

Ebook Genius - How To Write Ebooks That Sell

Ebooks are an easy way to turn words and knowledge into money. Ebooks sell well online and you can sell them offline too, by paying for a Print on Demand (POD) publisher to print your ebook in as many copies as you please.

You can even sell your POD book on Amazon.

The big benefit of ebooks as a business is that there are no start-up costs. If you have a computer and an Internet connection, you already have everything you need to create an ebook.

However because it's so easy to create ebooks you'll have lots of competition. You need to prepare and make your ebooks as valuable as possible so that you can turn each ebook into a bestseller.

But how do you get started? If you want to write ebooks but aren't sure how here are three easy tips.

1. What's the buzz? Watch the news for ebook topics

Rarity has value with ebooks. Although you can certainly write an ebook on a topic that is very popular and is selling well, you will make the most profit if you have the first ebook on a new topic that everyone is talking about.

As you read the news, talk to your friends, and interact online, listen for the problems and challenges that people are having, but also the topics which intrigue them. For example, if there is a great new product on the market and many people are interested in it, buy the product and give people a manual on how to use it.

2. Test the market with articles - watch for popularity

Ebooks aren't as long as print books, so they don't take as long to write. However even a short ebook will take you month or so to write and format. Therefore you want to be sure that even before you write your ebook you will know that it will sell. Here's how.

Use articles. Articles let you conduct your own focus group. Syndicate an article on the topic of your ebook, and measure the clicks.

You can also do some test advertising, in which you take out some Pay Per Click ads asking people what they want to know about the topic of your choice. However there is no need to spend money -- just use articles.

3. Magical "how to" - everyone wants to know how to do something

The hottest ebook topics how-tos, guides and tutorials.

This benefits you as an ebook producer, because you will be able to write many books yourself on what you know, and you will also be able to hire others to write ebooks on what they know. How-to ebooks and guides will always sell on the Web because people want instant gratification -- they want knowledge immediately.

Bonus tip

Here is a bonus tip. Read as many of other people's ebooks as you can. This is so you get some idea of the range of quality and style of the books in the marketplace.

Reading others' ebook on a topic will also tell you what they haven't covered, and this will help you to slant your own ebook.

About the Author

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