

HOW TO
CREATE AN
E-BOOK
FOR FREE

And Get More Online Sales



How To Create An eBook For Free

And Get More Online Sales

By

David Hurley

ThousandAMonth.com

Top5Programs.com

#InspiredFocus

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Introduction

In this ebook I'll show you **how to create an ebook for free** which you can offer as a low ticket product (somewhere between \$3.00 and \$7.00). As well as providing valuable information, your ebook can be used to get more online sales. Creating your own unique ebook product is one of the best things you can do to improve your online business.

But what kind of ebook should you create for best results?

Here's what I recommend, based on my experience of learning how to create an ebook for free:

The best kind of ebook is one that offers a clear solution to a clearly defined problem.

The **solution** is to buy your product or service (or the product or service you recommend as an affiliate). Your ebook should offer your product or service as the best solution to a specific problem that your target audience faces.

So how exactly do you do that?

By leading your readers step by step from **understanding the problem** to finding out that **your offer is the best or the only solution**.

Here is how to lay out the content of your ebook step-by-step:

- Tell your readers what the problem is.
- Paint a picture of the **benefits** of solving the problem.
- Promise to offer a solution for them.
- Explain the problem in detail before you offer the solution.
- Show them what does not work and why it does not work.
- Now tell them about the product or service you recommend.
- Show them why it is the solution they need.
- Remind them of the **benefits** they will enjoy.
- Urge them to take action and buy your product or service.
- Offer a bonus, discount or incentive to compel them to buy now.

Once you know the steps, it is much easier to write your own ebook. A good quality ebook will be between 2,000 and 5,000 words in length. Use a conversational style. Write as if you were talking to a friend over a coffee. Use short sentences, like the ones I'm using in this paragraph.

That way, your ebook will be easy to read. Your readers will understand your message. They will be more likely to take action. And you won't have to pay a content writer to write it for you.

So that's how to create the content of an ebook that guides the reader towards buying your product. Next, let's look at the technical side of how to create an ebook for free.

But before we do that, perhaps you're wondering if it's really worth the effort to create your own ebook. So let's talk about some benefits of creating your own ebook...

6 Benefits Of Creating Your Own eBook

- **Authority:** Writing your own unique ebook demonstrates your expertise.
- **Branding:** Your ebook helps you to brand yourself and stand out in your niche market.
- **Uniqueness:** It's your ebook; you wrote it in your own words. You are the only one who wrote it.
- **Trust:** As people read your ebook, they learn to know, like and trust you.
- **Funded-Proposal:** Use your ebook to win the first sale from your target audience.
- **Follow-Up Sales:** Generate follow-up sales by embedding links in the ebook that point to your products as solutions to specific problems.

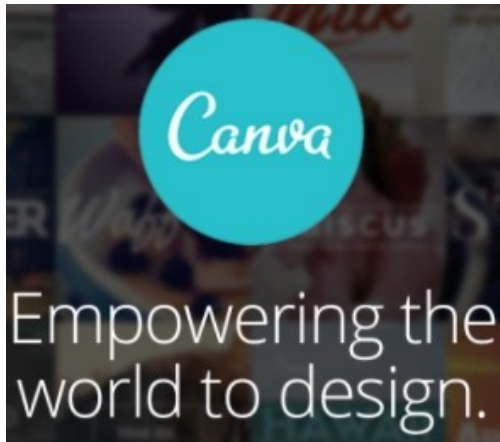
Okay, now let's look at how to use free online tools to create your ebook.

How To Create An eBook For Free Using Online Tools

Step 1: Go to <https://drive.google.com/> and open a new **Google Docs** document.

Step 2: Write your ebook.

Step 3: Go to [Canva.com](https://www.canva.com) to create and import some images. Canva.com is a design website you can use for free.

