

# The Easy Way to Write

*Presents*

# Becoming a Successful Writer

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**Rob Parnell**

## **Becoming A Successful Writer**

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### **The Easy Way to Write**

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## *About the Easy Way to Write*



Rob Parnell is owner and founder of the Easy Way to Write, an Internet company established in 2002 dedicated to providing excellent writing resources to writers of any proficiency from beginner to seasoned pro. The Easy Way to Write provides books and courses designed to help authors with anything from self-motivation and practical writing solutions to selling their work.

Rob also owns the Australian Writing Academy, an offline correspondence school.

You can sign up to free writing courses and newsletters here: [www.easywaytowrite.com](http://www.easywaytowrite.com)

### *Easy Way to Write resources include:*

The Easy Way to Write a Novel

<http://www.easywaytowrite.com/novel.html>

The Easy Way to Write Short Stories That Sell

<http://www.easywaytowrite.com/sstories.html>

The Easy Way to Write Romance

<http://www.easywaytowrite.com/romance.html>

The Easy Way to Write Thrillers

<http://www.easywaytowrite.com/thriller.html>

The Easy Way to Write Screenplays That Sell

[http://easywaytowrite.com/screenplay\\_ebook.html](http://easywaytowrite.com/screenplay_ebook.html)

The Easy Way to Write Fantasy Fiction

[http://easywaytowrite.com/Fantasy\\_Course.html](http://easywaytowrite.com/Fantasy_Course.html)

The Easy Way to Write Your Own Autobiography

[http://easywaytowrite.com/autobiography\\_writing.html](http://easywaytowrite.com/autobiography_writing.html)

**Dear Fellow Writer,**

Congratulations on your decision to start **Becoming a Successful Writer**.

You have now joined the ranks of the few. That is, you've proved you have the courage to take control of your life and change it for the better. Excellent!

**Introduction**

Okay, first up, we're going to be looking at some fundamental issues regarding you. I'm assuming you've read some of my articles and newsletters, so you may have at least some idea of the principles I believe are involved in becoming a successful writer.

Over the next few lessons you'll be shown information designed to make you think, to question yourself, and resolve issues relating to your personal development.

Whatever you do, don't skip over these lessons!

They are fundamentally important to your success. It's all too easy to venture into an activity, and then, because you were unprepared, fail miserably. Don't let this happen to you!

A few days of introspection and self-analysis now will help you enormously in the future.

So, for the next few days, read the lessons, do the exercises (they're not hard) and most importantly, relax.

I wish you the very best of luck.

Feel free to get in touch at any time, about anything you may need help with.

[Rob@easywaytowrite.com](mailto:Rob@easywaytowrite.com)

PS: As an exercise, before you start, write a short history of your life as though everything you've done has been leading up to this moment.

Think about what attributes, talents and experience you might have that will help you in your new writing career. Have fun with it. If you get stuck, no matter. The point is to see your life in perspective and perhaps give it new meaning. Go on, try it. You never have to show it to anyone. But the exercise WILL help in the coming days.

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**Lesson 1.1****Getting the Success Mindset**

You'll need some time for this. Five minutes, half an hour, an hour - how long is up to you. However, the longer you spend on it, the better.

Sit in a comfortable place, take a few deep breaths and relax. Close your eyes if you like. Calm yourself as much as you can.

Now. Imagine you're alone, sat on a mountaintop. You're warm, secure, and full of love for all that is around you.

Imagine that you are all-powerful. Imagine that with the power of thought alone, you can change anything in the universe.

Spend a few moments changing anything you like.

Enjoy the feeling of power this gives you.

Now think about this.

You are a reflection of the world around you.

Just as a speck of your DNA contains all the building blocks for your body, so your body contains all the building blocks of the universe.

Now, imagine yourself being at the center of all things.

Take your time.

Then, see yourself as a conduit through which all life flows.

Feel it.

Finally, try to understand that the universe IS you, and that in some mystical sense, you ARE the universe.

Spend a few moments now thinking about that last sentence. What does it mean to you? How does it affect you?

How do you feel? Enlightened? Calm? Freaked out? Okay, relax.

Getting the truth of the above concept may take a while to grasp. After all, Zen masters spend their whole lives trying to do just that. They have a name for the state of consciousness this realization can bring. It's called Nirvana.

You don't need to achieve it – in the Zen Buddhist sense, but just get an inkling of what being alive and connecting with everything around you really means. Don't worry if you experience no magical sense of enlightenment – at least not immediately. Just getting into a relaxed state, being calm and imagining yourself happy are all helpful on the road to self mastery.

When you have time, go back to a meditative state and turn your sights inward.

Ask yourself.

If you had the power of a god, what would change about yourself?

What bad habits would you want to remove? What character traits would you want to alter? More importantly, what would you WANT for yourself? What material things, what eventualities, what success?

Ask yourself these questions for a few moments.

Then, below write down all the things you would like for your life. They can be goals or idle wishes or complete fantasies. It doesn't matter. Don't be shy. No-one need ever know about these dreams but you. So be bold, even outrageous!

