figure out who your target audience is. It is this group of people you will be writing to, and this group will dictate many elements of your book, such as style, tone, diction, and even length. Figure out the age range of your readers, their gender, what they are most interested in, and even the socio-economic group they primarily come from. Are they people who read fashion magazines or book reviews? Do they write letters in longhand or spend hours every day online. The more you can pin down your target audience, the easier it will be to write your book for them.

Next, make a list of the reasons you are writing your ebook. Do you want to promote your business? Do you want to bring quality traffic to your website? Do you want to enhance your reputation?

Then write down your goals in terms of publishing. Do you want to sell it as a product on your website, or do you want to offer it as a free gift for subscribing to your ezine or as a bonus for ordering a product? Do you want to use the chapters to create an e-course, or use your ebook to attract affiliates around the world? The more you know upfront, the easier the actual writing will be.

Decide on the format of your chapters. In non-fiction, keep the format from chapter to chapter fairly consistent. Perhaps you plan to use an introduction to your chapter topic, and then divide it into four subhead topics. Or you may plan to divide it into five parts, each one beginning with a relevant anecdote.

### **How to make your ebook "user friendly"**

You must figure out how to keep your writing engaging. Often anecdotes, testimonials, little stories, photos, graphs, advice, and tips will keep the reader turning the pages. Sidebars are useful for quick, accessible information, and they break up the density of the page.

Write with a casual, conversational tone rather than a formal tone such as textbook diction. Readers respond to the feeling that you are having a conversation with

them. Break up the length and structure of your sentences so you don't send your readers into sleep. Sentences that are all the same length and structure tend to be a good aid for insomnia!

Good writing takes practice. It takes lots and lots of practice. Make a schedule to write at least a page a day. Read books and magazines about the process of writing, and jot down tips that jump out at you. The art of writing is a lifetime process; the more you write (and read), the better your writing will become. The better your writing becomes, the bigger your sales figures.

In an ebook that is read on the screen, be aware that you must give your reader's eye a break. You can do this by utilizing white space. In art classes, white space is usually referred to as "negative space." Reader's eyes need to rest in the cool white oasis you create on your page. If your page is too dense, your reader will quit as soon as their eyes begin to tear.

Make use of lists -- both bulleted and numbered. This makes your information easy to absorb, and gives the reader a mental break from dissecting your paragraphs one after the other.

Finally, decide on an easy-to-read design. Find a font that's easy on the eye, and stick to that font. Using dozens of fonts will only tire your readers out before they've gotten past your introduction.

Of course, don't forget to run a spell and grammar check. You are judged by something as minor as correct punctuation, so don't mess up a great book by tossing out semicolons randomly, or stringing sentences together with commas.

Last of all, create an index and a bibliography.

That's it! You've written a book! Now all you have to do is publish your ebook online, and wait for download request from your website visitors.

For tips on coming up with a great title for your ebook, read this article:

[http://www.bizzydays.com/reprint\\_rights/ebook\\_title.htm](http://www.bizzydays.com/reprint_rights/ebook_title.htm)

## What to Write About

**T**he Internet is primarily used to communicate, entertain, educate and research. It is thus no wonder that information-intensive eBooks are the most popular online products at present. How do you decide on a subject for your eBook? The simple answer is research, research, and more research.

Your main objective is to write on a subject that has long term appeal. After all, you would like to derive as much profit out of your eBook as possible. It is thus necessary that your subject does not get outdated in a couple of months. The best way to choose a topic is to figure out what people look for. This can be done by analyzing top searches at Search Engines. Many search engines as well as other popular portals such as Search Terms keep a track of the most popular searches over a period. Besides, there are many other tools such as the Keyword Live Software from Analog X that monitors top search terms at major Search Engines. You could use these lists to figure out the most popular subjects.

The next step is to carefully analyze some of the most popular subjects. You can use popular keyword search tools such as WordTracker or Overture's Search Term Tool to determine popular search terms similar or relevant to the one's you have listed. This will give you a much more specific and focused list to work from. However, deciding to write an eBook based on a popular search term may not be a very smart idea. The key is to establish the exact need of people. There may be many eBooks that target the same subject. However, most of them would probably be devoid of some aspect of the subject. Unless your eBook fills this void, it would not be a success.

