



- HOW TO -

CREATE AN EBOOK

FROM START TO FINISH IN EASIL



CONTENTS

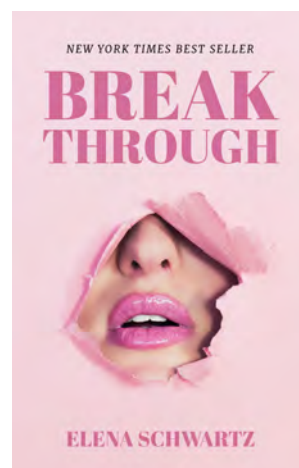
Welcome to our Ultimate Step-by-Step Guide to Creating a Compelling eBook. Return to this Table of Contents at any time to find the section you need. However, we recommend you follow the steps in order. Get ready... you'll be taking lots of action in this ebook about ebooks!

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HOW TO CREATE AN EBOOK FROM START TO FINISH WITH EASIL

If you want to create an ebook then you are in the right place. This is the Ultimate Guide to creating ebooks – from initial concept right through to writing, designing, publishing and promoting your ebook. We'll take you through every step in the process to create an ebook. And the best part is that you can see Team Easil create THIS ebook in action. So some of the information in this guide will be a little "meta" as we show you exactly what we are referring to. We'll also give you action steps to take as you read the ebook. Ready? Let's jump in!

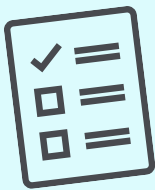
The humble ebook has come a long way. No longer just a word document that you can download, some ebooks are produced more professionally than books produced by traditional publishers. It's never been easier. If you know a few tricks!



WHERE DO YOU START?

Start with value. If you make your ebook super valuable to the reader – and apply some essential design foundations that we will discuss in this post – you can end up with a valuable asset. It's an asset that helps you get more traffic, leads and sales.

We'll show you tips for every stage of the process to create ebooks – with quick action tasks and links to resources, so you can create your ebook quickly and easily. And at the end of this Ultimate Guide, you'll be able to plan, write, design and promote your own ebook online.



When you see this symbol, stop and do the task. You'll also see prompts via links or images throughout this guide to click to see a video or access a resource that will help you.

Ready? Let's do this!

WHY EBOOKS?



It's likely you came here from our blog post about creating ebooks, but just in case, here's a quick recap of what you need to know:

An ebook is an electronic book that can be read online, downloaded from the internet or printed as a physical book.

Thousands of websites use e-books as an effective way to generate leads for their audience. Readers often add their name and email to download the ebook.

You can share ebooks as free downloads or even sell them as a stand alone product. Plus, they have one other huge benefit to business owners: Producing a book, even an ebook, establishes credibility in your industry.

Ebooks promote your brand and help convert potential customers into customers. They're low-cost to produce, because there aren't any printing costs!

As you can see, Easil is your secret e-book creation weapon. Everything you need to create a professional, high-converting ebook that engages your audience is in Easil. Let's look at the steps involved from the initial concept through to the finished product.



5 STEPS

TO CREATE EBOOKS FROM START TO FINISH

We have mapped out 5 key steps from the planning stage through to promotion and review. At each stage we'll break down all the steps and tools you need to succeed.

Jump into the section you need, but the steps are designed to be taken chronologically, so we recommend you follow the steps as we have listed them.



01

PLANNING YOUR EBOOK



FIND A PROBLEM TO SOLVE

Most ebooks are really all about solving a problem. If you can solve a problem for somebody, that person is more likely to download or buy your ebook and more likely to take action on it!

And the more you narrow down the topic or content of your ebook the more successful you will be, because you are not trying to write for everybody. Follow these tips when deciding on your “problem” to solve.

SURVEY YOUR AUDIENCE

Conduct a full survey using a tool like Survey Monkey. Ask your audience what their biggest challenge is when it comes to X. Email your list and send out a survey question.

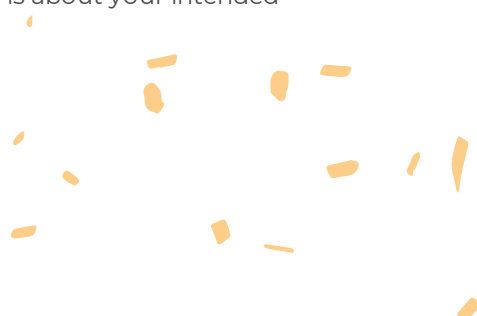
Ask your audience on social media. This can be via a poll on Twitter or Facebook or Live on Instagram or Twitter.

