

Publishing an Ebook Transcript

This is a transcript of the audio seminar, edited slightly for easy reading!

You can find the audio version at www.writershuddle.com/seminars/july2012

Hi, I'm Ali Luke, and this is the July seminar for Writer's Huddle, *Publishing an Ebook*.

So, unless you've been living under a rock for the past few years, you'll probably have noticed that ebooks have become very popular, and rapidly popular. **The Kindle launched in 2007 – the Kindle is Amazon's proprietary reader for ebooks – and that's when the ebook market really started taking off.**

Before that, we had ebooks, and we had devices like computers that were perfectly capable of reading an ebook, but it wasn't something that most people wanted as a reader, whereas now, with the Kindle, and the Nook, and the Kobo, and with tablets, and with smartphones, people are beginning to read on the move rather than being tied to a computer screen.

A Brief History of Ebooks

So, ebooks have really risen in popularity, and it's been a fast rise. In 2010, Amazon was selling more ebooks than hardback books, and in 2011, Amazon started selling more ebooks than paperbacks. Ebook revenue is now more than hardback revenue in the US as a whole, so not just Amazon which is obviously online, and has the ability to market ebooks more easily, but in general, in the US, ebooks are outselling hardback books.

Given that we're talking about a period of five years since ebooks started becoming mainstream, this is a really really rapid progression. Certainly for me, I think this is something as big as the Gutenberg press, in terms of how it's changing publishing, and how it's changing reading, and how we can access books.

So, we're all writers in the Huddle, and, as writers, this is a very very exciting time, because it's now really easy for us to get our words out there, whether it's a novel, or a non-fiction book, and so on, and into the hands of readers, without necessarily having to go through agents and publishers and so on.

Coming Up in the Seminar

In this seminar, we're going to cover the publishing of ebooks, so we'll look at:

- Why you might want to publish an ebook
- Different types of ebooks
- Different ways of formatting them
- A couple of issues like cover design and pricing

What I'm not going to get into, for the purposes of this seminar, is writing, editing, marketing, things which fall a bit outside the scope of just the publishing. This is obviously a huge, huge topic, and it's something I've written a book on, which is coming out in September, so if ebooks is really something you're interested in, stay tuned and I'll make sure that everyone in the Huddle gets details about that.

I want to focus here on the publishing process, because obviously we've got people here in the Huddle who are very good at writing and very good at editing. Obviously marketing is a skill as well, but that's something that we can discuss in a slightly broader context than just ebooks.

Why Do You Want to Publish an Ebook?

So, a good place to begin, I think, is your reasons for wanting to publish an ebook. I know this is something that at least several people in the Huddle are thinking about, because this was a popular topic in the survey that I did a few months ago.

#1: To Get Your Writing Out There

One reason is just to get your work out there for the world. You might not be that concerned about the money, you might not even want to have loads and loads of readers. You just want to get your novel, or your book, or your poetry, or your short stories, or whatever it might be, out there so that people can read it, even if those people are perhaps fairly limited to the circle of your friends and family.

#2: To Prove There's a Market for Your Book

Another reason could be that you want to prove that there's a market for your book before approaching publishers. There are a number of ebook authors who've signed big print deals, so Amanda Hocking is probably the best known, if you Google Amanda Hocking you'll find lots and lots of news articles about her, and about her success.

Perhaps at the moment publishers are a bit more cautious, you know, they're always cautious, but a bit more cautious than they normally would be. You know, we're in the recession, and ebooks are obviously changing the publishing industry quite a bit.

If you've maybe written a novel, or a book that's hard to pigeonhole, you might find that you need to prove that there's an audience, and one way to do that is by publishing it in ebook form.

#3: To Make Money from Your Writing

And then another reason is that you might want to make some money, and that's perfectly valid. There is certainly money to be had in ebooks, and I'll come on to that in a little bit.

I certainly wouldn't say that it's a “get rich quick” kind of thing, but the control is in your hands, and obviously if you publish your ebook yourself, you get to keep all the profits, minus the cut that, say Amazon takes, minus any money that you might spend on cover design and so on.

If you go through a publisher, they will pay you a percentage of the sale price, and that's not necessarily a very high percentage, even on ebooks when there's no manufacturing costs and so on.

Why Publish Your Own Book in Ebook Form?

So, reasons to publish in ebook form in particular: one is that it's become a much more reputable form of self-publishing, and I know when I was getting into writing, maybe ten or so years ago, self-publishing still had quite a lot of stigma attached, and that's not completely gone away, but it's fading fast.

