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This is the first half of my ebook arriving online in October and is available for free by visiting [Http://www.shoestring-empire.com](http://www.shoestring-empire.com) If you paid for this guide...I'm sorry , but you shouldn't have.

P.S. I'd consider it an honor if you decided to [join me and follow my adventure by subscribing to my bi-weekly newsletter](#). You'll get my tips and advice before anyone else (yep, even my blog subscribers) plus I can find you easier when I have something important or useful to say

P.P.S

Hot links to important resources in this book are featured in a info box like the one on the right -->





Skeptical, Yeah me too.

Just about everything I've ever read or heard about Internet marketing and how to do it properly has been disappointing.

It seems like every day or so a new Guru “Figures It Out.” I'm serious, every single day, some new genius discovers the system that will change Internet marketing forever. Promising anyone who will listens, that a fortune is only a few mouse clicks away.

Well, here on planet earth, where I'm from... Building an information empire from scratch, requires work. The real truth is, you need to be in control of your content if you want any chance of success online.

From your squeeze pages, to your newsletters and ebooks, there's really no way around it. Creating a informative resource and a responsive architecture is the backbone of any successful online business

venture. And whilst it is possible to automated certain aspects of the marketing and content generation processes, it is ultimately up to you to get moving in the right direction.

The techniques in this guide are time tested and for the last 4 yrs have been responsible for helping thousands of first time *business owners* and *writers* build their own information Empires. After you follow this manifesto to its end, you will have a polished ebook at your disposal. Then, when your ready, I'd like to invite you to learn more about marketing your book at my consulting firm Shoestring-empire.com.

Why Writing is a whole lot easier that you think.

There's no doubt that the idea of writing still brings back *horrible* memories for some. For one, what about the punctuation errors, that almost failed you in high school. Or how about, the writers block that had you struggling in college to *find the right words* . Well, don't worry about it...there. "Problem Solved!"

Look, back then you probably weren't writing with the Internet audience in mind. Nowadays, the only thing you really have to worry about is delivering quality content, if the quality is there; the Internet audience has a way of not really sweating the small stuff.

For the most part, creating ebooks, reports, manifestos, sales pieces or whatever you want to call them, is as easy as following a simple formula consisting of asking and answering the right set of questions.

Lucky for you, I'm here to show you exactly how 'brain dead simple' writing for profits really is. The formula works for just about every industry imaginable, and since I used it for my own personal use,

it's designed to help you keep pumping out well written pages at the speed of light (if you can't type more than 40 W.P.M. "Like myself," make that "the speed of sound" ;-)

Trust me, even if you think you can't string together two sentences, after you work your way through this little action guide you will have a the major piece of your business in place. A quality ebook, your disposal...Oh yeah and have some faith, **you** can do this!

Here's a Random story about some Greeks

In 480 BC an alliance of Spartans and Thespians fought the invading Persian Empire at the pass of Thermopylae in central Greece. Even while being outnumbered, the Greek soldier that have become known merely as the 300, held back the Persians for three days in one of history's most famous last stands.

Basically, a small force led by Spartan King Leonidas, blocked the only road wide enough for the massive army of Xerxes to pass. After three days of brutal fighting, a local resident named Ephialtes

betrayed the Spartans by revealing a mountain path that led behind the Greek foothold. Dismissing the rest of the army, King Leonidas stayed behind with 300 Spartans and several hundred Thespian volunteers.

Although the Persians eventually succeeded in taking the pass, the losses that the Persian Army sustained and damage the Spartans inflicted have become a thing of legend. And the fierce resistance of the Spartan-led army offered Athens the invaluable time to prepare for a decisive naval battle that would decide the war.

The Greek victory at the Battle of Salamis left much of the Persian Empire's navy destroyed. With no other options, Xerxes fled back to Asia, leaving his army in Greece .

For hundreds of years, the performance of the defenders at the battle of Thermopylae is often used as an example of the advantages of training, equipment, and good use of terrain to maximize an army's potential, it has become a symbol of courage against overwhelming odds throughout the world.

The Spartans believed in themselves, they were prepared, and they where dedicated. And sure they died in the end, but don't we all? So why not die doing something you love.

Step 1

How do you find ideas For ebooks?

Some of you have an idea on what you want to write about and some of you don't. A lot of times I read ebooks that give you seriously conflicting advice like: "write about your passion," usually followed up by, "don't write about Internet marketing," it's always seemed very confusing to me since I am infatuated with the subject, so I can imagine what you are probably going through.



