WRITE AN E-BOOK IN 30 DAYS

Before You Begin: Identify the Need

In my blog post, "How I Wrote and Published an E-Book in 30 Days," I share that my first step was to identify a need in the world that corresponded to something I knew I could teach. I actually identified this need before I started writing, and thus step one for me fell outside of the 30-day writing window.

If you don't have an idea for your book yet, don't pressure yourself to find one in a hurry—but do set aside time to think about options and do research.

- Write down everything you can do or know that comes easily to you or which you've studied intensely.
- Hop on a site like Pinterest or Google and run searches you think other people might be typing in for your areas of knowledge. For example, "How to write an about page" might be one for copywriting, which my book is about, as might be, "How to write better copy for my website."
- When you discover a gap in the info-sphere and you can fill it, you might be onto a topic you can write your e-book about.
- If you can't find a gap to fill, don't think you can't write an e-book on a topic that's already been covered! Your unique take on a topic can be just as valuable as a unique topic. Plenty of people before me wrote about copy—but at the time, most people wrote about copy in textbook format for students who wanted to be copywriters, rather than in e-book format for business owners who wanted to write their own copy to save money.

DAYS 1-3: DO MARKET RESEARCH

Check out what people want to know using the following free tools available:

_____ Facebook groups
_____ Instagram hashtags
_____ Pinterest and Google searches
_____ Your email list (take a survey or ask a single question)
_____ Read the Amazon previews of competing books

DAYS 4-5: OUTLINE YOUR BOOK

_____ Simplest concepts and most actionable steps first
_____ More complex concepts as you go
_____ Figure out the CTA for each chapter
_____ Ask: Do you have enough for an e-book? (E-books are usually at least 5 times longer than a blog post. The shortest e-book I've purchased was 25 pages; then 66 pages; then 178 pages)

DAYS 6-20: WRITE YOUR FIRST DRAFT

_____ Write each chapter in full before you re-read (unless you're totally stuck)
_____ Even if you second-guess something you wrote, know you can always edit it out later

DAYS 21-26: KILL YOUR DARLINGS

After every paragraph, ask the questions:

_____ If my reader needed results tomorrow, would he or she care about this?
_____ Are any adjectives or descriptive phrases here unnecessary? Will the content still make sense without them? What about jargon only people in my field would understand? What can I cut or do better?

After every chapter ask:

_____ Is there one clear takeaway (action step) my readers now know to take?

DAYS 27-30: PUBLISH THE SIMPLEST WAY YOU CAN

_____ Create your cover
_____ Export to PDF
_____ Set your price
_____ Announce to the world!