Unleash The Writer In You

Learn the Craft of Ebooking

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Why Compose an eBook?

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It's not rightful that everything that has been stated has already been composed. Since that inauspicious axiom came into usage, the entire universe has altered. Technology has modified, ideas have shifted, and the mindsets of whole lands have changed.

The fact is that this is the perfect time to write an ebook. What the publishing industry needs are people who can tap into the world as it is today - innovative thinkers who can make the leap into the new millennium and figure out how to solve old problems in a new way. Ebooks are a new and powerful tool for original thinkers with fresh ideas to disseminate information to the millions of people who are struggling to figure out how to do a plethora of different things.

Let's say you already have a brilliant idea, and the knowledge to back it up that will enable you to write an exceptional ebook. You may be sitting at your computer staring at a blank screen wondering, "Why? Why should I go through all the trouble of writing my ebook when it's so impossible to get anything published these days?

Well, let me assure you that publishing an ebook is entirely different than publishing a book in print. Let's look at the specifics of how the print and cyber publishing industry differ, and the many reasons why you should take the plunge and get your fingers tapping across those keyboards!

Submitting a print book to conventional publishing houses or to agents is similar to wearing a hair shirt 24/7. No matter how good your book actually is, or how many critique services and mentor writers have told you that "you've got what it takes," your submitted

manuscript keeps coming back to you as if it is a boomerang instead of a valuable mine of information.

Perhaps, in desperation, you've checked out self-publishing and found out just how expensive a venture it can be. Most "vanity presses" require minimal print runs of at least 500 copies, and even that amount will cost you thousands of dollars. Some presses' minimal run starts at 1,000 to 2,000 copies. And that's just for the printing and binding. Add in distribution, shipping, and promotional costs and - well, you do the math. Even if you wanted to go this route, you may not have that kind of money to risk.

Let's say you already have an Internet business with a quality website and a quality product. An ebook is one of the most powerful ways to promote your business while educating people with the knowledge you already possess as a business owner of a specific product or service.

For example, let's say that you've spent the last twenty-five years growing and training bonsai trees, and now you're ready to share your knowledge and experience. An ebook is the perfect way to reach the largest audience of bonsai enthusiasts.

Ebooks will not only promote your business - they will help you make a name for yourself and your company, and establish you as an expert in your field. You may even find that you have enough to say to warrant a series of ebooks. Specific businesses are complicated and often require the different aspects to be divided in order for the reader to get the full story.

Perhaps your goals are more finely tuned in terms of the ebook scene. You may want to build a whole business around writing and publishing ebooks. Essentially, you want to start an e-business. You are thinking of setting up a website to promote and market your ebooks. Maybe you're even thinking of producing an ezine.