With ebooks it's possible to produce a very professional looking product without spending much money, and that ebook can sit alongside traditionally published books on Amazon, and frankly most readers won't notice the difference.

If you've done a good job on things like cover design, and edited your ebook well, or had it edited by someone who's a professional, then it's indistinguishable from a big, traditionally published book, and in fact you might have an edge in some ways.

I've read some books by big publishers which have been published in ebook form, and they've been shockingly badly formatted. You know, because these publishers don't realise how important it is to get the formatting right, and how many people now buy ebooks, and so on. There are also books coming out that don't even have a Kindle version, or recent books that don't have a Kindle version, so as a self-publishing author, you can get your book onto Amazon, you can get it into the Apple iStore and so on, and you can get ahead of the traditional, slower publishers.

You're (Probably) Already Self-Publishing

If you're still unsure about the idea of self-publishing, what helped me was to think of the fact that I was already self-publishing, you know, I have a blog – Aliventures – and I publish posts there on a regular basis. People read them, and, you know, the posts are free, but it's still really nice to have some readers and to have an audience.

Even if you don't have a blog, if you have a Twitter account, or you have a Tumblr account, or even if you just post in online forums like the Huddle, you are self-publishing, you're getting your words out there to an audience, using a technology that is really very recent, and we have so many of these possibilities that just didn't exist in the past.

I want you to think about your reasons for publishing an ebook, because it's hard to know if you've succeeded unless you know what your goals are. For some people, their goal might be to make money from that ebook specifically, and for others that goal might be to use the ebook as a way of generating leads to their business, so they might give it away free, or sell it very cheaply, but they're not looking to make money directly from the ebook, it's more as a marketing tool. Those are different things to think about in terms of your career as a writer, or the business that you're supporting with your writing.

Different Types of Ebook: .pdf or Ereader Ebook?

Ebooks come in different forms, and to me there are two distinct things that people mean when they say ebook.

One of those is “ebook” in the sense of ebook that you would buy from Amazon. You can read it on your kindle, or on your iPad, and so on, or an ebook you buy from Barnes and Noble, or whatever online store you use for ebook buying, and that's probably what the general public think of now when they think ebook.

There's also “ebook” in the sense of the information marketing world, which is a slightly more specialised kind of publication. So, if you've got any of my Blogger's guides, or if you just want to look at the site for them at www.bloggers-guides.com then you'll get the sense of what this kind of ebook is.

.pdf Ebooks for Specialised Topics

This type of ebook is usually a highly graphical .pdf involving hyperlinks and so on. It's on quite a specialised topic, so obviously my Blogger's Guides are aimed at bloggers. Even though I know lots of bloggers, I'm aware that this isn't a

huge mass market, it's a specialised area of information, and these ebooks can sell for quite a lot of money because they're specialised.

In this area of the ebook world you might well price an ebook between about \$10 and as much as \$100, depending on how long it was, whether you were packaging bonuses with it and so on. People will pay a high price for information, particularly if it's information with a business application, particularly if it's information they can't easily get in other ways.

If somebody wanted my blogging expertise, they've either got the choice of paying \$29 for one of my ebooks, or they can pay for an hour of my time, which obviously costs quite a bit more, and then they only get what we can cover in one hour.

So, even if the price seems quite high, people will and do pay it, and those Blogger's Guides have been a really quite successful source of income for me.

.pdf Ebooks as Freebies

.pdf ebooks like this are also quite often used for freebies for blogs. If you've ever subscribed to a newsletter – it's the case with the [Aliventures newsletter](#) certainly, once you've subscribed you get access to several free ebooks in .pdf format. They're quite short simple ebooks, again they've got a bit more design, colour and so on than would be possible with a Kindle book, or a book on the Nook, and so on.

The advantage of these .pdf books, for writers, is that they're very easy to produce you don't need any special software. The advantage for readers is that anyone with a computer can read them, a .pdf can be read on any computer, quite a lot of devices like iPads and so on as well, you can even read a .pdf on a phone, although it probably wouldn't be the most user-friendly format.

Kindle / Other Ereader Ebooks

The kind of ebooks that you get for the Kindle and so on tend to be much more text-based. Certainly I've got books on my Kindle that have pictures and illustrations, but because the Kindle is black and white, and the same goes for other major e-readers, it's not the easiest format to look at really graphical charts and things.

