

# **How to Create Your eBook**

**Build Instant Authority, Social Proof and Leads**

**By Tad Stephens**



## **How to Create Your eBook - Build Instant Authority, Social Proof and Leads**

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# How to Create Your eBook - Build Instant Authority, Social Proof and Leads

## Chapter 1: Introduction

This is how I write eBooks for myself and my clients and how you can write eBooks for yourself or your clients. It's a method I put together over the last few years because of the content I deal with while marketing online.

Before we get started I'd like to give a big shout out to [Dr. Ben Adkins](#), Frank Kern and others for ideas from their trainings help lead me to eBook development and marketing.



Image courtesy of adamr at FreeDigitalPhotos.net

### **About the Author**

My name is Tad Stephens and I write eBooks for clients as well as online sales funnel, local and national lead generation among other internet marketing activities. I graduated from the University of Texas at Arlington with degrees in I.T. and Economics in 1988. Then, received a degree in Accounting Information Systems in 1992 from U.T. Dallas.

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After graduating, I did freelance I.T. consulting for Fortune 500 Companies. I grew tired of that after about two and a half decades, and in the meantime found a new way of making money doing something that I love. In 2004 my wife, a CPA, and I began our own company and website called [Cpethink.com](http://Cpethink.com) which sells online continuing education services (in other words, classes and training) for CPAs. Running this website with my wife forced me into internet marketing as I had to learn how to sell our courses online. I also wrote a book in 2014 called *Internet Marketing for the Small Business Owner* which, as the title might suggest, is all about internet marketing. This book was an Amazon best-seller for quite some time due mostly to the internet marketing that I did to promote it.

### **Why Use This Book?**

So, what's the point of eBooks anyway and why would you want to learn how to write them? They serve all sorts of purposes, but we will mainly cover their use when it comes to lead generation and marketing. You can, of course, create your eBooks to sell (and we'll get to that later), but we will focus on using them to market a product or service, make money from affiliates and of course generate leads for your high-ticket products and services.

We'll also explore and lay out a step-by-step approach of how to create your eBooks even if you don't have the time or expertise it takes to write one. This is a guide for those who can and want to write it all by themselves but also for those who don't want to write anything, and everyone in between. Your choice...

## Chapter 2: Starting Your eBook

Now that you have a little better understanding of what an eBook is and why you want to write one, it's time to get started on writing your very first one. Beginning always seems like the hardest part since you don't always know what to do or where to go. Fear not, writing your first eBook need not be a daunting task. In fact, with this guide, you'll find it to be way easier than you would've imagined.

### Topics

So, the first thing we need is a topic. The topic for the your eBook you're usually going to pull from existing content that you already have, such as a training seminar, mastermind coaching group, or something else that you already have



created. What you look for is the biggest pain point or problem your potential prospects or your clients have that you can solve with the help of your content.

Creating a topic and the eBook content about what you already have or know is the easiest thing to do since you're already an expert. It will save you countless hours of research and reading that you would normally be doing if faced with an unfamiliar or new subject.

In addition to creating content from already familiar material the purpose of this type of eBook is to bring people in to a sales funnel that will warm them to your high-ticket products, services, offers, trainings, etc. This is why we are not just writing any old eBook about any or many topics or problems. We are NOT trying to solve more than 1 problem and we are solving it with 1 solution in 1 sitting for the reader.

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I used to struggle with getting off topic or tried to solve too many problems at times and what I use in the next section prevents me from doing that and will do the same for you. But you must follow it.

### **Format**

Each eBook is different, though I usually stick to one of three main formats or flows. The format or flow of the eBook is designed to lead people down a path or sales funnel. Meaning that it usually shows them a problem they have with your goal is they will buy a product or service you have as an offer that will solve that problem. For example, I've seen eBooks on subjects like exercise balls, ketogenic diets, Bitcoin, and virtual real estate assistants. In each case, the eBook was meant to solve the problem it was written to solve, build trust in the author, and then convince the reader that they could use the bigger product or service to solve other or bigger problems or pain they were experiencing that was related to the problem or pain solved in the eBook. At the same time build the picture in the readers mind that their life will be better after they do what the eBook is written on.

Here are the three main ways I format my eBook.

### **Step-By-Step Guide**

The first format or flow is the Step-By-Step format which is pretty much the way this eBook is written. Any eBook written in this format is meant to be easily followed simply by paying attention to each step. It should be written in a way that can be easily explained to beginners since your reader will likely be someone who doesn't have much experience, if any, in performing the tasks outlined in the eBook.

