10
Simple Steps To
eBook Authoring

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www.AwakenTheAuthorWithin.com

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About the Author • Glenn Dietzel

Glenn Dietzel is the President of AwakenTheAuthorWithin.com (**http://www.AwakenTheAuthorWithin.com**). As a leading expert in eBook authoring, Glenn helps people globally launch a successful online business and celebrate the attitudes, skills, and knowledge they have obtained from the 'University of Hard Knocks.' Glenn is a passionate believer in the power of writing. Authoring an eBook is the quickest, cheapest and easiest way to launch a successful online business.

Glenn's proprietary information helps would-be authors—with no writing experience—author an eBook and unleash the greatest opportunity of their lives in 29 days or less. The possibility of launching a new career. The possibility of making a difference globally. The dream of becoming a published eBook author.

Glenn designs his writing and authoring system to help people just like himself!

Glenn was…

A lousy writer. A person who couldn't string two sentences together. A person who was rushing around to find success and trying to juggle a job, a wife :-), and a family. A person, who despite his best intentions, was unfocussed, scattered in his thoughts, and refused to commit anything to paper because he was scared to death of the results.

That was Glenn three years ago.

In fact, Glenn would actually sometimes break into a panic attack because he was so scared to write.

Today Glenn changes lives globally because he said enough is enough. He confronted his fears. He obtained some mentors in his life. And he has worked out a system that has cost him thousands of dollars and hundreds and hundreds of hours of hard labor. Ask his wife as she has had the patience of 'Jobette' :-) during this time.

This system helps people—just like Glenn—to unleash their fantastic abilities as an eBook author in record time.

--How to get your eBook done in 29 days or less.
--How to write your 90 page eBook in less than 12 hours of writing—<u>effortlessly</u>.
--How to have your eBook published as a pBook in only 48 hours.
--How to focus properly so that you have a clear game plan.

--How to overcome writer's block forever.
--How to set yourself up for guaranteed success.
--How to incorporate your writing time to fit your busy schedule.
--How to successfully launch your eBook.
--How to make many additional, residual streams of income from your eBook.
--How to get your eBook and print book sold on Amazon.com and 10 other online retailers.

Why is Glenn so excited? Why is he so enthusiastic to see you obtain the same success as he has? Because he knows how close you are to unparalleled success!

How many people feel undervalued? How many people would like to be rewarded for techniques and skills you possess? How many people would like to earn money—residual income—while they play, sleep and go on vacation?

How many people are tired of being ordinary? How many people would like to fast-forward their lives and become extraordinary? How does Glenn know he can help you? Because of his success rate working with people who also said "enough is enough" to being ordinary.

With Glenn's writing and authoring system, you will get personal help with the entire process, not just a list of to-dos. Glenn will show you *exactly* how to get your eBook out in record time.

The enemy of your success is distraction, scattered thinking and lack of focus. Glenn's proprietary system will help you overcome these detractors. You will become a published author and launch the most exciting career of your dreams in record time.

This is Glenn's personal and professional pledge to you.

Glenn provides keynote addresses, eBook authoring columns, workshops, seminars, teleseminars, 'bookcamps™' and personal coaching focusing on helping people live their dreams and *Awaken The Author Within*™ themselves.

Glenn is proud member of the Great John DiLemme's VIP Professional Speakers' Forum... **www.ZeroWalls.com**.

Glenn is the husband of a queen—his wife Fiona. Glenn is also the proud father of two rascals—Calum, aged seven, and Cameron, aged six. Glenn and Fiona live on the sandy shores of Lake Huron in the small town of Sarnia, Ontario, across from Port Huron, Michigan.

10 SIMPLE STEPS TO

eBOOK AUTHORING SUCCESS

Source: **http://www.AwakenTheAuthorWithin.com**

There are 10 steps involved in your eBook authoring journey. These <u>are</u> the steps my co-authoring partner Paul Jackson and I cover with our eBook eCourse material, *How to Become a Published eBook Author*. This eBook is an overview of our most recently published eBook, *Awaken The Author Within™—A Definitive Guide to eBook Authoring*.

> **"There is plenty of good information on the web but very little actual teaching. As teachers we aim to correct that…"**
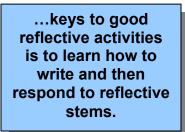
All the material produced by **AwakenTheAuthorWithin.com** is intended to provide the author with a plan of action for writing not just a list of things to do. There are plenty of lists available on the web. I pride myself in the fact that you will always get a personalized teaching perspective in the material we produce. There is plenty of good information available on the web but very little actual teaching! As an expert in the authoring process, I aim to correct this both in terms of the courses and information I offer through my teleseminars, seminars, workshops, keynote speaking addresses and BookCamps™.

This eBook is a brief overview of the material found in our eBook Guide. The focus is on providing you with the knowledge, skills and attitudes you require to successfully author an eBook. Each chapter provides a synthesis of background information, goal-setting, action steps and reflection using RaW™ Stems.

The term **RaW Stems ™** used in this mini eBook is an invention of my co-authoring partner, Paul Jackson. After years of conducting self-help and professional development workshops, Paul's theory is that one of the keys to good reflective activities is to learn how to write and then respond to reflective

stems. These reflective stems become writing stems once the thinking has been done.

Do take the time to jot down some ideas that result from these stems. You will gain practical information to aid you in an analytical process of thinking comprehensively on the skills, attitudes, and knowledge for each of the 10 Steps, which complete the eBook authoring journey.

The information provided in this eBook will provide the stimulus you need to become a published author. Knowing you have a master plan already at your disposal and experts who know how to educate you along the road to becoming a published author, there is no reason to continue denying yourself your dream of becoming a published author!

> **…keys to good reflective activities is to learn how to write and then respond to reflective stems.**

To better understand the incredible opportunity that your eBook will provide you, make sure you download the *7 Secrets of eBook Authoring* from AwakenTheAuthorWithin.com. Witness for yourself how this eBook is changing people's lives.

http://www.AwakenTheAuthorWithin.com

I personally and professionally guarantee that the best way to begin to earn the kind of money you warrant, to gain the notoriety that you deserve, to make a difference globally and to get out of the Rat Race, you must author an eBook as soon as possible.

Writing is a powerful tool.

It is the DOING part of THINKING.

eBOOK AUTHORING STEPS

The 10 Steps of eBook Authoring:

I	**Idea**
II	**Reflection**
III	**Commitment**
IV	**Big Picture**
V	**Chunking**
VI	**Writing**
VII	**Editing**
VIII	**Publishing**
IX	**Marketing**
X	**Celebrating**

INTRODUCTION

It's Not the Destination; It's the Ride

Recently I had the opportunity go to a local IMAX theatre. I had the privilege of watching a roller coaster presentation, and I had the chance to combat a lifetime

> **"…the more we are inclined to view life as a journey, the more we will actually enjoy life."**
> --Brian Tracy

fear of roller coasters on a screen, which seemed larger than my fear itself.

After a breathtaking, harrowing experience, one which duped me into thinking I was actually on a roller coaster, I lived :-) to notice an interesting

axiom which was stated at the end of the show. In summing up the adventurous spirit exhibited by those who love a good roller coaster ride, the statement was made by the narrator, "For thrill seekers, it's not the destination; it's the ride!"

Although I am still not sure I agree, this summary statement pertaining to the exhilaration felt by roller coaster enthusiasts world wide is also a good metaphor for everyone desirous of taking the journey through the 10 steps to eBook authoring and becoming a published author.

