

ACE YOUR EBOOK



Lee Schneider



Published by Red Cup Agency

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By Lee Schneider

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My Experience

The first thing you think about when you have a book like this in your hands is *I wonder if this guy knows what he's talking about?* Glad you asked. I've been writing professionally since the 1980s and self-publishing on Amazon and other platforms since 2015. I have self-published five nonfiction books, including one Amazon bestseller. My specialty is nonfiction. If you want to know how to publish a nonfiction ebook or white paper, you have the right book in your hands.

If writing fiction is your passion, I can give you some advice there as well. Red Cup, the agency I own, has managed promo and marketing campaigns for novels.

In the chapters and sections that follow, you are about to receive the action steps you'll need to develop your book idea from a mere notion to an outline to a book published online for the world to read. As you start writing, it's exhilarating to watch your ideas take shape and a structure emerge, and to develop your thesis with other viewpoints from authorities and researchers. Along the way, I'll share my favorite writing apps and discuss how to format your book as a PDF, and for Kindle, Nook, tablets, and other e-readers. We will go over your distribution choices and how to promote your book. I know you'll want to know how to keep the magic going after the glow of your launch day wears off. We will go there.

I won't hide the truth: It's a lot of work to write a book or white paper. Depending on how much you love writing, you will either not notice all that mental heavy lifting or else you will feel every word and pixel you write. In the latter case, you'll want to hire a freelancer or agency to do the writing, and afterward you can put your final touches on it. For many who embark on projects like this, the work is its own reward. We like to express ourselves and we like to share knowledge. That sounds altruistic, and perhaps it is, but there are other good reasons aside from creative expression to write an ebook or white paper. Let's get into them next.

Why Do This?

If writing an ebook or white paper is so much work, why do it? Good question.

The most important reason to write your ebook or white paper is to spread your knowledge and domain expertise. If you own a business, you want your clients and prospective clients to know how you think and to know what you know. If you're a consultant, you want people to understand what it takes to work with you. If you're running a startup or launching a new entrepreneurial venture, you want to educate your new user or customer about exactly what services you provide.

Marketing is an important reason to write an ebook. What's more, it's a fun way to market yourself and your business. Some of us think it's a chore to self-promote. We even consider marketing a dirty word. Okay, but I've always countered that argument with this one: *If you really enjoy what you do and profit by it, what's wrong with telling others about it?* Writing a book is a wonderful way to gain clarity about your own vision for your work, business, and passions. Nothing sets your mind in order, and helps you express your goals for your company, consulting business, or startup more quickly than building it out word by word, sentence by sentence, and chapter by chapter.

Another good reason to embark on an ebook is self-sufficiency. You don't necessarily want to rely on journalists to write about you, or podcast producers to call you, or Google AdWords to promote you. In the SEO game, what we call *organic traffic* is the most valuable. That's the traffic to your website that occurs when people search for your name, your company name, or keywords related to what you do. If they find you after they do that, it's a win. They're on your site. Writing a book and posting it online is one way to create such a pathway to your digital door. It's a way for you to become known and discovered. It's *yours* to distribute, profit by, repurpose, republish, or turn into anything you want.

Books you write can become lecture series. They can become podcasts. When you own the material, you have great creative freedom and marketing clout.

Building your network is another reason to publish a book or white paper. As I'll cover in a later section, when you are creating material for your book, you have the option to turn to interviews, including other voices and building expertise and scope. You can interview experts in the field, prospective clients, or associates in your outer circle whom you would like to see closer to your inner circle. When you reach out to them and interview them for your book it's a good exchange for both of you. They get to show off their expertise and reach a wider audience. You get the benefit of the depth that another viewpoint and voice brings, and you've made a new friend or developed a potential client relationship or business partnership.