Here's a simplified approach...I call it rule number one (and two).

1. Write about anything people show enough interest in.
2. Write to solve your reader's problem

These steps should help you find some ideas.

Usually I start the process by going to Clickbank. Once I'm there I do two things.

First, I visit the marketplace looking for ideas and markets that you see as interesting, not really worrying about my level of knowledge on the subject and I just pick a few topics that interest me .

Your encouraged to use Linkshare, Azoogle and CJ.com as often as you use Clickbank when farming for product ideas, they don't have anywhere near the percentages commission payouts of Clickbank but a diverse portfolio is always a good way to spark new ideas.

Plus, Clickbank just makes it easier to see how competitive the niche is quickly.. By sorting the search lists by gravity its easiest to see what types of products affiliate like to promote. The higher the gravity the higher the better the market activity.

If the market is crowded I see it a sign of interest; not a problem a this stage. Then, I go to all Four networks, to look for complementary products. Once I have a good idea that a market exists, I begin to identify a solid list of complimentary products and save them into a text file.

Action Step 1:

Sign up for Clickbank, Linkshare, Azoogle and CJ.com accounts because you're going to need them anyway, visit the marketplaces and browse subjects that interest you enough to research further. Pick about 6 categories to browse on each network and keep digging into sub categories until you find 6 products wouldn't mind promoting.

Action Step 2:

Writer's Manifesto

Click on the link on the right-->It has a zip file titled "SSE" inside is a folder with the same name and six text files formatted to help you keep the information you collect as you continue throughout this guide organized.

Action Step 3:

Have some fun and take your time finding 6 good product to promote in any category. Once you have done that, go have some fun.

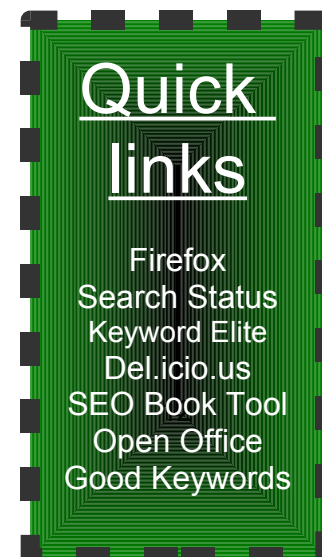
T.J. Cooper



Step 2

How to find the perfect product to promote.

Once you have the list of topics you want to research further, the next logical step is to really examine your market in detail. Our primary



goals are to get a feel for market demand, the strength of your competition, and to begin hammering out a product positioning strategy. No worries, it all sounds a lot more difficult than it really is.

There are a few things you're going to need. First thing is [Firefox](#) as your new browser. Firefox, in my opinion, is probably one of the biggest assets I have ever put in my Internet business marketing tool chest, it has tons of plugin options available, some of which you are going to need to use throughout the rest of this guide, and best of all its completely free.

Next, we need to download the [Search Status tool bar extension](#) for Firefox. The search status tool bar conveniently allows you to see how any website online is performing. Designed for Internet marketers this tool bar provides extensive search-related information about a site, all conveniently displayed in one tool bar.

[Now get an account with Del.icio.us](#); a social bookmarking service and another web writing godsend, Del.icio.us is perfectly suited to help you organize and sort all of the web based resources you will find when you are compiling the answers to your questions , and just like Firefox, its free.

And finally, Mr. Gates is going to hate this one, but [I recommend you download the open source office suite OpenOffice.](#)

OpenOffice. includes the key desktop applications, such as a word processor, spreadsheet, presentation manager, and drawing program, with a user interface and feature set similar to other office suites. OpenOffice also works transparently with a variety of file formats, including those of Microsoft Office.

Once you have those Three tools downloaded and installed , the second thing we're going to do is a little keyword research. What you are looking for is a really big pond; or Broad search terms that get between 10,000-350,000 inquiries per month so we can have plenty of sub-niches to dig into.

My favorite keyword research tool is [Keyword Elite](#), but it's a little pricey if you're a beginner, but it save tons of time. If you're short on cash, an alternative that you can use for free is the keyword research tool at [SEOBook.com](#) , its web based, pulls from multiple resources and allows for easy printing which makes it easier to separate the keyword lists by number of searches.