Write down a list of your goals and dreams here:

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Think about your goals and dreams for a moment then imagine them as if already achieved. Enjoy the sensation.

Also, question your reasons for doing what you do, and why you are on this planet. What plans are you making for your (and perhaps your family's) future? Make notes on these issues now.

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It's vitally important you do this before we go any further. Why? Simple. Your reasons for *wanting* to sell your books will directly affect your *capacity* for achieving that goal.

Now, think about the implications of the above statement - and write down what occurs to you. Meditate on your observations and your motivations for the rest of the day. When you're ready, list the five most important things you would like to achieve in your life right now. Next, we'll continue with more exercises designed to program you for success.

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_

**Lesson 1.2****What Are Your Reasons?**

Ask yourself this: why do you want writing success?

List five reasons. Do it now, before you go on. Write whatever you like. Don't be embarrassed or shy. It's just for your eyes.

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Your list might look something like this:

1. Money/wealth for me and the family
2. Financial independence
3. To finally get that yacht
4. To leave a legacy for my children
5. To retire at 45

Now take out your final list from the last lesson and compare it to your new list.

Your list from the last lesson might include:

1. Stop smoking
2. Go to Fiji, thin
3. Create enormous success
4. Set up a foundation
5. Initiate World peace.

Whatever.

Your lists might be completely different. It doesn't matter but, does anything from both lists coincide?

On both lists, is there reference to success, riches, fame? All well and good. There are lots of good ways of motivating yourself, most of them valid. Many people spur themselves on using financial and material goals to work towards. Some are very successful. Some are not.

What about helping people? What about trying to change the world for the better? Are there elements like this on your lists?

There should be.

Because there is a Law that applies to life: “In order to receive, you must firstly give.”

If you've read my work you will understand the wisdom of this and the need for you to live by it in your career, especially if you are trying to sell your own writing.

At this point, I'd like to add my own 'law' because I believe it's pertinent – and true.

*“If you're only doing it for the money, you will fail.”*

Because, just like any business or venture, you have to be in it for the right reasons.

We all recognize that good companies survive on customer service. Good and successful companies put their customers and clients first because, without them, there's no company.

When it comes to selling your own writing, this is more especially so. Success is not a one way street. Taking people's money for your books and writing is only half of your responsibility. As a writing professional, your focus should always be on your customers, market, and readers first.

You should care about what they want, what they need, and most especially you should care about what they expect from YOU.

This is an important element to writing success. Simply writing books is not enough. You have to write them for a reason – and the best reason to write a book is to entertain or enlighten. In short, your focus should be on writing for your readers – whether it be fiction or non-fiction. Writing for yourself is one thing but if you want to be published, or be successful at self publishing, you have to write for others, your readers.



**Lesson 1.3**

**Integrity, Contribution & Persistence**

Ask yourself the following questions, writing down your answers.

1. What is your definition of integrity?

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2. What does money mean to you?

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3. How committed are you to your goals?

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4. Does your desire for financial independence override everything else?

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You should have reasonably full answers to all of these questions before you move on.

Now, take a few moments to imagine you're already a success, you're already a Guru in your chosen field, you're already a big star.

How does it make you feel?

Take time out to meditate on the idea of writing success. What it means and how it might change you.

Then, think about what you might need to do to achieve that success.

Does it seem impossible?

Or does it seem easy and entirely possible?

Write down your answers to the following questions.

1. Am I willing to learn by experience?

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2. Can I flexible in my approach?

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3. Can I be patient?

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4. Can I be persistent?

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Answer all of these questions with conviction.

Once again, do you feel you have the INTEGRITY to keep promises (to yourself and your readers/customers) and follow through?



## Lesson 1.4

### Affirmations and Belief

I want you to make yourself – or rather – your subconscious, believe you are going to become a successful writer.

It is a vital first step on your road to success and one that must not be taken lightly. Its power is immense.

This technique is not something I've pulled out of the air. It is a proven psychological process that's been around for about a century or so. However, before that, it might well have been called 'magic'. Let me explain.

Your subconscious mind is a powerhouse. It contains all the information you have acquired throughout your life, even if you think you've forgotten it.

Under hypnosis, people can recall the tiniest details of their lives, including all the books they've read, all the TV programs they've ever seen and everything that's ever happened to them, however minor.

We are shielded from this information by the conscious mind, which acts as a filter to ensure our survival.

Now, the subconscious is also pretty stupid. It has no concept of time and cannot differentiate between dreams and reality.

This is a distinct advantage when it comes to creating success.

Because, if you convince your subconscious mind that you have already attained success, it believes you. It doesn't matter that your conscious mind knows different, as long as you reinforce your subconscious with affirmations.

Simply put, affirmations are positive phrases repeated over and over.

Set out below, are ten affirmations. I want you to spend the day repeating them to yourself. Out loud is good but not essential. At least ten times each. A hundred times would be ideal.

1. I am now a successful writer
2. I make lots of money

3. I write well, quickly and easily
4. I deal with people with professionalism and courtesy
5. I love the work I do
6. I have all the talent and skills I need to write well
7. I know exactly what I'm talking about
8. I get on well with all people, all the time
9. I run my own business superbly
10. There is nothing I cannot do

You can add your own affirmations if you like, as long as you say things to yourself that are positive and encouraging.