Creating the eBook without any writing experience is not difficult. With a little bit of research and learning you can create an eBook that is workable. The toughest part is to get hold of a killer idea. After all, eBooks are all about ideas – the better your idea, the higher your sales.

Let us now look at some of the other strategies to generate ideas.

### **Best Selling Books to write and sell**

Print books can be written into eBooks. This certainly does not mean that you copy the print book and write it into an eBook. However, popular print books can often provide good ideas for an eBook. Browsing through your local book store or library may help. It may also be a good idea to check out the best-selling non fiction books every week.

Go to Amazon.com and see what books are available on various topics. See how they rank - the higher the rank, the more demand there is for that type of information. Then go to Google.com and see how many web sites there are with free information about that topic. Don't get discouraged if there are a great many -- oftentimes people

would prefer an eBook they can read off-line, even if it costs a few dollars, rather than spending hours reading on-line.

### **Cashing in on other people's ideas**

We touched this issue in the earlier section. You should always research the Internet to determine what eBooks sell the most. A particular topic may cater to a huge audience. There may be instances when you stumble upon an eBook that seems to be very interesting but has not sold enough due to poor marketing. Cashing in on such eBooks can skyrocket your income.

### **Message Boards and Discussion Forums**

Online Message Boards and Discussion Forums are places people generally visit when they have a problem and need solutions. This is exactly what you want your eBook to address. Join public discussion forums and message boards and note various kinds of issues people have. This would give you a better idea of what kind of information people want. List out all the problems and try to develop a broad idea that addresses most of the concerns. Also, newsgroups as well as ezines may be a good source for ideas.

### **Brainstorm**

Take your general topic and brainstorm around it. Turn off the critical part of your mind for a moment, and just note down everything that comes to mind in association with that topic. Don't judge these initial ideas yet, but let them flow freely. No one will see these but you; they are fodder for further research, not refined search proposals. Take this list of general ideas and go through them one by one with a critical eye. Evaluate their merit as possible subjects for your book. Consider related ideas or concepts. Develop three or four ideas that hold potential as eBook topics.

Brainstorming is the activity that's going to yank that eBook idea right out of you so respect this step and do it right. A good brainstorming session can literally produce hundreds of good ideas.

### **Writing Instructional eBooks**

One of the most popular formats for eBooks are instructional formats. These are eBooks that give readers a step-by-step logical approach to accomplish a task. With so much information available on the Internet, organizing this information to solve a problem has become a major issue. People have started paying for books that tell them exactly how to go about achieving a certain task. For instance, an eBook that lists a logical roadmap on how to buy or rent a home would sell much more than an eBook that simply lists a few tips for buying a home.

People look for a quick solution. Instructional eBooks provide just that!

## **List all your ideas**

You do not need a long list of ideas to start writing eBooks. A simple list of around 5 to 10 ideas would suffice. Mark out each of the topics that you feel passionate about or have some knowledge in. Shortlist a few ideas and research the web for any resources you may find on these subjects. Weigh the competition you may have for each of these ideas. Combine all of the above mentioned factors and single out ideas that you feel are most likely to succeed.

## **A few ideas to start with**

Here are some ideas that can serve as good eBook topics

- Internet Marketing
- Search Engine Tactics
- How to become a successful Real Estate Investor
- Raising healthy children
- Crafts for kids
- Lifestyles for a healthy heart
- Complete guide to setting up a home office
- Mastering the Stock Market
- Landscaping made easy
- How to write a Novel
- Building your own home fitness gym

For additional ideas, read this article:

[http://www.bizzydays.com/reprint\\_rights/ebookideas.htm](http://www.bizzydays.com/reprint_rights/ebookideas.htm)

# Overcoming Writer's Block

**W**hat is writer's block? Well, I just can't think of a single darn thing to say. Oh well, I'm outta here! Sound familiar? No! Oh, get real! We've all experienced this phenomenon when we absolutely have to write something, particularly on deadline. I'm talking about. . . .uh, I can't think of what the word is . . . oh, yes, it's on the tip of my tongue . . . it's . . .

WRITER'S BLOCK!!!!

Whew! I feel better just getting that out of my head and onto the page!