Another good, free application you can use to find keyword is Good Keywords . It allows international searches to the UK among other places. But I haven't figured out how to print or export keywords to a text file with the number of search results listed next to them. If your going to use the free tools I suggest you use a hybrid approach mixing the two. Either way, [Keyword Elite offers a much faster solution.](#)

Anyway, fire up your tool of choice, open up your Internet browser and open one of the files in your “SSE” folder. Start typing in broad keyword phrases that are topically related to your category and products into the keyword selector's search box.

For instance, if If one of your affiliate product vendors is Wire Fly (a video game service on CJ) , start with broad terms like video game, then move on to , Video game rental, -product names, -names of consoles, genres and so on.

If the keywords fall into our search range, go ahead and click on that keyword to reveal more focused; lesser searched phrases that relate to your market.

On the second click, you're looking for keywords that fall into the 150-6500 search range because they should be easier to rank for, based on the smaller amount of competition because of a smaller marketing interest in low volume keyword search queries.

Keep typing in phrases that come to mind, making sure that they are loosely related to your target market and then repeat the process until you can't think of anymore terms.

After your brain is tapped, go to [Thesaurus.com](https://www.thesaurus.com) and type in your keywords in the search box, get anymore keywords you may not have thought of in the beginning, when your result turn up, run them through you keyword tool looking for words in the 150-6500 range.

After you've emptied out the thesaurus, go on over to Google and type: slang + "Keyword" and jargon + "Keyword", which will usually uncover more resources that give you more search terms you would have never imagined.

After you test the different markets you're interested in, you might notice that one market stands out and best fits you skill set.

follow the links to the engines provided on the SEObook.com keyword tool and try to notice if there isn't as much competition for a word or warm market you could serve.

Maybe you noticed far more keyword niches available for a particular market segment [Cj.com](#) Or [Linkshare.com](#) Whatever it is now's the time to pick a topic and stick with it because we're about to step it up a bit

A question about Keywords

How many keywords should you collect exactly? As many as you can, just as long as they fit our criteria; it's better to get it out of the way now. A big organized keyword list can not only help us uncover niche topics. Keywords also work wonders when it's time to market your product , they'll help you uncover questions related to your niche that your customers are asking, and help you to set up cost effective advertising campaigns

Action Step 1:

As a rule of thumb, I usually spend a full 24hr. day (*spread throughout the week*) on keyword research for any particular category or product I'm marketing . If you don't have that kind of

patience, I suggest that you don't move on to the next step until you have a list of at least 300-500, 'highly focused' and topic related keywords that fall into the disclosed range. After your keyword research is done, print out what you have found and put it in a safe place.

But I encourage you to follow my lead. You will have an arsenal of keywords and niche topics at your disposal and a better chance of success with the system. Just remember, "Success is when preparation meets opportunity."

Action step 2:

Fire up your tool of choice and start building that keyword list. After the first round of searches, get your feet wet on Google by checking out the rank of your competition for that keyword on Alexa.

Usually, if my competition is showing up on the front page of Google for my term and isn't in the top 50,000 sites and have a PR of 5 or less, I go for it -the way I see it, they're not a decisive authority site.

Action Step3:

Before, taking a break was optional but tomorrow is a big day and your customers deserve for you to be fresh...take the break!

Step 3

What you have to do to Put you writing on autopilot.

This is the phase of the writing process where we turn it up a notch. If you've had trouble putting sentences together in the past? Consider your problem solve. If you've had a hard time figuring out what to write about, or how to approach your subject? Well, you won't anymore.



I'm about to show you how to get hardwired to the mind of any consumer group and how to quickly take what you know and put you writing on virtual autopilot...how's that sound? Like hype probably, but that's the of the Internet...*it really does* make things simple.

In the beginning, I said writing was simply a matter of asking and answering the right set of questions? Well getting *hardwired*, is how you find the questions that your customers are asking.

So without further adieu, its time to get your question retrieval system in place. The first on the menu is going to Google setting up a free [Gmail](#) user account, while your there, sign up for [Google alert](#).

Google alert is an information retrieval system that automatically keeps you up to date on industry specific information based off of any keyword you type into the search box.

There are four types of alerts that you can sign up for, I suggest you pick the comprehensive package that covers: News, Blogs, Web, and Groups.

By signing up to Google Alert you've officially begun the hardwired process, as the service will send breaking news, industry or product topics of importance and Google groups' questions straight to your inbox, reducing your need to search for them so much. Once you have the account in your browser post the pages to Del.icio.us for easy retrieval.