Ask in a Facebook group or LinkedIn group. Don't spam! Ask genuine questions and don't try to sell anything.

Call a valued client. Ask them to tell you what worked to make them a raving brand advocate!

Ask Google Analytics. Look at your most popular blog posts. The information you get from this is gold, as they show you what your audience is looking for. If it's what you intend to write about, then you're on the right track. If it's something different then either rethink your ebook focus, or see if it is something that can be incorporated... or use it for your next ebook!

Post a simple anchor image on social media. In the description, ask your audience what their biggest challenge is about your intended topic.



HOT TIP: The longest, most detailed responses will be your ideal customer, so watch out for them. Listen to their language and note any language related to their challenges and struggles (or inspirations!).

CHALLENGE #1

Stop reading this book and survey your audience. Choose 1 or 2 methods from the above list and go do it. Even if you can't do a full survey right now, start with a poll or something that will begin to help you get super specific about your ebook topic.



Survey your audience



TEST YOUR CONTENT

How did you go? We hope you have your topic narrowed down. Now it's important to test your ebook content idea to see if it will "fly". Here are a few ways to do this:

Write a core piece of content. This can be on your blog, podcast or video show to see how it resonates. If it's a super popular topic generating lots of interest and engagement, then chances are it's a good place to start!

Be Bold and Ask! Ask people if they would like to hear more from you about Topic X.

Start a waiting list. If you haven't published your book yet, ask if your followers are interested in being added to a waiting list to find out more about it.

Write an intro to your proposed ebook. Include a blurb about what the reader will get out of it. Show it to your community in a group or a handful of customers and ask them if they would buy it.

**Hot Tip: If people sign up for early notification,
it's a sign that your book is worth writing!**

CHALLENGE #2

Choose 1 or 2 methods from the above list and go test your content. Once you have some validation from others that it's a topic they want to hear about, you're ready for the next stage!



Test Your Content

CREATE AN OVERVIEW

Now it's time to write more detail about your core chapters and headings. This is not "final" but the overview will help to guide you in the writing of your book when you reach the second phase of this process. Don't worry, you might change your title or chapter headings or key points as you go along. But having an overview to begin with will keep you on track while writing your ebook.

NARROW DOWN YOUR TITLE

Your title needs to be super clear. It should convey what the book is about and (preferably) what the outcome will be. Go back to your research and check that you are covering the very thing that your audience wants from you. As you can see from these examples, effective ebook titles are very specific about what the book will do, teach or share.



CHALLENGE #3

Write down 20-30 titles and choose the top 2-3 to narrow it down to your final title.



Choose Your Title

PLAN YOUR CHAPTERS AND SECTIONS

Now it's time to write an overview of your core chapters and headings.

There are few things you can do that might help with this process:

Do a brain dump of what you want to cover.

This gets everything you “could” include out on to paper. Then you can move on to what you “should” include. Use sticky labels to do this process, or a notebook or whiteboard. Or sticky notes on a whiteboard. Use whatever works to map out how the reader will get from A (problem) to B (solution).

Define your core chapters (or sections) and subheadings.

These will form your table of contents but will also help you to start writing your ebook. They can also be pulled out for marketing copy in Step 5 to help your potential reader see what they will get when they purchase or download your ebook.

Use sections. If your book is not long - even a few pages - you can still break it up using sections. Use headings and subheadings to break them up.

CONTENTS	
Write out your topic headings for each key point you want to cover. Remember to have one main goal/problem that you want to solve and each of the headings will preferably help move the reader to that goal, using headings and subheadings. You can change them later, but this action of writing them out will help to move your book along.	
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Here's an example of what a contents page might look like after you create it in Easil:

Hot Tip: Use the Tables Feature in Easil to create your Table of Contents.

Remember, you don't need to include everything you know about a topic. You just have to include the core content that helps your audience get from A to B. In fact, once you go through this process, you might find that the actual content needed to do so is a LOT less than what you think!