They should end with a conclusion that clearly shows the reader what they can do with their newfound information. And how their life will be better, more fulfilling, they will have

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more wealth, more money, be better looking, and taller (just kidding on the last one).

This will also lead them to be interested and desire your higher ticket items. Again, the purpose of the eBook is to lead the reader down a funnel to where you want them to eventually end up.

### **1-1-1**

Another way to format your eBook is by using the 1-1-1 approach. This term was coined by Jason Fladlin of Rapid Crush, Inc. who is an Internet Marketer whom I have a great deal of respect for.

This approach is simple: you solve one problem with one solution in one sitting for the reader. You don't try and solve two problems, you don't try and solve three problems, you don't try to save the world; you just try and solve the one that's in front of them right here and right now. This single-minded approach makes it easier for the reader to get a full grasp of the information whereas introducing multiple problems or solutions would inevitably distract them and possibly overwhelm or confuse them with information. To quote a long held sales belief, "a confused mind never buys." Not to mention solving more than one problem would make the eBook too long to be consumed in one sitting.

So, keep it to one problem which will also keep it shorter. Make sure they're hyper interested and engaged so they will be excited when you offer them your higher ticket item or a free consultation or to attend a webinar or whatever you offer at the end.

### **Identity-Struggle-Discovery-Result**

The Identity-Struggle-Discovery-Result approach was coined by a gentleman named Kevin Rogers, who wrote a short yet excellent eBook called *The 60 Second Sales Hook*. This approach is a powerful storytelling method that you'll see during Presidential inauguration speeches, 30-second Super Bowl advertisements, and stand-up comedy routines among others. Mr. Rogers himself has gone from being a stand-up

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comic veteran of 10 years to doing internet marketing for major multinational corporations.

The formula goes like this:

- **Identity:** Establish who you are and how you are like your reader.
- **Struggle:** Describe what problem you and your reader were and are faced with.
- **Discovery:** Tell about a solution you found through a discovery that you made, how you would still be struggling without the discovery, and lastly how your reader will continue to struggle without the discovery.
- **Result:** Tell and show the reader how your life is infinitely better after your discovery and what you did that ended your struggle. Also paint a picture of how your readers life will likewise be infinitely better when (not if) they execute your discovery.

Mr. Rogers explains how Jimmy Fallon used this approach during his first appearance on The Tonight Show. Fallon is now one of the most popular late-night show hosts, pulling in over 3 million views each night.

Clearly, both Rogers and Fallon have been quite successful using this method. The trick here is to be as relatable as possible. If your audience can relate to your humble beginnings and the problems you've overcome, they will be willing to listen to the discovery that helped make your life better.

I'd also like to add a fifth step to the end of this called "Transition." The Result can easily be used to transition to your offer of a free consultation, webinar, higher ticket item, etc. Relate your offer to your story so that people who relate to your situation can see the benefits of whatever you're trying to offer.

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## Guidelines and Best Practices

I also develop my eBooks in a standardized format so they are

- Short and can be read in one sitting (if your reader puts it down they may get distracted and not pick it back up)
- Focused on a single problem or pain point (emotionally engaging)
- Leads them to your offer whether for sale or an action you want them to take (donation, volunteering, etc.)
- Leaves them feeling that you genuinely helped them (and you need to genuinely do this, this is never about tricking anyone)
- Builds trust in you, someone that will solve their problems and not mislead them

Here are some best practices that I use:

- The length is 15 to 25 pages at about 250 words per page.
- Your first page should be your title page. Your second page should be your legal and disclaimer notice. Your third page should be a table of contents.
- Each item on the table of contents should have the chapter name followed by sub headers that describe the different sections within the chapter.
- Your main font should be 12-point Arial.
- Chapter titles will be 14-point Arial, bolded, underline, and centered. Each chapter should start on a new page.
- Sub headers should be bolded 12-point Arial.
- The top header should have the title of the book.
- The bottom header should have a copyright notice and page number.
- You should have a well-designed eBook cover because people do judge a Book by its cover, like it or not. More how to do this for just a few dollars below.
- Include 4 to 8 graphics or images in the body of the eBook so it is not all text. Humans love visual representation and providing that helps engagement.
- End with exactly what you want them to do, if you don't they will not do it.
- Keep the conversation going, the eBook is just the beginning, never the end.