> **"…the greatest regret in life will most likely come not from what you have done, but from what you have failed to do."**
> --Denis Waitley

The "journey" metaphor is an underlying theme as one completes the 10 steps to eBook authoring. Why the use of this metaphor?

Think of a journey you have planned or one which you are presently contemplating. What are some items that present themselves automatically to you? My wife played this "free thinking" game with me and I include some of her ideas here: "detours, adventure, road works, unexpected happenings, excitement, planning, roadmap, compass rose, companions, asking people who have been there before…"

All of these descriptors can be used of the 10 steps to eBook authoring. To help with the process Paul and I have created a step-by-step roadmap to help authors successfully reach their goal of becoming successfully published in eBook format. In fact each step incorporates timeless principles and real life lessons which can be applied to life in general.

> **…life is about the journey that you take in accomplishing a project of immense importance as apposed to the destination.**

As you travel through each stage of your life, it is imperative to realize that life and success are a journey. In his recently published book, "Many Miles to Go," Brian Tracy argues that the more we are inclined to view life as a journey, the more we will actually enjoy life.

Life involves many distinct stages which present unique challenges as well as the opportunity for many accomplishments. Each person who embarks on this journey is a traveler. According to author John Steinback, traveling involves the desire "to be someplace else." Brian Tracy writes that the description of the true traveler also incorporates the "joyous exhilaration which comes through motion."

> **"Successful, happy people…have learned to combine a long-term vision with a short-term focus."**
> **--Brian Tracy**

Denis Waitley in his book, "Living in Prime Time," asserts that the greatest regret in life will most likely come not from what you have done, but from what you have failed to do. In other words, the motion/action you didn't do for any number of reasons will cause you to say, "I wish I had done _____ when I had the opportunity."

As you live each stage of your life spend some time internalizing Edgar Mitchell's comments. Mr. Mitchell, an astronaut on the Apollo 14 moon mission and founder of the Institute for Noetic Sciences stated the following: "I used to say, 'Gee, I'll be happy when I've done this.' But when I got to that point, I found I never was. I discovered that it is the process of doing it that one has to find fulfilling. That's

where happiness is."

While it is important to create worthwhile goals including awakening the author within you, it is just as important to remember that life is about the journey that you take in accomplishing a project of immense importance as apposed to the

> **…it's not the destination; it's the ride that counts.**

destination.
Brian Tracy adds the following, "…life is not a dress rehearsal for something else. Successful, happy people live intensely in the moment, the 'now' of life and reality. They have learned to combine a long-term vision with a short-term focus."

To achieve something you have never attained, you must embark on a journey you've never taken before.

I journeyed into the IMAX theatre full of fear and trepidation at the thought of combating my lifetime fear of roller coasters. I boldly went where the former Glenn Dietzel had never gone before. And I actually kept my eyes open for most of the journey. I experienced first hand what we preach in our authoring materials, "…it's not the destination; it's the ride" that counts.

Writers' Block Begone!

In the nature/nurture debate the 18th Century Scottish philosopher John Locke stated that humans are totally shaped by their environment. He coined the term, "tabula rasa" or blank slate.

According to Locke, people are born with nothing written on their brains and as a

> **"Write with your heart; edit with your mind."**
> --From the movie, Finding Forrester

person develops through life, the mind slowly developments in response to the person's interaction with one's environment. Anyone who has done any writing, whether professionally or recreationally, is

well aware of the "blank slate" phenomenon. It is infamously referred to as, "Writers' Block."

Beginning the writing process can be a daunting task and a blank sheet staring starkly in the face of the writer/author can sometimes pose a threatening aura. What do you do about these moments of "tabula rasa"? Students learn in school

to create a plan or an overview of the subject about which one is going to write.
I remember when I was in high school and my grade 12 English teacher had us write for 10 to 15 minutes at the beginning of each class without stopping. We were to write

> **…the tabula rasa mystique can be halted by accomplishing a few short activities before one actually begins the authoring process…**

continuously without lifting the pen from our paper, recording whatever popped into our brains. At the end of this time, we were to record the number of words we wrote. What was the purpose of this?

It wasn't until years later that I discovered the method of my English teacher's "madness"! One of the best ways to get over "writers' block" is to start writing and to not stop, no matter what.

One of the key concepts that Sean Connery states in the movie, Finding Forrester, is to "Write with your heart; edit with your mind." Sean Connery, playing the reclusive talented writer, Forrester, stresses to the young academic and athletic student, Jamal, to use all the passion one can muster when writing for the first time. By doing so, one enters the "writer's groove" where one's pen has a tough time keeping up with one's thoughts.

> **RaW™ Stems are an instructional design aimed at helping people record their thoughts...**

In fact, so helpful has this author found this exercise, that I have demonstrated personally time and time again, how this facilitates thinking. It also has the by-product of allowing self-expression with minimal errors.

As a would-be or accomplished author of eBooks and/or pBooks (traditional print), the tabula rasa mystique can be halted by accomplishing a few short activities before one actually begins the authoring process. My co-authoring partner and I in both of our published works on eBook authoring, and in our *Awaken The Author Within™* workshops, seminars and teleseminar series and BookCamps™, stress the use of the authoring process of RaW™ Stems when beginning.

RaW™ Stems are an instructional design aimed at helping people record their thoughts. Stems are used throughout to facilitate the generation of ideas as one progresses through the 10 stages of eBook authoring.

> **With a few seeds nurtured using this process, writing with passion is greatly facilitated.**

After completing a number of RaW™ Stems, one is now ready to write. Instead of a blank mind, one has sown a number of ideas, seeds of inspiration. These seeds are ready to be nurtured in the authorship of an eBook. With a few seeds nurtured using this process, writing with passion is greatly facilitated.

Here are a few reflective stems for your enjoyment from STEP 1—the IDEA Stage—of the '10 Steps to eBook Authoring':

1. I've always dreamed about writing a pBook/eBook about _____.

2. My experience says an eBook about _____ is needed.

3. If I wrote an eBook about _____, then _____ would be interested in it.

4. In the past I would have liked to have a good resource about _____.

STEP I

You Start With An IDEA

All learning comprises three areas: attitudes, skills and knowledge.

All learning comprises three areas: attitudes, skills and knowledge—'ASK' is the acronym to which I refer. Every experience in your life—whether successful or unsuccessful—makes you both human and a potential author. Reflecting on these experiences during relatively stress-free times will present numerous ideas for you—awakening the author within you! eBook authoring ideas are about possibilities…desires…goals…eBook authoring ideas are about dreams coming true for you!

From where do ideas come? Ideas, which inspire you to take action, can come from a host of places and sources. A relaxing afternoon on the beach, a trip home from work listening to your favorite music, a motivational tape or speech, an early morning run, or a problem that you have solved are all possible sources of inspiration.

Inspiration involves utilizing the creative, right-side of your brain. The process for generating ideas for possible eBook topics is known as reflective thinking. This equates to the "R" in the B-ALERT system of Canfield, Hansen, and Hewitt from their book, 'The Power of Focus.' These authors present this acronym to provide a

The process for generating ideas for possible eBook topics is known as reflective thinking.

framework for focus and balance as one strives for personal and professional excellence.

Reflection and idea generation related to an eBook topic is an intensely personal activity. The process of reflection allows you to think personally about ideas and experiences as they relate to you. You must actively create a proper mood so as

to remain as objective as possible. A relatively stress-free environment is of paramount importance, particularly because reflective thinking is the "stuff" of which dreams are made. I believe that most people—professional and non-professional alike—have a dream of becoming published authors—of leaving a written legacy.

