

Create Your Own E-book



Easy E-books



A how to book  
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# Easy E-Books



**By Studio Express**

E-books are a great way to connect with others online and give your website visitors something they can call their own.

If you've ever written a short story, essay, or letter then creating an E-book will be a cinch for you!

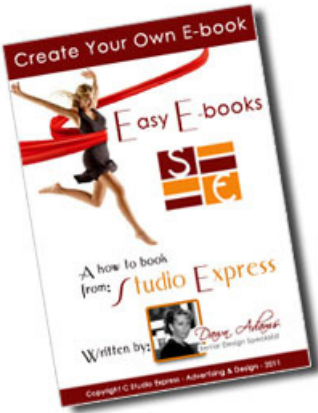
The first few steps are no different then what we all had to do in school when we wrote that first essay or short story:

- **Choose your topic**
- **Set-up an outline**
- **Create your rough draft**
- **Type your content into a word document**

## *Give Your Content Style~*

Be sure to add your own personal touches; pictures, links, quotes, a splash of color here and there, and if you're knowledgeable about table layouts, you can add a bit of variety by setting things up in columns and shaded backgrounds to highlight important sections that you want to stand out.

If this is your first E-book, you may want to keep it short and simple to begin with. You want your readers to come back for more, so avoid getting too in depth with your content. Once the word is out that you've created your first E-book, offer it to your clients, friends and family to download for free and then get feed-back. Find out if it was too short, too long, not enough detail etc. Then improve on that. After all, you are creating something that is for your target audience, so we want it to be geared toward THEM and what THEY want.



To finish up the look and feel of your E-book, you may consider contacting a graphic designer to create a "cover" page with color graphics and professional looking title etc. It is a book after all, and the quote "**Never judge a book by it's cover**" wouldn't even exist if it weren't for people who did just that! So give them something to jump start their curiosity. Then put that 'page cover' right on the first page of your document. And don't forget proof your content and copyright your book.

## Time To Convert

So now you have your word document ready; with cover page, rich content, pictures, captions and personal touches. Your next step is to get a conversion program that will convert your word document into a universal, free and easy downloadable PDF file.

I use, and highly recommend **PDF995**. It's a free program that you can download here: <http://www.pdf995.com/download.html>

Once PDF995 is installed on your computer, open your word document and click "file" then "print". This won't print your document, but you'll see a new PDF995 option that you can select. Choose that option and watch the magic unfold! Your word document will automatically be converted to PDF format while maintaining the layout, colors and images you so carefully set up. Save it to your new E-book folder, because you know you'll be creating more of these in the near future!

Now you're ready to go live with your E-book. Contact your website administrator and have them make a small thumbnail image of your cover page and link it to your PDF file (your E-book) then promote that free E-book on your home page. Send all your friends over to download it and be sure to tell them it's theirs to keep.

Good luck, have fun and be sure to send me the link to your new E-book as soon as it's available, I can't wait to read it!!

Best wishes on your continued success! Sincerely, *Dawn Adams*