CHALLENGE #4

Write out your topic headings for each key point you want to cover. Remember to have one main goal/problem that you want to solve. Each of the headings will preferably help move the reader to that goal, using headings and subheadings. You can change them later, but this action of writing them out will help to move your book along.



Lay out your Chapters or Headings

GET FEEDBACK

Before you start the writing phase, get some feedback from a trusted client or colleague about the content you intend to cover. Preferably ask someone you know that would benefit from the topic you are writing about

Use this feedback to edit or add to your intended content. And most of all, find out if this is something they would download or pay for!

CHALLENGE #5

Go do it - take the plunge and ask someone to take a look at your ebook draft for you.



Get Feedback

**Now Wordsworth...it's time to start writing
(and you've done a lot of the heavy lifting so
it's going to be much easier for you!)**

The page features a solid orange background. At the top, there are several small, dark grey, irregular shapes resembling confetti. On the left side, there is a large, thick, blue circle. On the right side, there is a large, thick, light blue circle. At the bottom, there are several small, white, irregular shapes resembling confetti.

02

WRITING YOUR EBOOK

It's time for the rubber to hit the road. You need to write this thing! If you've planned your ebook well from section 1, this is soooo much easier. Here are some key steps for writing your ebook.

RECYCLE YOUR CONTENT

This can be considered as “planning” but it applies to “writing” too. Recycling content is about not “re-inventing the wheel” but instead using content you have already worked hard to produce. You can find existing content from a number of places including:

Blog posts or videos on the topic.

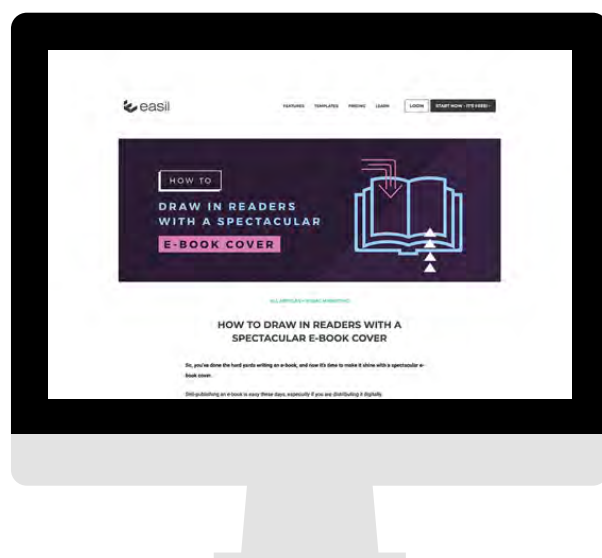
The “blog-to-book” method is well regarded as a relatively pain-free way to write an ebook. After all, you’ve already done all the heavy lifting on your blog. Taking those blog posts and turning them into a book is a solid option. In this case, we’d written some content on creating e-book covers and landing pages about e-books on the Easil blog so we used those to create this ebook. Use what you have!

Webinar recordings around the topic.

These can be easily transcribed and edited.

Podcast interviews or web show episode.

These can also be transcribed.



CHALLENGE #6

Consider your options for recycled content - write out a list of content sources you can use. Choose your best source and dump it into a document for writing.



Gather recycled content



GET WRITING HELP

If writing is not your thing, save yourself some heartache and get help. There are plenty of freelance writers that can help you. Or, if you do better verbally than with the written word, consider “speaking” your ebook to record it. Then send it somewhere like Rev to have it transcribed. You can then edit it or enlist someone else to edit it for you.

WRITING TIPS

Remember that there are thousands of ebooks in circulation. The more useful and relevant you make your ebook, the better. Make your ebook easy to read and easily actionable.

We'd also recommend that you start writing on a blank state. For example, it's easier to write when you are using a Google Doc, Word Doc, a tool like Scrivener or even the good old Pen and Paper. You'll be more creative and “free” with your writing. You can edit and design your e-Book later. Right now, it's all about writing.

These writing tips will help you as you write:

Use simple, actionable language. Keep your sentences short. They are more digestible that way. Make your ebook scannable. Add headings and sub-headings.

Break up your paragraphs. Use short sections of 1-3 sentences. Avoid long rambling paragraphs. Think in sections!

