

How to Create your own eBook on a Budget

FREE REPORT

by Richard Rossbauer

Presented by
www.RichardPresents.com
Old School Bldg, Rm D1
230 Centre St, Langhorne, PA 19047 USA

How to Create Your eBook On A Budget!

The Internet is loaded with eBooks for sale. Obviously people are buying them or there would not be so many. Subject matter ranges from "How To Make a Baby Stop Crying", "How to Train Your Cat", and "Bird Watching", to serious Internet Marketing subjects.

eBooks can provide a comfortable income for those who produce and market them successfully. Maybe you've even thought about creating one yourself, and maybe you hesitated because of possible problems in getting started. .

Problems like - How to begin, what software to buy, finding someone to put your articles into a PDF file, and how much all of this might cost. And, what about the eBook cover? That has to be expensive as well...

Once you find the right subject, you may be able to afford to have an eBook cover created for you by someone who has the software already, and they will charge for it. But, the monetary rewards are well worth it if you can just create a PDF document yourself in a subject that will sell well. You probably think it is an expensive endeavor and you will have a hard time learning to use some strange new software.

What if you were told that you could create an eBook PDF for...

FREE!

Yes, Free! And the ability to do so has been around for quite some time. Most of the Gurus will never mention it because they want to sell you the software that will do the same thing!

The resource being referred to here is called **Open Office** (a free multi-platform office suite that, in many peoples' opinion, is better than MS Office) and it is available - FREE - at www.openoffice.org/ The reason this is free is because it is "Open Source".

That means that anyone can try to add, improve, or otherwise make the end product work better (if you have the proper skills, of course) and no one actually owns the copyright or license on it.

This looks, feels and functions much like any word processing program you have used, only it has more...much more.

You have the ability to save the text in many different platforms. You can even save the document as an MS Word document and open it in that program. What is important here, though, is the fact that you can save the document as a PDF. That's right! It has a built-in PDF Converter!

If you were to search on the Internet right now for a PDF Converter program, you would find that it can cost much more than you want to pay, especially since you can get it for Free with Open Office.

Open Office is an open source software suite, and their Writer program can create high quality PDF's... for free!
Download Open Office here

<http://download.openoffice.org/>

When you have Open Office downloaded, you'll see how easy it is to enter text, add pictures, and add hyper-links to the document, as well as save it in PDF form.

Next step is to actually begin creating your eBook. It takes several steps to create an eBook, and finding the right method to create it is only the first part of the process. Now you actually have to decide what kind of eBook you want to create.

Step #1. Decide Your Subject Matter

First step is to choose a subject for your eBook. The best place to start is to choose a subject that you know a great deal about. Realize that your subject also has to pass the test of popularity, or you will have no one willing to buy it.

Go to ClickBank's Marketplace and put a keyword into the search box that is the most relevant to your subject, and see which are the most popular eBooks on that subject.

If you come up with less than five or six results, that kind of eBook probably will not sell very well. Keep using this method until you find a subject with at least a dozen results that are sold more than 50% of the time through affiliate referrals. Those are the subjects that sell the best and can be successfully promoted.

Visit ClickBank MarketPlace here

<http://www.clickbank.com/marketplace.htm>

Step #2. Gather Information and Make An Outline

Begin to search on the Internet for more information on your chosen subject to add to your own knowledge.

Next - make an outline of how you want to present your information. Start with the logical 'what, why, and how' categories of your subject, and then break it into sub-categories.

One very important caution here: Do not assume that everyone else has the same level of knowledge on your subject as you do.

Never try to sell an eBook that basically "starts in the middle." If the author/creator decides to leave out the most basic information from an eBook, which the new reader may not know, it makes the eBook unusable to that buyer.

This kind of mistake leads to an unhappy buyer who will demand a refund. Just one more paragraph or page of explanation could cure that problem. It is better to let someone who knows the basics of the subject already to feel that you added the 'extra' information as a 'filler' than have someone request a refund.

Step #3. Decide on A Heading

What? Shouldn't that be the first thing to do? No, and here is the reason why... Until you gather all of your information and start putting the outline together, the actual heading may need to change if you decide to emphasize a different point than originally planned.

Also, creating a heading first forces the author to try to fit the article to the heading. This has a limiting effect on the article which could have evolved more naturally had it waited until the outline was finished.

Step #4. Add Graphics and Pictures to Enhance Your eBook

Yes, you do need some colorful graphics and/or pictures to add interest to the eBook and break the monotony of the text. Do not, however, use large graphics and pictures as 'fillers.'



The graphics should be appropriate and not take up half of the page. If you have too large, or too many pictures and not enough information of real value, you may find yourself handing out refunds as a result.

Step #5. Create the Actual eBook in Open Office

Decide on the format for your eBook. Here are some formats to consider -

- **PDF (Recommended)**
- Word Doc
- Text file
- HTML page
- Exe file

Ebook page and font Formatting

- 8 1/2 x 11?
- 11-14 point font
- Times New Roman (most common for printed books)
- Arial or Verdana (great for reading on-screen)

Tricks to take up more space...

(This is not about adding fluff, or filling it with too much white space... your ebook should consist of high quality content. But it can be helpful to make your ebook seem longer to add perceived value).

Also please note: keep your target market in mind. Some audiences prefer short, concise information, in which case a shorter ebook is better.)

- Margins (just don't increase them too much)
- Line spacing (I like 1.5, but single spacing works, too)
- Arial or Verdana font instead of Times New Roman
- Chapter breaks

Topics and sections usually included:

- Title Page
- Legal Disclaimer Page
- Table of Contents
- Chapters
- Resource Section

Type up your text, insert hyperlinks if you wish, add pictures and graphics, and then proof-read your document over and over.

Be sure to check spelling and grammar. Nothing is worse than reading an eBook with incomplete sentences, poor spelling, and improper grammar that your third grade child could point out.

Once you have done all of the above and are satisfied with your work, you should save it as a PDF Document.

Now all you need to do is figure out if you want to pay someone to create an eBook cover, or if you want to buy the software to do it yourself. This will be your only expense using this method of eBook creation.

If you have followed all the advice and all the steps above, then, Congratulations! You just created an eBook on a budget - just like this report that I created in Open Office and saved as a PDF file directly from the "Create a New Text Document" writer program webpage!

Richard Rossbauer

*Richard has been writing articles, creating websites and sharing his experiences since the late 1990's. Most of his web activities are freely available at his www.RichardPresents.com website. ***This report may be shared and republished as long as it is not altered nor edited, the hyperlinks remain active, and all references to the author remain intact.****

Resources-

<http://www.RichardPresents.com>

[How to Write Captivating Articles – FREE eCourse](#)

[How to Use PLR Articles for your eBook – FREE eCourse](#)