

HOW TO

FREE
GUIDE
SERIES

Kick start your first product

You don't have to be super-creative
to produce your own unique product



No need to reinvent the wheel

BusinessCoachingHub.co.za

Table of Contents

Introduction

Chapter 1: Take Care of these Most Critical Things for Writing an E-book

Chapter 2: Crafting the Best Topic for Your E-book

Chapter 3: Table Of Contents – Finalizing and Drafting

Conclusion

Introduction

There's some great news... which is you don't have to be super-creative to produce your own unique product. You may always do what so many others do, and that's to upgrade something that exists; or make it greater and better it. You may produce a product mash-up and produce something over your own. Example, you've some particular issue or subject, and you have 3 or 4 eBooks on that issue.

You may simply take ideas from all these eBooks and produce your own. You don't copy but instead learning from them and making a product of your own that lets in your own ideas, analysis and data.

The thing here is that you're handling these research products as a commencing point to get ideas, so that it becomes simple for you to work with your own product. There's an unbelievable number of ideas simply sitting all over the place, so do keep an awareness. If you're going to build a product, then it's in your best interest to make a high-quality product holding useful info.

Your first product, regardless of what you do, will always take the longest and feel like the hardest. Given here are hints that will help you in that field.

Chapter 1: Take Care of these Most Critical Things for Writing an E-book

Synopsis

There are a lot of advantages to writing eBooks, but the experience is priceless. Authoring something so involved is truly worth the time and effort, not simply for apportioning your knowledge, but for the feedback you get from those who read it.

All the same, when most individuals begin to think about composing an entire eBook, they make the error of believing it will be complicated. The key component for success with any eBook is authoring it and presenting it the right way to your intended audience.



What You Need To Know

It's crucial to be centred if you wish to compose an eBook that will bring in cash.

This is the most crucial thing about authoring a great eBook: don't let your attention wander from your goal as the more data that you are able to include in your eBook the greater it will be. For instance, if you're composing an eBook about “cat training” you have to stick to that matter and not attempt to cover everything about cats.

If an individual chooses to purchase an eBook online, they're frequently looking for very directed info that may be utilized immediately. They don't wish to go through a whole bunch of frivolity before getting to the info they require.

Additionally, bear in mind that the calibre of your eBook relies on how well you produce it. Among the chief reasons why publishers reject books again and again is because they're written poorly. So, if you wish to give your target audience something they'll like, along with great info, your presentation likewise matters.

No one will give your eBook very much credit or even wish to read if it is not composed in a professional fashion. You have to really certain of what you write and how you're delivering it.

Make certain that you're specific when you ask other people to review your eBook. Would you like review of your spelling and grammar? Or about the flux and the consistency? How about the calibre and usability of your info? You have to be extremely specific when you're inviting feedback from individuals so that you know what precisely are the changes that you have to make. Remember, authoring a great eBook takes work and time and that means that you have to take the feedback you get to heart and put it to use.

Platform

“Platform” is the publishing hoopla for a plan that you've developed to market your eBook once you've released it. Your platform consolidates a number of tools to circulate the word about your new or newest eBook. As the responsibility for marketing your book is mostly your own, you're not only the writer; you're your own publisher, also. In and of itself, you're totally in charge of getting the word out to anybody you wish to purchase and read your eBook.

As an eBook, published electronically for a likely readership that will get it, store it and read it in an electronic data format, it stands to reason that you can reach that likely readership by electronic means. Here are a few of the things I've utilized to advertise my eBooks:

Review Books

Amazon and Barnes and Noble both enable me to provide a two-week lending of my book to a target area list of likely book reviewers associated with papers, magazines and blogs, who may help me to circulate the word about my eBook.

Smashwords goes beyond that: by their unparalleled couponing program, they let me send net coupons to this same target market, who may issue an indifferent review of my eBook for their particular readership. My blended target market reviewers get through to a potential huge readership nationwide.

Releases

In order to accomplish my plan for book reviewer and book purchaser recruitment, I formulate numerous press releases tailored to each particular demographic or geographic section.

Writer and Book Pages

Each of my selected publishers provides me with a free writer page and a separate marketing page for each of my eBooks, which enable me to provide relevant info about my eBooks and my pertinent background, likewise links to my appropriate blogs and a chance to sample and (hopefully) sell my eBook.

I utilize 2 of my blogs, to advertise any fresh developments about my eBooks. If you're an author and/or a writer, I strongly advocate that you take up blogging. It's an awesome way to express yourself on a steady basis, and it's not as hard as you may believe. As a matter of fact, WordPress.com makes it really simple with stepwise tutorials and ready-made, neat and clean templates that take all the hard stuff out of it. Likewise, WordPress blogs tend to bear very few W3C Validation errors, which aids in maximizing SEO.