How to Build a Better Client

There's an old expression in software development, "Don't make a better X, make a better user of X." When

your prospective clients read your ebook, the experience should put them on the path to becoming better clients. Here's an example. Red Cup produces podcasts. When prospective clients come to me to discuss producing their podcast together, I want them to know a little bit about podcast production and the value of it, so they're not starting the convo from scratch. I hope they've had a chance to read my [ebook about podcasting](#). If they have, it will put the initial conversation at a higher level. If they haven't, sending them a copy is a great follow-up to our conversation.

What to Write About?

When you think about what your ebook should be about, you first have to ask **why?** *Why are you writing this thing?* The best answer is usually that you have some expertise that you want to share. In your work life, as you've developed your platform, as you've built your business, you've learned stuff. That information and experience is valuable to others.

* * *

Leverage Your Research

I don't know about you, but at Red Cup we build lots of lists. We research trade magazines that are publishing articles about retail and wholesale. We build lists of medical conferences that our clients might speak at, keynote, or become panelists for. We build lists of journalists covering wine, education, tech, and finance. We research podcast producers who might want to book our clients. Lots of lists, lots of research. If it all stays internal, it benefits us, of course, and our clients, but nobody else really knows about it. We have a lot of information, expertise, and data to disperse. But it's in a silo, unless we do something about it.

You, too, have research you've done for projects, for clients, to develop your company and customer base. You've built something. With an ebook, you can leverage all that work that is internal and make it accessible. (A note to the lawyers out there: If the work is proprietary, secret, or would damage the company, well, you wouldn't want to make an ebook out of that, would you? I'm talking about work product that you want to share, can share, and would benefit others.)

Consider also that the methods used to develop your research might be valuable to others. If you've built lists of clients by researching what software they use, you can tell the world about how you did it. Did you use platforms like Hunter, SellHack, or Datanyze to build leads? Did you use Import.io to scrape websites? Have you become a LinkedIn ninja lead-builder by using Prospectify? Your insights will help others and build your credibility.

Teach Something

Giving away something of value might feel strange at first. About ten years ago there was a lot of talk about the value of a *freemium* offer. You would give something for free and hook users into buying your paid offerings, programs, or plans. This is still a viable way to get attention and build an audience, but to do it effectively, you have to know what *value* means to you and to your potential clients and customers.

What is valuable? Back when original content was exclusive and difficult to duplicate, it had a different value than it does today. If you went to a bookstore and bought a copy of a rare book, or attended a concert where there was no bootleg recording allowed, you were participating in a singular experience. That concert was unique, never to happen again. *You had to be there*, you might tell your friends. There might be only a few copies left of that

rare book.

With the advent of perfect digital copies, that all changed. There are still rare books and must-attend concerts, but sometimes copies will do just as well. The digital copy has unhooked value from exclusivity. Just because you have the only copy of a book might not make it more valuable, and because many copies of a book are freely available, that might not make those books less valuable. The free flow of books also affects their pricing.

For ebooks, pricing on Amazon is pretty fluid, from \$0 to \$3.99 to \$6.99 and up. Many authors offer their first book in a series for free, charging for the next books in the series. (More on that in a later section.) If you are building a client list, offering your book for free is a good idea. Consider it a form of advertising. If you believe in karma, you will certainly get karma points for giving away a book that will help others. Even if you're not all that altruistic, charging a low price for your ebook will make it accessible to other businesses and help them thrive. If you're building a business, or building a writing career, lower prices will "move more product" and increase your visibility in the market.

Prepare to Launch—Before You Start Writing

A Word About Fiction eBooks

Most of my ebook experience is in nonfiction, but I have managed promo campaigns for novels. If you seek an audience for your fiction work, ebooks are a great way to go. Here are a few tips to start you on your journey.

