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## The EzyEbook Guide

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### **Short but essential explanation of “ebook”.**

You can make your ebook from a word processed document or from a collection of web pages. These are gathered and compressed with special software, called a compiler, into a file that is your ebook.

Click open your ebook and you'll see the pages of your book on your computer screen.

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## Introduction

Have you ever thought, “I want to write a book,” or “I could write a better book than the one I just bought!”

If you want to write your book and have it published then this book will help you. The final result, the money and acclaim that you receive will depend on you, your book and its marketing, but we’ll give you a good start along the way.

Most people think about writing a book but let doubts about their ability or their ebook stop them before they complete it.

Other would-be authors just talk about it and put so much time into preparing and researching that they wear away all the enthusiasm that they had for the book!

You have all the skills and equipment that you need to make your own book..

Your computer and word processing program make it much easier than it was (before personal computers) to write your book.

I started writing books with no formal training and had been out of school for enough years that any grounding in composition had faded.

And grammar, for me, was that nice old lady that I visited on Sunday afternoons when there was fine weather.

You don’t need to buy the most modern computer or expensive, specialized software programs. You should put in some time to learn to use the programs and equipment that you have to your best advantage.

One benefit is that you will become better at using your computer and programs as you research, write and even publish your own book.

Public access to the Internet and the reducing cost of having your own Internet connection and web site makes it much easier than ever before to publish and sell that book yourself if that is what you want to do.

This ebook focuses on writers of ebooks that have been published by eBookWholesaler, but I've also included the basic information you need to publish your ebook yourself.

I've focused on the method I've used to write six books, so far. It's an easy way to write **your** book but there are other ways. You'll read about some of them in the interviews that some successful authors have contributed to the second half of this ebook..

These interviews are intended to give you a broader view than you might get from my experiences and knowledge alone.

They've shared their personal experiences as well as short-cuts and tips that they learned and thought might help you.

I am grateful to each of them. I think you will gain much from their generous contributions to the ebook.

You will see that these writers' backgrounds, experience and interests vary widely.

I would love to be able to publish a revised version of this book or even a second volume, with more stories from other successful authors, in a couple of years.

Because eBookWholesaler publishes books every month, some writers that could appear in the revised version, or Volume II, may not have written or offered their books to eBookWholesaler yet!

Maybe, you are one of them?

If you have already finished your book and are thinking about offering it to eBookWholesaler, [click here](#) for the information you need.

If you are still writing your book, the information you need is these chapters.

Good Luck.

John Williams

## About the Author

John Williams is a professional magician with his own [on-line magic shop](#).

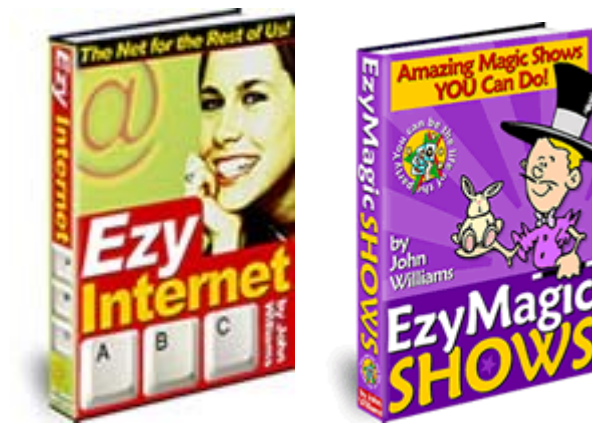
John edited and published a retired magician's 300 page autobiography as an ebook on CD Rom a few years ago. He enjoyed the experience and learned a lot so he started writing his own books.

He has written six books, so far, and five of them are available from the [EbookWholesaler Member](#) that supplied you with this ebook.

John lives in Tasmania, Australia's smallest and best State.

He's working on more books between Magic shows.

He's got more news about ebooks in his [ebook blog](#) (on-line diary).



## Why Readers Want Your Book.

Writing an ebook is a big undertaking. There are some potential downsides but your book has every chance to succeed.

1] There are already thousands of ebooks on almost every subject out there. You may think that there will be little or no demand for another one by you on your subject.

You will have

- special tips and shortcuts that you've developed
- little-known resources that you found
- your enthusiasm and recent personal experience

that can help and even inspire readers.

2] Some other ebooks could be a lot better than your first efforts.

You may not write the best book on your chosen subject right away but nobody else can write the book that **you** can. Your life experience and point of view are unique.

You won't know if you don't have a go.

You may find the experience one that you want to repeat. The extra effort that you have to put into learning as you produce your first book will often lessen the effort and time required for that second book.

If you put off, or don't complete, the first one, it's probable that none of us will ever see your second.

3] You don't have any formal training as a writer and may not even use your computer very well.

Readers are unlikely to be very interested in how you produced your book unless it's a unique story of overcoming exceptional problems. Their focus is on the value they can get



from the finished book and how soon your information and advice will help to improve the relevant aspects of their lives

You will never write your first or your second ebook if you put off writing until you are 100% prepared.

Keep in mind that the final judges of a book's worth are the readers.

Don't be too concerned about negative comments you may get when you tell your family or friends that you are writing an ebook.

They can be supportive and helpful but you may get some negative feedback for what they see as good reasons.

Your family may be concerned that you are taking on too much so that your regular work may suffer, or you might have less time to share with your family. They may be worried that you will be upset if the ebook does not get a good response from readers.

Your friends may be jealous of your ideas and enthusiasm or concerned that you are going to spend a lot of time on projects that they cannot share in.

Even responses that you may get from experts or critics should not be the "final word" about the worth or potential of your ebook..

Experts and those that apply the term to themselves may not have much practical experience of the subject that they are regarded as experts about.

Even those with relevant experience may tend to favor the methods that they used and give less value to other systems and products.

Critics? Count the number of statues to critics and compare it to the number of memorials to writers. Give the same ratio of value to feedback from these groups of people.

## **The Best Subjects for Your Ebooks**

Your first ebook will be easier to write if you choose a subject that you know something about and that you like.

You will get a better response – more sales and favorable feedback – if you focus on those parts of your topic that people want, or need to know about and are willing to pay for the information.

If you're very interested in cage-birds, for instance, you might find the lives and actions of the people that developed different varieties fascinating. There's probably a relatively small group that shares your level of enthusiasm and would also enjoy such stories.

But are there enough paying customers for a book about those wonderful people to repay you for the effort you would put into producing that book?

Or will you donate your time and effort because you perhaps feel that the efforts and sacrifices of those pioneers should be recorded in book form?

You have to answer these questions for yourself.

Because of the vast number of people that you can reach through the Internet, you could produce an ebook on almost any subject and find some people that are interested.

If you want to reach the greatest number of readers and actually make some money with your book, keep the potential readers' interests in your mind through the whole process of researching, writing and compiling your book.

People want information and they are generally more willing to pay for information that helps them to achieve their goals and desires more easily, safely and quicker.

Those desires are the same for almost all people, but the emphasis that individuals put on particular aspects of their lives are all that vary.

## Writing Your Ebook

The best time to start writing your book is **TODAY**.

### First Steps

Don't sit and stare at a blank screen or sheet of paper when you start to write your ebook.

Write a title - you might change that several times before you finish writing the book, so don't waste much time with it at the start.

List the various areas of your main subject that you want, to make sure that you cover everything. These will become your chapters.

I make a main folder or directory on my computer for each new ebook. In that folder, I make a folder for each topic (chapter).

I make a separate folder for all the pictures that I may use in the ebook. You may find it easier to put the images for each chapter in a sub-folder called images inside the folder for the relevant chapter.

At the same time, I grab a box-file (an oblong box with an open top. It is used to hold manilla folders) and label it with the name of the new ebook. I label a manilla folder for each chapter and put those manilla folders straight into the box-file.