It's important that you speak in the present tense and say the affirmations with as much conviction as you can muster. Believe in what you're saying.

Spend the day alone saying these things over and over, arguing the logic of them if you have to. Don't ask other people for their advice or guidance in this area. It will not help. Keep away from people who might be cynical of affirmations. They are proven to work and any kind of cynicism about their efficacy will simply slow down your progress towards being a successful writer.

The purpose of these affirmations is to convince your subconscious of your new personality and your inner power and potential. Doubt can only diffuse this power.

Affirmations work because the subconscious mind hones in on the new information and guides you towards what it perceives has already happened. If it believes you are rich and successful, it will then get you to act and think in a way that reflects its new reality.

The best part is that once you've convinced your subconscious of something, you don't need to keep reaffirming it. So, you only have to do this exercise a few times over the course of a month - before your new reality becomes entrenched into your brain.

Trust me on this. Belief can create miracles.

## The Writer's Life

As a working writer, you are called upon to write all kinds of things. Even novelists will dabble in non-fiction articles, news columns, short stories, writing speeches for seminars, and even whole books on topics of interest to them.

Not everything successful writers write gets published – it's a mistake to believe that. Good writers are flexible and will write in many styles and genres to find those one or two elusive pieces/books that will go on to sell well.

But of course, most writers are writing for some unspecified future publication date. Books take on average one or two years to get published *after* they've been accepted. Articles may be months in the making and be published, if accepted, months later.

Payment for writing is notoriously slow. It can take years to receive royalties and months to be paid a pittance for short stories and articles.

This is fine for a working writer when money is coming in from work completed years earlier.

But what about you, now? How do you make money from writing sooner rather than later?

I asked myself the same question around five years ago. I asked it with conviction and a determination to get the answer. I'd made a decision.

I brainstormed every which way I could make money from writing. I made a list of all types of writing from novels, short stories, plays, articles, whatever I could think of. I made a column next to the list and put in the average payment rates for each type of writing. I drew another column listing how many of each type I would have write to support myself over the course of a year.

For instance, if I wrote short stories I would need to produce (and get published) fifty a year and receive at least \$100 for each of them to make just \$5,000.

Or I would have to write twenty five articles a year, paying at least \$200 each to make the same.

The average novel advance for a new writer is around \$5,000 to \$10,000. Nice if you can get it but still, hardly enough to live on, pay bills and support the people around you.

Last on my list of writing options was writing an e-book and promoting it on the Net.

I made the calculation. If I could sell 1000 e-books a year at \$20 each, I could make \$20,000. If I sold 5000, I'd be rich. The proverbial light bulb came on in my head. Not only could I start making money from my writing on the Net – it could start straightaway (or at least in a couple of weeks!)

I reasoned that even if I didn't give up my day job (I was still working for the Education Department then) I would still be creating an extra income source that would eventually allow me to fulfill my dream – which was to write full-time.

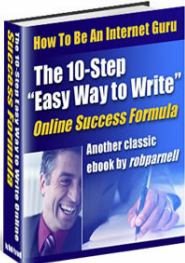


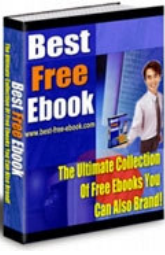
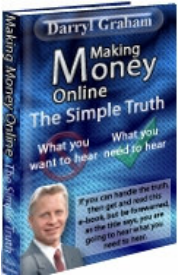
As things turned out, I was writing full time just *five weeks later*. I'd left my 'hated' desk job and begun the thrilling journey that was to become the Easy Way to Write.

And so, my friend, I'm asking you: do *you* want to be a successful writer?

Do you realize just how quickly you can make that a reality – by simply writing and selling an e-book on the Internet?

Think about it. Makes sense, doesn't it? Your e-book will pay for your writing life, in which you can do all the 'real' writing you've ever wanted!

Introducing, **The Easy Way to Write Successful Writer Pack:**

					
<p>The Bible for Internet Success by Rob Parnell</p>	<p>Online Advertising for FREE!</p>	<p>An Encyclopedia Of Internet Marketing Ideas</p>	<p>How to Create Streams of Rapid Income</p>	<p>64 Free Ebooks to Sell and Learn From!</p>	<p>The Simple Truth About Making Money</p>

This unique package contains the sum of all knowledge you will ever need to make lots and lots of money online. It's at least \$350 worth of resources for just \$37! What are you waiting for? Go here now:

[http://clickbank.net/sell.cgi?navin/2/Successful\\_Writer\\_Pack](http://clickbank.net/sell.cgi?navin/2/Successful_Writer_Pack)

**The Easy Way to Write Successful Writer Pack** will radically shave years off the time it would take you to learn all you need to know about selling your writing on the Net – and have you earning money from your work within weeks, even days from now.

You know me. I want you to succeed. I want the best for you. I wouldn't recommend anything to you that I didn't sincerely believe in. I've been doing this Internet thing for over five years now. It worked for me. Now, I have a dream life.