Reflection is a two-pronged process. Firstly, it involves thinking in the present about your past and for your future and includes your expertise, interests, goals, and passion. This is the essence of dreaming--something that comes easily for every child; however, the exciting possibilities that dreaming provides are gradually lost/and or tempered by the rigors of life as one grows older, gains more responsibilities, becomes more affected by the negativity of others, and places more limitations on oneself.

> **…reflective thinking is the "stuff" of which dreams are made.**

Secondly, reflection involves recording your thoughts, which is the doing part of thinking. We conceptualize our thinking using mental pictures, but use words to describe our thoughts. By taking the time to record your thoughts in this tangible manner, you allow your brain to fully contemplate your dreams. Our brains are capable only of considering ideas that are specific and concrete.

There are few of us who haven't said to ourselves at one time or another, "Some day I'd like to write a book about …" or "I wish someone would have provided me with information about ____ when I was first starting out." or "Now that I've reached this point in my career (hobby, role, interest,…) I'd like to share my experiences with

> **We conceptualize our thinking using mental pictures, but use words to describe our thoughts.**

others." Whatever you choose as a topic for your first eBook in particular, choose something about which you already are a self-proclaimed 'expert'!

As you record your ideas from the RaW™ Stems (Reflective and Writing Stems)

stated in the previous paragraph, consider the following potential catalysts as you narrow your focus and select the idea for which you are most passionate:

- A speech or keynote address
- A committee report
- A teaching experience
- A life-long interest
- An article or series
- A research project
- A thesis or formal paper
- A perceived need
- A professional need
- A personal need
- A personal experience
- A significant emotional event in your life
- A tragedy, disaster, problem…
- A personal dream or vision

<u>STEP II</u>

<u>You REFLECT on Your Idea</u>

The Second step of the eBook authoring process—Reflection—is perhaps the most enjoyable. It is the bridge between thinking on your idea of a topic for which you would like to write (Step 1) and the commitment to carry forth your dream of

> **The more successful you wish to become, the more risks you must take.**

becoming a published author (Step 3). This is the stage where you begin to communicate your desire to author and publish your eBook on the Internet for a global community.

Reflection pertaining to time is a three-part process. It involves reflecting "on the past", "in the present", and "for the future".

Reflection on the past involves seeing your knowledge and experience as expertise from which your target market would benefit. Don't sell yourself short. Your experiences—both successful and unsuccessful—make you a real person and a potentially very successful eBook author. You have the esprit de corps to do it!

> **"…when you know you have a good idea, "Just do it! You have to be first…You have to be focused."**
> **--Al & Laura Ries**

Reflection in the present involves a number of activities, some of which are action-oriented. At this stage of the process, it is important for you to take a risk. The more successful you wish to become, the more risks you must take. And of course these risks are calculated ones, involving you weighing the pros and cons of a potentially very successful eBook authoring career.

Consider the fact that your ideas really mean nothing unless you take action on

them. Ponder on the fact that it takes work and more importantly, a sense of urgency to put your idea to work on the Internet.

As you think about your idea in the present, there needs to be a sense of urgency generated. According to Al and Laura Ries in their book, "Branding: The 22 Immutable Laws", when you know you have a good idea, "Just do it! You have to be first…You have to be focused." If you throw away the opportunity by being too concerned with getting all the details right, you'll never get it back. "Perfection in infinite time is worth nothing," according to these authors.

Study, research, and search the Internet to see what is available with respect to eBooks. Gain the attitudes, skills, and knowledge to help you make an intelligent decision to make the commitment to become an eBook author, which is the next step of the eBook authoring process. Read, talk, watch, listen, smell ☺…and reflect.

Reflection for the future is the final step of this three-part process. This final stage should generate the most excitement as you consider the possibilities for you. As a successful eBook author, the possibilities are limited only by your imagination. Dream. Dream big. Take the time you require. And as you dream, "reflect on the past, in the present and for the future."

> **…eBook authoring is a very personal experience/endeavor.**

As you can see, eBook authoring is a very personal experience/endeavor. Be aware of what motivates you and ensure you have the appropriate desire. Be ready to communicate your reasons to others for wanting to become a published author. Divulge this information only to trusted friends and family members. Be careful with whom you share your passion: negative people are dream stealers.

According to Denis Waitley, one of the world's foremost professional and personal development speakers, most successful companies treat the world as

their oyster. Dr. Waitley speaks on the necessity of every individual developing oneself in a similar manner as a business. He states that we should look at ourselves as being the CEO of our own business which he names "You Inc."

> **"If you want to take charge of your life, you must be working on a Breakthrough Idea."**
> --Denis Waitley

Dr. Waitley goes on to say, "In the Innovation Age—the Age of the 21st Century—it's not enough to think of yourself as just an employee. If you want to take charge of your life, you must be working on a Breakthrough Idea." This idea must create a burning desire within you to help you through to the end. Great ideas appear after much thought and they will create the commitment needed to see yourself through to the end of the eBook authoring process.

Here are some RaW™ Stems for your reflective enjoyment:

1. My primary motivation for authoring an eBook is _____.
2. Additional benefits to writing an eBook to me personally are _____.
3. I have a head start on the process because _____.
4. My support system of _____ will help me be successful.
5. My past excuses for not writing a book have been that _____ but these challenges can be met by _____.

STEP III

You Make A COMITTMENT

Commitment is the third step of the 10 steps to eBook authoring. It is the juncture

> **Each step of the eBook authoring process is meant to blend into each other like the hues of a rainbow.**

which connects Reflection (Step 2) and the Big Picture (Step 4). It is important to note that each of the 10 steps is not meant to be isolated events. Each step of the eBook authoring process is meant

to blend into each other like the hues of a rainbow. There is overlap and this is certainly found with the commitment stage of the eBook authoring process.

What is the difference between involvement and commitment? It's like bacon and eggs—The hen is involved but the pig is committed! This article is about being a pig!

Commitment involves a two-step process. The first phase of commitment ties itself into the reflection stage as stated above. This is the goal or dream of

authoring an eBook for which you passionately want to see happen and have the faith to make this happen. Once you have made this decision,

> **A good decision, which creates strong positive emotions, will help carry you along the road to success.**

the second phase of commitment requires that you do something immediately. Take action. Strike while the commitment feeling is strong. Carpe Diem.

A good decision, which creates strong positive emotions, will help carry you along the road to success. Incorporating your mind and your heart is critical. Antoine De Saint-Exupery (from the Little Prince) has this to say about the necessity of using your heart, which is the seat of emotion:

"Now, here is my secret, a very simple secret.

It is only with the heart that one can see rightly;

what is essential is invisible to the eye."

Commitment involves having the faith to see yourself as a successful eBook author. Of course faith requires an object. Faith is not a nebulous term. Faith in yourself requires you to honestly evaluate your strengths, realizing that genius

> **Faith in yourself requires you to honestly evaluate your strengths, realizing that genius does exist in you.**

does exist in you. To deny this is to go against the groundbreaking research of Howard Gardiner. Dr. Gardiner demonstrates the existence of seven intelligences and states that each of us

has natural inclinations or geniuses toward one or more of these intelligences.