I tape a lined sheet inside each folder and write the location of any reference material that I am using for that chapter where the material is in a book, or on a computer file and I don't want to actually make another copy just to put in the folder.

I put every relevant loose piece of paper in those folders. This is a lesson from bitter experience of wasting considerable time just looking for a particular useful note. I had put it away a couple of weeks before I started to compile the book. Several months have passed and that original note still has not been found!

I move or copy any relevant material on my computer to the folder/directory that I made for the book.

I also make a copy of that material and burn it to a CD Rom. I check the contents of that CD Rom on another computer. That's another lesson that I learned the hard way. I lost a hard drive (probably through a power surge). I thought it was okay as I had most of the important material on floppy disks and another storage medium. Both were corrupt.

You will be surprised at the amount of material that you collect. You probably won't use all of it, in fact, too much detail can tend to bore your readers.

The time that you spend collecting material that doesn't get in to your published book is not wasted if you carefully file it. You can use that material to produce related articles and distribute them to article directories and ezines (electronic newsletters) as a way to promote more sales of your ebook.

### **Designing Your Ebook.**

Some people (writers are just people that **actually wrote a book**) start with an outline; chapter headings, reference material and even a photo of themselves for the back page. Others sketch out the topics that they will cover in some rough order on a writing pad and create a file with the related information that they've collected.

You need to organize yourself to that extent or you will waste time searching for that quote you noted down a few days ago. You could waste valuable writing time if you don't make a basic outline and gather all the relevant material at the beginning.

Don't use long, obscure words or technical terms, even if you really do know what they mean, unless your intended buyers and readers will also be comfortable with all the words. You'll impress people more by helping them than you ever could by trying to show how clever you are.

## My Way

I write chapters as article-length pieces about a very narrow part of my subject. You are reading one right now.

Then I collect and sort them into the order that I think will be easiest for the readers to follow.

If other points about the subject pop into my mind while I am writing something, I write them down (in the form of an outline with any relevant links) and make a separate file for that material. I make sure to put that new file in the folder that I have already made for the book that I am currently working on.

## When You are Blocked

You may sometimes feel that you can't go further with the piece that you are writing. If that's because you have lost your enthusiasm for the particular subject or learned that the potential readership (your market) has switched their interest to another topic, then it may be best to drop it.

But give yourself a break of at least twenty-four hours from that piece of writing. Then, give it some serious thought before you decide to put it away.

Don't ever throw away anything that you have put time and other resources in to writing. You may be able to use parts of the material at another time, when you are writing about related subjects.

You may even want to expand and finish the original project when you have more time, experience and knowledge.

### My strategies to help reduce the blocks

**I write every day:** The habit was slow to develop as there are plenty of people and other interests (even the television!) that I gave the time to.

But the nagging thought that I was letting myself, and my bank manager down was the prod that kept me mostly on track.

**I always have more than one project in preparation:** If I am stuck in the preparation of one project – I may be waiting to confirm a critical fact for the book or feel my enthusiasm temporarily waning because I've spent a lot of time on that particular piece I reinforce my habit of filling at least a few screens every day by picking up another "work-in progress" to add a few pages to.

The pieces that I have on the go at any moment are usually on different subjects. The variety probably helps to restore my enthusiasm.

**Simple formats:** I use the formats in the next chapter. They really help to keep me writing. You may find that they don't all suit you but, please, give them a try. You may develop variations that suit you better.

**I commit:** Sometimes there are other people that are expecting the particular piece completed by a certain time.

At other times, I write on my calendar that I must finish this piece by a specific date so that I will be able to afford to do something that I want to do.

**I reward myself:** Every time that I complete a major project, not just a chapter, I make sure that I reinforce that good feeling by taking a few hours to go see a movie (not just rent a video) or some other event that I know that I will enjoy.

But I **never** reward myself with a day where I don't have to do any writing!

## **Skeletons make Writing Easier**

I use “skeletons” (outlines) for almost every piece that I write.

### **Lists**

You see them everywhere; “7 ways to save money on groceries”, “4 tips to winning Lotto” and so on. The public seem to always respond to the format – the title shows them that the subject is one they are interested in and that it won’t take much of their time to read (only 7 or 10 tips – not 77 or 100!)

It helps me to keep to the point of each segment. I’ll read through it and discover that I have put two or more points in one segment. I cut and paste the material that’s not completely relevant to one point into a catch-all section at the end of the book., then I sort the extra material and perhaps add some of it to other points that I’ve already outlined. I make new segments from any material that is left, paste them in and adjust the number in the title to match the number of points in the section.

Sometimes, I cut out the middle step and paste that material directly into a segment of its own straight away.

I delete that catch-all section before I submit the book.

### **Question and Answer.**

This was the format for the email interviews of other writers that you’ll read toward the end of this book.

I also use this format with questions that I ask myself! Write down the questions that you asked when you were gaining experience and knowledge of the subject and questions that other people are now asking you.

That ensures that you will cover all the most important points that you want to give your readers information about.



## Staircase

Note down the steps that your reader needs to climb to complete the project that is the subject of your book. Then you just cover each in turn, making sure that you don't miss any.

## A Tested Format

This book is laid out in a similar format to my other books, although it is on a completely different subject. You can use this format too, add your own variations or do something completely different.

Just ensure that your layout makes it easy for readers to get the information they want.

This books has:

**Cover page:** You'll see a banner with the name of the book and the author, as well as an eye-catching illustration. This picture, and one that shows how this book might look if it were a traditional printed book can be used separately or together by eBookWholesaler Members to advertise the book.

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I put a complete set of bookmarks in the magician's biography which was the first ebook that I edited and published. That book was over 300 pages, so the extra facility was more useful than in my shorter ebooks.

**About the Author page:** I like to put this up the front of the book because I think that less people might read it if I put it at the end, where many other authors put theirs.

**Chapters:** The "meat" of the book. I try to put them in a logical order so that readers either get each section in the order they might need them if they are doing one project as they read through the book or I might put them in ascending order of difficulty where there are a number of different projects in the one book.

**Links Page:** There are very few links in this ebook so I have put them at the relevant sections of the ebook rather than have a separate page. But readers do say that they find such a page where all the links are gathered together under the chapter headings can be very much appreciated.

**Acknowledgements:** I spread these through the ebook and haven't put this as a separate page this time. It is usual to have one page where you acknowledge people and organizations that assisted you to prepare the ebook.

Include those family members that kept you supplied with coffee or other liquids. Otherwise, you might find your next writing experience a very dry subject.

## **Free or Paid**

The price that you charge your customers is something that you must decide for yourself.

Asking yourself, “How much would I pay for this information?” won’t always give you the best answer.

You can offer your book to people around the World over the Internet.

The material you wrote may be very hard to find in some areas, so people may pay what you regard as a premium price for your book.

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## **Free Ebooks**

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These books contain information about the author and the products or services that they offer or promote. Producing a short book that readers get value from may enhance the perceived value of the author’s other offerings.

Most people are comfortable with some low-key promotion in books where they also get information that they need or want.

Supplying your ebook without charge and specifying that readers may also pass on the book creates a viral effect – the book and the promotional information can spread as fast as wildfire!

This is the good Internet “virus” because everybody benefits.

Seth Godin pioneered this concept with “The Idea Virus”. You can still find thousands of sites where they offer a free copy of that ground-breaking ebook.

## Making Your eBook

If you have access to a computer, a word processing program and Internet access then you have all the basics.

You might spend a lot of cash to set yourself up, or you can start with some of the many good, free or shareware programs that are available from sites such as [snapfiles.com](http://snapfiles.com) and [nonags.com](http://nonags.com).

My preferences, as a registered user of the programs for several years, are Microsoft Word and Adobe Acrobat. The .pdf files that Acrobat produces can be read on computers that use the Windows operating system and Macintosh computers. This cross-compatibility increases the potential number of buyers and readers for your book.