Sometimes I ask my partner, Robyn, "*Are you sure I haven't died and gone to Heaven?*" Because that's what it feels like to achieve your goals and still feel a sense of excitement every day – to live with passion and integrity. To really feel alive.

All this from just one e-book? Well, that's how it started for me. And if I can do it, I'm positive you can too. Go for it. Click here now:

[http://clickbank.net/sell.cgi?navin/2/Successful\\_Writer\\_Pack](http://clickbank.net/sell.cgi?navin/2/Successful_Writer_Pack)

You are literally seconds away from achieving your dream of being a paid writer.

Even better, when you purchase this package, you get me to help you, every step of the way. Anything you need help with, I'll be there, to guide you on your road to success.

Click here now:

**The Easy Way to Write Successful Writer Pack**

[http://clickbank.net/sell.cgi?navin/2/Successful\\_Writer\\_Pack](http://clickbank.net/sell.cgi?navin/2/Successful_Writer_Pack)

You won't regret it.

I promise.

## Lesson 2.1

### The Easy Way to Write a Book

Of all the things you need to do on this course, it's probable that writing your own book will be the most challenging. But believe me, the following process will work for any kind of book – fiction, non fiction, digital e-book, biography, children's book, whatever.

It needn't be too hard. Follow the instructions below and writing a book should be easy, straight-forward and, of course, fun.

It may, however, take some time. For an e-book that means just a few days, maybe a month.

Don't beat yourself up about how difficult you might imagine it to be. There is only one cure for worry, fear or feeling like you're not up to the task. That cure is ACTION.

In the coming days, whenever you feel discouraged or overwhelmed, just take a few moments out to relax. Go for a walk, make some coffee or watch TV for half an hour. Deliberately unwind and de-stress. When you're ready, repeat some of your positive affirmations until you feel more confident.

Then go back to your e-book and work a little more on it.

Just a little time spent on it consistently will reap enormous benefits as you continue on your quest for writing success.

You CAN do it. Believe that and believe in yourself.

The good news is that once your e-book is done, it's relatively easy to start making money from it. Good money too, if you follow the simple instructions in Part Three of this course.

For now, let's get on.

#### **Topic:**

Have you decided yet what you're going to write your e-book about?

If not, go back and study Chapter Four (pages 56-70) of [How to be an Internet Guru](#) and do the exercises suggested.

Brainstorm everything that you know, would like to know and what you'd like others to know.

Take an especial look at how the information you'd like to relate can benefit your potential customers, whether it be financially, materially or spiritually. This is one of the keys to your success. If you can solve a problem or two for your customers, or improve their lives in some way, you're half way there.

Once you have some idea of an area of expertise you'd like to work in, join some chat groups in that area. When you're confident, ask people what their problems are.

For instance, you might be interested in writing an e-book about dressmaking. Join chat groups that cater for people interested in making and designing clothes. Join in the discussions. Find out what interests people, what want to know, what information they have difficulty obtaining.

Also, subscribe to e-zines (web based magazines) that cater for your interests.

Simply type 'ezines' or 'ezine directory' into a search engine and look for related subjects.

Subscribe to free newsletters and read them when they arrive. This is a very good way of finding out what your target customers are interested in.

Don't forget to click through to the ads on these newsletters too. This is a very good way of finding out what people want (and what your competitors are doing to make money!)

When you're sure of what you want to write about, think of a 'draft' title and perhaps a by-line. For example:

Title: "How to Make Great Clothes Dirt Cheap"

Byline: *'The beginners guide to dressing like a celebrity on less money than it costs to get your car waxed!'*

Remember that the title should not be cryptic. It should explain exactly what your book is about, couched in terms of the benefit your customers will receive when they buy it.

Start working on the above now. Trust your instincts and have fun learning and coming up with ideas.

## Lesson 2.2

### Research

Now is the time to start collecting the information you will need for your e-book.

If the subject is close to your heart, you might not need too much in the way of pre-existing information.

You might instead spend time now making notes about the topics you intend to cover in your book. Even if that's the case, it's always a good idea to quote from authoritative sources to give credibility to your arguments and observations.

You can download lots of articles and information from the Internet, but when you do, always remember to include the name of the author, the publication you are lifting it from and the date.

Get as much information about your chosen topic as you need. Go to the Library and search for books that are relevant to your topic.

Don't worry if there are other books that appear to cover your topic fully already. They may be insightful but they won't have your unique slant.

Get all the information you need for when you start writing proper. You don't want to stop to go back and do more research later.

Many writers stall at the research stage, imagining you can never do too much research.

This is a mistake. Unless you're writing a learned thesis on say, the American Civil War, it's unlikely you will need much source material when writing an e-book.

I use very little research material. Generally, I rely on my memory and will only look up certain facts to confirm their veracity.

You might need lists.

If, for example, you're writing a book about dressmaking, you might need tables relating to cloth density, needle size and the like. Fine - but remember to always credit the source - where you got the lists and tables.

As you go looking for your research material, start to think of how your book will look. What will you be trying to say – what's its angle?

