



## **12/2/13 ebook Challenge Agenda, Notes, Links**

### **Agenda:**

- Why an ebook
- Creation Options / Usability Options
- Partnering / Idea Sharing (line opens for requests / discussion)
- Agreement for timeline / plans for checkins

### **Homework / Things to think about up front, for ebook challenge (Nail Down by Thurs. & share):**

1. What's your theme, ideas, or topics: top 3
2. Why do you want to do this?
3. Who is your intended audience?
4. How much time are you willing to commit to doing this by the end of this year?
5. What's your goal distribution channel? (sell as an ebook, create a podcast, use as a download, bonus or incentive, kindle, print, etc)
6. Strategy:

What is your strategy for this ebook:

- Give away to build list?
  - Use a base to create something bigger better
  - Have something to sell at speaking events
  - Build credibility
  - Sell
  - Create an info program / class / service from
  - Something you've always wanted to do
  - Promote service or products
7. Don't forget – creating your ebook as an audio book is an excellent additional source of income that many don't think about

### **Ideas for QUICK ebook creation (if your stuck on how to get started:**

- Your presentation slide deck
  - a. Instead of just giving away your slidedeck to audience members, Create a longer ebook version with the same material, but extended.... So when people ask for slides... direct them to a landing page with an easy url, to leave their name to download the ebook. This lasts longer than the presentation deck, and you can multi-purpose it (see below);
  - b. Create an ebook from your slide deck or presentation, and expand on it, adding checklists, worksheets, questions, to do's, added material, references, etc. So a presentation that was for free, can now become a small price info product for the back of the room, online for sale, as a giveaway, something to create into bigger or an educational product, etc.
- Have a blog?
  - a. Create an ebook to write who you are, and what you can do for them, or whitepaper like, going in depth into your industry niche (why coaching is valuable
  - b. OR pulling several of your themed posts together into 1 main topic with extras.
- Start with a quote – an area of expertise, a how to,
- Interview people about a topic / story sharing
- List out questions about your area of expertise, and have someone ask them of you, or you answer via recorder then have transcribed
- Step away from, don't glorify print books..... think out of the box. new app – listen in about 29 minutes in to the link below.... lots of geocaching...there are site specific things – choose your own adventure... interactive fiction.... Digitally based stories.... When you really love a book or movie.... You want to go deeper into the story, the characters, other things.... People want to hold on to the worlds.... Allows people to go deeper and deeper.... You're going deeper.... Site specific pieces are submitted by readers, he collaborates submissions..... he couldn't be 365 places...but others could.....

<https://soundcloud.com/guardiantechweekly/tech-weekly-podcast-eli>

- One of the best tips I've ever received was to **write and save** your eBook in sections, based on the outline you created earlier. Each section basically becomes its own blog post or article. Once you finish a section, cross it off your outline and then you'll see exactly what you have left to do before it's complete. After all of the parts are finished, you can easily put them together later in a **master** file that you use to create your final product. **One Final Tip About Filenames...** If you're going to use the tip above and write each section of your book in a different file (using the template that you created to start each file), here's a handy way you can name your files so you can keep everything in order as you go. It wouldn't be a bad idea to create all of these filenames first before you go ahead and begin writing your content.



00-Author\_Info.doc  
01-Introduction\_eBooks.doc  
02-eBooks\_vs\_Hardcopy.doc  
03-Getting\_Started.doc  
031-Mindmap.doc  
032-Outline.doc  
033-Tools.doc  
etc. (from Pat Flynn)

- write for your audience – not you. To that end – know your audience – open line to ask people if they know this part.
- Include product links and an about you. How to hire you, links to worksheets on your site that people can download when they give an email or something. Or better, include in ebook: checklist, questions, worksheets, fill in the blanks, templates, spreadsheets
- Include calls to action in your ebook – landing page for ebook (list amy porterfield's recommendation
- Make your book keyword / key phrase / key pain – solution rich (if that's applicable).
- Use a mindmap to help get ideas flowing.

#### **Links, Tools, Resources, Reference Materials, Templates:**

<http://www.amazon.com/2014-Writers-Market-Robert-Brewer>  
<http://www.smartpassiveincome.com/ebooks-the-smart-way/>  
<http://blog.hubspot.com/marketing/how-to-create-ebooks-free-templates-ht>  
<http://www.self-publishing-coach.com/kindle-ebook-template.html>  
<http://www.youtube.com/watch?v=dShtmWWKWlk>  
<http://offers.hubspot.com/free-template-for-creating-stellar-marketing-ebooks>  
<http://socialtriggers.com/exclusive/free5000subscribers/>  
<http://mikemichalowicz.com/how-to-get-tons-of-amazon-reviews-for-your-book-or-product/>

<http://writetodone.com/category/writer-toolbox/>  
<http://writetodone.com/3-secrets-to-writing-blog-posts-that-go-viral/>  
<http://writetodone.com/how-to-write-an-ebook-easily-promote-creatively/>  
<http://search.yahoo.com/search?fr=mcafee&p=creative+commons>  
<http://futurenowinc.com/wewe.htm>  
<http://www.writersbucketlist.com/recommended-resources/>  
<http://sjspeakersbureau.com/wp-content/uploads/2013/12/speech-writing-hacks.pdf>  
<http://rae-annruszkowski.com/blog/wp-content/uploads/2012/12/RAmktg-flyer-100-ways.pdf>

Recording will be available: The dial in number is: (712) 432-1500 and the Access # is: 782451#

Homework: Take time to think of some ideas, some topics. Since the purpose of this challenge is to get something out of our heads and onto paper, and best case, get something into an ebook form or into the Kindle process, it's best to shoot for smaller or well contained topics in which you have expertise, knowledge, content familiarity etc. I would like for everyone to be able to commit to moving forward, and present their ideas on the call....so having some ideas prior to the call will make the most out of our time together.

If you have any questions prior to the call - feel free to email me! RA@Rae-AnnRuszkowski.com

*"If you don't work to improve yourself every day then you are wasting your life."*