There are several programs, such as the comprehensive and free Open Office which produce Word-compatible files and pdf files too. There are other programs that produce pdf files and they are less expensive than Adobe Acrobat but the functions that each program has varies.

A venerable but reliable and free pdf compiler is Gymnast which was a commercial program, but it has been available for the last few years as a free download from [this site](#)

You can also use a web page editor such as Microsoft Front Page, Sausage PageWiz or even the Composer part of the Netscape web browser to produce your book as a series of web pages.

Then you use an HTML compiler to make your ebook from the web pages if you are using a Windows computer and aren't concerned that Mac users will not be able to read your book.

There are some free compilers available and many that you must pay for.

You can get a free compiler that makes executable files from web pages [here](#)

You will need to produce or pay someone to make you a picture to represent the cover of your book, and probably a banner to put at the top of your sales page. It is vital that these are of a professional standard – no pictures or bad pictures will hurt your sales!

## Do Your Own Covers

You may ask why do we always have a picture that represents how our ebook would look if it was a regular printed book?

That picture and the associated banner help to increase sales, if they are of professional standard.

Vaughan Davidson, of <http://www.killercovers.com>, produced some wonderful covers for my ebooks that eBookWholeSaler published. Vaughan knows a lot about this subject and I asked him if he had any articles about the importance of ebooks having cover graphics.

He didn't, but he juggled his very busy schedule and wrote this article especially for this ebook.

## **Why an Ebook Cover is Important**

**by Vaughan Davidson**

Whether you like it or not, people DO judge a book by its cover, and it's no different with ebooks. In fact, an ebook cover may be even more important as your customer can't pick it up and touch it like they can with a real book.

The other reason that a good ebook cover is so important is because your customers need to both see and understand what you are offering. If they don't understand, they won't buy. It's as simple as that.

You have to remember that many people may not have come across an ebook before getting to your site. They have no idea what one is and what it can do for them, but when your customer sees a 3D style image of your ebook on their computer screen, they instantly understand. They have seen a book before, and an ebook is an internet version of that.

### **What makes a good cover?**

A good cover will allow your customer's eye to flow over the cover and understand what your ebook is about and the type of information they can expect to find inside.

It is also important to remember that the cover you use to sell your ebook will say a lot about the quality of your ebook. If you have a badly designed cover your customer may assume that the information inside is equally badly put together.

That could mean you end up losing sales.

A good cover design also takes the most important message of your ebook and lets everything else on your cover support that message, not compete with it.

Another way of saying that is if you have a cover that is overcrowded with images and text that is all screaming for attention, you will more than likely lose your customer.

It is important that when you are about to get your ebook cover created, you need to think about who you want to buy your ebook. Think about their likes and dislikes. What colors will

motivate them to buy? What images or colors could you use on the cover that will reinforce the message of your sales copy?

If you are unsure of any of that, talk to your cover designer, they are the expert and can point you in the right direction.

**Tips when choosing a designer:**

1. First and foremost, check out their work.. Do you like the covers they have designed for other people?
2. Ask around. If you see a cover on a site you like, ask the webmaster who designed it and what that designer was like.
3. Check out the references or testimonials on the designer's site. Do they link back to the site of the person who wrote the testimonial? That way you can see the cover on their site and how it fits.
4. Will the designer's style appeal to your target customer?
5. Does their work leap off the screen and say "Buy Me". If the samples on their site don't say that, then you can bet the cover they produce for you won't either.
6. What is their turnaround time? In other words, how long will it take to deliver the completed cover to you, and does that fit your time frame?
7. On their order form, what questions do they ask you? Do they ask enough questions to get a real feel for what you and your customers are after?
8. What price do they charge? Does it fit with your budget?
9. What guarantee do they offer? What you need to look for is a "we will keep working until you get a cover you like, or your money back" guarantee. Anything else and you could end up paying for a cover you are not happy with.
10. How long have they been designing covers and who have they designed for? Do those customers buy regularly?



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I am very grateful to Vaughan who creates covers for many of the Net's best-selling ebooks and the top internet marketers. You can check out his work at <http://www.killercovers.com>

If you have the graphic skills, time and appropriate software, you can produce your own pictures.

There are dedicated programs such as ebook3dwizard from [ebook3dwizard.com](http://ebook3dwizard.com) I haven't tried that program but the information on the site is intriguing. You will have to make your own evaluation.

You can use a specialized program, Scott's Boxshot Maker, from [http://www.boxshotmaker.com/](http://www.boxshotmaker.com) This program is donation ware – please donate if you use this or any other donation ware program or the day may come when the only way to get programs this good will be to pay full commercial rates!

If you use the boxshot maker program or ebook3dwizard, you will need to produce your own pictures to put on the boxes, books or other items. The better that your pictures are, the better your books and boxes will be.

You may use clip-art from boxed collections available in stores (my favorite are the photo clip art of Hemera – another un-biased recommendation!), bought from an on-line clip-art service or create it yourself with software such as PaintShop Pro or Photo Impact.

If you do not have the skill, software and time to do a proper cover and banner for your sales page, contact Vaughan Davidson at [KillerCovers.com](http://KillerCovers.com). You know he does good work because the cover for the “Ezyebook Guide” and the covers for my other ebooks that are shown in this book (except for “Ezy Magic Fun Book”) are all by him!

## Publishing Your Own Ebook

You can be your own publisher too!

You already have most of the materials you need:

- Internet access
- A web site
- Your own ebook

You also need a website with sufficient space and functions to store, display and download our book and to arrange to accept credit card payments from people that buy your book.

This is a surprisingly simple process.

These four companies provide credit card payment facilities for people that sell downloadable products, such as ebooks, when the people do not have Merchant Accounts.

2Checkout <http://www.2checkout.com/>

ClickBank <http://www.clickbank.com/>

PayPal <http://www.paypal.com/>

PaySystems <http://www.paysystems.com/>

Services and charges change from time to time so read all the Terms and Conditions very carefully before you sign up with these or any other service.

Those decisions and their consequences are entirely your responsibility.

If you already have a Merchant Account, check with your bank about their Internet-linked services or third-party services that they approve and recommend.

When you have your credit card arrangements finalized, load a copy of your ebook to your website.

## **Your Sales Page**

Make a sales page that tells visitors why they need your book. Don't waste space telling them how long it took you to write, just **what's in it for them!**

Tell them the price and put in the link that your credit card service has provided.

## **Download Page and a Warning**

You also need a "Thank you" page. That's where you tell the credit card service to send your customers after their card has been approved and they've paid for your book.

That page should have your contact details and a link for the customer to download the ebook that they just bought.

This immediate delivery (instant gratification) is a big factor in the popularity of ebooks.

Don't call your thank you page `thankyou.html` or `thanks.html` or `download.html`. Some people that want to get books without paying for them search the Internet for pages with these names because they often find links to download someone's book or software on pages with those names.

There are many other tricks and fraudulent activities that we must guard against.

Some people have enough technical knowledge to sniff around your site to find your download pages.

There are several software solutions that help to reduce these losses. One is Redirect Pro which you can get from the [eBookWholesaler Member](#) that sold you this book.

## ISBN and Copyright

by Neil Tarvin <http://www.ebookgraphics.com/>

### Pop Quiz:

What is "1-55105-083-8" ?

Select one...

- (a) It's a phony telephone number they use on TV shows
- (b) It's part of a secret publisher's language.
- (c) It's someone's Texas driver's license number.

The correct answer - unlikely as it may seem – is **(b)**.

The number is part of a secret publisher's language known as the ISBN, and it's something \*you\* should know about.

Well, it's really not a secret, but not many people know what it is or what it means. ISBN stands for "International Standard Book Number" and it is an identification system for books and other publications. (Yes, even ebooks.) Today all bookstores order and track books by their ISBN number, and if you want to get your ebook into Barnes and Noble, or Amazon online, you're going to need one.