These ebooks are almost always much cheaper than the .pdf type ebooks, so on Amazon these ebooks are usually priced between \$0.99 and \$9.99, and they usually encompass popular non-fiction or fiction. They're books that are aimed at a wider audience than the specialised .pdf ebooks.

Which type of ebook you are aiming to create is going to depend on your goals and business and what sort of writing you're doing.

Obviously if you've written a novel, no matter how great a novel it is, people aren't going to spend more than a few dollars on it, that's just the nature of the market. If you've written a highly specialised guide that you can market to an interested, committed, niche audience, then you can charge much, much more, even if that's a lot shorter than the novel.

Do think about what your goals are with an ebook, and maybe consider what sort of audience you're aiming at, what sort of knowledge or expertise you've got that you can share. Or, perhaps it's the case that you want to write fiction or poetry or something that may not make a lot per book, but has a much bigger potential audience.

Creating Your Ebook as a .pdf

So, in terms of creating these ebooks, a .pdf, as I say, is really easy to do, and you don't need a lot of technical knowledge or expertise to do this. You can make a .pdf using Microsoft Word, if you have Word, you can do it using OpenOffice, which is free, if you don't have Word.

It's basically the case that what you see is what you get, so you write your ebook and format it in Word, and you put all the headers in place for your chapters, and you put bold text where you want bold text and you put images where you want images and so on, and then you convert it to a .pdf.

Everything should convert through and stay exactly the same, and obviously there may be times when you run into slight problems, but obviously if you set things up well, you'll find that your .pdf will look basically the same as your Word document and you won't have any nasty surprises.

It's a really good idea to use Word's *Styles* feature (and this goes for other word-processing programs too). This lets you set up things like your chapter headings and your sub-headings, and then you automatically create a table of contents by linking all of those headings, and then if you change one of the headings you can update the table of contents by clicking a button.

If you've not got much idea on what Word styles are, then there is a mini-course in the Huddle to help you with this. ([Microsoft Word for Writers](#).) It's something that can take a little bit of time to get to grips with if you're not used to using them, but certainly I've found that my work has been so much more efficient since I've started using styles, and it really would be impossible to do some of the things that I would want to do with manuscripts if I didn't have styles set up, so do invest a little bit of time in just learning how to use the software well, if you're going into ebook publishing.

That mini-course is available, like I say, in the Huddle, it's absolutely free, and there's a bunch of little videos and text instructions to just help you get to grips with styles.

Creating your Ebook for the Kindle (or Other Device)

So the other kind of book that you're going to create is the kind that is read on a Kindle, or some other form of handheld device usually, although these can also be read on computers, and there's two formats here. The Kindle uses a format based on the .mobi format, and pretty much every other device uses an open format called .epub.

Now, these are a little harder to create than a .pdf, because not all the formatting and so on will necessarily convert from your Word document, and there's a little bit more work to do in terms of just getting things set up properly.

You've got a couple of options. You can create the .mobi and the .epub files and sell them directly from your own website, you might even provide them with a .pdf version, and the advantage of this is you get all the money, you've got full control, and you can provide people with several versions in one, or

you can just go through Amazon and the other stores rather than just creating the files for your own use.

Either is a valid option, and it might just depend slightly on what your goals and your reasoning behind writing an ebook are in terms of what option you choose.

Something else to keep in mind here is that there are lots of individuals and companies who you can pay to format your ebook for you, so **you don't necessarily have to do this on your own, especially if you're not very comfortable with the technology**. This is not a hard thing to outsource to somebody else.

If you want to sell the ebook through your own site, and you want to have it in the .mobi and the .epub format so people can use it in their e-readers, then I recommend a piece of software called Calibre to create the files. Calibre is completely free, and it's available for Windows and for Mac, and there's online documentation to help you and so on.

Although it's a little bit technical, and it took me a couple of goes to really get to grips with it, there's plenty of help and support available. Calibre has a conversion process; you may need to run that a few times with different settings, just to make sure you get the results you want for your ebook.

Calibre will basically take an HTML file, from Word, or from another word processor, and it will convert that file into the .mobi and the .epub formats, and then once you've got those files in .mobi and .epub, you can upload them to your website and sell them or do what you want with them.

Selling Through Amazon

Then to sell through Amazon, you can use their Kindle Direct Publishing (KDP), which is quite simple and user friendly, and I found this quite refreshing, because a lot of the other online bookstores don't have a simple or user-friendly method that you can really just get into yourself, and I'll explain how to deal with that in a moment.