- **Research what is already working.** Look over the Kindle bestseller lists in fiction and you will see genre fiction jumping out at you. Romance novels, thrillers, mysteries, detective stories—those genres are the most popular and most likely to bring you the most success.
- **Category is everything.** I will bring this up again in the sections to come in this ebook. Your category on Amazon is a make-or-break decision about discoverability on that platform.
- **Get a sense of the competition.** Some of those genres are quite crowded to work in, with thousands of books released. Your new book might get lost. Check out an app like [KDSPY](#). It's a Chrome extension that grabs information about books selling in Kindle editions. Not only can you see what books are most popular category by category, but you can also see what keywords were used in their descriptions, how much revenue they are taking in, and their sales ranking. The best part of all this data: You'll get a sense of the competition. KDSPY will give you a "green light" if your genre gets downloads but not so much action that your book will be lost in the shuffle.
- **Consider Smashwords.** Amazon isn't the only game in town. [Smashwords](#) is an author-friendly platform that is free to use. After you navigate their (sometimes-challenging) formatting procedure, they push your book out to Barnes & Noble, Kobo, iBooks, Ingram, and more. They are more transparent about stats than Amazon, so you can see when prospective readers have downloaded free samples of your book, and sales stats are also easily accessible. They aren't exclusive, so you can list your book on both Amazon and Smashwords. You're also free to give out coupons so selected readers can receive discounts or even a free book.
- **Look into marketing platforms.** Speaking of free books, [Bookbub](#) is an online meeting place for readers. Specializing in fiction, it's a good place to build a community around your work. For a modest fee of a couple hundred bucks (as of this writing) they will promote your free book in their newsletter, which usually results in strong download numbers.

Many of these tips also apply to nonfiction ebooks. Let's move on to how to launch a nonfiction ebook.

* * *

Get Your Nonfiction eBook Online

Your nonfiction book will find an audience online, but only if you are willing to let go a little. Here's what I mean: If you list your book exclusively on Amazon for a price, it might make you a few thousand bucks in royalties.

If royalties are your metric for success, have at it. But let's consider some other metrics: influence, reach, and share of voice.

A well-promoted nonfiction ebook can win you some major influence in an online world that is crowded with information, ideas, knowledge, and yes, noise.

Exclusivity comes at a cost. I touched upon this point earlier, but if you want reach, you have to be generous. When you launch your book, you might want to offer it for free for a day or so. This makes it easy for reviewers to download it, jacks up your rankings in Amazon, and makes you lots of friends. There is also a compelling argument for *never* offering your book for free. To make the call, you have to ask the question: *What do you want to get out of this?*

Know your goals. If your ebook cost you a lot of money to produce—you paid researchers, writers, graphic artists, designers, and editors—giving it away might not seem like such a wonderful idea. To help make that call, you can use KDSpy (mentioned above for fiction ebooks) to take the temperature of the market in your genre. Some ebooks are selling well at \$19 a copy, others at 99 cents a copy. Understanding the competition in your genre will be a key element of your success.

Humans are strange animals, especially when it comes to paying for things. I've found that *raising* the price of my ebooks can make them sell better. Perceived value is a big driver in a buying decision. If you price a deep, well-researched, authoritative book at 99 cents, potential buyers are going to wonder what's wrong with it. If your skinny, written-in-half-a-day ebook is \$19.99, don't expect to move much product. Luckily, platforms like Amazon and Smashwords let you change your book pricing as much as you like. You can iterate your way to success.

* * *

The Marketing Storyline

You will get more out of your ebook if you walk yourself through a marketing storyline. Often my marketing storyline looks like this for ebooks with production costs of more than \$2,500:

- Promotional campaign, including advertising, blogs and media advisory
- Free promo on Amazon for one or two days
- Contacting reviewers and asking them to write about the book
- Adjust pricing level with market testing
- Raise prices until sales fall off, then adjust
- After three months, list on Smashwords and other platforms
- Reissues, new editions, audiobook, and speaking gigs

I reissue my more successful ebooks as audiobooks, in paperback editions, and support them with live events like lectures and presentations. Since I have a fairly large financial investment in my books, I am interested in making some money back, as well as gaining influence and reach.