Use easy-to-read conversational language. It's not War and Peace.

Less is more, so focus on just one aspect of your topic. This makes it achievable, in order to give a tangible win to the reader when they apply what they learn. Focus on value, not length.

Don't regurgitate everything you know. Stick to your table of contents and remember... it's not a novel, it's an ebook.

Hot Tip: Give value value value.

Your ebook should give value, solve a problem or take the reader to the next step in their journey. Think of it like a mini-training!

CHALLENGE #7

It's time to put this guide to the side and start writing.



**Write for 30 minutes
every day for a week**





NOTICE THAT WE SET YOU A SMALL TASK?

Write for just 30 minutes every day, over one week. Sit down and write. It could be writing from scratch. It could be editing old recycled content. It could be emailing your ghost-writer with ideas or additional content to include or giving them feedback on a draft.

As long as you are paying attention to the process of writing for week, you'll be on the right track. If you need to extend it to two weeks or more for a longer project that's fine. But you'll be surprised by how much you can achieve in 30 minutes per day.

INCLUDE CALLS TO ACTION

By now you should have an ebook consisting of a title, table of contents or sections and some "meat" or content in the middle. Now it's time to go back and add some specific calls to action that move people forward in your funnel.

For example, it could be to watch a video series or watch a free training, a recorded webinar or maybe just to receive more helpful content. For a shorter ebook you might only need a CTA at the end. But for a longer one you'll include it near the beginning, in the copy and at the end.

CHALLENGE #8

Add Your Calls to Action.



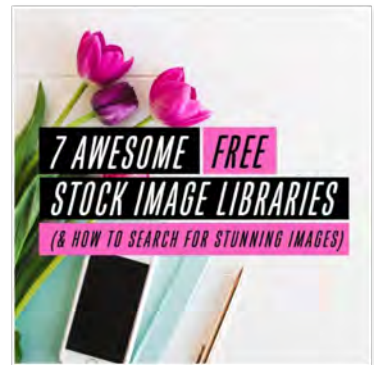
Insert Calls to Action into your Text.

ADD STUNNING VISUALS

Images break up your text and explain concepts. They also give context to what you are writing, which helps the reader to take action and have success as a result of your content. Remember that people are often reading ebooks on ipads and phones, not just a word doc.

Give your readers a multi-media experience with visuals or even links to videos. Bear this in mind when you are writing, and make notes about where images will go.

HOT TIP: Use our extensive guide to Stock Image Libraries to find some great images here. Or use the images in Easil from our EasilStock selection or our affordable pay-per-use images.



CHALLENGE #9

Find some images to use in your design. You can change these as you go through the design process, but start to think about what you will use to illustrate your ebook with visuals.



Gather up some images and screenshots.



03

DESIGNING YOUR EBOOK

**Now the fun begins! And we have Easil to help us!
In this section, we'll show you, step-by-step, how to
design and create an ebook.**

**This is not any old ebook - this is a designer-quality
finished ebook that will stand up against some of
the best ebooks out there!**

DESIGN A STAND-OUT EBOOK COVER

By now you should have your title dialled in after the writing phase. One of the most important steps when you create an ebook is to design an eye-catching cover for your title. Here's our finished cover design for this ebook.

Now, let's break down a few key tips for designing your cover and how we did this in Easil. When designing this ebook cover we kept the following things in mind:

Make sure all elements on the cover are big and bold. This is so that they are legible at a small size if the image is shown as a thumbnail.

Stick to just a title, author name and a powerful image. In this case our Easil logo was used in lieu of an author name, but you would use your author name if relevant. We have also included a powerful image that draws you in. Notice we left out the taglines and extra info.



Put the main emphasis on the title. We are not a famous well-known author so our logo (or name) doesn't have to be massive in size. The same might apply to you. Focus on the title.

Catch attention with the message. Our cover image conveys the key message of our ebook.

Consider later updates. We used Easil to design our e-book cover so we can update it later. Having our template on Easil means we will always have access to our design to update anytime, in a snap.

HOT TIP: Go to Amazon and do a search on book results. Then reduce your cover to the same tiny pixel size and open it next to the Amazon page. Compare it to other books in your intended category. Does the cover (especially title graphic) stand out and catch attention? You can also do the squint test on your cover – stand back and squint at the screen. Does the title stand out?

