

MY NOTE TAKING NERD'S NOTES FROM EBEN PAGAN'S GURU MASTERMIND PROGRAM

HOW TO CREATE YOUR EBOOK IN NO TIME FLAT!!

Advice: Get your COVER done first!!

- This allows your unconscious mind to focus, get motivated, and propel you towards finishing your product.
- The Title of your E-Book should encapsulate one of the biggest benefits your prospect wants; or it should address the prospect's overall goal...his biggest goal...or his PAIN POINT

Here are some big DON'TS:

- **Don't get side-tracked on tangents**
- **Don't lose your train of thought**
- **Don't lose continuity in your writing**

How to avoid the big mistakes mentioned above:

- **Create the ARCHITECTURE (an Outline) FIRST...!**
- **Your Outline then becomes a MAP that keeps you on track!**

At the beginning of your E-Book: Build credibility, establish trust, and keep their attention.

If you jump right into the content, you may lose your audience.

Tell your personal STORY of how you learned this stuff. Let the reader know that you're just another person like he is...except that, the only difference among you two is, that YOU discovered the solution which HE is looking for.

The purpose of telling your STORY is to help your reader to RELATE to you, as well as:

You want to help your reader feel CLOSE and CONNECTED with you...like KINDRED SPIRITS, with SIMILARITIES...even get him to feel that that he is RELATED to you in some way...

Remember how connected you felt the last time you met someone who had a hobby in common with you? THIS is the same feeling that you want to give your reader.

The truth is, that you DO have stuff in common with your reader; So, go ahead and share it so that he connects with your message. If he doesn't, then he won't ever get to apply your ideas and improve his life.

Here's something else that you should consider LEADING WITH in your E-Book:

- What is the thing that is the BIGGEST OVERLAP between the customer's BIGGEST NEED and my BIGGEST A-HA, insight, or technique?
- What is **the BEST INSIGHT or TECHNIQUE** that I can teach someone quickly, and that will help them to get some initial results immediately?

Remember: DON'T bury your best idea(s) deep inside your EBook!

Now, after you've found the main thing that you will LEAD WITH in your E-Book, then you are ready to create the Outline for the rest of your content:

- Break down the process of achieving the prospect's goal into a step by-step formula
- Put yourself back in time, to a time when you still needed to LEARN the stuff you're now teaching; Keep the LEVEL OF DEVELOPMENT OF YOUR PROSPECT in mind, as you write

Advice regarding Chapters, Subheadings, and Pages:

- Keep your total chapters of your E-Book to Ten (10) or less

- For each chapter, come up with 7 – 10 ideas or subheads
 - Use One (1) page per subhead
 - Now, you will have a 70 – 100 page E-Book
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How to Get the “Dirty Work” Done:

- Begin writing at the BEGINNING of the day (in the morning), and don't stop until you have a pre-determined number of pages written (this is in your “rough draft” stages)
 - The EARLIER in the day that you can do your writing, the better
 - Create pieces of content from Start to Finish; It is better to complete a single idea, than to make only a little progress on several different ideas, spread out over time
 - If you're a better speaker than you are a writer, use the “Interview Technique”. After you create your Outline, sit down with a friend and a voice recorder, and “talk out” your book. Then, get your recording transcribed. Finally, clean it up, and you're done!
 - Try www.copytalk.com. This is a service which lets you talk over the phone for four (4) minute intervals. This service will then have someone transcribe what you've recorded, and send you a text file of it.
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The BIGGEST MISTAKE you must avoid when writing your EBook is:

PERFECTIONISM!!

- Don't waste time getting your E-book “Perfect”. Your purpose is to help your prospect fix his situation. Your purpose is NOT to win any literary awards.
- Consider your E-Book as a marketing test. If customers aren't happy with it, then they'll let you know (via lots of Refund requests)
- The beauty of an E-Book is that you can go back and improve it later, based upon your customer feedback

- Feel free to have a few friends or people in your market read your EBook and give you feedback. But don't do this for too long. Make it a quick process, and focus on getting your product completed!

Common Questions:

Q: How long should my EBook be?

A: Approx 70 – 100 pages

Q: What size/kind of font is recommended?

A: Use 12 – 14 point font; Use "Georgia" or some other easy to read Font

Q: How much should I charge for my E-Book?

A: Keep the price under \$40. Some proven price points are: \$37 and \$27

Some advice: Test the price as soon as possible

Q: Should I copyright my E-Book?

A: It is usually sufficient just to write on your book: "copyright johndoe2008"

Q: How long should I take to write my E-Book?

A: "Step on the Gas!!" Eben (as David DeAngelo) wrote his first EBook in 3 weeks!

Here are three main steps in creating your E-Book, and using Password Protection for it:

1. Write your E-Book in MS Word
2. Convert it to a PDF (with Adobe Acrobat)
3. Password Protect it

To do this, go and download: www.primopdf.com

Once you download this, then "PrimoPDF" will show up in your Print Options, when you go to print in MS Word.

- Select PrimoPDF as your Print Option, and then select the "E-Book" Option

- Next, you'll be able to set a Password, which your Users must have to use/open your E-Book.

- Click on: "PDF Security"

How to add the Password Protection to your E-Book:

- Select "OPEN PASSWORD"

- Check the box next to: "Require a Password to Open the Document"

- You'll then be asked to create, enter, and confirm a Password

The following is only optional: "Permissions"

- Play around with this, and figure out which Options that you want to allow. It is recommended that you ALLOW Printing, as an option for your customers/users of your E-Book.

- Final Step: "Save As"

Q: Do you really need Password Protection for your E-Book?

A: The advantage to using Password Protection is that it helps you to restrict the use of your E-Book to only paying customers.

The advantage to NOT using Password Protection, is that people can pass around your E-Book freely to one another, and this is FREE ADVERTISING for you!! (People who really want to share your E-Book will eventually share it even if you Password Protect it. They'll figure out a way.)

The disadvantage to using Password Protection, is that you miss out on this free advertising.

Another disadvantage to using Password Protection, is that you will need to provide added Customer Support, for people who have to contact you because they lost their passwords.

To benefit from the advertising that your E-Book provides, add Links to your home website at the beginning, the middle, and at the end of your E-Book.

Ultimately, whether or not to use Password Protection on your E-Book is your call.