[Next, sign up for Bloglines](#) and post it to Del.icio.us. The Bloglines service that allows searching and subscribing to syndicated content via RSS. The reason this is so powerful is because with a simple right click (copy –paste) of your mouse, you can have an instant update to forum threads that offer RSS tracking. As you move into the 'finding the right questions' tutorial in the next chapter you will see just how powerful this tool really is.

Bloglines is my default homepage so I can keep tabs on interesting exchanges concerning my topics of interest,

Action Step 1:

Sign up for the accounts and spend some time playing with their user interfaces. Sign up for some blogs and feeds on [Bloglines](#) just to get comfortable with the system,

Action Step 2:

Go to [Google alert](#) and type in you subjects primary keywords, and any product names you want to keep an eye on, verify your [Gmail](#) account and make sure the information is white listed so you can retrieve the info from your.

Step 4

How to find what your readers want fast with... power-searching?

“Getting information off the Internet is like taking a drink from a fire hydrant.” -Mitchell Kapor

The biggest writing tip I can give you is: “Write to your audience.” But in order to do that effectively, you have to find out, “what your audience wants.” The reason



we set up the whole hardwired system is to help us stay dialed-in, to our audience once we know what they want, and now it's time to find out.

It never ceases to amaze me how many people actually don't know this stuff since [most of it is right on Google's help page](#). Still, understanding how to find things on Google is going to make your journey as a writer much-much easier.

You will get the important stuff faster than 90% of your competition, allowing you to stay miles ahead of anyone who hasn't taken the time to educate themselves.

Here's a list of the Google search functions I use most frequently. For a more detailed list click [here](#):

1. "keyword"
2. [keyword]
3. keyword +
4. keyword-

It's not the search functions alone that make this system unique, it's the way we combine the search functions with the questions people ask that makes this technique so effective. This isn't rocket science; in fact, if you can think about the terms you use when you search for information, you can pretty much predict what's on the mind of your customers.

The following list is an example of how I find the questions inside of Google that I use to form the frame of every ebook, report, and manifesto I write:

1. "What is" + "keyword?"
2. "What Do" + "Keyword?"
3. "What Can" + "Keyword?"
4. "What are" + "Keyword"
5. "What is the best" + keyword + "forum"
6. "What are the best" +keyword + "forum"
7. "What is the easiest" + "keyword" + "discussion"
8. [Keyword] + forum
9. and so on....

As you begin to work through your questions; *who, what, when, where, why, and how*; applying the advance search tags, you'll start to see how the list of questions will begin to form. Include places people "hang -out" to when they're trying to find answers (i.e. forums, groups, boards etc.), in your search terms. Quite frankly, there is still a lot of stuff people just don't know.

Now get out your pen and paper, and start writing down the questions that you see occurring the most frequently, you also going to take note of comments you could turn into questions and the answers you find to these questions and bookmark them to your Del.icio.us account. Spend about 4-6hrs. weeding through your list searching for questions and answers and you'll start to get a feel for how this book will begin to materialize.

Action step 1:

Begin working your way through your keyword list using the advanced search functions and starting with your primary keyword. Jot down the questions that strike you as important or unanswered into your notebook and bookmark the answers you find for the questions in your Del.icio.us account. Make sure you tag the pages that you save in Del.icio.us to make them easy to retrieve.

Action step 2:

Begin to organize you questions in your text files, start laying the wire frame for organizing your book by playing with the order that you want to answer the questions in. What you want to remember is, to stay on topic. Most informational products are all over the place which has a weird way of confusing your audience, use it to your advantage and do everything in your power to keep it on topic.

Focus is the key to putting together quality information in a logical order. If your niche has tons of questions that are left unanswered, you have to make the decision to either eliminate the questions completely if you're on a deadline; take the time to dig for more information, or test your own solution which could add several days to the project.

Whatever you decide, your customer deserves a interesting, informative product that does it's job effectively.

Step 5

How to Put it all together

“Every morning I jump out of bed and step on a landmine. The landmine is me. After the explosion, I spent the rest of the day putting the pieces together.” - Ray Bradbury

Now that you have your list of questions, and have done the research that supports your answers, it's time to put it all together. For this exercise I want you to open Firefox and Word document. At this point, your writing will be as simple as answering *one question at a time*.

I recommend that you type your first question as the title of the first chapter for now. Put it in bold text and centered at the very top of your word document. Then fire up Del.icio.us and retrieve the answers you found for the question.

Warning: This is very important note regards plagiarism!

