

What to Do *Before* You Start Your Ebook

7 Steps to Save You Time and Effort

By Connie Ragen Green

1. Decide what you will write about in your ebook. Think about experiences you have had, job or career experiences, or what you love to do in your spare time.
2. Write down all of the keywords that describe the topic you have chosen. Keywords are the words and phrases someone might use when searching for information on your topic on the internet.
3. Use a keyword selector tool such as [Wordtracker](#) or Overture. Read the free [Keyword Search Guide](#) available at Wordtracker. See how many people are searching each month for the keywords that describe your topic.
4. Start a blog about your topic. You can start a free blog at Blogger or get a free trial for a blog at [Typepad](#). Typepad has much more to offer in the way of features and the cost is only about \$5 per month. They also offer free tutorials to get you started quickly.
5. Make a blog post about your topic as often as possible. Posting two or three times a week in the beginning will promote your blog quickly.
6. Write short articles by expanding your blog posts. Two hundred fifty to three hundred fifty words are good for these kinds of articles. Submit your articles to article directories such as [Ezine Articles](#). This directory will publish your articles at no cost to you.
7. Combine your articles into short reports and mini-guides. Use these to give away as you begin to build a list of people who will be interested in purchasing your ebook.

These 7 steps will lay the foundation for you to write, publish, market and sell you ebook on the internet. Visit [Ebook Writing and Marketing Secrets](#) for more information or to contact me.

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