Social Sites

This is an area that I'm starting to develop for my marketing technique. Right now, I'm limiting myself to Facebook and LinkedIn. On Facebook, I'm acquiring better results, and I'm building more of a fan base of loved ones and acquaintances, and of acquaintances of acquaintances.

Facebook enables me to issue news about my publishing efforts, full of images and direct links to particular posts on my blog.

E-Mail Marketing

In planning for advertising my eBooks, I acquired an extensive list of e-mail contacts, categorized into groups: loved ones, acquaintances, fellow publishers, paper editors, magazine editors, bloggers, book reviewers, and so forth. These sub-lists enabled me to tailor-make my promotional messages suitably to every group.

Publish More Than A Single eBook

Publish more than one eBook and publish a list of every one of your earlier eBook titles on the title page of every succeeding eBook that you publish.

Utilize a Pro Cover Designer

It's taken for granted that, particularly in the eBook publishing business, your cover picture sells your book. I'm exceedingly fortunate to have a designer who's a really talented and experienced family member who is a graphic designer. Even if you're not so lucky, I advocate you do whatever it takes to get a pro digital front cover image for your eBook. You'll need it if you wish to publish on iPad and a few of the other major eReader formats.

Chapter 2: Crafting the Best Topic for Your E-book

Synopsis

Sites target to better their popularity as this means larger earnings for them. If you own a site and are working on developing a product and are wondering how to better your popularity, then you ought to learn how to use keyword search right.

Keywords are utilized to direct potential buyers to your site. The search engine rely on keywords and finds sites that have these keywords in their pages.

But with a lot of words that are utilized daily, and 1000000s of potential buyers utilizing the web, how may you be assured that the keyword you chose will help you develop a popular product? How do you know that you're targeting the correct buyers? How may you return more income through picking the correct keyword search? Worry no longer. Here are helpful hints to help you attract potential buyers and develop a product.

Getting The Product Ideas

Your finest subject is forever a subject you've passion for, knowledge with and experience with. Your personal lifetime experiences have taught you an unparalleled set of lessons. Ascertain what you know that other people may determine as valuable.

Naturally, you are able to make a small web site that centres on almost any matter you wish but you'll have a greater chance of success, particularly if this is your 1st web site or product, if you pick out a

subject you have a little experience with. Additionally, it makes the procedure much more fun.

Brainstorming

Begin by brainstorming a list of issues. Get a pad and pen.

What are you passionate about? Put it down. What do you like to discuss? What do you study about? What specified knowledge do you have from your line of work? Any spare-time activity? Begin writing. Put everything down...don't exclude anything, simply put it down.

List the ten greatest troubles you are able to think of in your household, work or community. What do you love doing with your free time?

Ask your acquaintances and loved ones what they think you're great at and intimate with. You may be amazed at the things they see that you've left out.

Spend a strong thirty minutes on this brainstorming time. At first the thoughts will come rapidly. But then, after you've already put down the conspicuous ones, you'll begin to have to truly think about it. This is when the true might of this exercise occurs.

You see, the subconscious is an amusing thing. It takes a steady demand from your conscious mind to acquire its attention. But when you do, your subconscious mind will take up the effort for you and start to provide answers to your question as it comes up with them.

By spending an undivided thirty minutes intensely centred on brainstorming issues for your product you transmit this demand to your subconscious. For the next week your subconscious will supply really creative topics for you in a sporadic and apparently random

way. You'll be driving, taking a shower or eating supper and abruptly you'll get an awesome idea for a product.

This strategy may be utilized for almost any question or dilemma. Simply remember the energy is in the results your subconscious produces in the days after doing the exercise. And that won't occur if you don't focus intensely on brainstorming issues for an undivided half-hour. It takes this long to be sure your subconscious gets your message.

Creating Your Product

To create your product, you have to do a couple of things right in order to get top results from your work and missing one of them may destroy your odds of being successful.

1. Find an existing market

You have to centre on a group of purchasers you are able to relate to and truly comprehend. A great target market is a group of individuals who share the same basic troubles, have cash to spend, and have a history of purchasing stuff related to the issue. When you detect such a group, they're willing to purchase.

2. You have to discover what it is they already wish to purchase

You ought to sell the particular things individuals wish to purchase. Never guess when producing net business ideas. Rather, research existing products and ask individuals directly what they're seeking.

As soon as you know what it is your target market is following, you'll easily be able to produce your winning product rapidly and know for certain whether it will be fruitful.

