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"E-Book Publishing Checklist"

By Milana Leshinsky

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E-books are the latest craze on the Internet. Why? Because they are easy to produce, free to deliver, and can create an unlimited income if marketed correctly and consistently.

You can write an e-book about anything! As long as people are willing to pay for that information, it will sell. It is also a great way to self-publish fiction without spending a fortune on print publishing.

How do you get started? Follow this handy checklist:

Choosing a Topic
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- Create an inventory of your skills
- Narrow down that list to the topics you are passionate about
- Choose the topic that most likely to have a wide and growing audience

**Define your Target Market**  
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- Find your competitors using search engines
- List some problems and challenges your target customers might face
- Think of 4-5 possible titles for your e-book
- Get other people's opinions on each title
- Post your titles on relevant forums to see which one people like best (try)

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The Ultimate Goal

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Decide what you want to accomplish writing this e-book:

- Use it as an introductory product to a high-end product or service (has to be of high quality and reasonable price, and you must have the back-end ready)
- Make it your primary product for your business (should be a decent size e-book, with many extras, possibly a

consultation included, can be mid-to-high price)

- Generate quick profits by selling reprint rights to this e-book (topic must be able to support a large audience and be unique from your competition)
- Use it as a lead generation tool (has to be free, enticing, and still have useful information)

### Content Brainstorm

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- Decide on the final topic and title for your e-book
- Write down everything you know about the subject
- Organize your list into sections, putting related points together
- Build your table of contents, with chapters and sections within chapters

Write Your E-Book

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- Use your text editor or word processing program to write your book
- Spell check and re-read your book to ensure good flow
- Send it to your friends to read and ask for their testimonials

### Design and Assemble

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- Choose an e-book compiler (list of most popular compilers:
)
- Find good images for the interior of your e-book (try

-)
- Put all the files and pages together and compile into an e-book

Build a Web Site To Sell Your E-Book

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- Put a web site together (get a free start-up guide at )
- Set up an online payment system to accept credit cards on your web site
- Password-protect your e-book files
- Write a sales copy - text for your web site
- Add bonuses, guarantee, list benefits of your e-book

### Design an E-Book Cover

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- Do not underestimate the power of a good book cover. A great looking e-cover is known to increase sales 300% for many authors
- Decide if you want to create your own e-cover or hire a professional designer
- If you think you are going to write more than 1 e-book, and want to save money, get the brand new eCover Generator program which will create your book covers in minutes:
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Time to Promote

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Depending on what your "Ultimate Goal" is, your marketing methods may vary.

- Create a free demo (or a free chapter) of your e-book and allow your visitors download it & give away to others
- Set up an autoresponder to follow-up with them later to upsell your back-end product or service
- Write articles, place classified ads, submit to search engines, start a newsletter, etc.

For more e-book resources such as compilers, online payment systems, idea generation tools and e-book promotion, visit the E-book Resources at

[http://www.mycoachingwebsite.com/ebook\\_resources.html](http://www.mycoachingwebsite.com/ebook_resources.html)

Milana Leshinsky is a full time web developer and the author of two e-books: "Create Your First Business Web Site in 10 days" and "65 Instant Web Design Answers". <http://www.firstbusinesswebsite.com> <http://www.instantwebanswers.com>

## **Why Wedding Checklist Is Important?**

**By Mary Williams**

Is a wedding checklist important? Why do you need it? Do you think everything you have on your mind will be ready on your big day? Don't you think of the opportunities of missing something? If you don't have a wedding checklist you're asking for trouble. No matter how good your memory is you'd be very unwise to rely on it for every little detail you have to remember concerning your wedding.

In such an important day for you, it would be a crying shame if it was spoiled simply because you failed to plan properly in the first place – and a properly constructed checklist is the very best way you can ensure that all of your wedding plans come to fruition.

Creating a wedding checklist tailored to your specific needs and desires will certainly help to relieve the inevitable stress, particularly as the special day gets closer. Having a well thought out wedding checklist will ensure that you don't forget anything and will enable you to relax, safe in this knowledge, and enjoy the day itself.

Here are some of the things you should put on your checklist are setting the wedding date and time, reserving the date with a florist, photographer and DJ; reserving the church and reception location. These are the first things that should be done in the planning stages six to twelve months before the wedding day itself.

Other important things for your checklist include planning a budget, choosing the wedding party and ordering the invitations. You also need to make arrangements for a wedding dress, hairdressing and makeup. Not forgetting that you also need to arrange for co-coordinated clothing for your wedding attendants and, of course, you need to arrange the all-important wedding rings with a jeweler.

It is necessary that all of the above major things should be arranged as early as possible so that you have plenty of time for the small details later.

Reminders are helpful. Don't forget to ensure that you put reminders on your list for closer to the date. Reminders for ordering your wedding flowers, the wedding cake, addressing and sending invitations, a final fitting for the wedding dress and groom's outfit and placing a wedding announcement in the local press etc.

About a month to six weeks before your big day you should go over your wedding checklist to make absolutely sure you haven't forgotten anything. There are, of course, many more things than those listed above that you will need to put on your specific wedding planning checklist that are personal to

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your wedding, but the above will give you an idea of the things you need to include.

Being well-organized with your checklist will help you having plenty of time to complete each task. With this checklist, your wedding will be as what you have dreamed!

Mary Williams maintains a number of dating websites, including

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, and

. Please visit her websites

and find more interesting dating articles.



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**Menopause, Andropause And Other Hormone Imbalances**

**Impair Healthy Healing In People Over The Age Of 30!**