Mark Victor Hansen and Robert Allen in their book, "The One Minute Millionaire," use a balance sheet analogy to convey the importance of positive character traits

including commitment when taking on a project of immense importance. These authors state that whenever you begin a new project, taking stock of your physical resources is critical. In business, the

> **Faith and action—the two fundamental attributes of the Commitment phase—in a sense operate paradoxically.**

establishment of a balance sheet involves taking note of one's physical assets and liabilities.

Traditional balance sheets list tangible, concrete items. However, what does not usually appear are the intangible items of persistence, determination, fortitude, creativity, boldness…—all tremendous assets and character traits to bolster commitment. These authors argue that it is these intangible assets, which are more important than the physical ones.

Hansen and Allen state that the truth is that you don't have wealth—You are your

wealth. These authors go on to say that literally any beginner—including an eBook author—requires only three resources: a good idea; the commitment to carry this out; and key contacts who possess all the other resources.

Robert Kiyosaki stresses in his Rich Dad/Poor Dad series the importance of having a team. Your team will help you with your writing, provide feedback, give you encouragement, edit, help you to see the Big Picture (Step 4)…and cheer you on toward the finish line as a successful eBook author.

Faith and action—the two fundamental attributes of the Commitment phase—in a sense operate paradoxically. The poet Apollinaire demonstrates this truth in one of his poems,

<div align="center">

Come to the edge, he said.

They said, we are afraid.

Come to the edge, he said.

They came,

He pushed them

And they flew.

</div>

Here are a few RaW Stems™ for your reflective enjoyment:

1. I will discuss my eBook authoring dream with _____.
2. Taking an eBook authoring course would be beneficial because _____.
3. Making a commitment to write an eBook will force me to _____.
4. Too many of my good ideas I've let slip away undone but this time I will _____.
5. Becoming a successful eBook author will allow me the following opportunities/benefits _____.

STEP IV

You Have To Visualize The BIG PICTURE

The fourth step of the 10 Steps to eBook Authoring is the BIG PICTURE. It is

> **"As long as you're going to be thinking anyway, THINK BIG!"**
> --Donald Trump

here that you call upon both your realistic and your fanciful self to envision the final product. Imagination. This is the platform upon which dreams and goals are built. The size of your dreams and the emotional responses they create for you are important. Donald Trump puts it this way, "As long as you're going to be thinking anyway, THINK BIG!"

Most books on goal setting discuss the necessity of creating goals; however, what is missing according to the philosopher Neville is how to properly use one's goals. Neville states an important paradigm shift in reflecting upon one's

> **"Don't think of your goals, think from your goals."**
> --Neville

goals. He states, "Don't think **of** your goals, think **from** your goals." With this new perspective, Stephen Covey's mantra, "Begin with the end in mind," can be tweaked to read, "Begin **from** the end in mind."

In his best selling series, "The Psychology of Winning", Denis Waitley describes the visualization techniques that all winning athletes use before competition. Among others, he uses an example from the legendary golf expert, Jack Nicklaus.

Dr. Waitley describes the mental movie that Jack Nicklaus uses from his book, "Golf My Way". Nichlaus states that the following occurs in his mind's eye before making each shot: "…(I) see the ball going there: its path, trajectory, and shape, even its behavior on landing…the next scene shows me making the kind of swing

that will turn the previous images into reality."

In terms of eBook authoring, it is important to not think **of** your future eBook(s), but rather, to think **from** your published eBook. Imagine yourself a completed eBook author. Imagine your eBook cover published on a web site, your eBook

> **Goal setting and goal writing skills are very important at this step in the process.**

being read by others, your professional and personal pride in your accomplishment, your exhilaration at earning money as an author (if you choose to sell your eBook),…your "dream come true!"

At this step you must also make decisions involving such big picture ideas as: the scope of your eBook, the number of eBooks in the series if more than one eBook is required, the topic or topics to be covered, the background information you already possess or need to acquire, the people who can act as mentors…

Remember too, that mentors can come in many forms: Dale Carnegie states that potential mentors, although not living today, live on in their autobiographies and/or biographies. Mentors can exist as personal and professional development

> **"…potential mentors, although not living today, live on in their autobiographies and/or biographies."**
> --Dale Carnegie

tapes, personal or work related experiences…anything from which you have gained a greater awareness of the attitudes, skills and/or knowledge in a particular area.

In visualizing the big picture **from** your goal as a successful eBook author, you must decide such things as: your target market for sales or use of your eBook; whether you will author a single eBook or a series of eBooks; the possible marketer of your eBook; whether your eBook will be compiled in HTML (EXE) or some other format for palm readers and eBook readers; … These are some of the big picture questions surrounding your, as yet unwritten, eBook!

Goal setting and goal writing skills are very important at this step in the process. You must write your goals, break them down into manageable sub-goals, put time targets on them, share them with others, and write an action plan for each one. By sharing your goals (advertising your dreams) others will step up to help you. The alternative is that you do the work on your own! This is not the way to go as it is definitely not the most efficient use of time!

> **You must write your goals, break them down into manageable sub-goals, put time targets on them, share them with others, and write an action plan for each one.**

Visualize your finished eBook on your own website. See your very own eBook cover. See the title of the eBook with your name under it. See your ad copy posted on the web site "pitching" your eBook. See a business card with 'author' on it. Picture other people worldwide downloading it and benefiting from your expertise. Picture your press release sent to local, national and international media.

How does it make you feel? See yourself celebrating!

Here are a few RaW Stems™ for your reflective enjoyment:

1. In general terms my eBook will be about _____.
2. The primary reasons for writing an eBook are _____.
3. The "big picture" decisions I have to make are _____.
4. Some good sources of information about the writing, editing, marketing,… of an eBook would be _____.
5. I know I can count on the support of _____ to help me.

STEP V

You Need To CHUNK Your Information

Imagine reading your favorite book with video, sound effects and animation. Or visualize reading your desired historical novel with music from this period including key background information about the setting. Consider reading a "how-to" book with simulation capabilities.

Picture reading your book through special software to help you read better or changing the font size to help you overcome a reading difficulty you might have.

Imagine listening to your favorite book on your MP3 Player while walking your dog.

Imagine listening to your favorite book on your MP3 Player while walking your dog. Books come to life with these capabilities and more.

Today publishing houses publish thousands of books. These books are produced to capture the hearts and minds of their authors. eBooks transmit this as well as conveying the body language of the author by capitalizing on the enhancement properties of eBook compiling software and the Internet.

eBooks facilitate this body language because a message can be conveyed digitally.

By body language we mean that it is the manner in which we convey a message that is often more important than the message itself. eBooks facilitate this body language because a message can be conveyed digitally.

The **fifth** step of the eBook authoring journey is called **CHUNKING**. Chunking or organizing your eBook to capitalize on the many benefits of eBooks requires that you begin with the end in mind. To present your work in the way to make technology work for, you will require you to understand the chief benefits of

eBook technology. How will your eBook capitalize on the three primary benefits of eBook technology—interactivity, portability and versatility?

- **Portable**—Information can be transmitted at the speed of light. With the development of the microchip, fibre optic technology, and the Internet, communication in digital format can be transmitted effortlessly and in "real time". eBooks can be delivered by download, and /or as an email attachment. They can also be stored on diskette and CD-ROM.
- **Versatile**—Knowledge can be easily updated with changes being made seamlessly. People now have greater access to current information and are able to make more informed decisions.
- **Interactive**—Readers are finally engaged in their learning experience. Engagement means greater retention, increased motivation and a greater sense of control over one's learning.

