

What is ePublishing and How Can It Help Sell My Writing?

By
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ePublishing is the process of converting your word-processed document into a file that anyone can purchase and download to a computer and read your information offline.

You can convert your documents into an Adobe .PDF format which allows both PC and MAC users to read your file. Or, you can purchase an eBook compiler program that will convert your document into an .EXE file that opens up in a stand-alone program that PC users can read on their computer.

ePublishing is a venue that can bring many rewards to your professional writing business and career. When you offer an eBook to your customers, you become an expert (not to mention that you earn money for selling your knowledge).

You should publish an eBook when you have worked hard to focus on one specific area that will enhance your customer's or client's life. The best way to find the topic you want to write about, is to make a list of ten things that your client's have asked you during the past six months. What are their concerns? Did you hear a question repeated more than once? That's a good indicator that more information is needed in your market area.

Once you've chosen your topic, take three questions and answer them. You must have a value-add to this product, which means it must address a specific need that only YOU can answer in your "writing voice."

You create material for your eBook by feeling passionate about the topic, and knowing in your heart that people want to hear what you have to say about that topic. When you recognize your own passion, it's extremely easy to sit at your keyboard and employ "stream of consciousness" or "automatic writing techniques." What do I mean by this? Look at the question. Create three power words that answer the question, and then write about this topic as fast as you can for five minutes. The end result will amaze you.

Another method is to close your eyes for a minute before writing, and try to visualize yourself talking face-to-face with a client who is hurting and needs your help. "Hurting" can mean anything you want it to, but basically, he or she needs help, and you're going to give it to them.

The number of pages in your eBook will be decided by how much you want to tell. You can write a simple 3-page report and sell it for \$6.95; a 16-page report for \$9.95 if you're providing valuable information; a 40-page report for \$14.97; a 75-100 page report for \$39.95, or a 200-page report for \$97.00.

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~Candace Sinclair

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