Have you got a paperback handy? Look at the back cover. See that barcode? That's the book's ISBN number.

So, what does it mean? What are all the numbers for? It's really pretty easy to break down. Let's look at the number above.

### **1-55105-083-8**

**1** = a "0" or "1" in the first position indicates it was published in an English-speaking country. Other countries use other codes - "4" is Japan, and "82" is Norway, for example.

**55105** = This is the publisher identifier. When you apply for an ISBN, you will be assigned a publisher identification number. (the actual number of digits in this section will vary depending on the number of ISBN's you order)

**083** = This identifies a particular title or edition of a title. These numbers are assigned by each publisher as books are published. If you purchase a block of 100 numbers, you'll receive a log sheet listing all the ISBNs that you can assign from 00-99. (In the example, this publisher has a block of 1000 numbers - ranging from 000-999.) The "editions" clause is the tricky part. If you publish an ebook, a Print-On-Demand book, and a CD Rom of the ebook, each has to have it's own ISBN number. (ISBN numbers never expire, so get as large a block as you can afford, especially if you plan to publish more than 1 book! I got a block of 100 numbers back in the late eighties, and I still use them.)

**8** = Checksum. This is to verify the rest of the ISBN number. Computing it is something you don't have to worry about - it will be on your log sheet.

If you want more detailed information, or to order ISBN numbers, visit Bowker's - <http://www.bowker.com> (US register) . They have a link to get you to the registry, or you can go there directly - <http://www.ISBN.org> and you can order online. (There are also links there to all the international agencies as well.)

## Copyright Basics

Invariably, when people ask "What about ISBN numbers...", the second part of the question is "and copyright?"

First of all, the two are mutually exclusive - they have nothing to do with each other.

Did you know that you probably already own some copyrights? If you've ever written anything, even a journal or a letter, you own the copyright to it.

In 1976, the government changed the copyright laws to protect virtually anything written or created without the need to file a formal copyright form with the Library of Congress. The protection is automatic, and begins the moment you create something. You don't even have to add the little "Copyright by.." tag unless you want to! Neat, huh?

(You should add the tag, though, just for notice that you are reserving all rights. The correct way to do this is "Copyright (year) by (your name)" You can also use the c-in-a-circle, if you prefer. Copyrights are good for your lifetime plus 70 years.

Although formally registering a copyright is not required, having a formal record of the work can allow you to file suit against someone for infringement should the problem ever arise. That alone should be a good reason for registering! Copyright costs \$30 for each item, and requires that you submit a copy of the work.

Some items are free to use without worrying about copyright. Public domain items can be freely used. These are works that fall into two main categories - the federal government, and works whose copyrights have expired. There is a less-often used third type of public domain work, and that is work that you release to the public domain yourself. Some items that \*seem\* to be in the public domain, really aren't. Have you noticed that no one ever sings "Happy Birthday to you" anymore? The family of the woman who wrote it raised a stink about her copyright, and demanded royalty payments each time it was used. Result? No one sings it anymore. (So much for the millions they probably thought they were going to get for it!)

### **Here are a few copyright facts.**

\* In most instances, any work you create while employed becomes the property of your employer. This applies to written work and inventions or processes. If you saw the TV movie "The Pirates of Silicon Valley", when Apple Computer was being "birthed" in Steve Jobs' garage, "Woz" had to get his employer's permission to use his own material in the Apple computer. Obviously, the employer had no clue what he was giving away when he told Woz to "go ahead, we're not interested in that." Smart employees "get it in writing" that copyrights and patents they produce are in their name, or a written release from the employer.

\* Your copyright has value. A copyright is considered "property" and may be sold, traded, inherited, or given away. You may also sell "parts" of the copyright. For example, you may sell reprint rights or movie rights (there are dozens more). Major publishers make a lot of money selling all kinds of additional foreign, book club, and paperback rights. You may "license" all or part of your rights. Think "Disney" or, more recently - "Harry Potter" - a

fortune is being made by the author licensing her rights to others to create related products and use the Harry Potter images and names.

\*The federal government has (literally) tons of material that is in the public domain that you can freely use in your ebooks. Brochures, papers, reports, studies - all are public domain and belong to the American people. How much of your work has already been done by the government? Visit the government sites and take what you want!

\*There is no age limit as to who can own a copyright. You can copyright your 6 year old's first story if you like, and the government will send you a nice certificate to prove it!

\*You can register the copyright under a pseudonym if you prefer.

\*The copyright office address is <http://www.loc.gov/copyright/index.html> . You can use their online applications, or just get more information there.

In a nutshell, that's the answer to "What about ISBN numbers and copyright?" Now, go write something, and put that little c-in-a-circle on it!

Visit Neil Tarvin's website; <http://www.ebookgraphics.com> for information on ebook design using Word templates and "do it yourself" ebook design ebooks.

If you don't want to do your design yourself, Neil can deliver a professional design at a very reasonable price.

I bought Neil's books and this is an unqualified, unaffiliated endorsement.



## Your Ebook and eBookWholesaler

If you don't want to publish your ebook yourself, or maybe you want an extra avenue to distribute your ebook through, you should consider submitting your ebook to eBookWholesaler. They will only consider non-fiction books with practical content.

eBookWholesaler publishes 2 ebooks every month. They are supplied to members who, in return for a monthly fee, get the right to sell as many copies of the ebooks as they can.

The members may also sell the ebooks that eBookWholesaler previously published – more than 65 at this point – and the members get a lot of other support and assistance.

If you might be interested in joining eBookWholesalers, [click here](#) for more information.

Authors that want their ebooks considered by eBookWholesaler must submit them [here](#)

That applies to **every author** and **every ebook** – they're all considered strictly on their content and how much potential appeal it may have for the customers of eBookWholesaler's Members.

After a quick preliminary check, ebooks are submitted to the eBookWholesaler's Review Panel. This panel review helps to constantly improve the quality of ebooks that eBookWholesaler offers.

All Panel Members are eBookWholesaler Members that are successful ebook sellers with wide experience of marketing on the Internet.

They read all the ebooks, discuss them and advise Tom Hua, the owner of eBookWholesaler whether or not they think that the ebook is suitable. Tom Hua makes the final decision.

This process may take up to four weeks.

**All Panel discussion is confidential. Authors are not given access or feedback.**

Tom Hua and some of the Review Panel are also authors. All Review Panel Members understand the intense feeling that writers have when their books have been submitted so they ensure that there are no unnecessary delays.

If the decision is that the book is suitable for eBookWholesaler to publish, Tom contacts the author to see if they can make a deal that both are happy with.

If an agreement is reached, the book is processed. eBookWholesaler may provide editing (if required), cover and banner graphics, sales page and other support.

The ebooks are usually published in the second week of each month.

You can get more information about available titles from your [eBookWholesaler Member](#).

## More eBook Authors

You will get more tips and encouragement from the information that these authors have written. They hope that it will help you to get your book published.

### Michael Ambrosia



**Michael:** I love taking part in this.

**Q]** Please give us some information about yourself and your current projects?

I have been on the Internet for almost 10 years. I started my first Internet business about three years ago.

Some of my current projects include:

- Host Me Pay Me hosting - <http://www.host-me-pay-me.com>,
- Script installations - <http://www.inmarkon.com>,
- Newsletter - <http://www.getprofitsnow.com>,
- Military "Thank You" site - <http://www.thankourmilitary.com>,
- My first software release (and partnership) - <http://www.lightningflyover.com>

..... and my [Dinner Party Book](#)

**Q]** What writing experience did you have before your book?

Writing experience - none. It's one of the reasons that I chose that subject - I knew the subject. I was once told that you should write what you know, especially on your first attempt.