To keep your self legal and to avoid any trouble I advise you to adhere to a little piece of advice I got from [Tiffany Dow's Guide: "How to write a Great Product When You're not a Professional Writer."](#)

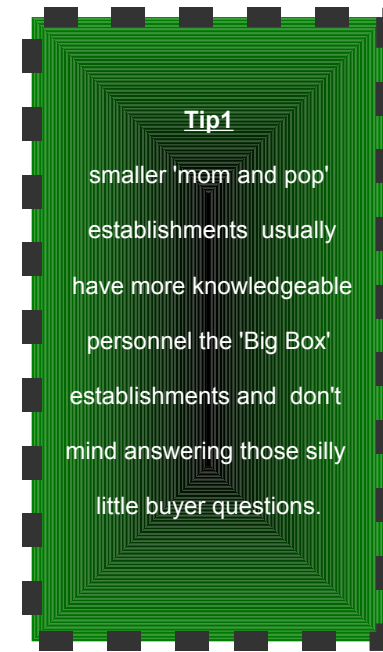
Tiffany says simply: "It's okay to be inspired, but not to copy."

Basically she says , an easy way to avoid plagiarism is to read the content that is inspiring your work, close your browser and write it in your own words.

But in my opinion thats still not good enough. I suggest that you to take the resources and articles you feel answer your questions and print them out -Step away from your computer and really absorb what you just read.

Use your pen and pad to jot down notes and write down the names of authors and useful URLs. After you have your notes on a separate sheet of paper, *throw away the printouts*. Start answering your questions from that point.

Form your own opinions based on the facts you've collected and use your own voice to describe them. If you must, you can use statistics from the resources you have, just make sure you give credit where credit is do. In the, “digital world” a link will usually do.



I'd even go further in the research process if you have the time. For instance, if your reviewing video games the go to your local electronics or video game retail store armed with your list of questions. Better still, ask your *resident gamer*, he's probably the guy who won't shut up about how great his new PS3 is.

Get their opinion about your titles, so you can write, not only, about what others have to say from around the web, but you can also have your own, "*independent research*" section of your review.

There are two reasons to do this. First, you get an idea for what you want to say, and second you get the opportunity to express yourself, using your own words, even if you drew inspiration for the idea from somewhere else. The last thing you want to do is take complete lines from someone else's writing without giving them any credit.

When you quote an online resource or have an ideas express from another blog or book it's okay to drop the name of your resource. For one it's a great opportunity to make an affiliate sale, but even more

Tip 2 :

It might make it easier to focus on writing the answers to your questions on a one question a day basis, following this model it is entirely possible to still produce a quality product that answers thirty questions or reviews thirty products in comparison; in less then 30 days.

importantly, it will help you add more credibility to your writing if your information or point of view is backed up by a third party and not just your *word*.

Now Back to our regularly scheduled program...

Continue to work your way down your list of questions until you have answered all of them in enough detail to allow your reader to benefit from your answer. Often times, you'll hit the 'ZONE' and you'll begin to elaborate on key points of your writing in further because it feels good.

Take as many days as you need to answer all of your questions thoroughly, just keep writing; a little rambling is okay because we'll fix it in the editing process.

Once you start working your way through the questions and answers...Don't look back! -Don't worry about spelling, don't worry about sentence structure, and don't worry about editing as you go...

Tip 3 :

Make sure you write just enough quality information to make your point and answer your questions fully.

Don't be concerned with page counts or the length of your piece because it will change. Take as many days as you need to answer your questions...if it's taking too long get rid of the Q&A's that aren't popular or that you really don't need.

Nobody's asking you to write the next 'War and Peace' just good quality info...make your point and move on.

whether or not this-or-that sounds right, isn't important at the moment. Just get through the process and keep on writing; a little rambling is okay because we'll fix it in the editing process.

The best way to keep it going is to work in bite size chunks. Keep your sentences short and concise. Keep your paragraphs manageable, and break them up after they have about 4-5 sentences. Answer one question at a time and make sure you complete the thought.

Action Step 1:

Start answering your questions! Fire up Del.icio.us and get to it. Remember to take notes and then get rid of printouts to eliminate your plagiarism problems.

Action Step 2:

Get t away form your computer and your book after you have answered your questions for at least 2 days. It's a necessity because you need to have a fresh mind and new eyes for the activities to come, you can't do that when your tired or overwhelmed.

Step 6

How to Edit for the information generation or Ponderous Locutions Make You Look More Stupider?

