

# EBOOK STRATEGY



*Think of an eBook as a white paper on steroids (the sexy white paper): a report, generally 12–40 or more pages in length, that presents complex information in a visually attractive, reader-friendly format. The content is both informative and entertaining; the tone, collegial; the format, ‘chunky’ rather than linear, to facilitate skimming and scanning.*

—David Meerman Scott

## Four reasons to add eBooks to your content strategy

### 1. Generate Leads

eBooks are one of the best ways to generate leads. Customers now have access to ever more sources of information before making a decision or purchase. You need assets that motivate readers to download a copy and return to your site for future assets...and hopefully sign up for those packages you're offering!

### 2. Build Thought Leadership

Enhance your reputation by publishing an eBook with exclusive content, answering specific needs or presenting unique information. Many experts use an eBook to generate thought leadership speaking engagements and appearances. You can too!

### 3. Enhance Customer Education

eBooks help educate customers so they can decide if your product or service is right for them. They can also help customers use your product or service, and get the most out of their investment should they choose to become a customer.

### 4. Share Expertise With Target Audience

An eBook can provide detailed insight on an area of expertise that connects your business or practice with a particular audience. Tailor contents to their specific needs by addressing the pain points of a particular persona. This helps engage customers as well as maintain existing ones.

# 10 steps to create your eBook

1. Decide on your eBook concept
2. Brainstorm the different sections that need to be covered
3. Create an outline. Whatever the length of your ebook, an outline will ensure you cover everything you need to, and give your ebook a structure that is easier to read  
Take it one step at a time:
  - a. Start with the introduction, which explains what you'll cover in the ebook and how readers will benefit
  - b. Write a list of the chapters/sections you'll need, using the main topics as headings. Try to make each chapter flow logically into the next
  - c. Break each section down into three to five key points, using subheadings. Add stats and sources if possible
  - d. End with a conclusion that summarizes your main points and includes a call-to-action
4. Now outline each section. The trick here is to divide each section into chunks – each of those chunks should be approximately the same length as a good sized blog post or web article
5. Start writing. Pick an 'article' sized chunk, outline THAT, and then start writing. Remember that you're only writing the same length as a blog post, or a website article
6. Do that for every chunk in the eBook. So you'll end up with approximately 25 'articles' or however many you need, all written around the same topic
7. Then 'bundle' the articles together. So that now they fit together to form a complete whole – an eBook. You may have to go through and edit so that the sections flow together. But when you've done this two or three times, you'll find that the amount of editing needed is minimal
8. Add graphics or photos for visual interest and to break up the text
9. Design your cover
10. Don't forget to add your contact information at the end, including a link to your website

Voila. You have an eBook!

# Now what?

Once you've put an eBook together, there are plenty of different ways you can use it to grow your business, ie. generate revenue, generate leads, or expand your reach online.

1. Sell it on your website
2. Use it as a bonus for a higher priced product on your website
3. Create a Kindle version and sell it on Amazon as a lead generation device
4. Sell it on Amazon as a physical book. If you are prepared to work a little harder – and potentially generate more income – you can self publish
5. Create an audio version to use as a bonus, or add extra value to your overall package
6. Use the individual articles from your eBook as a Podcast series to build your audience
7. Use it as an 'ethical bribe' to build your list – in exchange for their email addresses, potential clients get to download your eBook for free
8. Use it for lead generation by uploading it to other eBook websites like Project Gutenberg, ManyBooks, or Free-Ebooks.net
9. Convert the individual articles to video and upload them to video aggregator sites like YouTube or Vimeo

## A few ideas to get you started

- An expanded version of your existing blog content
- An introduction to your industry or a relevant topic
- An answer guide to frequently asked questions
- Content around industry studies and statistics
- A case study based on the story of a client
- A product guide
- An interview with an industry expert