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How to Create an Ebook
and
Why You Should!



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How to Create an Ebook and Why You Should!



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from WaveCloud.com



Self-Publishing 101

- Why publish a book?
- What to know before you start writing
- What comes after the 1st draft?
- How do I convince readers to buy it?
- When do I start the next book?

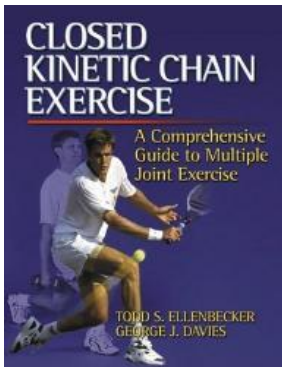
Class
101



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Grounding Assumptions

- We are talking about nonfiction
- We are talking about self-publishing
- You are writing a book with the goal of making money from it, either directly or indirectly





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Why Publish a Nonfiction book?

- It's on my bucket list! (personal satisfaction)
- Build your business (speaking fees, consulting gigs, raise your professional credibility)
- Make money directly from book sales
 - What is earning out?





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I know my book is successful
when _____!



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Know Before You Go! (and write that book)

- Research your target reader
- Know your genre/subject area
- Survey your competition
- Set a budget
- Start building your platform





Research and Define Your “Core” Readers (Your Tribe)

- The people who will benefit/enjoy reading my book are _____



- Everyone
- People who like sports
- People who like tennis
- People who like to play tennis
- People who play tennis left-handed
- People who play tennis, left-handed on grass
- Left-handed High School tennis players who want to improve their game on grass.



Sports & Outdoors

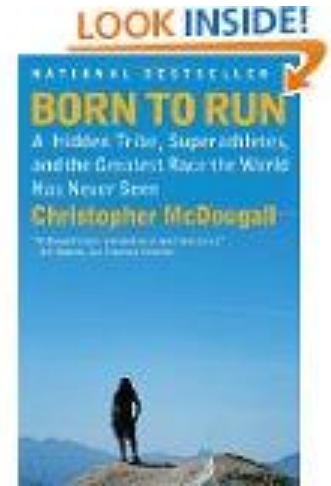
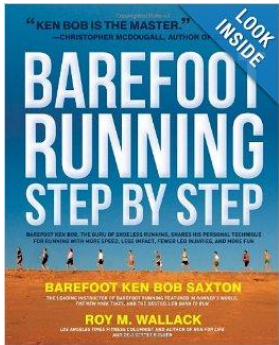
Baseball (10,664)
Basketball (6,660)
Biographies (14,756)
Coaching (7,563)
Extreme Sports (527)
Field Guides (4,710)
Football (American) (11,682)
Golf (7,687)
Hiking & Camping (19,838)
Hockey (2,270)
Hunting & Fishing (15,983)
Individual Sports (41,040)
Miscellaneous (27,006)
Mountaineering (8,558)
Nature Travel (19,852)
Other Team Sports (6,902)
Outdoor Recreation (71,255)
Racket Sports (3,643)
Rodeos (163)
Soccer (10,902)
Softball (296)
Survival Skills (427)
Training (2,682)
Water Sports (16,360)
Winter Sports (6,470)

Know Your Genre/Subject Area

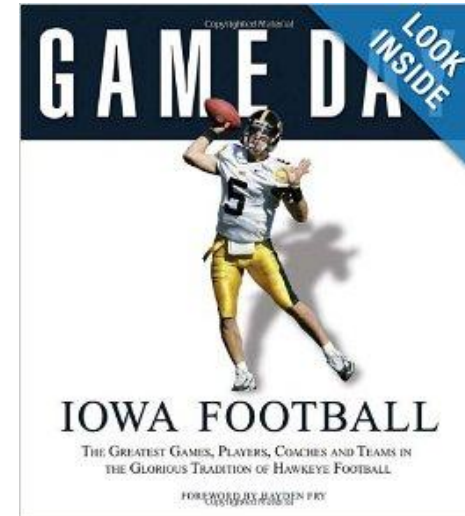
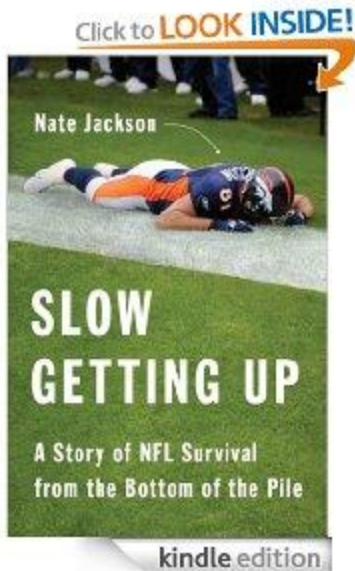
- Where is your book found in the book store? (in what kind of stores?)
- What size are the books in my genre?
- How long are they? (pages/words)
- How many books in each sub-genre?
- What are the common images on book covers in my genre?