“I believe more in the scissors than I do in the pencil.” -Truman Capote

Now that we have most of the content created for your primary piece, it time to roll up your sleeves and get you hands a little dirty. Editing yourself can be difficult if you make it that way, but I have developed a short set of ‘Rules’ that can easily be follow to help you produce top notch results.

Rule Number 1:

Dummy it down there turbo! In some cases, way down. Think about your audience and your products, if a reader wanted to be impressed by literary genius, they would read Hemingway. A conversational tone is all you need to get the job done in cyberspace.

As you look over your work, look for sentences and paragraphs that can be simplified. In academic writing you need a certain amount of technical terms, but if your writing video game reviews, well..you get the point.

If you must use industry jargon then make sure that you explain what it means in layman's terms to the part of your audience that might be left in the dark.

In the real world, when was the last time you heard *locution*? I didn't think so; just write like you speak and you should be okay.

Rule Number 2:

Page count doesn't mean a thing! I know this is getting repetitive, but when you write it's not about quantity; it's about quality. If your message can get the point across in 15 pages then 15 pages it is.

Rule Number 3:

Robert Frost once said: "*All the fun's in how you say a thing.*" I completely agree, it's good to shorten words with apostrophes when appropriate. It's more conversational and helps you relate your message better to your audience.

Rule Number 4:

Don't go overboard with Rule Number 3. Even with my love of contractions firmly in place, there is a limit. Overused contractions just read unnatural, kinda like valley girls using the word 'like', it can get annoying real quick.

Rule number 5:

Remember spell check is a wonderful tool, but it's not an editor. You let spell check worry about spelling and you handle the grammar. Spell check can't really tell the difference between words such as, 'you' 'you're' and 'your' if they are spelled right. You're still going to want to take the time and comb through your own writing.

Rule Number 6:

Get another pair of eyes on it. My wife doesn't speak English as a first language. If she is getting confused, I know I need to edit. Unfortunately, most of you won't have that luxury, instead I'd suggest you give the paper to your mom (unless she's an English teacher) or a grandparent, usually they are very supportive and will be honest if they don't understand what your trying to say.

Rule Number 7:

Use commas. Let's say that you have a sentence that's running a little long, but if you insert a period the sentence won't make sense. Try reading the sentence out loud the way you want it to be understood. If there is a pause in your reading, add a comma...make sense?

Rule Number 8:

Quotes are icing on the cake. Sometimes it's the little things that make the difference. Quotes are excellent ice breakers and they add just the right touch of, "I did my homework." A well placed quote can bring an idea together, and often times, a comical quote can help break down barriers between you and your readers. If you can find a quote from a book or a blog you have read that supports your work- use it. Just remember to give them a link.

Rule Number 8:

Have a blast! Dressing up your text with underlines and adding pauses between thoughts with [...] helps you add some personality to the text and helps avoid those weird points in your writing when you don't know what to do. I do it all the time, it can help you add a voice to your content.

Rule Number 9:

Use examples...If you are writing any short of how to manual, its always good to use examples to minimize confusion. If your getting to a point of your work where your reader can get lost, reinforce your lesson with a tutorial that illustrates you tip in practical use.

Action Step1:

Comb through your work with a fine tooth comb and adhere to the rules I have listed above. I normally comb through my work at least 2-3 times before I move on to the next step. Sometimes I find more useful information that would help, and sometimes I just have to tie up loose ends.

Step 7

How to Polish and add the final touches to your masterpiece

“He who finds diamonds must grapple in mud and mire because diamonds are not found in polished stones. They are made.” -Anonymous

Time to take this diamond in the rough and turn it into a work of *persuasive art*. In this stage of the creative process, we’re going to add a couple of minor details that will not only set you apart from the rest of your competition, but also give your readers a reason to take action.

If you take a look back at the steps we’ve covered, you’ll notice that we still don’t have a table of contents, an introduction, or a call to action.

Listen carefully, the book you just wrote- isn’t just a book that you can sell or give away, it’s also a carefully crafted sales piece, lead generator and in some cases a viral marketing tool all rolled up into one; only thing is- we haven’t juiced it up yet.

Task No. 1

Let’s start turning our questions into titles for our chapters. Renaming your questions into titles isn’t complicated, but there are some things you are going to want to keep in mind. First you want your

titles to make sense, a lot of readers tend to scan ebook for information, so its our job to make it as easy as possible for those types of readers to find what they need easily.

We also need to have title headline that screams excitement; the last thing we need is for our most important content to sit there unread because of a boring, non-descriptive, headline.

