

How to write and sell eBooks the Simple Way

**Writing an eBook has never been simpler with
the free resources available to you.**

**This eBook walks you through the process and
tells you where to sell them.**

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Introduction

In today's market, eBooks are hot commodity. With Kindles and iPad's taking the place of laptops and personal computers, you can bet that eBook sales are through the roof.

It isn't hard at all to write an eBook. If you have a good idea for a book or just want to find out what is selling and then explore ideas for writing your own, this eBook is for you.

It will walk you through a step-by-step process for creating and then selling your eBook.

It couldn't be easier using the techniques in this resource and best of all, you can create your own eBook for FREE using the resources listed and links provided to you here.

www.toddlerbitesblog.wordpress.com

Getting Started

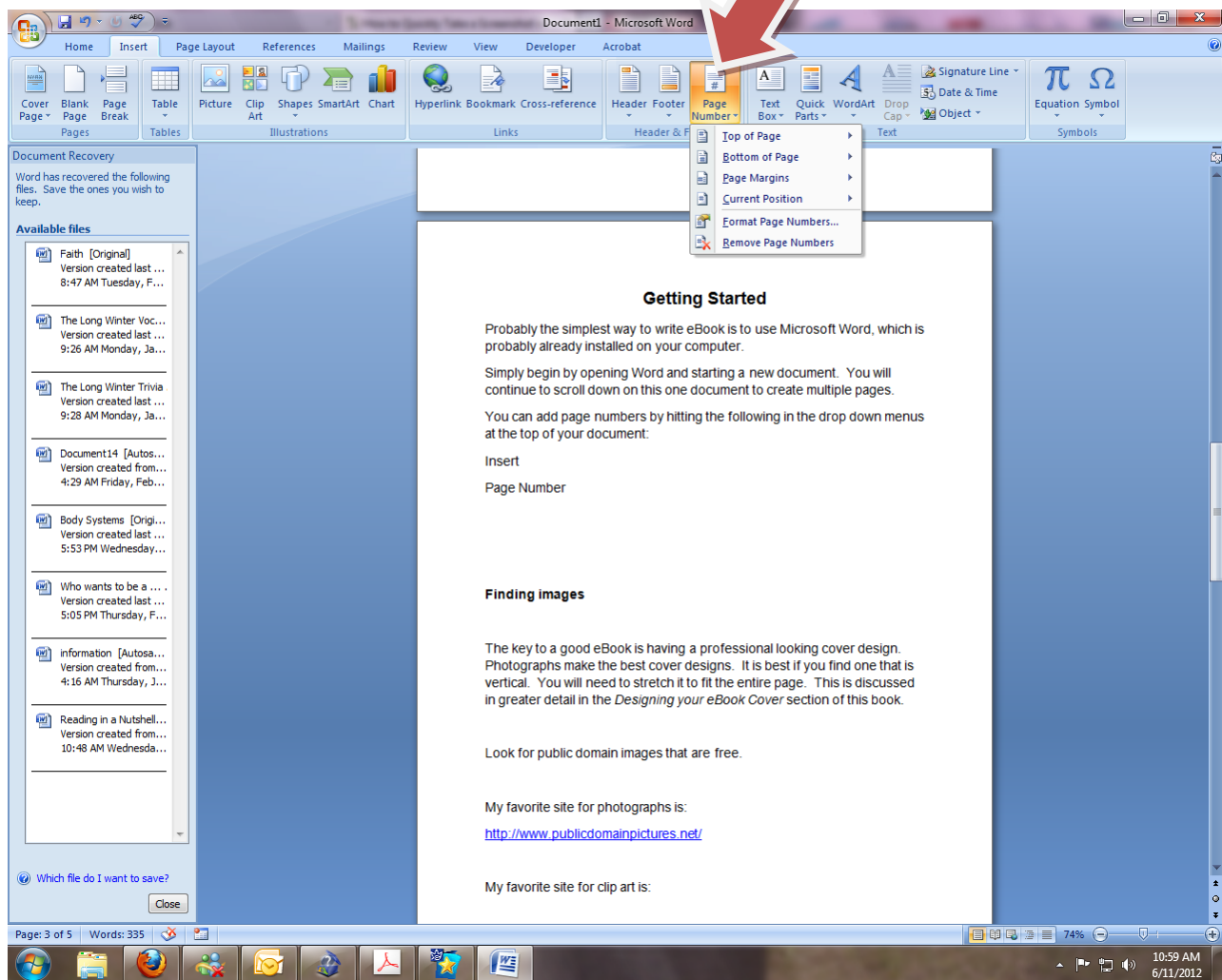
Probably the simplest way to write an eBook is to use **Microsoft Word**, which is already installed on most computers today.

