

# WRITING A QUALITY eBook THAT SELLS

Top Tips For eBook Writers  
Avoid Common Mistakes



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### Writing A Quality Ebook That Sells

These days it's pretty easy to be an author.

No longer do you have to send off a manuscript to a publisher and hope they choose your book out of the thousands submitted yearly. Nope you can write whatever you want and self publish it on many different sites, with Amazon being one of the most popular.

But keep in mind being an author and publishing has become easy, but that does not mean you are going to sell your ebooks. So what can you do to make sure your ebook sells?

One of the things you should do is let who you are shine through. This will help you to add more depth to your ebook and not duplicate so much from others. We aren't talking about plagiarizing, which is completely illegal and should never be done.

But the reality is concepts can be similarly presented. The bottom line is that there are not many books being bought just so someone can be informed. You can do that for free thanks to the Internet.

To get a person to buy a book in addition to teaching them something you need to inspire, captivate, challenge and entertain them. They want to get their money's worth and the want to make sure the book is worth reading.

You can do this by letting who you are shine through in the book. You can add your own quirkiness or your own sense of humor. You can share your personal opinions and ideas and you can allow your reader to feel like they are getting to know you and what you think.

Make sure you write enough so that your reader feels like they are getting enough material for their money. This does not mean that you should just write to fill the space. A good writer will be able to add value while ensuring they create an ebook that is long enough to tempt readers to make the purchase.

You want your readers to be satisfied with your book and the information they are getting. They won't be if you cut it too short, if you give them a little information on a subject or point but not enough to leave them feeling satisfied. This certainly is a balancing act and you'll need to decide what the right balance is.

Bottom line, if you want your ebook to sell you need to be prepared to write something

### What You Need to Know if You Are Writing an Ebook

This ebook looks at the various stages that as a digital author you will need to follow and show some helpful tips along the way that will help you as budding author to avoid. You will discover useful advice from when you first step out to research your chosen topic or subject area through to compiling and writing your ebook. Then you will also be shown how to create a strong book cover for your ebook and look at how you can promote your title.

You will learn how to use Social Media and key ways to advance your promotion to help to monetise your digital offering be this is in the form of a digital eBook or a digital report.

Congratulations on writing your ebook. Please, don't act like it isn't a big deal, because it is. If this is your first ebook it's pretty common to be uncomfortable about marketing your ebook, so a common mistake is to launch without any fluff or excitement. Don't make this mistake!

Don't just put a new link on your blog and a couple of short, low key posts on your Facebook profile. You can have written the best book on the market, but if you do not promote it properly sales will wither and die. Besides, really, if you are not willing to take the time to market your ebook once you have completed the hard work of writing it, you've wasted all that time and your effort is for nothing.

You should be proud of your accomplishment. You are right? Then start to act like what you've done matters to you. If you aren't feeling proud about what you have written maybe it isn't ready for the market. Maybe you need to go spend more time writing it.

Get busy mixing up your promotional marketing messages, there are all kinds of ways to promote your ebook including your blog, Facebook, Twitter, Tumblr, Google+, other social networking sites, email, and the list goes on. Take the time to seek out as many valuable sources as you can. If you are selling your ebook on Amazon, give it away for a period of time to create a buzz.

Do not ignore the power of the social market. Even when your readers know you already, it does not mean that they trust that this ebook is good. Only once that first review is in, they will begin to consider the idea that the ebook is good and the more reviews you have, the more confidence will be established about the quality of the ebook.

You can send out copies for review to bloggers that fit your niche before your book goes to market. That way you will already have some reviews when your ebook goes to market. Add a couple of these positive reviews to your sales page to really enjoy the benefits and if you can add a photo of the reviewers that will add additional credibility.

You've put a lot of time and effort into writing a quality ebook, give the marketing the attention it deserves so you can reap the benefits of your hard work.

### **3 Good Reasons You Should Write an Ebook**

Have you been thinking about writing an eBook, but then a little voice in your head says why bother. Stop listening to that voice and write that eBook. In fact, here are 3 good reasons why you should.

#### **#1 An eBook is an Excellent Incentive to Bring New Subscribers Onboard**

If your email list has stopped growing or is growing so slow you think it's stopped, you can add new subscribers every week with the right marketing tactic. The problem is today many visitors are hesitant to give out their email address, even when they like what your site has to offer. That means you might have to give them a little incentive. An eBook that is packed with valuable content is the perfect incentive. If you provide your visitors with the option of getting valuable information for free that your visitors would be happy to pay for, you will see significant improvements in your subscribers.