Try to visualize the 'shape' of your book. If this is difficult, try to imagine it as a movie, or a documentary.

Where do you want it to start? What information will make up the bulk of your story? What conclusions do you want your reader to come away with when they've read your book? What feelings?

Go further. What 'tone' do you want the book to have? By which I mean what tone of voice do you want to use to write it?

The more natural and easy for you, the better.

At school they teach us to use a dignified tone in essays that may seem unnatural. It certainly made us dread writing them.

And it may have set up blocks to your creativity.

Banish those old school ways!

If you write as you talk, you'll do fine. So practice talking!

And, as you reading through your research material, imagine how you are going to re-state some of the information.

Make little speeches to yourself, as if you are passing on a few facts to a class of children. Notice how you phrase things. Recognize that your own style is right here, in the sound and rhythm of your voice. Don't fight it. Be natural. It will help you to write more easily and consequently, your words will be a lot easier for your readers to read.

Don't fret about anything, especially the upcoming book writing. You should be focusing only on the information you want to impart and how you'd like to get it across.

At this stage, you're creating the bare bones of your book.

Never think that you will not be capable of writing your book. You will be. Trust that your subconscious has - in some sense - *already* created the book. All you will be doing is transcribing it. Getting it out into the open.

So, for the next couple of days, collect all the information you think you might need and start putting it in the order you think is right for it.

### Lesson 2.3

#### Making Notes

The more time you spend on this part of the process, the less time you will need to spend writing proper. It's a good investment of your time and can be fun, even thrilling.

Get your research data in front of you and some paper for writing on, or use your PC for making notes. You don't need to be particularly organized about anything else yet.

That comes later.

For the next ten minutes, do nothing. Close your eyes, relax and try to think of nothing. Listen to your heart and get it to slow down. Do this by breathing deep, long and slow breaths - in through your nose, out through your mouth.

Next, visualize your book on a shelf.

See yourself taking it down and leafing through it. Imagine the weight of it. Smile. Feel the pride in your work and enjoy it. Think of all the ideas and notions that went into it. Spend a few moments on this.

When you open your eyes, begin to make notes on the critical information that needs to be in your book. It could be just a snippet or two that occurs to you. It could be a lot more.

Make notes on anything and everything that occurs to you, whether you think it's relevant or not.

Write quickly, putting down the first thing that comes into your head. Keep writing - you never know where the logic of an idea might come from.

For example, if you're writing a book about car maintenance, you might make the following notes:

*Problems starting car?*  
*Things you need to check (make list)*  
*Carb, oil, sparks etc etc*  
*But: explain what these things are first*  
*Replacing parts - explain how to*  
*Cost?*  
*Where to go to get?*

Let your mind free-associate ideas. Even if you get sidetracked, put those ideas in too for now. You can always take them out later. The important thing is to let go of your conscious mind and record anything and everything that your book might cover.

Look at your research material. Write down anything that occurs to you as you scan them. Anything you agree with, anything you don't and say why, briefly. Remember, these are the notes that will jog your memory later. You don't need to write long paragraphs or care whether it would make sense to anyone else.

This is all for you.

Okay, if you feel inspired to write whole chunks, do that but don't edit or revise anything. Just keep writing. Keep asking yourself the following questions:

'What else do I need to say?' 'What else?' Write down whatever comes into your mind. 'What else? What else?'

Even if all you can manage is chapter headings or ideas for parts of the book, that's fine. The important thing is that you are creating a body of material and ideas. Giving the book a solidity in your mind, so that from there the idea of writing the whole book does not seem so daunting.

Over the next day or so, even when you're not in front of your PC, or you're out and about, keep brainstorming for more ideas and scribble them on scraps of paper.

When you make a connection between one topic and another in your mind, definitely write that down. You are looking for 'glue' to bind the notes, so anything, no matter how fanciful, is a good idea at this stage.

It's always a good idea to write from personal experience. Think about how you might be able to quote examples from your life to help your book. Make notes about the stories you might like to tell that will highlight the text. Write out a few anecdotes in shorthand to sprinkle throughout your book. Readers like anecdotes because they're personal and give your work a 'unique' quality.

Spend perhaps an hour making notes followed by a break. It can be tiring. But come back to it when you're ready.

If you do this a couple of times a day, you will build up a vital catalogue of ideas, snippets and thoughts. As I said, the more you do of this now, the easier the writing will be later. It's important to take as long as you like over this stage.

**Lesson 2.4**

In your battle for success, this next technique is your secret weapon!

Once you've mastered designing templates, book writing becomes easy. I've had thousands of students come back to thank me year after year for teaching them this simple but effective technique.

You see, the reason why most writers fail to finish their books is that they fail to have a plan outlined in advance.

Once you know where you're going and more importantly, when you can see the end goal in sight, then finishing becomes almost inevitable. You should spend an hour or so designing your template. Do it now!

Enjoy.

**Designing a Template**

Take a piece of paper or open a word file on your PC.

Write the numbers 1 to 10 down the left hand side.