Amazon's Kindle Direct Publishing is straightforward, you can sign in with your Amazon account, and it'll take you through the process of uploading your book. There's information to fill in like your title, and what category your book is in, and so on.

The main thing that we're talking about is uploading your ebook manuscript to Amazon. You can upload it in Word format, and you might want to give that a try, and see how it turns out on the preview, so you may find that if it's a very simple manuscript, if it's just text for instance, that it comes out fine.

In general, I would suggest that you don't just upload a straight Word document. I think it's a good idea to at least save the Word document in HTML before uploading, so in Word, when you go to *Save As*, you'll have an option for *HTML filtered*, and that's the one to choose. It will create an HTML file from your document.

(Both the .mobi and the .epub formats for ebooks are to some extent based on HTML, which is the code that formats everything we see on the web.)

Again, you can pay somebody to help you with this. **Amazon helps you preview the file after upload so you can check that everything's come through as you want it**, that chapter headings look right, and that pages beak in the right place so that you've got a page break before the chapter headings and so on. If you've set up the document with styles this should just be automatic.

Selling Through Non-Amazon Stores

Then although Amazon is the biggest of the online stores, you'll probably want to get your ebook into other stores, so the way that I do this, and the way I recommend, is to use Smashwords. This is a third-party website that takes your Word document manuscript, and converts it into .mobi and .epub formats, and also .pdf and HTML and some other formats too, and then distributes it, in the appropriate format, to stores like the Apple store, the Nook store, Barnes and Noble, and so on.

Smashwords take a percentage of your fee when your book sells through one of those stores, and they also sell your book through their own site, and take a percentage there of the sale price. They don't charge you up-front, they only get money if your book sells – so it's not a risky thing to do, to go with Smashwords.

You do have to follow Smashwords' quite precise guidelines for getting your Word document into the right format for them. They have a few particular rules on how your document should and shouldn't be formatted, so it converts well through their system, but there's comprehensive help on that, they've got a whole guide on it, with lots of screenshots to help you, and again you can pay people to help you with this step.

These would be the tools that I would recommend – to use Amazon's Kindle Direct Publishing directly, and to use Smashwords to get your book into all the other online stores.

Something that you do need to know here is that you can't just upload your Word file to Smashwords, download all the files that it produces, and then sell those files. Smashwords does not want you to take them away and re-sell them, so they can only be sold through Smashwords and through the sites that Smashwords distributes them to. This is obviously because Smashwords wouldn't get any money otherwise.

The same goes with Amazon. Once you have created your book on Amazon, you can't then take the Amazon .azw file and sell it from your own website. So, if you want Kindle users to read your book, but you don't want to sell it through Amazon, then you can create a .mobi file, sell it on your website, and Kindle users can use that .mobi file and it will display fine on their Kindle.

Getting Your Cover Design Right

One really crucial thing that you need to do, as well as create your manuscript, write your book, and get the manuscript into good shape, is to get a good cover design. This is really important, because we all judge books by their covers.

If your ebook looks professional and it has a really good, engaging, compelling cover, then people will trust that book, and they will think that the attention that has been put into the cover design will also have been put into the writing, which hopefully will be the case. It will just create the right first impression.

Whether you're selling an expensive .pdf ebook from your site, or whether you're selling a novel or a collection of short stories or a book of some other description through Amazon or through other stores, your cover is really important.

Something you need to keep in mind is that that cover needs to reproduce well at quite small thumbnail sizes. If somebody searches on Amazon, then they'll see a very small little version of your cover, against the title of your book, and it needs to look okay at that size, they need to be able to read the title and your name at least.

Designing Your Own Cover

If you're going to do cover design yourself, try to keep the cover simple, maybe focus on one key image. One of the mistakes I see quite often is people try and throw in something about every element of their book, when you've got quite a small space to play with, because like I say, these covers, they're at thumbnail size quite often, that's the first thing that people will see.

You can use sites like iStockPhoto to buy high quality photography or illustrations – it's worth going through those, looking at some good ones, seeing what might work for you. It's definitely worth trying out some different fonts: try to get fonts that are in keeping with your particular genre or the category of book that you've got

Maybe look at some professionally published books that are similar to what you've got, and see what are the design elements that they use, what sort of fonts they use, and so on. It's easy here to go with something that's maybe a bit garish, or just doesn't quite work, so obviously you don't want neon green, or really bright red, or stuff that's going to clash with other elements on your cover.