My marketing storyline is different if my ebook cost less than \$2,500 to produce, or even was free to produce. (Nothing is free, of course, because your time spent writing has value. In this context "free" means that you

didn't pay anyone else to write your book and you did all creative work yourself.) If your book is being released as a PDF to give to journalists or prospective clients, or will be a giveaway to help people sign up for your mailing list, you have a different marketing journey. If your book will go up on platforms like Amazon or Smashwords at a cost of 99 cents, it means that you are looking for reach and influence, not money. The book you are reading right now is that kind of book. I'm writing it to show my domain expertise and to inspire you to write your own ebook. You probably got it for free or close to free. Here is my marketing storyline for this book, which is costing less than \$1,000 to produce.

- Produce the book as a PDF
- Offer the book for free as a downloadable incentive for mailing list sign-ups
- Offer the book free to influencers
- Offer the book free to prospective clients interested in producing an ebook
- After six months, offer it on Smashwords for free, including a mailing list link

Note what's missing in that marketing storyline: Amazon. For my six-month period, I want control over the book and I want to offer it exclusively to mailing list subscribers. After it has served that purpose and helped me build my list, I will seek a wider audience on Smashwords, and I will include a mailing list link at the end of the book.

Make your marketing storyline your own, depending on what you want to get out of your ebook. It's always a good idea to build a vision for how the book will serve you and your company before you jump into writing it. Take a deep breath, because that's just what we're going to get into next.

Writing Your Book

What will your book be about? To answer that question, take a look around. Have you published lots of blog posts, recorded podcasts, or made presentations? Has that material aged well? You might be able to *repurpose* some of your existing writings, recordings, and presentations. Look for a theme among those materials. If one emerges that serves you, use it.

We have a client at Red Cup who makes a treadmill that goes under your desk so you can walk while working. We helped develop blogs, podcasts, and video presentations around UnSit'sWALK-1 product, discussing workplace wellness, longevity, and health. When it was time to produce an ebook, we had nearly everything we needed to make it. The theme was already there in what we had already produced. Most importantly, the theme served the client's goals: to enter a larger discussion about fitness and workplace wellness.

Blogs are the easiest material to repurpose. Presentations and podcasts might be more challenging. Here's a tip: If you have them transcribed by a service like Speechpad it will cost you about \$1 a minute. Speechmatics will use computer speech recognition to transcribe your files. The accuracy is lower than Speechpad, but so is the cost, at about 12 cents per minute. (More on this later.)

* * *

Original Material

Let's say you are starting fresh, with no previous material to repurpose. The first thing you need to do is send your inner critic out for a walk. Your inner critic is that voice in your head telling you that you can't do this, you aren't qualified, you've never written a book before, and that you lack the knowledge and experience to write about anything. You might know that voice well, or it might surprise you with its fierceness when you begin a project like this. Not to worry. It's part of what Steven Pressfield describes as *the resistance* to writing anything. (One of his best books is *The War of Art*. Worth a read if you find yourself struggling to break through the resistance that pops up when doing creative work.) You can tamp down the inner critic's objections by trying to ignore him or her, which can work, but requires a strong will. You can take another approach, which is to fool that critic. That's what I do.

I release all expectations about how good or bad a writer I am. I get out a notebook and a favorite pen or pencil. I seek a change of scene, going to a cafe, walking outside, getting myself moving. Sometimes I will dictate an audio recording into an app like Evernote or I will open Trello, a visual planning app, and start putting out ideas without judgement. It usually works, for two reasons.

First, by moving, walking, or changing the scene of where I usually work, I'm inviting fresh ideas and distracting my inner critic. Second, using modes other than writing gets other parts of my brain working, so by speaking my book ideas into a recording app or moving cards around in Trello, there is a sense of creative freedom, of "just playing around" with the ideas of the book. My inner critic takes a break, I can open up creatively, and the initial ideas of the book get recorded or written.

Organizing Your Initial Ideas

The most important part of your book will be the cover. (What?) Really. The second most important part of your book will be the title. This is the brutal truth of ebooks: For most people, your book will first show up as a thumbnail image on Amazon, Smashwords, or another platform. If you're offering your ebook as an incentive to subscribe to your mailing list you have more leverage. Your cover can be bigger. You still have to have a great title, though, because this will be the first element that helps your potential reader get into your book. Makes sense, right?