At number one, write a short statement about what your book is about. For instance:

1. How to become a fashion designer

At number ten, write a short statement about your book's conclusion. For instance:

10. Book has shown how to achieve the goal of becoming a successful fashion designer.

Now go back and fill in the gaps, numbers 2 to 9, explaining in short statements how you will get from 1 to 10. For instance:

1. How to become a fashion designer

2. Explain fashion industry ? how it works, how much money is involved etc.

3. Show how one person (your reader) can join the ranks of the industry through hard work, good ideas and determination.

4. Where to start? Give an idea of the tools, experience and skills necessary to getting

started.

5. Fashion design courses. How to apply, where they are run, what qualifications you might need.
6. Basic designing clothes and dressmaking exercises.
7. Discussion of commerciality and the need for a good business plan. Raising finance etc.
8. Your first fashion show. What it takes, list of things you will need. Music, lights, models etc.
9. Launch of career, sales, follow up etc. Staff and building contacts and credibility.
10. Book has shown how to achieve the goal of becoming a successful fashion designer.

From this example, you see now that you will have a basic structure to follow when you're writing your book.

Use this structure to create a template for your own book. You don't have to use 10 Headings. You might need only 4 or 6, perhaps you will need 20. It doesn't matter. Use whatever you need to get your template down.

Having a template takes all the guesswork out of writing. When you're writing your book proper, you don't have to wonder what to write next because you've done this critical piece of work beforehand.

Now, and here's the good bit.

Take all the notes you've been making over the last few days and slot them into the template, in the places most relevant.

If you're using a PC, you can simply cut and paste your notes beneath the most appropriate headings.

If you're using paper, cut up the headings and slot the notes between them at the most relevant places.

Cut and paste everything. Even notes that don't seem relevant anymore. Sometimes odd thoughts come in handy later. And that's it. That's the basic template.

Now for creating the 'super' template that will mark the real beginning of your writing.

Put aside another hour for this part.

Go back and read over the template, inserting new notes to link your ideas together. For instance, you might have something like this at some point in your template.

HEADING: Fashion design courses. How to apply, where they are run, what qualifications you might need.

(Notes on) How to construct a resume and have a portfolio of ideas.

(Notes on) Importance of drawings over photographs

Link: Do I need clothing samples? Discuss pros and cons.

(Notes on) Getting accepted on to courses. How much would it cost to pay to get on?

Link: Can I get grants? Sometimes, discuss options.

HEADING: Basic designing clothes and dressmaking exercises.

And so on.

At this time, you might want to go back and fill in some of the smaller 'gaps' with more notes linking your ideas. Keep making notes in the template to help make the sequences flow more effectively from one topic to another.

Inserting these linking notes is an enormously effective way of shaping any book, even a novel. Follow this process and by this stage you should be getting some sense of how your book will look and or come across.

Exciting, isn't it?

Then, when you've scanned your 'super' template a few times and inserted everything you think will be necessary, take some time to imagine your book finished, complete.

Enjoy the sensation - you're more than half way through writing!

## Lesson 2.5

I suggest you go back - right now - to reread the section in [How to be an Internet Guru](#) that covers fast writing, from page 77 to 87. It's a good tutorial for what you're about to start.

If you haven't got the book and all the wonderful bonus items, go [here](#).

There's a reason why I want you to be successful writer. Whether you buy my books and courses is irrelevant. Of course it will help. Of course it will give you a head start.

But there's something else that is more important to me... I want us to be partners. I want to help you sell your book. I want to make money - with you!

So, whatever reservations you have, let's discuss it. I'd really like to talk them through with you.

If you've got this far in the course, you must be seriously thinking about whether this kind of thing can work for you. My angle is that, whatever it is, it probably can work - and well.

I know quite a bit about this business. I believe I can help you.

Even if you just want to clarify your ideas or you've got some whizz notion, drop me a line. What's to lose?

You know me. I'm one of the good guys. Let's talk.

[Rob@easywaytowrite.com](mailto:Rob@easywaytowrite.com)

Okay, on with the show. What you're about to do now is to write a **FIRST DRAFT** of your book. That means it doesn't have to be perfect in any way. It's just the bare bones. Don't worry about spelling, grammar or anything like that.

At this stage you just want to get the first draft down. As you write, don't go back and edit. Don't even look at what you've written. Just keep going.

Now, of course, you will need to set aside time.

Allocating a certain amount of time every day is the best way. How long depends on how keen you are to get this book nailed.

Regularity is the key.

It doesn't matter if you only write for an hour a day. It's more important to write EVERY day for as long as it takes.

Experience has shown that, where writing is concerned, the brain prefers regularity and consistent action.

Spending six hours once in a while - a Sunday afternoon perhaps - writing your books is not as productive as you might think.

For instance, you will get far more done if you write for one hour for six days in a row.

Make the decision now. Choose a time every day that you will write. Also, decide now how many words you will want to write every day.

Writing fast for an hour, you should average 500 to 1000 words.

One thousand words a day for 20 days will make a very good size book. Obviously if you can put aside 2 or 3 hours you could get the book finished in half the time – just 10 days.

Some Internet Gurus suggest that you can write an ebook in about 2 or 3 days, if you work at it all day.