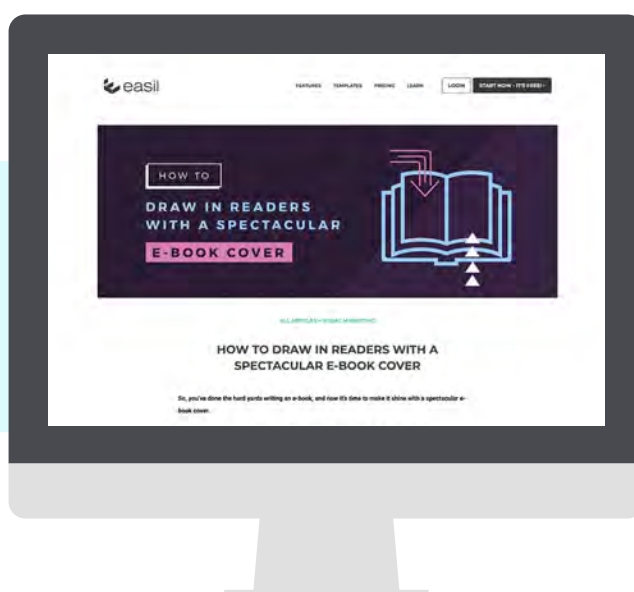
CHALLENGE #10

Design your ebook cover, using one of Easil's Templates.



Design Your Ebook Cover

For more great advice about designing your ebook cover, check out this comprehensive post we wrote about it.



DESIGN THE BODY OF YOUR EBOOK

Here's where the real fun happens!. Easil has many tools that can be used to create a stunning ebook. The easiest way to experience them is to choose one of our Easil ebook templates and start editing. But you can also use our templates and guides to create a "from scratch" ebook in Easil.

Let's walk through a few of these tips, as we create the body of our ebook.

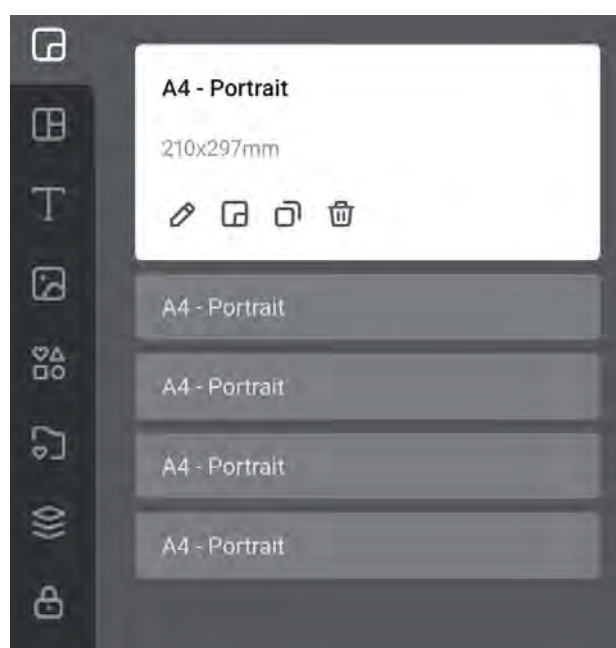
Break it up to keep it interesting. Use various design layouts to break up the book

Use full page images throughout your design.

We recommend using 1 full page image photograph per 4-6 pages

Contain your To-Do lists or action tasks.

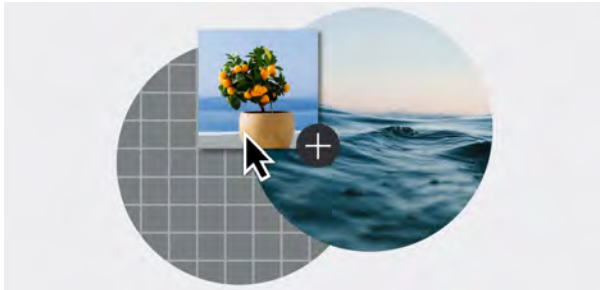
Keep lists of To-do's or similar information on a single page where possible



Hot Tip: Use your Chapter headings (or sections) from Step 1, when designing your ebook body layout, especially if you have a lot of pages to write. We suggest that you create your basic layout and style (or choose your template) and complete one chapter. Then duplicate the document within the file using our duplication tool. Then name each "chapter" as it's own section. This will lighten the load on your file, as working in the cloud can sometimes get a little slow when you have a large amount of pages and graphics to process – in any design tool.