Chunking is the way you choose to organize your information in your eBook. It is like formatting but more general in nature. Like any decision, the need to chunk or organize your work is necessary so that learning is enhanced. This step encompasses the researching you will do for your eBook.

> **…the need to chunk or organize your work is necessary so that learning is enhanced.**

The way in which you choose to organize your work will depend to a great extent on the nature of your content. Are you going to use a question and answer format for all or part of your eBook? Is a case study approach most appropriate for your content material? What about a scenario and a response to that scenario to make your points? Our **Become A Published eBook Author** e-course presents over 35 organizational stems to help authors organize their thoughts.

This step requires that you think about the process of how best to present your material so that retention will be maximized. Put yourself in your readers' shoes.

To do this you need to know who is your target audience and their shoe sizes! You will also need to consider the following:

- the type of material being shared;
- the ability to include interactivity as a teaching/learning tool;
- the size of the eBook;
- the knowledge and skill level of the end users; and
- the personal preferences you have for communicating information.

> **The method(s) you choose to chunk your work provides the skeleton master plan…**

Additionally, you will need to reflect personally on your experiences with your topic:

- How you felt—your initial reaction—when you first were presented with the material;
- How the material was presented to you; and
- How you can more instructively present the material using eBook technology.

The method(s) you choose to chunk your work provides the skeleton master plan for both organizing your information before you begin to write and for the writing itself. Your eBook must have a flow to it and make sense to the reader. Remember that you can use a variety of methods of presenting the information within the eBook but you should have a master plan before you begin the process. You can always make changes at any time.

Here are a few RaW Stems™ for your reflective enjoyment:

1. General topic will have sub-topics such as _____.
2. The format(s) I am considering using in my eBook include _____.
3. In terms of the portability, interactivity, and versatility of eBooks I will _____.

4. I have seen similar material to mine presented in many ways including

    _____.

5. I shall seek input about the chunking phase of the planning by contacting

    _____.

STEP V (Con't)

Think Out of Both Sides of Your Brain

The Big Picture Step of your eBook authoring excursion really comprises two separate tasks. Much like building a home requires the perspectives of both the architect and engineer, the Big Picture requires you to think from both sides of your brain. It requires you to see the reality of your dream in very concrete terms.

> **…the Big Picture Step is where your fanciful (your architectural right brain viewpoint) and realistic (your left brain engineering perspective) hemispheres converge.**

Just as an architect helps to convey the reality of your ideal dream home seen by your mind's eye, the Big Picture Step is where your fanciful (your architectural right brain viewpoint) and realistic (your left brain engineering perspective) hemispheres converge.

Both hemispheres of your brain must work cooperatively to help you see concretely the outworking of your imagination. You must clearly see the scope of your subject area. This naturally follows the Reflection and Commitment stages (Steps Two and Three) of the eBook authoring journey.

> **You need to think openly and without any ambiguity from your published eBook.**

Compared to the first phase of the Big Picture which is very much a right brained activity, the second phase requires the engineer in you to appear. You need to think openly and without any ambiguity **from** your published eBook as discussed in a previous issue. You **also** must be able to frame this is in a defineable Table of Contents (TOC).

The importance of spelling out distinctively your TOC cannot be overstated. Successfully completing this sub-step ultimately will allow you to write productively and efficiently in Steps Five and Six, the Editing and Writing stages.

Shawn Fawcett in his very practical eBook on effective writing, "Writing Success Secrets: Practical Tips and Tricks for Everyday Writing" discusses the necessity of creating a very specific TOC.

> **The more specific you can see your eBook as revealed in your TOC, the easier the rest of your journey will be.**

Mr. Fawcett states, "This should be more than a rough draft TOC. It should be a carefully thought out breakdown of what you imagine your TOC to look like…" Mr. Fawcett goes on to say that although this sub step in the Big Picture stage does require some real laborious thinking, the dividends will be reaped when you actually begin to write your eBook. This will ultimately save you time and effort.

Your TOC is similar to the blue print for your dream home. Blue prints are not abstract works of art—well maybe they are if you're not a builder. The genius of the blue print is in the details it provides the contractor to make your dream happen. Nothing is left to guess work and chance. Directions, which do not lend themselves to an accurate detailed picture of your dream home, lead to wasted time and money.

> **A specific TOC will inoculate you from the dreaded disease called "Writer's Block."**

The more specific you can see your eBook as revealed in your TOC, the easier the rest of your journey will be. The TOC positions you to chunk effectively in Step Five. It shows you where you will have to do some research, ask for assistance from your team or gather feedback from your students.

Measured in nanometers because of its smallness, your DNA has the unbelievable ability to produce you—the big picture. The TOC is your eBook's DNA. It provides the blueprint to help you launch successfully into the Chunking and Writing Stages of your eBook authoring voyage. A specific TOC will inoculate you from the dreaded disease called "Writer's Block."

STEP VI
You Are Ready To WRITE

You are finally going to get to Write! The **sixth** step, "You Are Ready to Write," of the eBook authoring journey is the most enjoyable. When people think of authoring, quite often what comes to mind is the writing phase. This in reality is really Step Six of the entire process.

To make this step the most enjoyable one it is necessary that the preliminary work is done in the previous five steps. The biggest frustration that all authors have is the "blank slate" aura discussed in an earlier issue. The best anecdote or remedy for this is to prepare yourself and in this way you are ready to succeed.

> **…the freedom to express one's thoughts will be released like the effervescence of a soft drink released upon opening a pop can after it has been shaken violently.**

With all the preparatory work done in the previous five steps, you, the author, will be ready to write "with your heart" as Forester reminded Jamal in the movie, "Finding Forrester." Super-exceeding the clutches of the "blank slate phenomenon", the freedom to express one's thoughts will be released like the effervescence of a soft drink released upon opening a pop can after it has been shaken violently.

> **"When you are inspired by some great purpose, some extraordinary project, your thoughts break their bonds, your mind transcends limitations.**
> **--Jerry Gillies**

Jerry Gillies in his book "Money Love" expresses this transcendent feeling in breaking free to express oneself when he writes," When you are inspired by some great purpose, some extraordinary project, your thoughts break their bonds, your mind transcends limitations. Your conscious expands in every direction, you find yourself in a new great and wonderful world. Dormant forces, faculties, and talents become alive, and you discover yourself to be a greater person than you

ever dreamed yourself to be."

Often little research needs be done as you already have a great deal of knowledge and experience. In writing an eBook you are not writing a thesis. The writing style is more informal in demeanor, more conversational in tone, and more user-friendly in presentation, although you may be conveying the same type of information.

In fact, in writing an eBook, the emphasis is on the practical over the theoretical.

> **The writing style is more informal in demeanor, more conversational in tone, and more user-friendly in presentation…**

Remember that purchasers of eBooks have more focused reasons for buying them. The age of the Internet and the dawn of eBook technology allows the specialist to flourish. The ease of updating information in eBooks is an important selling feature for the purchaser.

There are plenty of web sites where you can get tips on writing techniques including Shelley Lowery's (http://web-source.net) and Eva Almeida's (http://www.ebooksnbytes.com) sites. Try to keep your writing 'style' simple but effective, personal but professional, and most importantly comfortable for you!

A good suggestion for authors is to keep a notebook of favourite writing tips and techniques that are specific to them. It's a FACT SHEET of your writing style. It may include some or all of the following:

- text font type and size;
- header and footer text font type and size;
- style of dividing lines between sections of the eBook;
- margin settings;
- tab settings;
- page sizes;

- symbols and shortcuts used;

- pictures and images including locations where they are saved and formatting;

- programs used;

- web links and details; and

- resources used and references.