3. Produce a winning sales procedure

As soon as you have your product theme prepared, it's time to issue a basic yet effective sales letter that demonstrates what advantages your buyers will get when they purchase from you. All you have to do is tell them precisely what troubles they'll solve, promise particular end results, and ultimately make them an offer that's too good to decline.

4. You have to have targeted traffic

Now that you've your sales machine ready, it's time to begin selling. Research where your buyers may be found and put your sales content in these places. If you are able to return at least \$0.50 for every visitor, you have a success. You should then centre on reaching 1000s of individuals daily. If not, simply edit your sales presentation till it works better.

5. You have to have an effective back-end design

You have to maximize the lifespan value of every buyer. The first sale is simply to eliminate marketing costs. After that your true profits start. It's time to continually line up fresh offers that they wish to purchase from you. You are able to produce your own or make simple reseller deals with additional sellers. Simply make certain that you send a fresh offer at least once per month.

Using Keywords

Utilize Google.com

Keyword selection plays a really vital role in your net business and product research. You always have to pick out keywords that attract likelier buyers. One really valuable tool to utilize is Google.com. Google has a keyword tool named Google AdWords' Keyword tool. Begin your keyword search utilizing this link.

adwords.google.com/select/KeywordTool external

The aim here is to pay attention to keywords that are related to your product. When picking out, target words that contain “ready-buyers” or additional words or phrases that shows commercial intensions. Include the term “ready-buyer” or any additional associated term to your selected keyword that's related to your product. For instance, in keyword tool, type “sales course bestselling”.

ClickBank.com net marketplace

This site specializes in digital commodities and is really popular among net marketers. Explore keywords at

clickbank.com/marketplace.htm.

This site is really helpful, particularly if the products you provide relates to info, guide materials, or software. This isn't as popular as Google.com but is a great alternative to seek the better products and services sold.

You've the option to search by product or by location. You may then narrow down search according to gravity, popularity, and the like.

It's even more effective if you utilize this tool together with the gratis research tool provided by Google. Again, find terms or phrases that are akin to “ready=buyer” when searching keywords.

Shopping.com search

Once again, our target here is to seek keywords that are associated to “ready-buyers”. Commercial words are the sort of keywords we're seeking. Consequently, Shopping.com is an excellent tool to utilize when searching for the correct keyword.

The finest way to detect likely buyers to find a good product online is to use the keywords that this site uses. Target keywords like clothes, accessories, books, and additional merchandise you may see on Shopping.com. If you want to offer one of these products, then this search engine is of big help to you. This is a really unique strategy that few people know.

Chapter 3: Table Of Contents – Finalizing and Drafting

Synopsis

A table of contents, commonly headed merely "Contents" and shortened informally as TOC, is a list of the components of a book or document prepared in the order in which the pieces appear.

The contents commonly include the titles or descriptions of the first level headers, like chapter titles in more tenacious works, and frequently includes second-level or section titles inside the chapters too, and sometimes even third-level titles.

The depth of points in tables of contents depends upon the length of the work, with more tenacious works having less. Reports having 10 or more pages and being too lengthy to put into a memo or letter likewise bear tables of contents.

Documents of fewer than 10 pages don't call for tables of contents, but frequently have a curt list of contents at the start.

How To Do It

What is your unparalleled selling point? 1000s of would-be product makers are competing for your customers. What makes you so exceptional? Here's how to compose attention grabbing chapter titles so you stick out from the crowd.

Discover as many search engines as you are able to and arrive at a list of the top searched terms for each one.

Combine the lists, crossing out any duplicates. Designate classes to the top fifty most explored terms, like celebrities, research, finance, cash, love, romance, loved ones.

When the terms have classes, attempt utilizing them to produce your unparalleled "selling" point in any chapter titles you compose in that class. A unique "selling" point supplies the reason readers ought to choose your eBook from the thousands of other resources they could read. As an author, you're selling yourself and your ideas both to your publisher and to your readers.

Make it interesting.

Look through the content you have already published. Which ones bear the most traffic? Discover recurring terms in those eBooks and equate them to your list of popular search terms.

Talk to individuals you know. What subjects are they interested in this week, month, and year? Build a list of those issues.

Listen to the radio, study daily papers, surf the net. What issues are being talked about? Which ones return the most intrigue or controversy?

Utilizing the info, you've gathered, produce your chapter titles that correspond to your subject. As a product producer, you're selling your services as a writer as well as your subject. You'll need to produce a unique selling proposal, something about your eBook title as well as chapter titles that grabs the reader and makes him or her take note. Utilize emotion laden, particular, descriptive words in your titles.

Utilize words and terms that make the reader ask questions.