EBOOK DESIGN FEATURES IN EASIL

Try using some of these awesome Easil features to create an ebook to be proud of! Remember that you don't have to use them all and you can use them on a template or in your own custom design.



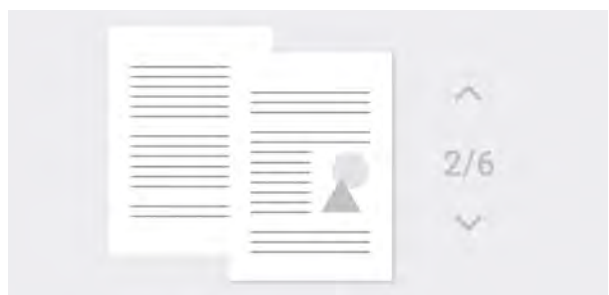
1. Use Shape Masks as you design your ebook. This lets you easily snap your images into place, like a Pro.



2. Use Tables. This feature is perfect for creating your Table of Contents.



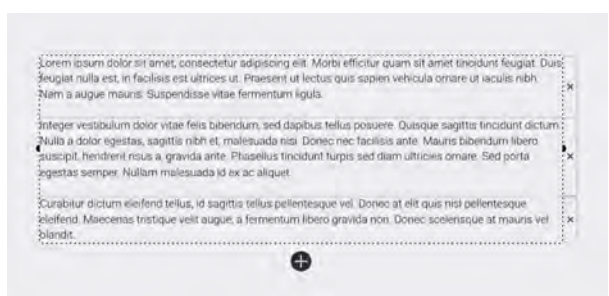
3. Use Easil's Color Picker. Click on any image to get a selection of colors from that image. Then you can easily use the perfect color for your headings and design elements.



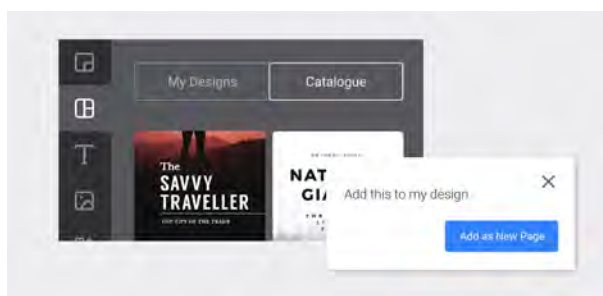
4. Move the order of your pages. Need to change the order of things? It's easy... just switch them around!



5. Copy existing pages to create new pages. In a snap you can re-create a design that you're happy with.



6. Use Tables to create paragraphs. By using Easil's "Tables" feature, you can add and edit sections that are perfectly balanced. This makes it easier for your reader to read and skim to sections that matter most.



7. Design Merge. Add elements of one design into another design or page.



8. Using Text Masks. Create feature numbers for Chapters or Sections.

Book design is super important but is often the part that gets outsourced. With Easil, you can create a stunning (eye-catching) cover and ebook body text that engages us right until the end.

CHALLENGE #11

Now that you've designed your ebook cover, it's time to work on the design of your overall ebook layout



Design Your Ebook Content

NEED HELP?

We can collaborate with you. Easil's Design Assist service was created for occasions like this when you're part way through your ebook design and you just need a little help to get back on track or do it better. Just holler... we'll help you out!