This will allow you to repeat the actions while writing and to use those, which were successful in subsequent eBooks, without having to look them up again or experiment with various methods.

Learn how to use the numerous features of whatever word processing software you are using. Learn these features as you go along and as they are required. Buying a good reference book for your particular word processing software is probably a good investment. The illustrated ones are easy to use and cover plenty of material.

Here are a few RaW Stems™ for your reflective enjoyment:

1. The choice of word processing software, fonts, graphics, … will be _____.
2. My style of writing can generally be described as _____.
3. I'm aware that one of the faults of my writing style is _____ and I intend to _____ to make an improvement in this area.
4. In this part of the process, I intend to seek assistance from _____.
5. Two of my strengths in writing are _____.
6. "Write with your heart and edit with your mind" for you means _____.

STEP VII

You Must PERFECT Your eBook

Welcome to **Step Seven**, You Must Perfect Your eBook, of the eBook authoring journey. This is the probably the most time consuming and frustrating step as you realize all the work it will take to perfect your masterpiece.

At the outset it is very important to determine what level of perfection you will accept from yourself. Dan Poynter, the world's expert in self-publishing who has

> **This is the probably the most time consuming and frustrating step…**

taught thousands of people globally how to self-publish, asserts that one should accept a level of 95% perfection. This is good news for all perfectionists as it is usually the last five percent that "we" fret about.

It is very difficult to predict how long this step will take to complete. You may think you are all finished with writing but discover you still have plenty left to do. This is particularly true if you have a number of people helping you with your editing. Feedback gathered from a class or classes used to pilot your unit, although increasing the usefulness of your eBook, could add to the length of editing time.

> **"…one should accept a level of 95% perfection."**
> --Dan Poynter

Don't set your sights too high for completing this step quickly. Don't assume that a specific date for you to be 'ready to compile' (publish) will be easy to predict. Setting specific dates will potentially lead to frustration and heart-aches as there is a high degree of certainty that you will not meet your target date.

The more attention to detail you experience during the writing process makes editing easier but may hinder your flow of ideas. Work toward a good balance between these two competing strategies. You may want to consider doing all the

typing in one font and not adding any style changes until you have everything proof-read and the changes made to the text part of your eBook.

Presenting your eBook in its final presentation format is probably best done at the end when you are certain of your content and graphics. The final enhancements, which will provide your manuscript with its true eBook nature, can be added later when it is time to compile your document. Another good tip is to make a back-up copy on which to try your style enhancements.

> **The more attention to detail you experience during the writing process makes editing easier but may hinder your flow of ideas.**

Don't forget the "bigger" aspects of editing. These include the following: the length of the eBook in terms of the downloading and printing size; the title page; location of information within the eBook; visual appeal; appendices; table of contents;…Make a check list of what you intend to include in your eBook style so your eBook looks the way you want it to.

Design a MASTER checklist of items for which your editors will specifically examine. If you have several editors, utilize their individual expertise to focus on these items for which you have noted.

How will the checklist form look? What general information does there need to be so all editors are doing a similar thing? How specific do you need to be in terms of what they are to look for? Are dates important? (i.e. start dates for editing and due dates for completion?) Are the names of the editors important? Why?

> **Keep track of all your drafts in one folder and make sure you know the file name of the latest draft.**

How much time will you expect each of your editors to spend doing the editing? How much time are you going to give them to do the job? Have you included any people who have actually used the material?

Is it possible to bring all of your editors together at one time and spend a couple of hours editing your work? Can you feed them at that time?

Always back up everything and do it often. Keeping at least three copies of everything may be a good idea. Learn how to do this efficiently, regularly, and correctly. After learning how to use your editing features, such as "track changes" in Word, this will allow you and your editors to suggest additions and deletions of material as well as providing comments one with another.

Make sure that you track the returned transcripts from your editors. You don't want to edit the wrong draft. Save yourself hours of lost time and frustration. Keep track of all your drafts in one folder and make sure you know the file name of the latest draft.

When using anyone's material, contact the author and let him/her know your intent. If the quote was made a number of years ago, ask the person if there is anything one might change. Always source any material you borrow to avoid infringement of copyright.

Here are some RaW Stems™ for your reflective enjoyment:

1. After writing with flow and little editing, I will be ready to _____.
2. I will use automatic spelling and grammar checking as well as _____.
3. Since this is a time-consuming and crucial step I shall _____.
4. I have recruited the following people to assist me in editing my eBook: _____.
5. The list of things I will need someone to check in the editing phase includes: _____.

STEP VIII

You Are Ready to COMPILE Your eBook

Welcome to Step Eight, You Are Ready To Compile Your eBook, of the eBook authoring journey. If one of life's defining features is about making choices, then this step certainly resembles life. You have many choices for publishing your eBook!

> **"Happiness is that state of consciousness which proceeds from achievement of one's values."**
> --Ayn Rand

One of the most exhilarating and poignant feelings in your eBook authoring journey is the point at which you finally find yourself ready to publish your eBook. The knowledge that you are making a difference—adding incredible value—in the lives of other educators and students globally is an elated, feeling which is worth the time and effort spent completing one's eBook authoring voyage.

Ayn Rand asserts that, "Happiness is that state of consciousness which proceeds from achievement of one's values." Value congruence as Philip Humbert, author of the world's largest coaching newsletter, writes is the alignment of one's goals and values.

> **"…who we are, what we do, and how we live are aligned, there is no limit to what we can achieve."**
> --Philip Humbert

Dr. Humbert states that when "who we are, what we do, and how we live are aligned, there is no limit to what we can achieve." Your **goal** of completing an eBook about a topic for which you are passionate, and positioned with your desire to make a difference beyond the walls of your classroom and school, has made you unstoppable in this endeavor. Congratulations and savor this moment of achievement!

Publishing using eBook technology will probably be your greatest expense;

however, compared to traditional publishing, costs are minimal. This is one of the many tremendous benefits publishing in eBook format offers authors.

…compared to traditional publishing, costs are minimal.

By publishing, in eBook 'lingo', we mean "compiling." You can compile your eBook into one of several formats including: HTML (hypertext markup language—the language used to create web pages) as an EXE file, a PDF (portable document format) file, or some other format for the various devices that are capable of reading electronic books. There are many such devices including palm readers and all of them require a different formatting.

This could be the very easiest of all the steps, especially if you get someone else to compile your eBook for you! Compiling is not difficult if you choose to do it yourself. It will require you to learn some new software such as Adobe Acrobat. As an educator you can purchase Adobe Acrobat extremely inexpensively. In fact, this is probably the cheapest software available for self-publishers.

If you choose to have someone compile your eBook for you, be reminded that depending on the eBook compiler being used, your eBook will have to be delivered to the compiling company **READY** to be compiled. It will cost you money but may be worth it, especially if you do not have the time to spare to learn new software.

This could be the very easiest of all the steps, especially if you get someone else to compile your eBook for you!

If you do choose to have a professional compiler publish your eBook for you, create a list of questions to ask this person. Some items for your consideration include: payment options; what interactive enhancements will the compiler provide for you and will these cost you more; will this person make your eBook more aesthetic by enhancing, for example, your footer and header; will the compiler add color and/or graphics…Make certain you know for what you are

paying.

Consider whether a contract is necessary? Are you making sure you retain all your legal rights to your own eBook? Have you copyrighted and/or ISBN'd your eBook?