**Q]** What problems did you find in writing your book?

My biggest problem was that I tried to write a finished product on the first try. I was given advice that you just need to sit and write whatever comes to mind, in whatever order it comes to mind. Then, when you're done, edit what you wrote.

If you try to edit while writing, it makes things ten times more difficult.

**Q]** Why did you write your book?

Mostly for the experience - to see if I could. I enjoy challenges and I saw this as a big one.

**Q]** Did your book achieve your aims?

Oh yes, and then some. The response has been pretty good. I wouldn't call it a best seller but, when I search for it on Google, it's quite thrilling to see other people (eBookWholesaler Members) selling my work.

**Q]** What happened after your book was published?

I'd like to say that I optioned the rights to make a movie, but that would be a total fabrication!

But I enjoyed some early success with sales. The fact that I hadn't even originally planned to publish it (someone talked me into it), made it all the more rewarding.

**Q]** What advice would you give people writing their own ebook?

If it's your first, definitely write about a subject that you are familiar with. It really makes the process easier. Research skills also help; Google was an invaluable tool for me.

Find yourself a nice quiet place where you can concentrate, too. And, if you're not all that good in design/layout, don't hesitate to hire someone. Also, find a good editor.

**Q]** Would you offer another book to EBookWholesaler?

Absolutely. Tom Hua made the entire process painless. He is also a pleasure to deal with.

**Q**] Please include any other information, advice and comments.

One last bit of advice - perseverance. If it's a project you believe in, don't quit. Sometimes it may seem that you'll never get it done.



Also, learn when to say, "It's finished!" People tend to be perfectionists with their own work, but we sometimes can't see it the way others do. We also keep trying to make it better so we don't have to release it (from fear that people won't like it).

## Patty Baldwin



My professional career began in 1965 when I worked for the Air Force as a civilian employee at Vandenberg Air Force Base. After having my first child, I decided that I didn't want to make the 44 mile round-trip drive any longer.

I worked as assistant to the director of a local, non-profit industrial development organization. I ended up as the secretary (yep they still called us that back then) to the City Manager of the small city that we lived in.

My husband decided that he wanted to start his own Plumbing and Heating business so we did. Of course, I've never backed away from a challenge. We moved 1500 miles away where we didn't know a soul and set up shop.

People thought we were crazy, but my husband is very principled. He would not start a business in the same town as the man who gave him his training.

As events would have it, we returned to California about 10 years later. I needed a job and I knew that I wanted flexibility after my period of self-employment.

The only people that I knew who were able to set their own hours and income were people in sales. I answered an small classified ad for "sales rep", drove 75 miles for an interview and came home with a ton of information and. . .guess what? A list of names.

That began my 15 years with the Better Business Bureau.

I started on the Internet in June of 2000. At the time, I was involved with a multi-level marketing program that had just begun offering Internet access. Until then, my only experience with the computer was for word processing and keeping spreadsheets of sales and goals.

Anyway, I jumped in with both feet and haven't looked back.

**Q]** What writing experience did you have before your book?

Well, I edited tech manuals when I worked for the Air Force. That was lots of fun. Actually, my writing skills were honed on writing sales scripts for my telemarketers and then on sales copy.

**Q]** What problems did you find in writing your book?

Actually, none at all. Teresa is a great friend and we tend to work together "seamlessly".

**Q]** Why did you write your book?

Ha! Ha! Well, Tom needed an ebook for January and we just decided to do it.

Hmmm, I'm trying to remember but I believe the entire thing was done in about a week or 10 days.

**Q]** Did your book achieve your aims?

Yes, I think so. I've received nothing but positive feedback. We are very proud of that project because it was jam-packed with content. We filled a niche because we provide actual autoresponder messages that folks could begin using immediately. Total "cut and paste".

**Q]** What happened after your book was published?

Well, we were awarded the first eBookWholesaler eBook of the Year Award.



**Q]** What advice would you give people writing their own ebook?

Just do it! I have three ebooks in my head and never seem to make the time to put them together.

**Q]** Would you offer another book to EBookWholesaler?

Sure. In fact, Teresa and I did do another ebook for EBW and we're considering a sequel to Autoreponder Secret Courses.

**Q]** Please include any other information, advice and comments.



Make certain that you are mentally prepared to work at home. The best thing about working at home is that the office is just down the hall. The worst thing about working at home is that the office is just down the hall. A paradox, isn't it?

There is no million-dollar "secret" to success online or offline. The key is to develop good work habits. But that's true of just about anything worthwhile in life, isn't it?



## **Ken Black**

**Q]** Please give our readers some information about yourself and your current projects?

My name is Ken Black. I am 45 years old and live in Ottawa, Ontario, Canada. Ottawa is the Capital city of Canada and has the second the largest number of golfers per capita in the World, right after Myrtle Beach, North Carolina.

There are well over 100 golf courses with 2 hours of Ottawa.

I work during the day for the Canada Revenue Agency.

I work on my Internet businesses at night and on weekends. I have had a [golf site](#) since May of 2001. I was selling golf clubs and other golf books etc. for a while. Then, I had some misfortunes with a couple of webhosts and my shopping cart (they didn't work most of the time), so I had to start over.

The book I published via Ebook Wholesaler was called Golf Secrets. It has many tips on improving your game, without the need to change your swing. It is based on some secrets I learned over the years from many golf pros and club champions.

Using these techniques, I won 6 straight Class A Club Championships in a row (1994-1999) and other tournaments in my area (Ottawa, Ontario, Canada). I am not trying to brag - not at all - there are many players better than me.

I'm just stating an unusual fact. Once you know how it can be done, it is much easier to win, believe me. The book teaches many of the secrets I learned and developed myself. They can work for anyone, regardless of your age or physical ability. In addition. the book contains some information about golf club specifications (length, lie, type of shaft, type of head etc.) that can help people improve their game fast.

I owned a Custom Golf Club manufacturing company in the 1980's, and I learned how golf clubs were made at that time. I also took golf club manufacturer courses and visited and studied methods, at Louisville Golf Co. in Louisville, Kentucky, Custom Golf Clubs in Austin

Texas, the Golfworks in Newark, Ohio and Dynacraft that is also in Newark, Ohio. All this training helped me build a foundation of knowledge in game improvement techniques.

I have a great deal on the go right now. I will launch a new Golf Revelations site in the Spring of 2004. It will contain many, many game-improvement tools for the avid golfer. I plan on making some golf videos in Myrtle Beach soon. We want to come out with some superb videos that will improve anyone's game fast.

I am also working on launching an Affiliate Search Engine site very soon, in consultation with a couple of very well known Internet marketers. It will contain the best affiliate programs available on the Internet that will help people make money in their own home business, in any field they want.

**Q]** What writing experience did you have before your book?

I have quite a bit of writing experience from my work in the Canadian Government. I also used to write quite a bit when I owned my Golf Club business. But, my books just contain methods of improving your golf game fast, ways that have proven successful for me and many people I know.

**Q]** What problems did you find in writing your book?

I didn't have that much problem writing the book. If you know and love the subject of your book, it is much easier. You just write from your heart, telling the truth, and telling others of the ways you used to feel, which is likely to be similar to the way many readers feel if they are in the same boat as you were.

I used to try and improve my game and win tournaments. I would always find a way to blow it and be frustrated most of the time. I'm sure many will identify with the way I felt. I know how they feel; I was there at one time myself.

When you write a book, especially if it's instructional in nature, you must know and understand how your target audience feels - then you must tell them how you can solve the

problems that they face right now. That's what most good golf books are about - solving problems.

Any book must identify what your readers are likely to be feeling, what emotions are at work when they read what you have written. You have to provide answers to those fears, or wants, in the most logical, emotional way.

That can be difficult.

Also, deciding on the length and complexity of a book is important and tough. I made my book around 100 pages and not too complex, to provide easy, workable solutions and not theory or "filler", so to speak.