Simply begin by opening Word and starting a new document. You will continue to scroll down on this one document to create multiple pages. You will not create a new page for each page of your book.

You can add page numbers by hitting the following in the drop down menus at the top of your document:

Insert

Page Number (as shown in the picture)



You will be given choices about where you want the page numbers to appear, such as at the top or the bottom of each page.

So now you have the backbone of your eBook! That couldn't have been simpler!

Once you finish adding all of your content, Word allows you to save the document as a PDF. This is the format that most eBooks are saved in and is a must if you plan to sell your document for example through Currclick, Teacherspayteachers or Kindle Direct Publishing.

To save your eBook as a PDF, you will simply hit Save As and then hit PDF. You will be asked where you want your eBook to be saved. As a rule, I save mine to my Desktop. That way, I have ready access to them.

Now you're on your way! You have the backbone of your eBook and know how to save it as a PDF. So, let's get started adding content!

Another easy tool you can use to write your eBook is **Microsoft Office PowerPoint**.

PowerPoint is super easy if you plan to add a lot of graphic elements to your book. It allows you to move around the objects and manipulate them much easier than Word does.

I use Microsoft Office PowerPoint 2007, but assume that most are about the same.

Here's what you do...

Open PowerPoint. You will be taken to a new slide show.

Remove the title and text boxes that automatically are there.

Design your cover.

Click New Slide (under the Home tab) and begin with your first page. It's a snap! Just continue adding slides for the number of pages you need.

One Feature that I like is under the Tab Insert. It's the Word Art button. It allows you add a little more pizzazz to your words. This is great for the cover of your eBook.

Your PowerPoint presentation will automatically be horizontal (landscape). To change it to vertical (portrait), you will need to hit the Design tab and then Slide Orientation. You can choose landscape or portrait.

While you are working on your book, if you want to see what it's going to look like, just hit the View tab and then Slide Show. You can click through to see the entire project and escape if you want to end the show.

Play around while on the Insert tab. You can add clip art, pictures, shapes, smart art, and charts. Awesome!

When you are ready to save your eBook, click Save As and PDF.

Finding Free Images

Images like photographs and clip art will be important to your eBook.

Look for public domain images that are free.

My favorite site for photographs is:

<http://www.publicdomainpictures.net/>

(I also really like the Illustrations section of this site.)

My favorite site for clip art is:

<http://www.wpclipart.com/>

If you are writing a *How To* eBook, you can take a screen shot of whatever you are working on. You do this by simply hitting the Print Screen button found on most keyboards. The following link has a tutorial that may help you understand more about how to take a Screen Shot. You will notice that I have used a screen shot in this eBook in the *Getting Started* section.

<http://www.wikihow.com/Take-a-Screenshot-in-Microsoft-Windows>

Once you hit the Print Screen button, you simply right click and select Paste wherever you want the image to appear in your document.

Designing your eBook Cover

The key to a good eBook is having a professional looking cover design.

Photographs often make the best cover designs. It is best if you find one that is vertical. You will need to stretch it to fit the entire page.

Once you have found the image you want to use for your cover, you will need to follow the steps below to add it to your Word document.

Right click the picture you find, and hit Copy Image

Go back to the first page of your Word document

Hit Paste

Click on the image

Right click, choose Text Wrapping, and then choose Behind Text

This will cause your picture to go behind the Title and text you create on your cover page

Drag the corners until the image fills up the entire cover page

You can click on the image and hold down the mouse button to actually move it around so that you get it to fit just right on the page

Creating the Table of Contents

Creating a professional looking Table of Contents is another important element of a well done eBook.

Look at other eBooks for examples of their Table of Contents.

You can use the very simple version I have created for this eBook, if you'd like.

If you have added page numbers to your document, it will be a breeze to create your Table of Contents. Adding page numbers was discussed previously in the Getting Started section.

Example:

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What Type of eBook Will Sell Well?

To find out what type of eBooks are the top sellers, you will simply need to observe the market in which you are hoping to sell.

If you want to sell on **Currclick**, take a look at their Home Page. Click on each of the current Top 10 (listed in the column at the right). Be careful to observe the kind of eBook and also the price. Price makes a difference, especially if you are selling to the homeschool market.

www.currclick.com

If you want to sell on **Teacherspayteachers**, for example, you will need to also take a look at their home page. If you scroll down to the bottom, you can see Weekly Top 10.

<http://www.teacherspayteachers.com/>

If you want to sell on **Kindle Direct Publishing**, you can simply visit Amazon and see what the Popular Categories are.

<http://www.amazon.com/Kindle-eBooks/b?ie=UTF8&node=1286228011>

Note: The next section talks about how to sell using the companies listed on this page.