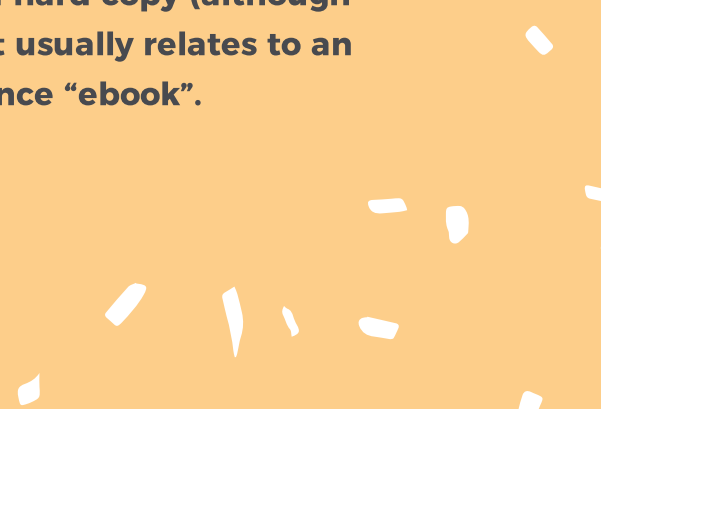
04

PUBLISHING YOUR EBOOK



You've done the hard work planning, writing and designing your ebook. Now it's the final stage for you to create your ebook. It's time to actually publish it.

This doesn't necessarily mean a hard copy (although you can do so if you wish) but it usually relates to an electronic version... hence "ebook".



PUBLISHING YOUR EBOOK

Here's a few tips for publishing your eBook so that it's more likely to get read in an easy-to-access format for your readers:

Use the correct dimensions. Usually this is A4 or Presentation Size. Here's an example:



Use the best format. Preferably this will be in PDF format, as it transfers to any platform or device. It also remains responsive and can include links.

Reduce the file size. PDFs are great if you don't make them too big to send by email. There are plenty of tools that allow you to easily reduce the file size. Small PDF is a tool that is easy to use. You can also use Image Resize or Compressor.io. Keeping your file to 2-5 mb or less is preferable.

Consider other platforms. If you think you might publish to other platforms not included in this ebook (ie Kindle or Amazon) then plan for it early on so that you can easily transfer your content to those other formats. It's beyond the scope of this ebook, but if you need more information about publishing to platforms like Kindle, there are plenty of guides available online.

Include Calls to Action (CTAs) in your ebook.

We've already covered this in Step 2 (Writing) but you should consider adding hyperlinks to your PDF where you want people to click outside of the ebook. Remember that a link, or a title or even an image can be hyperlinked. Make sure you lead to more valuable content, products or downloads. You've seen them throughout this ebook.

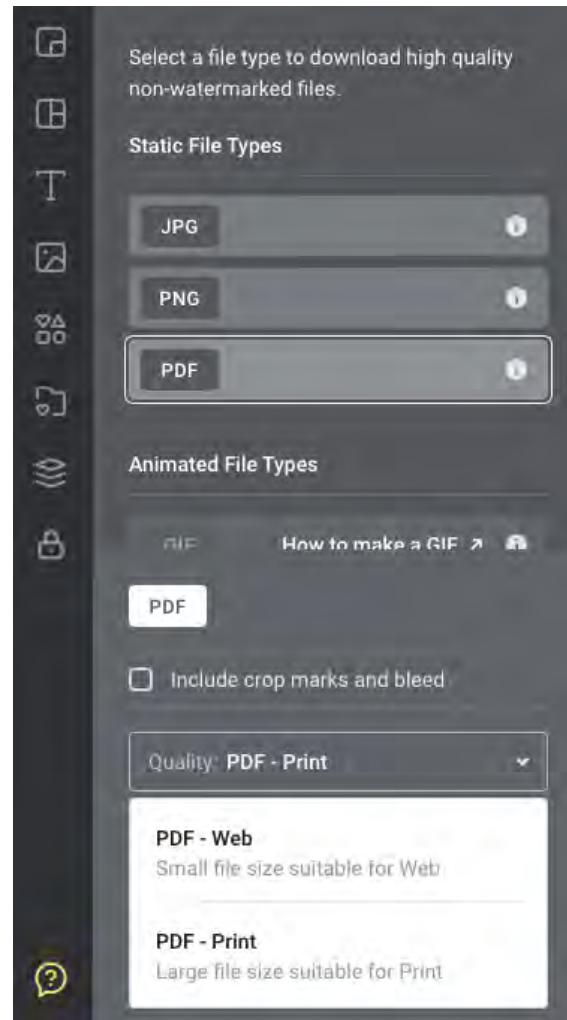
EXPORTING YOUR EBOOK

In Easil, exporting your ebook is easy. Just set the format you wish to export your ebook in.