When I write my next book, for hardcover and softcover versions, the length will be longer (e.g. over 200 pages), to justify the price and the way most books are sold today.

I wrote my book in MS-Word format and then hired someone to add some graphics and convert the book to Adobe PDF format. I know how to do that myself now but, at the time, that was a problem. I think it cost me \$120.00 US to have a company convert it to PDF for me.

**Q]** Why did you write your book?

I wrote my book to help other golfers that want to improve their games easily and who want to win tournaments. Since I had a great deal of success at the amateur level, I just wanted to share this with others. I know first hand how disappointing it can be to not play well in front of others and in tournaments. But, I found out how to conquer that problem and I wanted to share that with others.

I have always tried to be a giving person in my life.

My goal is to retire from my day job in a few years and work on my Internet sites full time.

**Q]** Did your book achieve your aims?

My book had the content that I wanted. I have not tried to sell it very much yet. I'll be writing another book soon, and that will be even better.

**Q]** What happened after your book was published?

I received an increase in my website traffic. I also received many good comments on the book. My income also went up.

**Q]** What advice would you give people writing their own ebook?

Write about something you like to do - a hobby, a sport, knitting, whatever. Write from your heart. Write as if you are talking to someone right in front of you - someone who wants to know what you know. Don't use technical terms or complicated chapters in your book, unless your market is among Engineers, Lawyers or other professionals.

Identify what you want to write about - be as specific as possible. Try and solve a problem that consumers have. Come up with some simple keyword phrases that people would use to find you in the search engines. Go to <http://www.overture.com/>, use WordTracker found at <http://www.wordtracker.com/> or similar products, to find the best keywords for your idea.

And figure out if there is enough of a market to make money at whatever your book is about. The tools that I mentioned can help you do that.

There is no need to write about something that nobody else wants to pay to know more about.

Make your book about a specific niche target market. Don't write about "Golf". Write about "Ways to lower Your handicap by 5 strokes within 30 days". Be specific and precise about the subject of your book.

Figure out how you will build your website and market your product. Also, will your book be built in Adobe Acrobat PDF format (the best format) and a hardcover or soft-cover version too?

Do you want to start a newsletter to build a subscriber base? It's what every successful marketer does. Once you build a site yourself, you'll also need an autoresponder and list manager for your newsletter and offers. I would recommend <http://www.aweber.com/> or <http://www.getresponse.com/>. They are the best.

More importantly, how much do you want to spend each month to run your business?

Don't start out too aggressively or you will surely regret it. Learn as much as you can about the Internet first and then market your book. Take one or two Internet courses from Tom Hua, Ken Silver, Jim Daniels, Dan Kennedy, Corey Rudl or other proven successful Internet businessmen.

I will be opening an Affiliate Search Engine that offers big name courses and information from the best in the business. Only learn from those who really know. It will also offer Affiliate business opportunities galore, from the best in the business.

**Q]** Would you offer another book to EBookWholesaler?

Yes, I would. I was happy with the way Tom Hua handled the whole situation. He was very professional and a great deal of help. It was a good experience.



**Q]** Please include any other information, advice and comments that you wish?

I spent and lost thousands on the Internet. I now know what works, what doesn't and why. People that visit my Affiliate Search engine will find a new experience – things that really work.

I will start a new affiliate golf program after I complete the videos.

That will give people an excellent chance to earn a great income with unique products.

Anyone that has any questions can reach me: [keblack@295.ca](mailto:keblack@295.ca) or

[www.webmaster@golfrevelations.com](http://www.webmaster@golfrevelations.com) , Fax: 613-526-4978 or phone 613-799-2234.

## **Tom Hua**

I started my online adventure in 1998 by trying almost every online "opportunity" that could be found on the Internet.

I made plenty of mistakes but worked very hard to get through them.

It was not until 2000 that I realized that I needed my own product. I saw that people were all looking for information. It was everywhere on the Net but it was sometimes hard to find reliable information quickly.

This showed me that informational products, ebooks, had a lot of potential and I built my on-line business with them.

I bought resell rights to some after buying and sifting through many more than that. I gathered them together, added the best resources that I found and used personally while doing my research, and then created my first ebook, the FreeToSell package.

It had 12 products that sold individually for \$7.95 to \$12.95 each. I was able to sell the package for \$49.95! I kept upgrading the package. It is still very popular and much larger.

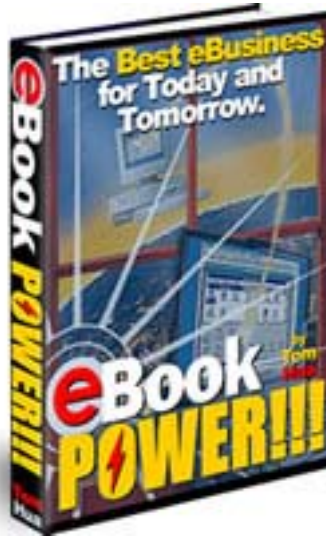
The other advantage of FreeToSell is that the customer only has to download a small ebook to their computer when they buy it. They can get the rest whenever they want to.

The ebook has the potential to change how we deliver and obtain information. And it is within the grasp of almost everyone! We can share our ideas and methods. We don't need a lot of power, money or a high level education. Anyone, even with a very modest budget, can publish their ideas and promote them to millions of people.

It's very exciting to be at the beginning of their evolution, to take part in it and make a good living at the same time.

Ebooks also give the customer instant gratification; they get the book on to their computer within a couple of minutes after they make their credit card payment.

We can even make money from ebooks that we give away!



I wrote my ebook, "eBook POWER" to tell people this and how they could be part of it, even if they felt that they could never write a book themselves.

I started eBookWholesaler to publish new informational ebooks and give other people the chance to set up their own ebook selling business with a guaranteed supply of quality books and a proven, user-friendly system.

eBookWholesaler has also grown steadily. Members have a lot of support available to them and the feedback is very good. I listen to comments from eBookWholesaler Members and ebook customers. Their feedback shows me what they need.

I am always improving eBookwholesaler and the services we give our Members and readers.

Anyone can create their own ebook. They can sell it themselves or offer it through eBookWholesaler.

I made mistakes as I learned and developed my business. I am confident that there are people reading this book who could do much better than me if they apply themselves.

Good Luck.

## **Teresa King**

**Q]** Teresa, please give our readers some information about yourself and your current projects.

Hi John, I started on the Internet in at the beginning of 1998 to go to chat rooms! While I was learning things, meeting people and having a lot of fun, I started noticing there was money to be made. My income was low and it sounded exciting to me - so my journey began.

I had many jobs before the Internet, giving me quite a background. I had my first real paying job at 15, working at a guide in the local museum. Then several jobs that were handed to me through a program called Neighborhood Youth Corp. Basically, you were paid less than minimum wage as you learned skills.

I learned more about typing, filing, customer-care and then went on to become a waitress, which I enjoyed. Later, I went from ballroom dancing to being a Real Estate Secretary, an Escrow Secretary, then a Real Estate Agent and on to managing properties.

My last job was working for a Real Estate Appraiser and I thought of becoming one. I never had a job that I had a great passion for, as you can see by my history of changing jobs a lot.

**Q]** What writing experience did you have before your book?

Writing! I love writing. It started when I was eight in third grade and won a poetry contest. I read a lot as a child and as we couldn't afford a television when I was growing up, books were very common in our home.

I took Creative Writing in College, and sold many articles as a freelance writer and have done ghostwriting.

I also managed to write several novels, and children's short stories.

**Q]** What problems did you find in writing your book?

I had no problem in writing a book at all. It has always just been a matter of finding the time to write. I have a whole list of books that I would love to write.



Q] Why did you write your book?



The first book that eBookwholesaler accepted from me was "What Did Mama Forget to Teach You?" It was a test pilot to see how the members would react to a non-marketing book. It was a hit and the pioneer of the many books on various niche subjects that eBookwholesaler has today.