Personally I have very little design ability, so unless I'm doing a free ebook, I get somebody professional to do this for me. If you're a bit more design-oriented than I am, you may want to have a go yourself, and one option here is to perhaps produce several versions of your cover, and to get some friends to let you know what they prefer, or what they really think works.

Hiring a Designer

If you do decide to hire a designer, you can expect to spend somewhere between \$100-\$150 for a good professional cover design, and obviously you may find that there are some people who are cheaper, there are certainly some who are much more expensive, and look at other books that they've designed, obviously, look at their testimonials.

Make sure that they're clear about what they can do for you, and are they just going to give you a cover and that's it, or will they do some revisions if there are things that you want to change on the cover and so forth, and really cover design is something that can make or break a book.

It's definitely worth having a look at both some good and some bad covers to get a sense of what really works and what really doesn't work, even if, like me, you're not somebody who's very visual and good at design, you'll probably be able to spot a bad cover and distinguish it from a good cover.

This will at least give you some pointers for making one yourself, or for picking a designer who you know does some good work, so I'll pop some links in the worksheet that goes with this seminar, to help you find some examples of good design and not-so-good design, and so on.

Pricing Your Ebook

Then, another issue before you hit 'publish' on your book is how much you're going to charge for it, and obviously, I mentioned this earlier, in terms of what type of format you want to put your book into, but this is something that can be quite tricky, particularly if you're pricing on Amazon.

Amazon's Royalty Structure

Amazon have two different royalty rates.

If you price your book between \$0.99 and \$2.99 inclusive, then that will give you a royalty percent of 35%. So if you sell your book for \$1, you'll get \$0.35 for every copy sold.

If you price your ebook between \$2.99 and \$9.99 inclusive, then you get 70% royalties, so you get 70% of the cover price, and Amazon get 30%. Obviously that seems like a much more attractive deal.

The thing to consider here is that if your ebook is \$0.99, you're going to sell more copies than if your ebook is \$2.99, pretty much in every case. **Whether or not it's going to be worth it in terms of money in your pocket is whether you can sell six times more copies at \$0.99 than at \$2.99,** and that's something you may want to experiment with, you may want to look around online and see what other authors have written on this, because people have experimented a lot with pricing.

These might seem like quite low figures for a book, especially if it's a novel you've put years of your life into. It's important to remember that you're not just selling the ebook once or twice or ten times, you might be selling it to tens of thousands of people (in an ideal world!) and if that means selling it at \$2.99 for each person, but you end up making a living from the book, then it's probably worth your while. But if you priced that book at \$9.99 and you hardly sold any because people perceived that price as too high, then it's not going to be such a good return on your time.

Another thing to consider here is that Amazon are not ranking the low-priced ebooks quite so highly. Amazon seem to be trying to push authors into pricing in that \$2.99-\$9.99 bracket.

If you are just starting out and deciding what to price your ebook at, if it's fiction I would maybe say \$2.99 or \$3.99, if it's non-fiction maybe go a bit higher, \$4.99 or \$5.99.

Bear in mind you can very easily raise or lower that price if you find that you think that a slightly different price might have a better result in terms of sales and in terms of how much money you make.

Selling a Specialised Ebook

Then if you've written a much more specialised ebook, one that you're going to sell just through your own website, you can obviously price it much higher. My Blogger's Guides are \$29 each, I've seen ebooks that are \$50 or \$75 or \$99 and so on, and I think the best thing you can do here is to look at similar stuff that's on the market and maybe price a little bit lower.

With the Blogger's Guides, I tried to keep the price to the sort of low end of what people were charging in the blogging world. **\$29 may seem like quite a bit, but it's not too expensive in the context of the market for those books.**

Again this is something you can experiment with. It's also very easy to offer discounts, so all my newsletter readers get a \$10 discount on each of the Blogger's Guides, if they want it, and as Huddle members you get a 50% discount on the Blogger's Guides, and so on. (You can find your discount code on the [Welcome page](#).) People don't necessarily have to be spending the full price on your ebook, although I do find that the Blogger's Guides do sell regularly at full price.

Giving Your Ebook Away for Free

Something else to think about with pricing is whether you want to give your book away for free, and if you've just written a short ebook that's designed to perhaps to get more people to your newsletter, or drive more leads to your sales page and so on, then giving it away for free could obviously be a very good option, and clearly you'll get your book into many more people's hands if it's free than even if there's a small price tag like \$0.99 attached.