Where to sell my products

EBay

The very simplest way to sell your eBook is through EBay!

Set up an eBay account if you don't have one already. Be sure to include in the product description that the auction is for an eBook in a PDF format. You can email the buyer the eBook file (zipped if it is large), once you receive payment.

Currclick

If you want your book to reach the homeschool market, then [Currclick](#) is the way to go!

You will need to create an account and send in your title for review. Once approved, you can upload other titles. I have around [59 items](#) currently for sale on Currclick.

Kindle Direct Self Publishing

If you want to sell products that will be purchased by those with Kindles, then you can follow the very simple steps for setting up a free account and selling them here.

<https://kdp.amazon.com/self-publishing/signin>

Teachers Pay Teachers

If you want to sell products to the teaching market (as in school teachers), then you may want to check this site out. Follow the steps for creating an account and uploading your products. The first product must be free, so choose wisely. You want it to be a good product to begin building confidence in your items, but you want your best products to earn you a profit.

<http://www.teacherspayteachers.com/>

If you choose to sell through TpT, please be sure to list me as the referral. Use the following link:

<http://www.teacherspayteachers.com/Signup?ref=ToddlerBites>

Click here if you would like to see the products I have for sale on TpT:

<http://www.teacherspayteachers.com/Store/Kathy-Hutto>

Teacher's Notebook

Teachers' Notebook is another site which predominantly sells to teachers or homeschool parents. You will need to sign up and pay a fee of \$19.95. After that, 100% of the money earned from sales of your products goes to you! It is directly deposited into your Paypal account at the time of purchase. No need to wait until the end of a quarter to receive payment. I find this site very, very easy to use.

<http://www.teachersnotebook.com/>

You can view the products I have for sale on this site by clicking here:

<http://www.teachersnotebook.com/shop/KathyHutto>

Let me know if you have any questions!

Marketing is Key

Marketing is really the key to any business venture and selling eBooks is no exception.

You can market via Facebook, a Blog, or using the Marketing Tools on any of the sites mentioned in the *Where to Sell My Products* section.

Here are some tricks I've found that seem to boost my sales.

If selling on **EBay**, begin with a price of 99 cents. Don't do a Buy it Now. I make more money when I start the bidding off small. It always surprises me how much more I make when I sell this way. Create a template and just keep your product on there (one at a time). When one sells, put another one on.

If you are selling on **Currclick**, create some free products. As those sell, you will increase your customer base. You can then begin to send email to your customers using the very simple tool in the Publisher Menu.

Marketing couldn't be easier with Currclick's Publisher Menu. I can't say enough great things about it. I love having the ability to view my own sales report and see what products are selling well. That helps me know what direction to take for future products. You can create discounts and then send the notice out to former customers or even those with the product in their wish list. You will see what I mean once you become a publisher on this site. Marketing will be a snap. But, my number one tip is still to build that customer base and then send them emails with discounts for new products or even for old products once in a while. That's where I see my biggest spike in sales. Homeschoolers like a bargain, so I find that finding the right price is also important. Selling tons of items for 50 cents is better than just a few for \$10.99, even if it's worth that much.

In a similar fashion, you can use **Teacherspayteachers** marketing resources, though you have to pay for some of these. You can begin to explore these once you have signed up. The key here, once again, is to build your customer base. That way, when you post a new product, all of your customers can receive a notice. That's like free advertising! The first product you put on this site has to be free. Add seasonal free products now and then to keep that base growing. It takes time, but one Kindergarten teacher made \$700,000 in a year. It's important to note that she has 12,000 "followers" that are notified when she uploads a new product.

Read more about this teacher here:

<http://mashable.com/2012/05/17/teachers-pay-teachers/>

You can also **offer free products** on site such as Money Saving Mom. If chosen, your freebie will have exposure beyond your imagination and may drive sales your way on other products you offer.

Again, many authors create **blogs** of their own. If you get lots of subscribers, you can then begin to alert them to new products you are selling. You really have to work for a while to create good and free content on a blog to build that base of followers. By linking your blog to Facebook and Twitter, you can have lots more opportunities to reach customers.

Another new marketing strategy that is gaining steam very quickly is **Pinterest**. It took me a little time to warm up to Pinterest, but now I'm a believer. Create a board and then start pinning! You will be surprised at how many re-pins your products will get. You will begin to see traffic building as those pins kind of spider web out and get pinned and re-pinned. I've personally witnessed an increase in traffic and sales as a result of Pinterest. The sites above have a Pinterest sharing button right beside each product, so it's super easy to use! Try to find collaborate boards.

If you know of other places to sell eBook, please let me know. I'd love to add them to this eBook. I'm sure I've only scratched the surface!