From your design:

1. Choose DOWNLOAD.
2. Choose one of the following Digital Formats: PDF, PNG or JPEG. As we said above, usually when you create an ebook, you will export in PDF format for electronic publishing (see below).

Then select the PDF-web option to obtain the most compressed option, straight out of Easil.



CHALLENGE #12

Publish and check that your dimensions and file size are correct. Then add your links. Test how it renders when you open it on different devices.



Test-Publish your e-book.

OFFERING YOUR EBOOK FOR DOWNLOAD

This is where you create a landing page where you can offer the ebook for download. Usually this will be housed on your website. Here are some tools you can use to create a simple download offer using creative landing page designs:

Lead Pages. This landing page builder and lead generation software is one of the most popular tools for offering ebook downloads.

Your Email Provider. Many email providers have simple landing pages or templates to allow you to offer PDFs for download. They also have functionality to allow the PDF to be sent when the reader adds their email address to download the asset.

All-in-One Sales Solutions. Companies like Gumroad, Sendowl and DPD (Digital Product Delivery) allow you to sell digital products like ebooks.

Even tools like Squarespace have built in ecommerce tools now. Basically you have many options, but don't get caught up in decision-making.

Choose a tool or software, hook it up to your email provider (if you are using something outside of email) and upload your file! If you choose to offer your ebook for free, you're good to go. If not, then any of these tools will provide you with an easy payment systems.

CHALLENGE #13

Decide on a payment processor to make your ebook available.



Finalise your Payment System

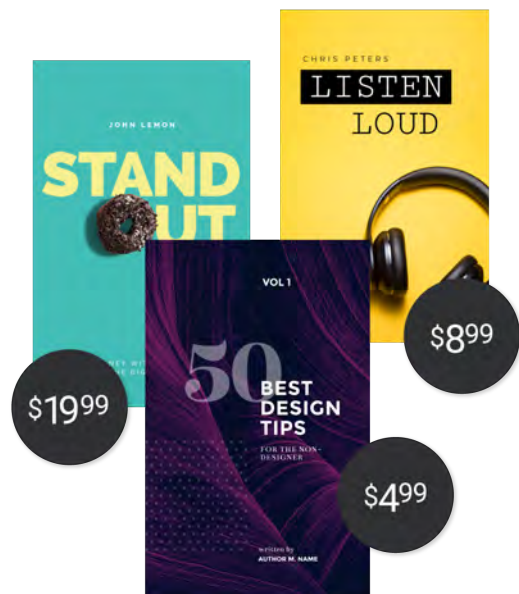
PRICING YOUR EBOOK

Pricing your ebook can be tricky. There are usually two options: charge for it or don't charge for it.

Whether you charge for it, really depends on whether it is a lead magnet and if it is beefy enough to warrant charging for it. Remember that value is determined by how much your content will solve a problem, transform the reader and give them results. Not just how long it is. Base your pricing totally on value, not length.

If you give your ebook for free, make sure that it will lead to an opportunity to offer them products and services later on. You should also (where possible) obtain an email address in return for a free download. Ensuring that they have a 'stake' in the transaction often leads to them actually doing what you recommend and taking action – sadly we are more likely to skip something if we don't pay for it.

A good guide for a valuable ebook is around \$20-40 or the price of a meal. We're usually happy to pay that much. However a lot of ebooks sell between \$5 and 19.99.



Another thing you can consider is that if you charge a higher amount, your readers will perceive the ebook as being valuable. But you need to follow up with value if you do this. Make sure the ebook gives them a win or something that they can take action on.

CHALLENGE #14

It's time to decide on the pricing for your ebook.



Deciding on Pricing

CHALLENGE #15

Now it's time to hook up all the moving parts. Publish the final copy of your ebook, check that it is the right file size and dimensions for emailing and add your hyperlinks. Test, Test, Test. And Test again.



Publish your Ebook



CHALLENGE #16

Upload the finished ebook into your preferred delivery tool and set up your payment system, ready to make sales. Test that the sales process actually works.



Test Your Sales System





05

PROMOTING YOUR EBOOK

**Promoting your ebook is as important as writing it -
otherwise, how will anyone know about it to read it?**

**Here are 10 tips to make sure you get your new ebook
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