Using Amazon's KDP Select

You cannot make your ebook free on Amazon unless you go through their KDP Select program, so that's Kindle Direct Publishing Select, which is a

program run by Amazon where you make your ebook exclusive to them for 90 days.

During those 90 days people in the Amazon Prime program can borrow your book, a bit like borrowing it from a library, and you make a small amount for each copy of your ebook that's borrowed, maybe a couple of dollars. It depends how many people are in the program each month and what the prize pool of money, so to speak, is for that month.

And, during those 90 days, if you can make your ebook free for all Amazon users for up to 5 days, and they can be consecutive or they can be 5 days split.

Some authors think this is a really good way to get their book in front of more people, that it's a really good marketing tool. Others think that maybe it's not quite worth the drawback, and the main drawback is that you can't make your ebook available on any other sites during those 90 days.

If your ebook's already up on other sites through, say, Smashwords, you're going to have to take it down from those.

Using Smashwords

On Smashwords you can make an ebook free, very easily, so people are going to be able to download it from Smashwords for free. If you don't want to host a free ebook on your site, but you do want to get it out there, then Smashwords may well be the best option for you.

Final Points to Keep In Mind

I've tried to give an overview of the process here, without going into so much detail that you've got bogged down in one step or another. I know there's a lot to take in, so I want to just sum up with some of the key things to remember, or to keep in mind, when you're looking into publishing your own ebook.

#1: It's a Step-by-Step Process

The first is that it's a step-by-step process, and **even if one step seems quite difficult, you can get advice online, there are more and more books coming**

out about this as well. Plus, there are plenty of individuals and companies who you can pay to help you, if that's what you want.

You can pay someone to do your cover design, you can pay someone to format your ebook correctly to get it on Amazon, and you can even pay people to help with things like the marketing and the editing. You've got lots of options, don't get put off if one step or another looks a bit daunting.

#2: Good Formatting is Important

Then the second thing is that a well-formatted manuscript is really important, whatever type of ebook you're going to produce, so do take the time to look at [the mini-course about using styles in Microsoft Word](#).

Get your paragraphs formatted with proper paragraph styles, get your headers formatted for your chapters, and your sub-headers, and so on. **The time that you spend learning that, I promise you, will be massively repaid in terms of how much easier it makes your life when it comes to formatting your ebooks,** and also when it comes to formatting manuscripts in general, to submit to publishers.

#3: Start Small

Then the third thing is that it's good to start small. You don't necessarily need to launch into the ebook world by finishing your whole novel and getting it onto Amazon and having a big marketing campaign, or something like that.

You could start out with a free .pdf ebook on your website, or maybe put your free ebook on Smashwords if you don't have a website where you can do that.

If you don't even want to produce an ebook at this stage, you could start by putting chapters or scenes from your novel onto your blog, and just slowly building up a readership there, so you don't necessarily need to go from nothing to ebook empire overnight.

I think the free .pdfs are a good place to start because, like I say, it's easy to get something free into people's hands, so you'll see downloads, you'll maybe get some encouraging feedback, and the .pdf is the easiest format to produce.

#4: Ebooks Are Here to Stay

The fourth thing to keep in mind is that the ebook world is growing really fast and it's only going to continue to grow.

I know some people have some mixed feelings about the rise and rise of ebooks, and I know in the publishing industry and the literary world there are some people who feel that proper books are paper books, ones that you can hold in your hand.

People can get quite passionate about that, but it's clear that ebooks are not going to go away and they're going to become a bigger and bigger thing as more people get tablets, and more people get e-readers and so on.

This is a really really good time to get on board in the ebook world, even if you're just dipping your toes in at this stage, it's a great opportunity to just get there slightly ahead of the curve, before this becomes even more of a mainstream thing, before everybody has an e-reader.

There's no time like the present, and if you can just start getting involved with the ebook world, you'll find that as you learn how to do one thing then the next step becomes a bit easier. The nice thing about ebooks is that, even if you screw it up a bit, it's not like you've printed a thousand copies or anything, so it's easy to re-upload your book, or change some things around, or get some extra help and advice.

So, as usual, please feel free to stop by the forums, and let us know what you're working on. If you've already published an ebook, whether that's a .pdf or it's on Amazon, let us know about your experience, what went well, what didn't go so well. If you're just looking at publishing an ebook, let us know what you've got in mind, and we might be able to help.

I'll put some helpful links in the worksheet that goes with this seminar, so do download that if you haven't done so already, and check out some of those links to help you really get started with ebooks.