I'm not sure if that's healthy (even though I do it myself nowadays) but it might be an option for you.

From working with my students, I know it's very possible to write about 2000 words a day without too much sweat - as long as you've done all the research, note making and template building beforehand.

Before each writing session, close your eyes and slow your breathing for a few minutes.

Imagine letters appearing on a screen or a page, about three or four a second. You don't have to be able to read the words, just see them as a constant stream. Do this for about 30 seconds. Then imagine your fingers are creating those letters, either by gently tapping at a keyboard or by sweeping a pen across a page. Do this for about 30 seconds. Then say to yourself, 'I write fast, easily and well.' Say it ten times or more. Then - open your eyes - and start writing.

## Lesson 2.6

### Editing.

For a writer, editing can fall into several sets of activities, each potentially fraught with difficulty. Many would-be writers can get totally bogged down at this stage, while they try to make their words perfect and not knowing when to stop.

The fact is you can always improve on something you've written. The trick that professional writers have learned is simply when to stop. This does not mean stopping when your words are perfect. Far from it. If professional writers did that, they'd NEVER stop editing.

Writing is a medium of communication.

Good writing is writing that communicates well.

So – don't go beating yourself up. Stop editing when the overall sense of what you're trying to get across is somewhere on the page. It doesn't have to be perfect. Trust me.

Editing the first draft is about three things:

1. Spelling, grammar and sense.

The first pass over your book should be done on autopilot. You're not looking for great literary merit. You're not even looking for half decent prose.

All you are doing is repairing. Use the spellchecker if you have one to fix any spelling errors. Word will also check grammar and a few other things if you ask it to. I recommend using them. Sometimes Word spots clumsy sentences and suggests better alternatives.

Watch for apostrophes and misplaced or missing punctuation.

Whenever you find a sentence longer than 8 to 12 words, consider splitting it into 2 sentences. It's easily done and you'll be surprised how much easier it is to read.

Check for gaps in the sense of your writing. Are there words missing?

Is there a sentence missing? This can happen frequently when you write fast! Replace them.

As you do your first pass, there will be times when you'll want to stop and sort out a section. Don't do that yet. Just use this pass to fix the worst of it and leave the sense alone - for later.

When you do find areas that might need more work, make a mark on the MS next to the relevant section. Better still, make a list of 'Things to Attack' on a separate file.

## 2. Sense and nonsense.

After your first repair job take a few moments to think about your book as a whole. Are there any sections that seems unnecessary to you now? Can they be deleted without hurting the text? Are there any sections in the wrong place? Would they be better served in a different chapter?

When you read over a particular section or chapter, clarify your thinking by asking what you intended to prove. Have you done so? Have you said all you needed to? Is there logic to your argument? Is it obvious what you're trying to say?

Do all the cutting, pasting and deleting necessary until you're happy that your argument or your information flows in a logical way.

You might find you have to create more linking passages at this stage. That's okay. Make a note of where they need to go and add them to your list of:

## 3. 'Things to Attack'

Now go down your list. Perhaps you have 10 or 20 areas that you've decided need more work. That's about right. It's okay if your list is longer. Sometimes I have a 100!

Go methodically through each point, clarifying text, repairing sentences and paragraphs, writing linking passages and deleting unnecessary words. Bear in mind there has never been a book written that couldn't be made stronger by taking stuff out!

If you're having a lot of trouble with a section, ask yourself whether it really needs to be there. Sometimes simply having the courage to delete a troublesome section saves much time and heartache.

At the end of this process, which might take a few days working an hour or two a day, do another cursory pass for sense and then stop.

This is your second draft, ready for formatting.

## Lesson 2.7

### Formatting

This is the fun part.

If you're one of those that hasn't been writing on a PC, this is time to write up your text - or get someone else to do it!

Once you have the entire text on a document, create a back up and change the name of the file to something short and easy to remember.

Ideally this will be the name you will use to refer to your file from now on - and will become the name of the pdf file in the next section.

Something with no more than 10 letters is best.

Highlight the whole document and create large borders on either side of the text, at least 1 inch wide, possibly more.

Create a header and footer with the title of the book, your name, your website, page numbers and copyright information in them. Use my book as a good example if you like.

Make sure there's lots of room under your header and above your footer for the text of your book.

If you don't have much text, consider double spacing it (Alt Format, Paragraph, Line Spacing, Double) so that it takes up more room. You'll have lots of white space on the page but it will be nice and easy to read.

Whenever you have a heading, leave plenty of space for it. Create big chapter headings. Start new chapters on the next page.

Create a title page and index for the front of the book. (I still don't know how to index a PDF document, so I don't bother. I just include a 'Contents' page.) Use the same font throughout, preferably Times, Ariel or Courier. Nothing weird or fanciful. Leave plenty of room around pictures, drawings or lists.

Keep going over the text until it all looks as slick as you can make it. This is important. If your book looks messy or amateurish, buyers will want their money back - even without ever reading your book. However, do stop when you're 99% sure everything's okay. There will always be some errors: you can't get them all unless you're superhuman.