There is another reason to focus on your title as an important element. Titles are promises. When you organize your ideas, they all proceed from the promise you make in your title. Choose it carefully. Change it during the writing if your goals change. Test it out on friends. When you zero in on a title, have your initial ideas flow from it. In most free ebooks, people expect actionable advice. If you want your book to be read avidly, be sure to provide plenty of things for your reader to do. That means working in exercises, quizzes, and workbook-style sections that allow your reader to put your ideas into practice.

As you sort through what your book will be about, you'll want to consider *readability*. People are narrative animals. If you want to play at being James Joyce or your favorite edgy, nonlinear playwright, have at it. But it's far more likely that your readers will crave a narrative structure to what you write. If you don't put one in there, they will try to create one themselves. People are funny that way. Most of the time, they want to see one thing after the other in a linear fashion. With that in mind, let's look at some potential structures for your ebook.

Notes on Structure

How will you structure your book? The array of options may seem daunting, even infinite at first. But don't worry, they aren't. Here's a menu for you. You can't choose all of them, but you can mix two or more to present a successful narrative that will make your readers happy.

- Personal story

The most compelling stories (for most readers) are personal. Let's call this one the **biographical** approach to your book. If you have a compelling personal story that includes some key learnings about your industry, work, or your life, telling it as a chronological tale might work well for you. If you choose this option, remember this: Telling a personal narrative doesn't mean you must **begin at the beginning and end at the end**. Most successful biographical movies do not begin at the beginning. They start with a crisis point in the main character's life to set the scene and hook the viewer, and then after that they flash back to the beginning of the story.

- Collection of use cases

I have used this one myself often. Seek out examples of success stories and tell them one by one. Make sure that each story is a little different from the last. If you try to tell the same or closely related tale of success over and over, your reader will get bored. Think like a lawyer preparing a case: Each story is something like a witness, and each one will testify to a different point you want to make.

- Anthology

This method has its genius, because you get other writers to do your work for you. Ask friends, experts in the field, and colleagues to write up their take on your central thesis. Be sure that each story illuminates a different part of the tale you are telling. Some publishers/authors take a mercantile view of this method and ask each contributor to pay a fee to have their chapter included in the book. I am not a fan of that approach, but you can certainly ask contributors to buy you a nice Christmas present. If they refuse, you don't have to send them a card next year.

- Curriculum

I used this structure for my first book, *Be More Popular: Culture-Building for Startups*. If you think of your book as a course given in book form, that means you have some lessons to teach. How would your reader/student best grasp your topic? You might use a mix of some of the methods I've listed here, beginning with a short personal story to set the scene, salting in some use cases, providing exercises and workbook materials, and breaking down your thesis into a step-by-step process. In a book of this kind, you'll need to make it clear what the reader will get out of it, what steps he or she needs to take to accomplish the goal, and what the payoff will be. The underlying assumption that the reader makes is *if I follow all these steps it will all be worth it*. Your book, should you choose this structure, has to make good on that promise.

- Historical

Ugh, really? In my view, a historical treatment for a topic is an easy way out, because it gives you an excuse to present a list of supposedly significant things that happened, and all you are obligated to do is arrange them in a timeline. Historical storylines are best left to geniuses like David McCullough, Doris Kearns Goodwin, and Tim Wu.

* * *

Interviews

Many successful ebooks are written from a single perspective—the author's. They are journeys of self-discovery, replays of experiences, collections of tips, tricks, and use cases. Books of this kind can be powerful when the experiences replayed are high value and show off special expertise. The book you're reading right now is an example of a single-perspective book. I am sharing my knowledge with you. Many of my other books are not like this at all, however, because to write them I interviewed others and added their perspective. Perhaps it's because I have a background as a journalist, or because I've made a lot of documentaries. I like to seek out a chorus of expert voices and include them in my books. I do this to round out my thesis or gain perspective on it.