How much money were you prepared to invest in your eBook when you started the process? If you make an assumption that you never sell a single copy of your eBook, which is highly unlikely, what are you prepared to spend to put in on the web?

When you are really successful as an eBook author, how much annual income would you be realistically happy with as a return on your investment?

There are many eBook compiling software titles available and many free ones on the web that do a reasonably good job according to people who have used them. You can download them from the Internet. Read articles about the various ones available for free before choosing one, if you want to do it yourself. There are also compilers to purchase with some costing hundreds of dollars. Many sites on the web, including AwakenTheAuthorWithin.com, will compile your eBook for you for a fee.

Here are some RaW Stems™ for your reflective enjoyment:

1. Among the choices I have for publishing I choose _____ because _____ .
2. The eye appeal of my eBook is ensured by _____ .
3. I will purchase the compiling software, _____ , and learn how to do it myself.
4. I intend to make my eBook available for a wide variety of reading devices including _____ .
5. The cost of having someone else compile my eBook is _____ .

STEP IX

You Must Take Your eBook To MARKET

Welcome to Step 9 of the eBook authoring journey, Marketing. It is at this stage that you will begin to fully realize your ability to affect potentially tens, even hundreds of thousands of people worldwide with your published eBook. A properly developed marketing plan will utilize the synergy of yourself and others to help market your masterpiece. Invest your time in your future.

> **Now that you are an authority on the subject in your eBook, how might you use your eBook to further your professional career, your authoring career, your personal path to a fulfilling life?**

Now that you are an **author**ity on the subject in your eBook, how might you use your eBook to further your professional career, your authoring career, your personal path to a fulfilling life? The foundation for the rest of your life is your eBook.

Steven Schneiderman, president of eBookomatic, reminds us of the following important differences concerning key concepts related to marketing. Publishing an eBook simply means you are making it accessible on the Internet, diskette and/or CD for others to purchase. Marketing an eBook means you are presenting an awareness of your eBook's availability and value to those people you are trying to reach.

> **"…these people know a book will advance a cause, give them more credibility, bring in more business and/or provide another source of income."**
> --Dan Poynter

Mr. Schneiderman goes on to say that selling your eBook involves you and others actively engaged in exchanging your eBook for money. Finally, increasing your wealth and becoming a recognized leader in your field is about marketing your eBook more and more aggressively to your target audience resulting in educators, and those related to education purchasing it.

Consider the following statement made by self-publishing guru Dan Poynter, "Few things can boost a company's image like a book (or an eBook). Look at what Lee Iacocca's books did for Chrysler, John Sculley's book did for Apple and Harvey Mackay's books have done for his envelope company."

> **Regardless of how involved you wish to be in marketing your eBook, you must still take an active role in promoting, selling, and monitoring the sales of your eBook.**

Mr. Poynter further adds that Marriott, Hilton, Volkswagen and many politicians have written books. These people know a book will advance a cause, give them more credibility, bring in more business and/or provide another source of income.

This step can be as easy or involved as you wish. Marketing your eBook from your perspective as an independent author means two things: 1. advertising yourself and your eBook; and 2. selling your eBook or making it available for FREE. You should focus your energy in marketing both online and offline. Your online endeavors will allow you to reach more people faster. This is one of the important reasons for publishing in eBook format that we discussed in a previous issue.

> **Make yourself 'savvy' enough to be your own agent representing your best interests in marketing and selling your eBook.**

The keys to your decision with respect to marketing include the following variables: 1. time; 2. money; 3. knowledge; and 4. access to customers.

Three choices exist for you related to marketing online: 1. Have someone else do all or most of the work for you on their site; or 2. Do it all yourself including designing and building your personal site; or 3. Take an active role along with an established web site.

Marketing offline can include a wide variety of activities and should not be ignored. If you haven't already begun, think about offering a workshop/keynote address on your eBook topic. This venue will provide you many opportunities to

sell your expertise and your eBook. Enlist an R&D Team from your workshop participants in exchange for a free copy of your eBook and continue to add

Authoring and marketing your eBook is all about demonstrating your expertise to both an online and offline audience.

material to your eBook or begin another eBook. Write an article based on the information from each of your chapters. Submit these to both offline magazines and online ezines.

Regardless of how involved you wish to be in marketing your eBook, you must still take an **active role** in promoting, selling, and monitoring the sales of your eBook. Why you might ask? Consider the following thoughts:

- You have the most invested in your eBook.
- You have an emotional attachment to the eBook.
- You are more interested than anyone else in making your eBook popular.
- You will feel better personally and professionally taking an active interest.
- You will make more money if you do some work yourself.
- You had a target audience in mind when you started and therefore should have access to them to promote your eBook.

"Aim to be recognized as the industry expert in your field. Remember the person who has the expertise has a far greater contribution to make than the person whose knowledge is just average."
--Brian Tracy

Make yourself 'savvy' enough to be your own agent representing your best interests in marketing and selling your eBook. Always be prepared with the eBook itself to sell it directly when you have a real or potential customer, or at least be prepared to direct that person to where they can purchase your eBook.

Remember that most successful entrepreneurs will tell you that the best advice they can give you is to give to others. Be generous with your time and expertise. The giving will come back to you a hundred fold. Do what you can to help others

in promoting and selling your eBook.

Authoring and marketing your eBook is all about demonstrating your expertise to both an online and offline audience. Internationally acclaimed author and speaker Brian Tracy adds these thoughts about becoming an expert in the area of your interest—"Aim to be recognized as the industry expert in your field. Remember the person who has the expertise has a far greater contribution to make than the person whose knowledge is just average."

Marketing in a sense is all about sharing your contribution with an audience beyond the confines of your classroom and school.

Here are some RaW Stems™ for your reflective enjoyment:

1. all choose _____ to market and sell my eBook because _____.
2. In addition to the primary marketer I shall _____ to sell my eBook.
3. I shall draw up a list of questions for potential marketers of my eBook which will include _____.
4. The advantages of having someone else market my eBook are _____.
5. There are many things I can do to market my own eBook including _____.

STEP X

You Have the "Write" To CELEBRATE

Welcome to the final step, "You Have The Write To Celebrate," of the eBook authoring process. This is Step 10 of your journey and brings us to the realization that the work we have spent authoring and publishing is finished, and marketing is well underway.

> **As you realize the elated feeling of seeing your eBook downloaded increasingly more, begin to take note of feedback you receive.**

While taking the time to celebrate, remember that marketing is an on-going activity and will require you to keep your eyes open for new opportunities. As you realize the elated feeling of seeing your eBook downloaded increasingly more, begin to take note of feedback you receive.

Did you begin your original eBook with the thought of writing a second one on the same topic? Does the feedback you receive give you an idea of a possible different theme, or one which might allow you to present your topic in a different manner? Begin to keep notes with an eye toward keeping your eBook current. Updates are made easily. With eBook technology you have the option to republish the pages only on which you make changes, while keeping the rest of your eBook in tact.

> **"…Influentials in American society are more interested in making contributions both locally and globally than they are acquiring the status symbols traditionally associated with success."**
> --Polly LaBarre

It can't be stressed enough that the success of your eBook depends on your key team members who have helped you from the onset. Not only will your material be of higher quality, but you will have leveraged yourself in many areas. Leverage is an extremely important term, as all busy people know.

Your chosen team is responsible to a large degree in your production of a top quality eBook while saving you time and effort. Mark Victor Hansen and Robert Allen in their book, The One Minute Millionaire, state that, "Great books happen because Dream Teams are assembled to make them happen."

