



Module 3 - Product Creation Introduction

Now that you have settled on your niche, you've decided what your product is going to be about, it's time to start thinking about creating your product, writing your eBook.

Now, before we move on to the product creation process, I wanted to cover a few important points by way of introduction to the writing process. The first point that I wanted to cover is the length of your eBook. My first eBook "Prints Make Profits," extended to 52 pages. This is the second edition which I updated this year. I first wrote it in 2008, and from memory, I think it was around 40 pages.

So the point I want to make is that your eBook doesn't have to run to hundreds and hundreds of pages. For me, eBooks are all about delivering information in a fast concise way. That to me is the benefit of the internet. It's not about printing 300 pages to take to bed and read each night before you sleep over the course of the next 2 to 3 weeks. An eBook is about information delivered in a quick concise way. For that reason, keep your eBook short. When I say short, I'm talking 60, 70, 80 pages.

If you start to run into hundreds of pages, if you need hundreds of pages to cover your subject, then you need to think about splitting it into more than one eBook. If you're going to cover 200 or 300 pages, should you be writing two or three separate eBooks?

Secondly, make your content punchy. It's got to be concise, it's got to be to the point, keep it tight. A lot of eBooks that you read are full of repetitions, full of fluff and filler. The idea being that, if the writer can make it run to lots and lots of pages, then it appears to be of more value than it really is. Don't make that mistake. Keep it concise, keep it to the point, keep it punchy.

Another very important point is to include lots of images to break up the text. I'll just show you as we quickly run through my first eBook, you'll see that there's lots and lots of images. Every page has an image, screenshot images giving examples, they break up the text, they add color, they make it an interesting read. For me, there's nothing more off-putting than an eBook that runs to a hundred plus pages and it's just text after text after text. I always find it a real chore to get through to the end of eBooks like that, and your eBook shouldn't be like that. It should be an interesting read. And as you can see, we've got lots and lots of images. It brings your text to life. It makes it real. These are real example images taken off the internet to bring my message to life. And that's what you need to do. Include lots of images.

The final point that I want to make is a very very important point. Do not copy another author's work. It is perfectly acceptable to buy an eBook, read it, use it for research purposes, and then use the idea.

This eBook that I wrote wasn't a unique idea. I didn't invent the idea. I read an eBook which had this idea in it. I took the idea, I ran with it. I made it work for me, I refined it, I added to it and I had success with it. And then I built my own step by step guide to the idea. It wasn't a unique idea when I started using it, but I didn't copy any of the other eBooks material and that is the vital point. If you copy another eBook, you're breaking the law, and you will eventually be found out. Your reputation as an author will be ruined and you will not be able to find success as a writer. So don't go down that road.

Now that we've covered those few introductory tips, it's time to move on to the actual product creation process.