For *Chronicle of a Startup Town: Los Angeles* I interviewed startup founders who defined the ecosystem of the Los Angeles business world. I interviewed people who originated the coworking spaces that redefined what it meant to work in LA. I queried investors and angels. Their perspective brought a lot to the book. I used the same method for *The Angel Playbook: An Essential Guide for Entrepreneurs and Angel Investors*. I got in touch with

angel investors and venture capitalists and asked them about the investment climate. I spoke with CEOs who had benefitted from angel activity or who participated in startup incubator programs or business accelerator boot camps. I didn't pretend to know everything about the topic of angel investing, but I knew I could ask smart people the right questions and build a good book.

The Right People

Where did I find all those people to interview? One of the best tools for requesting interviews, known as *sources* in the journalism trade, is HARO—Help a Reporter Out. [HARO](#) is a free alert service that goes out to journalists and sources alike via an email. If you plan to publish your book on Amazon, or will serialize parts of it as a blog or podcast, you can request experts to weigh in on your topic of choice. The way it has worked well for me is to write a short description of the kind of person I'm looking for and list a few questions I would like them to answer. Then I invite them to respond via email or to set up a phone call with me. If they email back, I have my answers right there and they are ready for the book straightaway. If they want a call, I use [Calendly](#) to schedule the call (another app like [TimeTrade](#) would work as well). [Dialpad](#) is a good app to use for recording calls, [UberConference](#) also works well. You can even set up Skype to record the call. (Before recording a call, you should ask the other person's permission. It's common courtesy to do so, and in some states, it's the law.)

Transcribing those phone calls transforms them into material you can easily adapt for your book. As I mentioned earlier, [Speechpad](#) provides an accurate transcript at the rate of about a dollar a minute. You just upload your audio file to the platform and they have it. [Speechmatics](#) is much less expensive because the transcripts are done by natural language processing—in other words, by a bot. If you are willing to spend some time correcting those texts, you will have yourself a usable transcript.

On the other hand, you don't have to record the conversations or transcribe them. You can take notes as you speak to your sources. This works for some, but not for me unless I am typing along as fast as my interview subject is speaking. (If I take handwritten notes that fast I usually can't read them afterward.). Transcripts allow me to get the quotes right, and since I'm not focused on typing, I can connect more conversationally with the person I'm interviewing.

[ProfNet](#) is a service similar to HARO. You post a query for free and sources respond to answer your questions.

Both services will bring outside voices to your book, adding perspective and layers of expertise.

Add Research and Data for More Authority

No matter how smart, well-informed, or well-connected you are, when you write a book it's always nice to have a little help. When I completed my most recent book, about angel investing, I wanted additional depth and I relied on outside research services.

KKL [KKL Research Services](#), based in Seattle, Washington, offers research and writing support on a job-by-job basis. You can request research backup for specific chapters you're working on or concepts you'd like to cover.

Wonder Another job-by-job service I use almost every week is [Wonder](#). It is very good with list-building

requests, like “Give me a list of the top five organic food stores in the United States,” or “What Fortune 500 companies have the best gender parity hiring practices?” I have also had success asking their researchers to write a short explanation of complicated topics, like equity crowdfunding. The researchers at Wonder do high-quality work. As of this writing, you will pay about \$50 per request. You have to keep your requests tightly focused, but if you submit a diffuse request that is hard to understand, a research lead will get in touch and ask you for clarification.

Fancy Hands For research that is not technical, I have had a lot of luck with [Fancy Hands](#). I ask for top-five lists of most influential bloggers on topics I’m writing about, or lists of conferences I might want to attend or that are relevant to the book I’m writing. Fancy Hands will also shop virtually for you, seeking out the best deals on printer ink or the best bed-and-breakfast for your weekend getaway. Because of the *jack/jill-of-all-trades* nature of the service, the researchers might not be knowledgeable about complex, insider topics. Your requests have to be fairly simple, and achievable within 20 minutes of searching online. If it takes longer, they will want to charge you for more requests. It’s a subscription service, and a basic account is \$29 per month, which gets you five requests.