My basic guidelines are simple: Use questions as titles or used innovative titles that are descriptive and interesting and that contain your primary keywords. This helps your readers find just what they are looking for , and lets them know they are in the right place. It's a minor detail; but it works.

Sometimes I just turn the questions my clients were asking Google into questions that speak directly to my audience. For example, the keyword phrase, “writing ebooks fast,” would become “How to write ebooks fast.”, or I could just use numbers in my titles instead, such as: 5 steps to writing ebooks at light speed.”

Another one of my favorite tactics is using subtitles to make my point. For instance if you take the question like the one I used to help me write my chapter on editing and conversational writing:

How to edit your book?

I went ahead and further clarified who I was editing books for, which gave me the title: “*Editing books for the information generation*”- the primary readers of ‘how to’ products.

Sprinkled with a little, “Southern Geek” humor.

Ponderous Locutions Make You Look More Stupider?

I find that a comical play on words is a great ice breaker. And I used wordplay when I think I can use it to draw readers in further.

The last polishing tools that I use are quotes under the headline. Quotes usually illustrate my point further and help add credibility to my work. The key to using quotes- is to make sure the person your quoting is well known enough to be credible.

Consider using factual quotes that refer to statistics, or a comical quotes that could connect with your audience. [My favorite free resource for quotes is Thinkexist.com](http://Thinkexist.com); they have millions of quotes to pull from across all sorts of industries and genres.

After you re-title all of your questions and put in your quote (if you want) , making a table of contents is as simple as, writing your chapters, and sub chapter titles with numbers next to them.

Your intro should be long enough to relate too your readers and short enough so you don't bore them with your babbling. My introductions usually have 2-3 parts; first is the Copy write notice , where I mention my newsletter , a brief *wrap-up*, from my sales letter and a random story.

Look, people aren't stupid, even if we aren't "*Smarter than a 5th grader.*" We have a way of seeing straight through the B.S. , so you don't need to claim to be a guru if you aren't and you don't have to lie about buying products if you didn't.

Using your real life experiences will help you genuinely relate to your readers, it's not a total stretch to assume that someone reading your work has gone through the same process as you but somehow got stuck along the way.

If you got tired of being left in the dark after paying \$97 dollars for an ebook that didn't really help you, say it. If you are happy with the content you have found, but still think it needs to be simplified more for readers who don't have your level of experience, then say that.

Everyone can't be the *"34 year of high school dropout that discovered the secret -to the universe."*
So don't feel like you have to be.

Staying truthful to your readers is very important when you're talking about yourself because if they can find a lie there...You're automatically a liar, your credibility is shot and, trust me, word spreads like wildfire on the Internet.

It's better to tell the truth explain how you found this easier way or talk about how you interest inspired your thoughts. When I can, I also like to tell a story or use a piece of history to inspire or compel members my audience. This technique allows you to speak directly to a problem .

The intro is your ultimate chance to tell your story and relate to your reader and it should be completely free of a sales pitch. Instead, use the opportunity to explain your journey and how you came to your solution, how the journey has effected your life and then give a brief overview of the answers your book offers. For a better example of how an intro should look just take a peek at the one in the beginning of this book.

Here are a few tips to help you get it right:

1. Be very descriptive. You must go into intimate detail describing the problem that is facing your real life or fictional character in your story. Give your characters names turn them into characters or be safe and talk about history.
2. Stay grounded. Your story must be believable, and common enough to relate with most of the readers of your work.
3. Offer (and don't offer) a solution. Your intro is basically the 'part two' of your sales letter, right? You still want them to read your work, after all you've put so much time and effort into it.

Task 2

Add floating tip boxes. Let me ask you another question. What would you prefer A how to book that told you how to do something, or a how to book that made you do something? Personally I prefer the later which is why I'm encouraging you to use floating tip boxes to really drive home your message. I really doesn't matter if you're teaching someone how to format images on their Wordpress blog, or just writing a review on MP3 players, floating tip boxes are appreciated. I remember the first time I read a book with floating tips, it made the text easier to understand and definitely a whole lot easier to scan after the first initial read.

My advice is to put any additional information that doesn't fit into your text in the traditional way, but you still see as important to the topic in tip boxes. The process is simple enough in Microsoft Word or open Office. All you have to do is take a shape insert it into your text, place it and type your message.

3 Things Your Call to Action Must Do!

Without the “Call to Action” all you’ve done is create a great *informational resource*. The purpose of this exercise is to develop a tool to help you make some money or build your list, so we're going to inject a few ingredients that will make your readers get off of their proverbial butts and take action.