The reason I wrote the book was because I kept running into people on the Internet that "seemed to be lacking in "common sense training". It seemed like it would be fun to write a book with a sense of humor and still be able to teach.

I wrote the next book with Patty Baldwin. Tom had become a good friend to both of us by then. We decided to write Auto Responder Secret Courses because it was the perfect book for eBookWholeSaler at that time.



We decided Tom needed a vacation where he did not have to worry about the January edition, and so we wrote it, did the graphics, the sales page, and enjoyed it a lot.

It won the eBookwholesaler eBook Award. It was brand-new and done by the 27th of December 2001, and we never said a word to anyone about it. We simply told Tom, "here it is!"

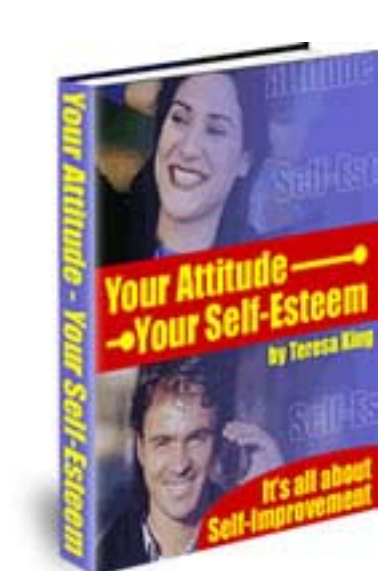
Patty and I became known as the dynamic duo. We found such pleasure in working together that we have done many projects together since then.

Q] Did your book achieve your aims?



Yes, on both. Patty and I then wrote another one, which was not intended for eBookwholesaler. When our plans had fallen through, we thought we would market it ourselves, then we got busy and we decided that, since we

had promised the people who we interviewed for inside the book "Wise Women Win" that they would get great exposure, we would offer it to eBookWholesaler. That solved that problem for us. eBookWholesaler books get a lot of exposure.



Then I wrote the fourth book, because Tom asked if I could find any self-help books for sale. I could not. So, to fill that need, I wrote "Your Attitude-Your Self-Esteem" with a lot of research.

Q] What happened after your book was published?

After each book is published, there is such a feeling of satisfaction. People write to you and compliment you on your book (that's always a good feeling). I still get email from people that "AutoResponder Secret Courses" is their best selling ebookwholesaler book.

Patty and I have thought about doing a sequel on that one.

You get exposure for your "name." You get some upfront cash and I found it helped me with link popularity - that helps you in the search engines. It is also easier to sell your second book. (if there is a first, there is usually a second one in the wind) It is always easier to sell a book when your resource box reads,

"Your name" author of the amazing "Your Book Title" announces "Title of Your Second Book" which will not disappoint you. YOUR NAME AUTHOR has proven once again, that he/she has what it takes to . . . .

Well, you can get the picture.

**Q]** What advice would you give people writing their own ebook?

Believe in yourself. Research your subject. Gather up your notes and put them on your hard drive and on disk, then put your disk in a fire proof box. This is said because I suffered my home burning down and all my writing went with it. Don't let that happen to you.

If you can afford one, get a back up so that if your computer shuts down because of an electrical outage, the work you are working on gets saved. Also, save your work at least every ten minutes as you write. It's awful to write three pages only to see them disappear before your eyes.

Set yourself a goal as to how much you will write per day. Some days you will write a lot more, other days less. However, you keep at it, and soon your book will be finished.

Keep pen and paper or a small recorder with you for when you get a cool idea. Get it where you can remember it. Don't rely on your memory, no matter how good it is. Capture those moments of inspiration and get them in writing.

**Q]** Would you offer another book to EBookWholesaler?

Yes! I'd be honored.

**Q]** Please include any other information, advice and comments.

When you write, don't make your goal all about making money. Make it because you want to teach or share something that is special and wonderful to you. You should enjoy your writing and not consider it a drudge.

If your book isn't accepted by eBookWholeSaler, you will find out why. You can either revamp it, or use it for another purpose.

Your work will never be work done for nothing. There is a ton of personal satisfaction in getting a book published.

Thank you Teresa.

Not a problem, John, I enjoyed it. Good Luck to Your Readers!

## Victor Pryles



Until 2001, I didn't consider myself a writer. Oh, I took a writing course in college but I only wrote long personal journals, starting in my 20's. I never considered myself "up" to actually writing books. So what changed this picture? How did I, and more importantly, how can you arrive at a level of confidence in the field of writing?

Encouragement is key.

I hope my journey from that beginning to being a published author of non-fiction, fiction, poetry and a compendium of articles and newsletters will encourage novice authors reading this book. I think a budding writer must first get some encouragement from someone. I will provide that, if I can.

There are four (4) events in my writing life that brought me to the level of production I am now capable of.

I'm a broadcaster and consultant. I spent almost thirty years doing that in many of America's major markets. Excellent communication skills are required for those jobs. Today, when I click on the microphone, I reach an estimated 600,000 listeners. I like to imagine that an audience bigger than Woodstock is out there (for you old hippie's reading this) and I'm enthralled. What a wonderful way to make a living!

Being a broadcast communicator doesn't necessarily mean you'll shine as a writer. The two areas overlap in some ways but they have more differences than similarities.

Remember that college course I mentioned to you? The first inkling I got that I could write was a special class I took. The professor told the class to write a short paper (about 1,000 words) on an everyday object we might find around us.

Here's the kicker: the Prof said he NEVER gave an A to any student on one of these initial writing assignments. He told us this to lessen our expectations (we were raw recruits, remember) and to let us know that this would be far more difficult than we realized, if done correctly.

He read an example - a former student's efforts that he found laudable. I listened intently because I worked my way through school and was highly competitive. I wanted very much to squeeze an "A" out of this miserly Professor.

After long, laborious, eye-straining and mind-numbing effort, I completed my short paper about the lowly cigarette, and passed it in. I got an "A". Miracles do happen. The Professor filled the margins of my paper with exclamation points and pithy comments of praise and astonishment. He even forgave the grammatical errors because of the piece's originality.

I still have that paper around here. Someday I will upload it to my web site. It was a personal triumph that I will long remember.

With this encouragement, did I go on to blaze new trails and strike out as a serious writer? Nope.

Twenty-seven long years passed before I wrote another piece for someone else. That someone was my father.

I'm sorry to report that we were estranged for some years. On his 84<sup>th</sup> birthday, I felt it vitally important that I make a new connection and express my love for him. So I sat down and wrote a story. ("A Simple Plea" [available here](#))

It is a short piece of fiction about a man reaching his elder years and looking back over his life. I wrote it from the heart and used what dormant skills remained from my college days.

My father read it and told me later he was sure he could hear a heartbeat pulse through it. We started a wonderful communication and relationship that made all the difference to me.

Most importantly though, he encouraged me. My father is a medical doctor, a full professor of medicine. He has been published in many major medical journals. His opinion really counted to me. He said I was good, and I was finally off to the races. I continued to write stories for him (I had no other audience) and fired them off one after another. Some were good and some were terrible but, overall, I was happy. I simply loved the process of writing.

At this time, my computer adventures began. I surfed the web, visited writers' sites, wrote for my father and then, suddenly, I came across a man named **Yanik Silver**! Perhaps you've heard of him? He wrote a seminal e-book about writing e-books.

I devoured his 300+ page tome and realized that a whole new world of opportunity existed for self-publishing. I think it's a masterpiece. It gave me a basic education in how to create an e-book.

Here again, there was encouragement. Yanik seemed to imply that I actually could write a book. He showed me how it could be done. I've never met the man, but his words gave me the desire and confidence I needed to take the next step.

I started writing "[\*\*The Secret Creator Within\*\*](#)"-*23 Ways To Awaken Your Creative Genius*. It took me eight months to finish, using my knowledge of creativity that I garnered from many years working with 'creative' people in the media.