"How to Make celestial Au Gratin Potatoes" makes the reader wonder what is so celestial about them. Wonder alone will at least get them to click the link to your eBook.

A few style manuals advocate keeping tables of contents under 3 pages so they may be surveyed easily. As they lack the alphabetical format that makes indexes so accessible, anything longer may become hard to scan.

Automation for general word document.

Constructing a table of contents for an eBook is an automatic process with great word-processing software. Here's how to produce a table of contents and update it as you compose in Microsoft Word, as well as how to utilize the table of contents to scroll through your written document.

Make it a point that each embedded heading, if any, is in a discriminate paragraph by placing your cursor after the heading and pushing the "Enter" key.

Employ Word's built-in heading or outline-level formatting styles to the headings you wish to include in the table of contents. If utilizing your own custom heading styles, pass over this step.

Reveal paragraph marks after embedded headings by clicking on the "Show/Hide Paragraph Mark" toolbar button. Choose each paragraph mark, and then click "Font" on the "Format" menu. Click on the "Font" tab, select the "Hidden" check box and click on "OK." Hide the paragraph marks by clicking on the "Show/Hide Paragraph Mark" button once more. (If there are no embedded headings, skip over this step.)

Put your cursor at the location in the written document where you wish to construct your table of contents and click on your left mouse button.

Choose "Index and Tables" from the "Insert" menu, and then click on the "Table of Contents" tab.

Click on "Options," if utilizing a custom heading style, and determine a style you applied to document headings below "Available styles." Put down a number for the level of heading you wish that style to be represented under "TOC level," to the right of the style name. Duplicate for every style you wish to include and click on "OK."

Pick out a design listed below "Formats" or assign a custom layout. Pick out a tab leader (separator for the heading title and page number) from the "Tab Leader" drop-down list and the total of levels to reveal by clicking on the "Show Levels" arrows. Click "OK" to produce the table.

Page Navigation With a TOC

Scroll the written document to the table of contents.

Point to a page number in your TOC. Your cursor will switch to a pointing hand.

Click on the page number. The written document will scroll to that page.

Updating the TOC

Update the written document by appending, erasing or moving text.

Click anyplace inside the TOC. The table text will turn grey.

Push F9 to display the "Update Table of Contents" dialogue.

Choose "Update Page Numbers only" and click on "OK." The grey around the table text will go away, and the numbers will be updated. Every format comes with its own default tab leader.

Utilizing the table of contents in that fashion will display the Web toolbar, as the table of contents page numbers are inner hyperlinks. To push aside the Web toolbar, click its close button if it's a floating toolbar, or right-click it and deselect it on the shortcut menu if it's docked.

Choosing the "Update Entire Table" selection in the "Update Table of Contents" box will reconstruct the default formatting of the table of contents format you picked out, eliminating any modifications you might have made.

Word 2007

Have you been tiresomely updating the TOC manually whenever you made an alteration to your eBook you were writing in Word 2007? Whether you have a written document already finished or are beginning a new one, a table of contents may easily and automatically be produced with MS Word 2007.

Headings and subheads

Determine which items you require named in the table of contents as well as their degree of importance. The degree of importance influences how the item will be formatted in the TOC. A main chapter head might be flush on the left margin. However, a subhead might appear indented below the chapter heading to demonstrate that it belongs to that certain chapter.

Apply a heading 'style' to the points you wish listed in the table of contents. Styles are utilized to rapidly format any written document and likewise indicate which particulars will be included in the table of contents. For the function of producing a table of contents we wish to signal that a line of text is a heading so that it will come up in the table of contents. Open the styles menu from the Home tab on the toolbar or push ALT+CTRL+Shift+S on the keyboard. Highlight the text you wish listed and then click Heading 1 on the styles menu. The styles menu will stay open till you close it. Duplicate highlighting and clicking Heading 1 for the remainder of the text you wish included.

Travel to the page in the document where you wish the TOC located. From the References tab on the toolbar, click Table of Contents. Click one of the Automatic table choices that comes out and a table of contents will generate and mechanically come up on the page. If you wish to include subheads, duplicate step two but specify the subhead text as Heading 2.

Conclusion

Online business is a great way for small business and entrepreneurs to operate. Remember you have to do some research when it comes to creating products, outsourcing work and getting and maintaining happy and loyal employees and business partners as well as customers.

Hopefully this guide has put you well on your way to doing just that.



START YOUR OWN COACHING BUSINESS

If you have valuable knowledge in a niche that is in demand you can make a significant income as an online coach.

[Learn More >>](#)

LAUNCH YOUR ONLINE COURSE

A step-by-step course to turning what you know into a profitable online course.

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