I prefer to sprinkle a few messages towards the beginning and end of my book that catch the readers attention and let's them know that when they are finished reading the book there's still one more step for them to take.

In late 2006, I read Brian Clark's free ebook '[Viral Copy](#)' and notice his Feel free page. To sum it up, Brian had a page towards the beginning of his free ebook that told the customer; feel free to share this guide with anyone you think might find it useful. Feel free to give it away with your products, ebooks or link directly to the page from your blog.

That's an extremely powerful message. And I always put it on the same page as my copy write notice.

Recently I began adding two call to actions one after the other in my books to clue my readers in on hidden messages and tools to checkout which has had some positive viral results during testing

One more call to action will: is usually located at the end of your piece. It's good to make sure that the call to action are one of the first and last things a reader sees before you lose them as a customer for ever. Generally, this section will enable readers to take the next logical step easily, while giving them the easy to follow information they need to do it.

It can be as simple as a final chapter on 'Where to go from here.' Showing your reader how to find you or your company, or as complex as an action guide that your reader can work through at the end.

Whatever it is your call to action should always include a link to your website, email, newsletter subscription page and any other resources or actions that you think will help them along the path you desire.



Don't assume that they will take action, encourage them to do it. Tell them if you want them to sign up for your newsletter and tell them why they should. Tell them to take the steps of you step-by-step guide or get that new *Video game console* if that is the purpose of the information you have offered. Don't be coy; the direct approach is more than appropriate at this stage of the game.

Step 9

How to package your finished work.

I recommend putting your ebook in a PDF; not just because it looks better, but because it's also the format the most web users have become accustomed too. The PDF compiler I use is built right into [OpenOffice](#) and just like OpenOffice it's completely free. No putting my content from a word file to a PDF just got click button simple. Other free solutions include [Primo](#) and [PDF995](#).

The second matter to attend too if figuring out how to package the PDF for distribution. I recommend creating zip file because, again, its easy to do, and its what people have come to expect. I've tried two different sets of tools for creating zip files.

The first one is [WinRAR](#), which is the product I use, and the second is [FreebyteZip](#). The one problem some of you may have with WinRAR is that it's a limited time solution and after the free trial period they will want you to pay to use it.

What are you waiting for?

If you take the process on step at a time; one day at a time, you won't have any problems creating an ebook or manifesto that *'gets the click'*. And just in case there are any major problems I'm always here to help.

If you need my assistance, [you can always find me at my blog](#). Just click on the tab that says Q&A, ask your question, and I will answer you the best that I can. You might also want to use the search box on my site to help you search my data base with questions that may have already been answered.

I respond to questions using the questions you and the rest of my readers ask as the title of my reply post, the most frequent questions will certainly find their way to the top of the results.

Just remember, when you are in control of your own content it's like being in control of your own destiny. Using this guide as your road map, you should have no problem producing quality content quickly. Just be ready by October

P.S. Make sure you subscribe to my newsletter so you can be the first to know when the second phase of this system hits the market. Scheduled for release in September with an introductory price of \$67 it's price to move fast. And is \$58 dollars less than my hourly consulting rate.

Additional Free Resources

[Unleashing The Idea Virus](#)

This is the original Book written by Internet marketing Genius Seth Godin that started a viral storm Seth's insight offers motivation and and tons of Ideas sure to spark your creativity.

[Viral Copy](#)

Brian Clark's Free ebook Viral Copy Gives a new meaning to linkbait. An interesting and informative read, this up-to-date explanation of the online marketplace should be on the shelf of anyone serious about Internet marketing

Paid Resources

[The Writer's Coach](#)

From Booklist: Although Hart addresses his pithy writing guide to those working for newspapers and magazines, the managing editor of the Portland *Oregonian* offers such practical yet inspirational advice that both aspiring and longtime writers in any discipline would benefit from reading his book.

Personally, I own this book and couldn't agree more. Jack's book has totally made me redefine the way I write articles and the way I perform research. If you have a chance, get this book.

[POP](#)

Wow! If you are looking for more ways to polish your work, refine your company's image, or simply name your product Sam Horn's book POP is a must have. I've personally never had so much fun reading a book about branding. This is definitely my favorite of all time.

Bonus

If you've found this guide helpful I have a unique opportunity for you. Just click on the question mark and you will instantly be take to the secret message. So go ahead, what's stopping you from joining me on my next little adventure?

