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(Author)

1 Hour eBooks

By Ian Stables

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Introduction

You've discovered how you can write ebooks. In less than an hour.

This is exactly the method I've used to write many ebooks.

So let's get on with it...

The Method

Very simple really.

The answer is QUESTIONS.

Question: What do people read books for?

Answer: They want to know something.

So for example someone buys a book called 'How to Fly Fish'.

They have a question which goes something like this...

How do you do fly fishing?

Then when reading the book they're asking...

What will this book teach me?

So they'll look at the contents, read the summary and flip through the pages.

Then they'll probably want to know how to cast correctly.

Next they'll probably be wondering what type of flies they should use.

Then they'll be wondering how to tie the fly unto the line.

What's that they're asking now.

Oh yes. What type of line should they use and where is the best place to buy some?

You see all questions.

Here's another example...

Someone wants to start selling on eBay. Their question is more likely to be...

How do I get started selling on eBay?

So they buy a book called 'How to Sell Successfully on eBay for Beginners'.

First question is nearly always...

What will this book teach me?

So again they look through the contents, read the summary and peek at a couple of chapters.

Next question: Will I be able to easily do what the book teaches?

Hopefully the summary or perhaps the introduction will explain that the book is written so even a young child can do it.

Next question: What should I sell?

Next question: How do I get started?

Next question: What options should I select for the listing?

What things should I say in the listing?

And on it goes...

Notice that the questions usually follow a logical order?

Ok so now you should see that it's questions people want answered.

Now when you have a question and spot a book you want to see if it's going to answer the big question.

Then you will usually have questions you want answered. In a particular order.

Knowing this information is what's going to make writing an ebook very easy. And what's more if your planning to sell it makes it very saleable.

To find out the very best way to sell your ebook that's written using this method read...

['1 Hour High Selling Ebooks'](#).

- Explains how to write the ebook in a way that makes it exactly what people want to buy.
- Extremely easy way of writing the sales page using the ebook writing method.
- (My personal gem.) Guaranteed way of getting almost everyone to see your offering. (Not taught anywhere else.)

How It's Done

Simple!

Just sit down and be the reader. Ask questions in the order you would ask them.

When each question is answered you'll have another question.

What I normally do is sit down and think what I would like to know as a reader.

I would write one question that I think the reader would like to know when picking up the book. Then the next question and so on.

When I finished writing down all the questions I could think of writing the ebook is easy.

You just answer each question as if you're talking to the person asking it.

Don't try to write like you were taught at school. Write exactly the same way as you would say it. This makes the ebook very readable. When someone reads it they'll imagine you're actually there talking to them.

I think an example is in order.

Let's imagine your writing an ebook about, let's say, building a web site.

So first I'd think about what person would be interested in this information. This would be my target customer if I was selling it.

Quite possibly someone is new to the internet who would like to have their own website. Let's say they also want it so they can sell things.

So here goes from the top of my head here are the questions I'd come up with.

How easy or difficult is it to do?

What tools do I need to have?

Why do I need this?

How do I use them?

What do I do first?

What steps should I follow and in what order?

What's the best format to use?

How do I put links to other pages on the site?

How do I put pictures, videos or other stuff on my site?

How do I put my website on the internet?

How do I make it possible for people to buy my stuff?

How can I get people to see my website?

You could go on. But that was written in just a few minutes.

Then you start answering the questions.

As you start writing by answering the questions you'll find, like I have, that more questions will come into your head.

Here is another example to show you in more detail how I think when doing this.

Let's pick a book about website marketing.

Ideal reader will be someone who is looking to find a way to get website visitors.

I'm writing the chapter on article marketing. (Writing articles with links to your website.)

The reader has heard of and tried using articles. However, their problem is that despite posting articles they're not getting many visitors.

So first I need a chapter title that'll interest this person.

So let me see. I know, how about 'Article Marketing that Really Gets Visitors'

Alright I'm the interested reader. What would I like to know first?

First question is...What is different about this method?

Then after you've explained that the reader will want to know why it works. So the next question is...

Why does it work?

You know the answer of course if you were writing this ebook. (It's much better if you write about something you already know about.) The answer is getting the resource box right gets the clicks. Naturally the next question they'll ask is...

What is the secret of the resource box that'll get them coming to my site?

After explaining how to do that they'll probably ask...

What else can I do to improve results?

The title of the article should be compelling. After learning that they ask...

How can I write an article title that'll force people to look at my article?

When viewing the article they'll want to know how to get people to find it interesting enough to read right through. Next question...

How can I make sure readers will read the whole article?

The next question if selling something will most likely be...

What's the best way to have people visit my site with the intention of buying?

That's enough questions for this example. In fact that's enough to write a chapter.

Now I answer each question as if I'm with the reader speaking to them.