Upwork For longer-term research projects, [Upwork](#) might be a good fit for you. The key to success is being specific about your research request. I often set up Google spreadsheets with information to be filled in. For example, if I wanted to learn more about recent successful Kickstarter crowdfunding campaigns for educational games, I would set up a sheet that had columns for the name of the campaign, the amount raised, and the name of the campaign creators, with a final column for notes and contact information. I would specify that I want my researcher to dig out at least ten campaigns, and direct the researcher to the Kickstarter site to search for this information, or a Kickstarter data scraper like [Kicktraq](#). You can set up your job request on Upwork to specify only applicants who are fluent in English, or who have knowledge in your subject area. Since Upwork is the most remote of these outside options, sometimes jobs can go off course. It helps to keep your instructions clear, not assign too many tasks at once, or to stop the job if it’s not meeting your needs.

Need Additional Support?

If you find that you want more support than a per-job service can offer, you can always hire an editor for your book. My agency, [Red Cup](#), offers those services, and [Reedsy](#) provides access to trustworthy freelancers.

What Writing App?

Writing is an intensely personal experience. Ask three writers what tools they use for writing and you will get three different answers about what’s best, ranging from paper to pixels to a mix of the two. I do my best work when handwriting in my favorite Moleskine notebook using a pencil made in Japan or Germany. While it’s fun to be a pencil nerd, the thing about writing an *ebook* is that sooner or later you have to transfer your work into the digital realm.

[Ulysses](#) is my writing application of choice because I can work on a laptop, an iPad, or even on my phone. All my drafts sync up no matter which device I pick up. It’s very nearly a distraction-free work environment, with a look that you can customize at will. Best of all, it exports seamlessly to Word, a PDF, HTML, and EPUB. This makes formatting your ebook pretty easy.

Bear is a Ulysses competitor. Same distraction-free writing, same clean formatting interface, same output schema, with an MD format, but not the EPUB format.

Both Bear and Ulysses make organizing chapters easy. You can move sections around, split out sections to make new chapters, add footnotes and annotations. As of this writing, making a table of contents is tricky in either app, and that's why you have to go to Word if you need one.

Microsoft Word is perhaps the most familiar of these options. In the world of ebooks, many, if not all, roads lead to Word. If you're using the Windows version of Word, all of your formatting, including table of contents, will easily transfer into the publishing platform of your choice. If you're on a Mac, you will need to do a little extra work to get a table of contents properly set up. On either platform, your footnotes and links will transfer perfectly from Word to your ebook format. (More on this in the formatting section, a little later on.)

Google Docs works well for ebooks with a word count up to around 20,000. (A general guideline is one page is 500 single-spaced words or 250 double-spaced words). If you are cowriting with an editor or coauthor, or have to show your work to a client as you write, Google Docs might be the perfect option for you. All changes are updated instantly and it's easy to comment on sections and share ideas. You can export right into Word for easy transfer into ebook formatting, including a hyperlinked table of contents. I've found that for books longer than 20,000 words, Google Docs gets a bit unwieldy and slow. Also, if you need to reorder sections of your book, Google Docs's outlining function isn't as elegant and easy to use as Ulysses's.

It's Time For Production

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* * *

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- Consistent font
- Paragraph line spacing
- Paragraph indents
- Chapter title style
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* * *

Promotion

If your (free or low-cost) book is being used as collateral to entice people to sign up for your mailing list or become clients, then you'll need to set yourself up on mailing list software like [MailChimp](#), [FreshMail](#), [Constant Contact](#), or [Mailjet](#). Once people sign up for your list, you can deliver your ebook as a link. You can use those platforms to send out a series of scheduled emails, often called "drip campaigns," that build interest in your next book or your company's services.

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