Writer's block is the patron demon of the blank page. You may think you know EXACTLY what you're going to write, but as soon as that evil white screen appears before you, your mind suddenly goes completely blank. I'm not talking about Zen meditation stare-at-the-wall-until-enlightenment-hits kind of blank.

I'm talking about sweat trickling down the back of your neck, anguish and panic and suffering kind of blank. The tighter the deadline, the worse the anguish of writer's block gets.

Having said that, let me say it again. "The tighter the deadline, the worse the anguish of writer's block gets." Now, can you figure out what might possibly be causing this horrible plunge into speechlessness?

The answer is obvious: FEAR! You are terrified of that blank page. You are terrified you have absolutely nothing of value to say. You are afraid of the fear of writer's block itself!

It doesn't necessarily matter if you've done a decade of research and all you have to do is string sentences you can repeat in your sleep together into coherent paragraphs. Writer's block can strike anyone at any time. Based in fear, it raises our doubts about our own self-worth, but it's sneaky. It's writer's block, after all, so it doesn't just come and let you know that. No, it makes you feel like an idiot who just had your frontal lobes removed through your sinuses. If you dared to put forth words into the greater world, they would surely come out as gibberish!

Let's try and be rational with this irrational demon. Let's make a list of what might possibly be beneath this terrible and terrifying condition.

1. Perfectionism. You must absolutely produce a masterpiece of literature straight off in the first draft. Otherwise, you qualify as a complete failure.
2. Editing instead of composing. There's your monkey-mind sitting on your shoulder, yelling as soon as you type "I was born?" no, not that, that's wrong! That's stupid! Correct, correct, correct, correct..?

3. Self-consciousness. How can you think, let alone write, when all you can manage to do is pry the fingers of writer's block away from your throat enough so you can gasp in a few shallow breaths? You're not focusing on what you're trying to write, your focusing on those gnarly fingers around your windpipe.

4. Can't get started. It's always the first sentence that's the hardest. As writers, we all know how EXTREMELY important the first sentence is. It must be brilliant! It must be unique! It must hook your reader's from the start! There's no way we can get into writing the piece until we get past this impossible first sentence.

5. Shattered concentration. Your cat is sick. You suspect your mate is cheating on you. Your electricity might be turned off any second. You have a crush on the local UPS deliveryman. You have a dinner party planned for your in-laws. You . . . Need I say more. How can you possibly concentrate with all this mental clutter?

6. Procrastination. It's your favorite hobby. It's your soul mate. It's the reason you've knitted 60 argyle sweaters or made 300 bookcases in your garage workshop. It's the reason you never run out of Brie.

FACE IT: IT'S ONE OF THE REASONS YOU HAVE WRITER'S BLOCK!

### **How to Overcome Writer's Block**

Okay. I can hear that herd of you running away from this article as fast as you can. Absurd, you huff. Never in a million years, you fume. Writer's block is absolutely, undeniably, scientifically proven to be impossible to overcome.

Oh, just get over it!

Okay, I guess it's not *that* easy. So try to sit down for just a few minutes and listen. All you have to do is listen - you don't have to actually write a single word.

I am here to tell you that WRITER'S BLOCK CAN BE OVERCOME.

Please, remain seated.

There are ways to trick this nasty demon. Pick one, pick several, and give them a try. Soon, before you even have a chance for your heartbeat to accelerate, guess what? You're writing.

Here are some tried and true methods of overcoming writer's block:

1. Be prepared. The only thing to fear is fear itself. (I know, that's a cliché - but as soon as you start writing, feel free to improve on it.) If you spend some time mulling over your project before you actually sit down to write, you may be able to circumvent the worst of the crippling panic.

2. Forget perfectionism. No one ever writes a masterpiece in the first draft. Don't put any expectations on your writing at all! In fact, tell yourself you're going to write absolute garbage, and then give yourself permission to happily stink up your writing room.

3. Compose instead of editing. Never, never write your first draft with your monkey-mind sitting on your shoulder making snide editorial comments. Composing is a magical process. It surpasses the conscious mind by galaxies. It's even incomprehensible to the conscious, editorial, monkey-mind. So prepare an ambush. Sit down at your computer or your desk. Take a deep breath and blow out all your thoughts. Let your finger hover over your keyboard or pick up your pen. And then pull a fake: appear to be about to begin to write, but instead, using your thumb and index finger of your dominant hand, flick that little annoying ugly monkey back into the barrel of laughs it came from. Then jump in - quickly! Write, scribble, scream, howl, let everything loose, as long as you do it with a pen or your computer keyboard.

