

Tips For Future Authors

Except from:

Retirees Write for Internet profit

Guide: Your First eBook



I'll bet you have thought about supplementing your income. Those of us in the, 'wishful thinking department', buy lottery tickets and dream. Writers and, 'closet writers', fantasize about writing a great book: a book that, 'pulls', a book that makes money, maybe even, 'big money'.

My neighbor's, 15-year-old daughter, produced her own website for a science project. You can clearly see that teenagers are headed for internet writing. **Seniors** are now buying more items on the internet, feeling comfortable with everything Net and definitely interested to earn money on the internet.

This could be you:

- making the cash
- being recognized as an internet, money-making guru
- savoring some fame
- and seeing your book in e-print, purchased all over the world
- and enjoying the prestige

Don't huff and say, "Not me!", because anyone can do it. If you can write a friendly letter, (excuse me... I mean a somewhat long e-mail), like in grade school, explaining what you did on your vacation, you can write an ebook.

No topic!

No Internet Skills! What do I do?

My answer is, in **retirement** I'll bet you started something new. So now, why not be a writer?

Advice from Casie P. Indiana

Following advice from a very nice 'guru' I have learned several things:

1. Fiction is not the big seller. People want, "How To" books. Seven out of eight books sold on the internet are non-fiction.
2. You need to find a niche and fill it with ebook information. Pick something you know lots about and others do not.
3. You are master of your own ebook destiny. That doesn't mean there isn't a learning curve to marketing an ebook. There certainly is and you have to learn how to get 'known' to sell in cyberspace.
4. Selling an ebook is easier with a, 'roadmap' to follow, reduces the marketing load and learning curve by a, 'country mile'. Meaning, you needed to take internet courses to learn. Follow several writers on YouTube. When comfortable with one or two, order their course and see where it takes you.

Last, but not least, there will be a cash outlay without the promise of profit.

Authors who have knowledge and some degree of writing skill, know, 'up-front', that their ebook can be published on the NET; on Amazon or elsewhere.

With an ebook you will never face rejection based on a form letter, probably sent by a mail-room clerk or 'low-down the ladder', reader. But, realize there is no promise of people buying your book other than your relatives.

That could be enough to get you some 'press' in your local newspaper, be asked to 'guest speak', or lead to other interesting projects.

I am free of publishers, agents, (which I couldn't get, one of), aggravation and the ever-debilitating SASE. So that's it from the Rockies. Share this e-mail with your readers so that prospective authors will avoid the route I took.

Take Care

Casie

Building the "How to" Book

Most closet writers and wishful writers, have a thick file of clippings, articles, notes, books, book titles and web site addresses, all pertaining to their topic. Dig out that bulky file and look at it with a, 'niche-like' eye. Separate the material into categories, (which might later become chapters).

- Delete the inappropriate.
- Think, 'outside the box'.

- Jot every thought that comes into your head.
- Look for the unique angle, the problem that needs to be solved.
- Focus on your buyer's need
- Start to crystallize. The biggest, all-consuming idea you have to answer for your potential buyer is:

"What's in it for me?"

"What's In It For Me?"

Your book and foremost, your future ebook sales, must address the reader's question,

"What's in it for me?"

Before you start any writing, review your files and outline all the problems that you can solve for a reader. Look at your ebook as a problem solving manual. Recognize that providing benefits is foremost.

BENEFITS ARE THE ONLY REASON SOMEONE WILL BUY YOUR EBOOK.

eBook Death Knell

Many writers fall into the trap of seeing features as a benefit. When you deal with features, every one of them has to be tied to a benefit.

The following list should make finding benefits crystal clear to you. Your customer wants benefits. Features are nice but they aren't what sells a product whether it's a book or an item. Any vacuum cleaner salesman knows this all too well.

Turn a Feature Into a Benefit

A child learns to play alone. Target: Mom gets time to do

something for herself

A sanding technique. Target: Have the best-looking boat on the lake

How to lose weight: Target: Attracting a man

How to swing a bat well: Target: Being the best hitter on the team

"What's in it for me?" sells books.

Stay tuned for more freebies about being an author of an ebook and succeeding.