



www.TheEbookCoach.com

Laying The Foundation For A Profitable eBook

Instructional Call 1 Passion & Skills

Note: This is proprietary information.

If you would like to teach it after the workshop contact us for a licensing agreement. We appreciate your cooperation.

Finding Your Passion

If you can't find the perfect topic, pick a "for now" topic and learn the process.

Types of eBooks

Our model: 96 pages in length-doesn't require a lot of research

What are you going to write about?

Free vs. "For Sale" eBooks

Give it away for free if you are new to marketing Give it away

for free if you want to promote something else you are selling Sell it if you want to make money Sell it if you want to build a list and get paid for doing it!

What niche are you going to concentrate on?

Can you sub-niche it?

Depression vs. Post

Post-partum depression

Parenting vs. Parenting Adult Children

What is your desired outcome?

Exercise #1 Post-it Note Exercise

Write: "I have finished my first ebook and I am an author!"

Or, if you've written one before, write: "I have finished my next ebook and

I am an author!"

Write this several times on pieces of paper. Then, put them around the house where you will see them over the weekend.

How did it feel to say you were an author?

Exercise #2

Tingle/Rage exercise from Kim Castle of

Why Brand U.

On the left-hand side of the paper write "Tingle" on the right-hand side write: "Rage" and make a line down the center of the page separating them. For one full minute, write down

everything that makes you tingle.

For one full minute write down everything that makes you rage.

Exercise #3

Write down your hobbies and/or anything you really enjoy doing.

Exercise #4

Write down what magazines, or anything you subscribe to that you enjoy.

Exercise #5

Write down what you like to talk about at parties, with friends? Around the cooler if you have a “job”

Exercise #6

Write down what ideas you really want to share with others?

What's your message?

Exercise #7

Write down what you dream of achieving. If you can't think of anything ask yourself:

What could you dream about achieving if you allowed yourself to dream?

Exercise #8

Write down: What is your ultimate dream?

Analyze Your List

Are there some that kept coming up? Maybe there are 3 or 4 that are most important to you.

Skills

Write down what you are really good at. What skills do you have? What comes easily to you that others would pay to learn?

Review Your Life

Review your work history.

Look at what you've done in the past and what you learned from it.

Have you observed mistakes you could teach others how to do better, quicker, or easier?

Ask family, friends, colleagues, anyone who knows you well, and will tell you the truth about what they think you are good at.

Take Inventory

Once you have all this information, ask yourself: where do my passion and skills overlap?

Ask The Hard Questions

Where would you like to be in the future?

What is stopping you from getting there?

Could you write an ebook about that?

What have you learned in your personal development that could help others?

Why Are You Writing Your eBook?

If you're just starting out, it should be to become an expert and increase your credibility (doesn't mean you can't make money too though if you want to)

If you've got a list and you are selling products already, you might write an ebook to add to your product list

Or, as an introduction to a longer ebook or product.

Exercise #9

What do you want to accomplish with your ebook?

Identify Your Target Market

People like you, your children, your parents, your colleagues, your friends, etc. People you have an "affinity" for, according to Marketing Great, Dan Kennedy.

Exercise #10

Write down all the groups that you belong to.

Exercise #11

What problems do you solve in your business?

What products and services can you provide that are the solution to someone else's problem?

Knowing vs. Not Knowing

1. You know that somebody has a need because you, or someone you know, has had the same need.

2. You don't know, but by taking action, doing research, and observing, you find out what people want and give it to them (As you learn more, adjust your strategy.)

Short-cuts To Writing an eBook

Look at what others are doing and see if you can improve upon what already exists, but don't steal.

Or, find a model in a different niche that you can adapt to your niche.

You can rework a manuscript from someone else but only with their permission. Always offer them a percentage of the profits.

Note what you like and don't like that others are doing.

Resources

The Passion Test Interview bonus: The Passion Test Book

<http://tinyurl.com/passionateinlife>

What Color Is Your Parachute?

<http://tinyurl.com/parachutecolors>

Little Voice Mastery

<http://tinyurl.com/stopvoices>

The Power of Focus

<http://tinyurl.com/superfocused>

Ultimate Guide to Electronic Marketing For Small Businesses

<http://tinyurl.com/tomsmarketing>

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