4. Forget the first sentence. You can sweat over that all-important one-liner when you've finished your piece. Skip it! Go for the middle or even the end. Start wherever you can. Chances are, when you read it over, the first line will be blinking its little neon lights right at you from the depths of your composition.

5. Concentration. This is a hard one. Life throws us so many curve balls. Consider thinking of your writing time as a little vacation from all those annoying worries. Banish them! Create a space, perhaps even a physical one, where nothing exists except the single present moment. If one of those irritating worries gets by you, stomp on it like you would an ugly bug!

6. Stop procrastinating. Write an outline. Keep your research notes within sight. Use someone else's writing to get going. Babble incoherently on paper or on the computer if you have to.

Just do it! (I know, I stole that line from somewhere?). Tack up anything that could possibly help you to get going: notes, outlines, pictures of your grandmother. Put the cookie you will be allowed to eat when you finish your first draft within sight - but out of reach. Then pick up the same type of writing that you need to write, and read it. Then read it again. Soon, trust me, the fear will slowly fade away. As soon as it does, grab your keyboard - and get writing!

# Choosing Software to Compile Your Ebook

**W**hat is an eBook compiler? Well, you've written and revised your ebook, hired an artist who has produced outstanding graphics, and now you're ready to actually put together your ebook. What you need to make an ebook is software called an eBook Compiler.

There are many different compilers to choose from, but first, you need to know exactly what an eBook Compiler does. Here is the simple explanation: An eBook compiler is a software program that converts either text pages or HTML text into a single executable file or an eBook.

If you or someone you hired has created a file with graphics in HTML, you will need an HTML eBook Compiler. This type of compiler requires a working knowledge of the HTML tag language. You can also use software to do this for you, such as Microsoft FrontPage or Macromedia Dreamweaver.

## How do you choose an eBook Compiler?

There are a large number of eBook Compilers available on the market, all with glowing sales copy and tekkie language. It can get very confusing and overwhelming very fast without some simple guidelines to help you figure out which compiler is right for you.

Choosing an eBook Compiler depends on a number of factors:

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3. Security features. If you plan to sell your eBook, check out the security features of the compiler software carefully. Security features should include: prevention of the reader from modifying text, access only to the pages you assign or by entering a password, different ways of generating passwords such as secure passwords, user-friendly, and open passwords.
4. Supported scripting. Find out what scripts the software supports. Scripting allows you to create special effects, customize menus, and create and modify other user

interactivity. Choose a compiler that permits you to include graphics, search windows, hyperlinks, forms, surveys, etc.

5. Pricing. This is a factor that is not always easy to gauge. The highest priced compilers are not automatically your best choice. Choose your compiler based on the necessary requirements for your Ebook. That means you need to know exactly how you plan to use your Ebook and what functions you require.

Let's look at some of these factors in more detail. First of all, make sure you have the correct browser to run the compiler. The majority of HTML compilers use Microsoft Internet Explorer or Netscape. Check out the version that the compiler supports. Compilers that require a browser will not run on a computer that does not have the required browser installed. However, there are ebook HTML compilers that don't require you to have any browser installed on your computer. These compilers run on any Windows system.

If you choose a compiler that requires a browser, check to ascertain that the browser is installed correctly and that it is properly configured to the specifications of the compiler. Check to see if certain functions are turned off or on, and make any adjustments according to the compiler instructions.

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To find out how secure an ebook HTML compiler is, open an ebook on it. While it is open, check the temporary directory of your computer. This can usually be accessed by typing in C:\Windows\temp. If you see a bunch of files when your ebook is open or running, it means that your computer is decompressing the secure data from your ebook before showing the ebook to the viewer. This method is not secure! It means that anyone with the knowledge of how to access these temporary files can steal the secure data and then they can fiddle with your ebook to their evil heart's desire. Remember, one of the main purposes of buying and using an HTML compiler is to protect your property.

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Another important factor when it comes to passwords is how the compiler generates them. A compiler that has internal password protection generation built into the software is more secure than compilers that link to live Internet password control systems.

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