Survey Your Competition



- Who are the top authors?
- Are there any top brands?
- Top performing books?
- Common cover images?
- Benefit promises?
- Book title power words?





Set a Budget

- \$0 investment is the cheapest way to fail
- You need a professionally-produced product in order to compete effectively
- Plan on purchasing: editing, book cover design, book formatting, marketing services
- \$10,000 is too much for debut authors
- Expect to spend between \$500 & \$5,000
- Target at least \$1,500
- Budget variables and differentiators: editing, marketing & **platform development**



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Start Building Your Platform

- What is a platform?
- Start building it tonight.
- Homogeneous social media handles
- Get your anchor site domain NOW!
 - Author based, Book based, Series based
- Engage, build followers, preview content
 - Leverage micro-content
- Build a permission-based contact list!





First Draft Complete, Now What?

- Ebook vs. print vs. both
- Editing, do I really have to?
- Book cover – three reasons it matters
- What is PoD? (recommended?)
- Conversion: which formats matter?
- Where will I sell it?



Ebook vs. Print vs. Both

- 50% of all books in the Trade Publications category are purchased ONLINE.
- Depending upon subject area, as much as 35% of all books are purchased as ebooks.
- Fiction has better ebook uptake than nonfiction.
- Setting up a Print on Demand (PoD) version of your book is easy & cheap.
- Provide readers what they want!



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Editing, Do I Really Have To?

- Only really matters if you want to sell more than one book.
- Plenty of book launches self-destruct after the first few reviews
- Without good reviews, your chances of selling online are **VERY LOW**
- What is the minimum required?



Editor

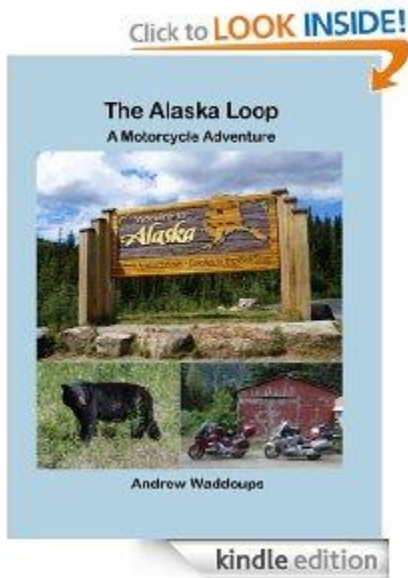
Software for Writers and Teachers

www.Serenity-Software.com

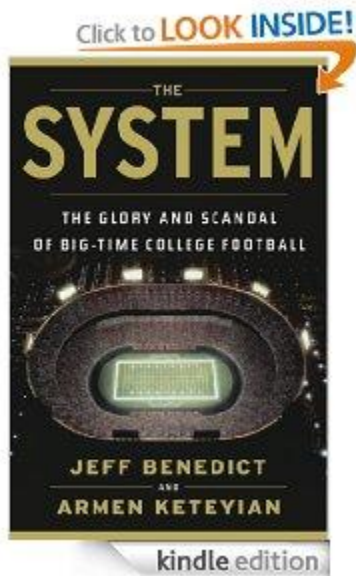


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Yes! They Will Judge You And Your Book By Its Cover



- Most important when users are browsing
- Must stand out and grab their attention
- Must confirm the book's genre (remove the text, can buyers tell the subject area?)
- It conveys the book's professionalism (it directly telegraphs the quality level of your book)
- Get it professionally done, it's cheap (NOT by a graphic artist, but by a professional book cover designer, they are very different professions)
- Print cover requires even more skills to create (should put a benefit promise on the front cover)





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PoD, Conversion & Distribution

- What else for PoD?



- www.IngramSpark.com

- Conversion: which formats matter?

- MOBI (Amazon), EPUB (everyone else), PDF (PCs)
 - And a www.Smashwords.com – friendly version

- Where will I sell it?

- Amazon, Apple, Barnes & Noble, Kobo, WaveCloud
 - (for PoD, load into Createspace & IngramSpark)



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Book Is On The Shelf, Now What?

- Reviews as “social proof”
- Anchor site + social media tentacles
- Email marketing campaigns
- Tapping your platform
- Blog tours



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Ok, Now What?



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