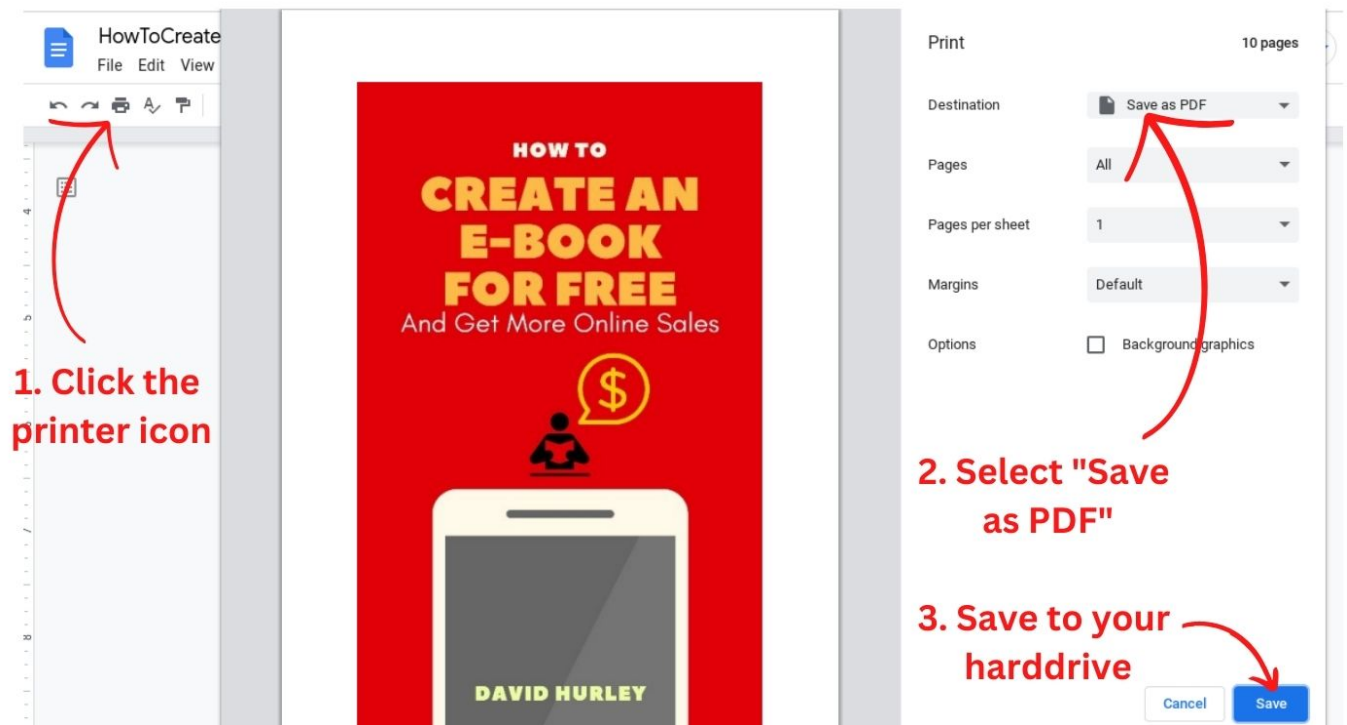


When you've created some images, download them to your haddrive and drag your images into your Google Docs ebook document.

Step 4: You can also use Canva to create a professional-looking cover for your ebook. Import the cover to the first page of your ebook.

You can also use the cover image as a jpg file to promote your ebook on your opt-in page.

Step 5: When you finish creating your Google Docs ebook, "print" it as a PDF file.



You can turn any Google Doc into a PDF file (i.e. into an ebook).

How To Promote And Sell Your eBook

1. Create A Niche Blog

The best place to promote your ebook is your niche blog. If you don't yet have one, [get started with a free blog](#) hosted by SiteRubix.com.

Your niche blog is your main online marketing platform. Create keyword-rich content to drive targeted traffic to your blog.

I suggest that you start with a free Wordpress blog on the siterubix.com domain. SiteRubix offers secure Wordpress hosting. You can upgrade and create a blog on your own domain later on, once you start to build an income stream.

On your blog you will publish **posts** on topics relating to the niche market you are aiming to serve and the products or services you are offering.

You will also create a sales **page** for your ebook.

Another feature of your blog should be a **free offer** and an opt-in form so that people can join your mailing list and learn more about your business. I usually place my free offer in a **side panel widget** towards the top of my blog so that it can easily be seen.

To create an opt-in form and mailing list you will need an **autoresponder**. The autoresponder service I recommend is Sendsteed, which is part of a portfolio of marketing services offered by **Leadsleap.com**.

2. Set Up An Email Marketing Campaign With Leadsleap

Once you have an account at Leadsleap.com you will be able to create a landing page and link it to your Sendsteed autoresponder by placing an opt-in form on your landing page. You can learn more about how to set up a landing page by subscribing to my

free [Leadsleap Training Videos](#) newsletter. (By opting in, you will also see what a landing page looks like and how the opt-in process works.)

David Hurley, Leadsleaper Since 2008, Shares His Insights...

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3. Upload Your eBook

You will need to provide your customers with a download link to your ebook.

If you have a premium [Leadsleap](#) account, Leadsleap lets you upload and store your PDF files on their servers. When you upload a PDF file, you get a download link that you can send to your customers when they buy your ebook.

Another (free) option is to upload your PDF file to your [Wordpress blog](#) Media Library.

4. Create a Free Report Or Other Free Content To Offer On Your Landing Page

What? Do I have to write another ebook?? (Well, you could create some free videos instead, as I did for my free offer on the previous page.)

Your free report should be much shorter than your ebook. Aim to make it between 1,000 and 1,500 words in length.

A good way to create it is with this kind of format:

“How To [Solve XYZ Problem] In [7] Easy Steps”

You can really speed things up if you have already published some good quality content on your blog. Copy and paste it into a Google Doc. Now you can edit it and turn it into a PDF report that you can give away.

In the free report, simply lay out the steps. Offer valuable information, but do not tell them all your secrets! Instead, **make them hungry for more information**. Tell them they can get it in your ebook (the one you are selling on your Wordpress blog). Include a Call To Action that directs your readers to your ebook sales page.

Upload your free PDF report to Leadsleap or your Wordpress blog. Post a link to it in the first email that your Sendsteed subscribers will receive from your autoresponder.

5. Your Marketing Funnel

Promote your free offer on your landing page. This is the top of your marketing funnel. Here's the process from the top of the funnel to the point where people buy your ebook:

1. Promote your landing page on safelists and other ad sites.
2. Landing page visitors opt in to your list to get your **free report**.
3. After opting in, they are immediately redirected to your **ebook sales page**.
4. They download your free report via a link in the first email they get from you.
5. Inside the free report there is another link to your **ebook sales page**.
6. Create a series of follow-up emails on your Sendsteed autoresponder. The emails should gently promote your ebook over a period of several days.
7. Subscribers who buy your ebook will also learn about your follow-up products or services.

6. Offer Incentives



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Once everything is set up, life gets a lot easier! All you need to do is:

- Promote your squeeze page
- Create content on your blog
- Rinse and repeat.

Conclusion

I hope you found this ebook on “how to create an ebook for free” helpful. If you follow the steps outlined here, you will be well positioned to sell more and make more. That’s the aim of your online business, after all!

Click the button for more about how to create an ebook for free and earn \$1000 a month selling it online. That’s \$1000 or more in ebook sales alone, NOT INCLUDING product sales that your ebook generates:

[*Click Here To Learn How To Make \\$1000+ A Month With Your E-book!*](#)

All the best,

David Hurley

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