I thought I'd be rich overnight when I finished that book. I had a website to promote it and a company to take payments and.... well, --- the world would surely beat a path to my door (or site) and scoop up hundreds of thousands of copies. Not so fast!

It takes more marketing skills to sell even one copy than I imagined. I had to study the great work by **Dan Poynter**, of [Para Publishing](#), and other online 'gurus' before the sales started. Your writing alone is not enough, I'm afraid.

A strange thing happens when you write your e-book (I can't wait to read it!). You notice that **everyone** seems to be a writer. The overload of available writing is mind-numbing. You might become a bit discouraged and think you'll never make an impact in the large field, with such tough competition. Take heart!

If you learn the marketing skills needed to promote your work and, slowly but steadily, improve your Internet skills to advance your work - you will succeed.

One of my best associations is with [eBookWholesaler](#). **Tom Hua** put together a remarkable business model for online entrepreneurs. He also gives people like you and me an outlet for our writing.

When I completed my second book "[Anyone Can Consult](#)"- *How To Use What You Already Know To Help Others And Make A Sizeable Monthly Income*, I sent a copy to eBook Wholesalers.

I was a member myself (I still am.) and saw a small snippet at the website which suggested having your book reviewed by the Panel.

I got an encouraging reply from an individual on the panel. "You certainly know your subject", he stated, and wrote that he would place my book before the advisory board. I was filled with anticipation but, as so often happens in life, a twist in fate occurred.

I read somewhere (I was a beginner at all this) that, once you submit your work to a publisher, you shouldn't 'hound them to death' about it. It may take months for a decision. So, I waited and I waited. Nothing!

The individual that found my work worthy to submit to the panel had left eBookWholesaler and the book had not reached the Panel. When I finally wrote to inquire about my work, **Tom Hua** personally wrote back to me and told me that the individual left for other enterprises. Tom said that he would look at my book and see that the panel considered it.

Lesson? Persistence. Never give up, don't take the advice of others too seriously (like waiting months for a reply on your book project). Keep plugging!

eBookWholesaler accepted my book and I was thrilled! Tom was wonderfully supportive. He nurtured me through the process with a generous heart and a guiding strength that comes from long experience.

I understand that "[Anyone Can Consult](#)" has been a very good seller for many members, too. That's a kind of gratification money can't buy!



So, my third form of encouragement came from eBookWholesaler and Tom Hua. You are reading this book by **John Williams**, another driving force at eBookWholesaler, and a person who helped me in innumerable ways as a first class editor.

The proof is in the pudding. You have a book to encourage you to become a writer right now on your computer screen. You simply can't find a better group than eBookWholesaler if you're an aspiring (new) author. They made all the difference in my work.

Somewhere along the way I discovered many other forms of encouragement. Here is one of those:

***“I am not a perfectionist. I don't look back in regret or worry at what I have written.”***

You know who said that? **Isaac Asimov**. The author of **475** books!

I queried EbookWholesaler's Tom Hua about another book I wished to write on gardening. It's a life-long passion of mine and I knew I could write it. Tom said he would be interested and I began my work.

This went faster than the others because I took Isaac Asimov to heart. I did my research, wrote my book and now have three (3) books under my belt with the recent addition of **“The Weekend Gardener”**- *The Busy Persons' Guide To A Beautiful Backyard Garden*. which you can get from the [EBookWholesaler Member](#) that supplied this book to you.

Yes, three books and I only wrote my first piece of fiction two years ago. Is that encouraging to you? If I can do it, so can you!

Here's another quote I especially like. It's from **Helen Keller** (1880-1968), an American writer and lecturer that happened to be blind and deaf and completely remarkable: ***“I am only one. But still I am one. I cannot do everything, but still I can do something. I will not refuse to do the something I can do!”***

You too, can do what only you can do. No one else knows what you know, in exactly the way you know it. There are hundreds of ways to convey what you know. Start to write it down and

you will amaze yourself how brilliant you really are. You don't have to be a member of Mensa, have a terrifically disciplined mind or write like Shakespeare.

Just write down what you know in a simple conversational tone and you are on your way.

One of my favorite authors is the inimitable Mark Twain (1835-1910) who put it perfectly: *“Keep away from people who try to belittle your ambitions. Small people always do that, but the really great make you feel that you, too, can become great.”*

I encourage you to start writing. Take the pressure off yourself and try. Then, try some more.

There are some wonderful writers' web sites to explore. Many offer courses and tips. [One of my favorite sites](#) is by **Angela Booth**. She offers many wonderful exercises and ways to open your creativity and abilities. She has many no-cost offers too!



Look over the wealth of information on [Dan Poynter's site](#) and go to one of his lectures if he comes to your town. I found it very interesting and useful.

**The *Creative Pops*** book, has taken on a the world subscribe. The REAL world!”

Above all, start whatever you can marketing. Even the most seasoned writer learns that he is his own best publicist, and you must be too.



You can [get my own free weekly newsletter!](#) **Weekly**, which I started to promote my first life of its own. Creative people from around The masthead reads: “REAL Creativity For

thinking of yourself as an author. Read about writing, creating e-books, creativity and

Be encouraged. If a non-writer like me can turn out three competent books in such a short span, *you can too!*

Victor K. Pryles <http://www.authorsden/victorkpryles>



## Rod Purnell



**Q]** Please give us some information about yourself and your current projects.

I'm a fulltime U.S. Navy Corpsman with 16-plus years of active duty service. I am married and have 3 daughters.

My current online projects include:

- "The Survival Gourmet" <http://www.survivalgourmet.com> which is dedicated to helping people be better prepared in uncertain times, and my newest venture;
- "The Price Negotiator PHP Software" <http://www.pricenegotiator.com> which allows any seller of online products or services to negotiate a final selling price with their customers.

**Q]** What writing experience did you have before your book?

My writing experience is very limited and stems mostly from military correspondence. This is why I compiled my ebook using information in the public domain. I chose a subject that I am very familiar with, of course.

The Disaster Preparedness Kit was my solution to combine my lack of writing skills with my 16-plus years of emergency medicine and disaster preparedness experience.

**Q]** What problems did you find in writing your book?

None, actually.

**Q]** Why did you write your book?

I was looking for a way to spread useful information on a subject that everyone should know something about.

**Q]** Did your book achieve your aims?..

It achieved much more. Not only was I able to further spread awareness of emergency and disaster preparedness issues, but the book actually brought me a flood of website visitors and still does.

**Q]** What happened after your book was published?

Survival Gourmet became quite successful. I don't believe the site would have taken off as fast as it did without the added publicity of the "Disaster Preparedness Kit".

**Q]** What advice would you give people writing their own ebook?

Don't be intimidated and don't talk yourself out of doing it just because you never wrote a book before. There are many resources available to you, including information that can be



freely used. Just choose a subject that you already know something about.

**Q]** Would you offer another book to EBookWholesaler?

Absolutely! In fact, I highly recommend that anyone who is thinking about writing an ebook should really consider working with eBookWholesaler and Tom Hua. It's a great experience.

## Afterword

Thanks again to Neil Tarvin for contributing the article about ISBN and Copyright; two very important topics.

I am very grateful to the authors for their generosity in sharing their knowledge and experiences.

Michael Ambrosia

Patty Baldwin

Ken Black

Tom Hua

Teresa King

Victor K. Pyles and

Rod Purnell

They expanded on my questions, bringing in valuable points that I hadn't thought of or didn't even know.

Some were experienced writers, some had formal training and others learned as they wrote their books. They are located in many different places and their backgrounds also vary widely.

The ebook revolution means that anyone can write and publish their own book..

If you are reading this, then you have all the tools you need.

You have to commit the time and effort and the best day to start is today.

Good Luck.

**[Another eBookWholesaler Publication](#)**