> **You can now make a difference globally 24/7 thanks to the portable, versatile, and interactive nature of eBook technology.**

In the March 2003 issue of Fast Company Magazine, Polly LaBarre writes an interesting article on success, happiness, and money. Ms. LaBarre states that the desire to have more is the most powerful driving force of our culture. This drive for more in the past has been defined largely in terms on the number of toys one has accumulated. However, there is a very influential group whom she calls the "Influentials" :-) who are redefining the notion of success. She states the Influentials in American society are more interested in making contributions both locally and globally than they are acquiring the status symbols traditionally associated with success.

The Influentials value strong relationships, personal integrity, and exploration defined as knowledge, learning, open-mindedness, and creativity. Congratulations on being an "Influential." In becoming a published author you are more interested in learning, experimenting and creating. Your eBook authoring journey has helped you realize this. You truly have become a more "influential" person. You can now make a difference globally 24/7 thanks to the portable, versatile, and interactive nature of eBook technology.

> **Celebrate the fact that you conquered fear, self-doubt, and hesitation. Most people are held hostage to these feelings and never realize their true potential for making a life-changing contribution to the world in which they live.**

Take some time to celebrate this. You certainly deserve it. Not many people take

the time to accomplish what you have. Take some time to reflect on your accomplishments. Perform a task analysis and see for yourself what you have done. In an age of "drivenness," slow down and savour the moment. Make sure this moment lasts more than a day or two.

Celebrate the fact that you conquered fear, self-doubt, and hesitation. Most people are held hostage to these feelings and never realize their true potential for making a life-changing contribution to the world in which they live.

> **Playing life risk-free, or taking the easy way out, leads to a life of reduced-opportunity, boredom, and apathy.**

If you are really true to yourself, you should celebrate after each completed step of your authoring journey. Remember you began the process with a dream and that dream was to publish for pride and profit. You must also celebrate with your team. Now it is your turn to help make dreams come true. Think of the experience that you have gained. You now have the knowledge, skills and attitudes to be a great mentor for another would-be author.

Dr. Waitley reminds us that progress comes only when chances are taken. In a lot of ways, we live in a risk-adverse society. I am referring to good risks, calculated risks, not risks subordinated primarily to chance. In our risk-adverse mentality, we forget its positive aspects. Playing life risk-free, or taking the easy way out, leads to a life of reduced-opportunity, boredom, and apathy.

> "You must risk in order to gain security,
> but you must never seek security"
> —Denis Waitley

Successful people are calculated risk takers, and know that life is not a dress rehearsal. You only get one life to live, so make sure that you live it in prime time. You have created your own prime time. Congratulations! Cherish the moments for more than a moment. You deserve it.

Here are some RaW Stems™ for your reflective enjoyment:

1. My accomplishments in the completion of my eBook include the following _____.

2. Savouring the moment for me means _____.

3. List the major obstacles you were able to overcome _____.

Benefits of Operating a Home-Based Business

This chapter is meant to open your eyes to some of the potential benefits of establishing a business as an eBook author from your home. It is important that you refer to your own state's or province's laws regarding tax laws and/or discuss your situation with an attorney and/or an accountant.

> **…refer to your own state's or province's laws regarding tax laws and/or discuss your situation with an attorney and/or an accountant.**

Although you might not choose to, if you're going to author an eBook you just might consider creating a business for yourself from home. This can be extremely financially rewarding for you. Along with the income generated from the sales of your eBook and corollary professional speaking engagements/workshops/seminars/teleseminars etc., you might also be able to add another form of income thru significant tax benefits accrued to you because of your home-based business.

My father who is an accountant told me from an early age that the tax laws in Canada and the U.S. are made for the business person. If you establish a business from your home, you will be entitled to many of the **same** deductions that many of the businesses your frequent each day claim.

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If you deduct business expenses with no goal of making a profit, this is called tax evasion. This is against the law. On the other hand, if you have the honorable goal of making a profit, than deducting expenses from you income, which is one form of tax avoidance, is perfectly legal. However, the government will only be gratuitous to you for so long. Usually you have five to seven years to show a net profit, depending on where you live.

If you are thinking of establishing a business, consulting a lawyer and an accountant is probably a good idea. They will help you determine how you should register your business--as a sole proprietorship, LLC, C-Corporation or S-Corporation.

Once you have registered your business--it cost me the equivalent of about

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$40.00 USD to do this--and have obtained a business license, it is important to obtain a business day planner/palm pilot and a ledger book/software such as Quicken.

The proper use of your day planner/palm pilot will show you to be in business. Your ledger book/Quicken software will help you organize and track your income and expenses. This makes completing your taxes during tax season a cinch!

At the beginning of your business venture, your expenses probably will outweigh your profits. As a result, you might be able to significantly lower your income by claiming your business costs against your annual income, thereby decreasing your earned income.

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The benefit of this is that, depending on your tax bracket, you will be able to lower the amount of tax you pay to the government. The government actually allows you to do this. I don't know about you, but any gratuitous opportunity the government allows, I am for!

Now if you show a business loss, the government does expect that you will eventually show a net profit. The key variable that the government wants to see is that you have an **intention** to make a profit. You demonstrate this by using

your day planner/palm pilot and recording all your business activities.

In you day planner/palm pilot track all of your business actions. Record the miles/kilometers traveled, the reason for your travels (i.e. purchase computer software such as Adobe Acrobat, meet a friend to discuss my eBook, purchase groceries for a business meeting at my house...), the time of your meeting/appointment/business purchases, and the amount you spend.

Make sure to keep any receipts. I store my receipts in small envelopes labeled with the months of the year.

Remember that there are four key pieces of information that you will need to record: time, date, reason for meeting/purchase, and whom you met.

> **Make sure to keep any receipts. I store my receipts in small envelopes labeled with the months of the year.**

The following are some other possible items for which you might be able to gain a tax deduction: travel expenses; automobile expenses; home expenses including utilities and home repairs; mortgage interest expenses; computer, fax, Internet, telephone, cell phone expenses; entertainment expenses; software purchases; office supplies and furniture; bathroom expenses (every office needs this important room ;o}); books, courses and other professional development expenses.

Here's a bright idea...You should be able to deduct the cost of all the authoring and publishing materials your purchase against your income.

Use your ledger book/Quicken software to record expenses and income generated each day. A ledger book makes this a simple task. Set up each month so that you have the left and right pages before you. Across the top of both

pages set up the title of your columns, which will expand both pages and are face up. Record the days of the particular month down the left side of the left page.

Use headings such as Income (from eBook sales, speaking engagements etc.), Automobile Expenses, Business Purchases, Utilities, Travel Expenses, Software Expenses, Travel Expenses including gas, hotels, meals etc. (for seminars, speaking engagements/workshops)...

> **As you can see, there are many advantages to establishing a business beyond the income you generate from you eBook sales. And it can be done with relative ease.**

At the end of each month total each column and then turn the page to record the same columns for the next month. At the end of twelve months, you simply have to add up the subtotals from each page and you have your total income and business expenses for the year.

As you can see, there are many advantages to establishing a business beyond the income you generate from you eBook sales. And it can be done with relative ease.

All it takes is for you to open your mind to the many benefits that having a home-based business will do for you. It also will require you to invest some time educating and organizing

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yourself. The good news it that once you have established a system, it will only take a few minutes each day to keep yourself organized.