A very common next question you'll come up with and should answer. (Most readers will ask it of you.) And that is 'Why?'

These are the extra questions you'll find the reader asking as they read your ebook.

So for example you state that article writing is one of the best ways of getting website visitors. Reader will ask 'Why?'

Then you would go on to explain why this is the case.

You may have written that curiosity will get the most readers. Customer asks 'Why?'

One Final Step

So far we've that like our reader and written down all the questions they would like answered.

Then you would for each point made in your ebook give 2-3 examples or stories to demonstrate what you've said.

Why?

This will help the reader see and understand more clearly what you're saying. It makes it more interesting. And it'll also fatten your ebook.

No less than 2 but no more than 3 examples or stories.

Why?

Because more than 3 examples or stories will bore the reader.

So here's an example...

(You've written this...)

Scarcity will make more people buy what you're selling.

(You answer the readers' why question.)

Experiments show that when items were in short supply the customers described the item as being more desirable.

(Time for 2-3 examples.)

Two groups of subjects were offered a biscuit from a biscuit barrel. There were two different barrels. Both barrels contained the same biscuits. However, one barrel was full and the other just had a few left in the bottom.

Afterwards each group was asked to fill out a questionnaire about what they thought of the biscuit.

The group that received the barrel with less biscuits clearly described them far more tasty and enjoyable than the other group.

On eBay when you see an auction come up for a rare item. What happens? That's right a mad bidding war.

Or remember each time there's a petrol ration of bread shortage announced in the news. The supermarkets are suddenly overwhelmed with customers.

There that's an example of what can be easily written just by answering one question.

So when you answer each question, including a possible 'why' just give 2-3 examples or stories.

Say you've written a book about bass fishing.

You mention that one of the best baits is king rag worm. You explain why by saying you've clearly got more fish using it. Including your friends.

Then you tell about the time you were fishing with crab. Didn't have much luck. And then after using king rag worm the fish just started coming in.

Then you could tell about the time when you used a whole rag worm on two hooks and got even better results.

And maybe one more. But no more than three each time.

Summary of Writing the Ebook Content

Think about what the reader would like to know about.

Write down the questions. Thinking about the answer in your head and deciding what the next question the reader may have.

Answer each question.

Answer the why question.

Give 2-3 examples or stories to demonstrate.

Professional Finishing Touches to Your eBook

Your eBook Title

Simply just the title of your ebook. Make the title the largest text in the whole ebook.

Also you can make it look nice with a shadow.

If you use Microsoft Word for your ebook (as I use) you can add a shadow to the book title. It looks quite nice.

Highlight the title, go to format and click font.

Under 'effects' check the shadow box and click 'OK'.

It's always nice below the book title to put your name. Simply put by (your name) just a couple of lines below the title.

Make the text smaller than the title of course.

Disclaimer

It's usually a good idea to include a disclaimer statement.

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You'll see one of these in nearly every book.

It's a good idea to have one as this protects you from people who may misuse the information and then try and sue you. Having a disclaimer protects you from this happening.

This is simply a legal looking paragraph stating things like the author intends not to give professional, legal or financial advice. And also mentions that the author is not liable for any actions taken by the reader.

See the one at the start of this ebook.

Summary (Optional)

The first question the reader has is what is this ebook going to tell them.

Including a short summary gives someone a short paragraph of two saying what they'll ultimately learn.

Look at books for examples.

Tables of contents

Include a table of contents.

Remember the simplest way to write ebooks is to answer readers questions.

The first question someone has when spotting your ebook is 'What will this book tell me?'

Your table of contents is the answer to this question.

The easiest way to do a table of contents is turn each answer to each major question a chapter heading.

Then simplest list these.

Include page numbers as well.

This not only makes your ebook look professional but also allows the reader to know exactly where in the book there question is being answered.

The table of contents for a book on building your website could be...

Building A Website - Easy Of Difficult
Page 5

Your Main Website Building Tool
Page11

Lets Build A Website Step-By-Step
Page17

How To Make Your Website Look Good

Page 22

How To Link Up Your Pages

Page 27

Pictures, Videos And Cool Stuff

Page 31

Getting Your Website On The Web

Page 37

Setting It Up To Sell Stuff

Page 41

The Secret To Attracting Visitors

Page 49

Chapter headings and subheadings

It's usual standard practice to format chapter headings the second largest text size.

Subheadings are usually only slightly larger than the main text.

This is what really makes your ebook look professional.

It's also a good idea to put two spaces before each subheading between the chapter headings and last paragraph of the previous section.

Also put each chapter heading on a new page

Final tweak

After all the headings have been made the right size and spacing included then a quick scan through is needed.

Look through the ebook looking for where text has moving too far onto a new page. Simply delete the blank lines above to bring it up to the top of the page.

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