## Lesson 2.8

### Polishing

Get a good night's sleep and go for one more pass over your work, looking for spelling, grammar and sense mistakes one more time.

Try reading the entire book backwards once. This is a professional editors' tip and it really works. You'll be amazed how many mistakes you'll notice doing this!

Print out your MS or give the file to one or two friends to look over.

Better still, send it to me for a good look over and I'll fix anything I can.

Go back over it one more time altering things based on the feedback you get and then save the file for good.

It's done.

Give yourself a big pat on the back.

Go and celebrate.

You're now an author.

Enjoy the feeling.

You earned it.

### Interlude

In the next section I show you the easiest, quickest and cheapest way of setting up a website to sell your writing. Most of the activities required are available free of charge.

This part of the course assumes you have finished your e-book and are ready to do just a little more writing to turn your efforts into a goldmine.

But before that, there is something you will need to do now. If you read all of [How to be an Internet Guru](#), you may recall that a large part of your writing success has to do with Step 10 of the EWTW Formula, that is, getting ads into at least 10 relevant e-zines.

I know you may balk at the idea of spending money. Many writers do at this stage.

Despite anything you might hear to the contrary, the quickest and easiest way to make money on the Net is pay to advertise – but only in the right places of course. Think of it as a minimal investment in your success.

When I started out I used to advertise but now I don't. I don't need to but when you're starting out, not much will happen unless you set aside just a little cash to advertise.

There are many other ways of promoting yourself touted by some Gurus as 'free' but these are mainly long term efforts designed to bring in cash in the future. For now, you are interested in cash sums within 15 to 30 days, right?

You'll remember in Part One I asked you to look at e-zines and subscribe to a few. This was to give you some idea of your market and your competition. I hope this bit of advice served you well during the writing of your book.

Now, you will need to go back to find some more e-zines relevant to your book. It's best to do it now so that you're ready to go at the end of this course. Do an Internet search on ezines and ezine directories, scour the databases for ezines you might like to advertise in. Make a list of about 20.

Try to hone in on your market but don't be afraid to think laterally. Sometimes people just outside of a target market can be lucrative. For example, in the past, I advertised my ['Easy Way to Write a Novel'](#) to readers too, because I reasoned there will always be some readers who will want to make that leap.

As before, subscribe to the newsletters and e-zines you might want to advertise in and look up their rates. Start budgeting what you think you might be able to afford. \$50 to \$100 will normally buy you half a dozen ads.

Make sure you're not throwing your money away on e-zines with too wide an appeal. You want specific readers and enthusiasts. No cheap ads mixed in with a 100 others. There should be no more than about 6 ads appearing with yours. Any more than that and you're probably wasting your money.

Look up how much sponsoring a newsletter will cost. Sometimes it's too expensive. Don't waste all of your money on one big ad. This strategy rarely pays off. Spread the risk. Circulation numbers are important but not critical. Sometimes the return on investment is surprisingly much higher for *low* circulation e-zines.

### Lesson 3.1

#### Your Company Name

Write down the dot com name you'd like to use. Just in case, write down several different versions. For instance, if you want dressmaking.com, which you're unlikely to get, try to think laterally. Think of derivations off your business idea that might also work. Like:

makedress.com,  
imakeclothes.com,  
yourtailor.com,  
yeshandmade.com,  
waycoolthreads.com.

There's no end to the names that might serve you well. Perhaps your own name is good for you. Think ahead. If you're intending to write a few e-books you don't want the expense of a website for each one, do you? The reason why I chose easywaytowrite.com was so that I could use it to add extra pages to my site, as in:

[www.easywaytowrite.com/romance.html](http://www.easywaytowrite.com/romance.html)  
[www.easywaytowrite.com/thiller.html](http://www.easywaytowrite.com/thiller.html)  
[www.easywaytowrite.com/Fantasy Course.htm](http://www.easywaytowrite.com/Fantasy_Course.htm)

You get the idea. I thought ahead to a time when I might need to use the dot com for something else.

Don't get hung up on getting a good name though. As far as selling e-books is concerned, it doesn't really matter that much what your dot com name is anyway. Surfers will rarely remember it. They'll probably never make a note of it or write it down. But they will click on it if it looks snappy and professional.

When you've got a few names, got to  
<http://www.namesecure.com>

Type in the name you want and see if it's available.

Get the derivation you want to use and pay what you can afford to register it as yours for at least three months, longer if you can. (This bit is cheap)

I usually pay for 2 years. I find it gives a psychological message to my subconscious that I'm serious about a business idea. But that's just me!

## Lesson 3.2

### Creating the PDF

Assuming you have the dot com of your choice, take a few moments now to update the header and footer of your e-book to incorporate it. This is what's known in the industry as 'branding' your e-book. It's also useful because readers can click through to your site directly from the e-book. Good news if your book ends up in front of people who don't know you.

Go now to this web address:

<http://createpdf.adobe.com/index.pl/>

Sign up and wait for confirmation at your email address.

You are now ready to convert your book to Adobe Acrobat PDF format. You can do it up to five times for free! Just follow the instructions.

Select the security you want on it. None is okay. You want to let your customers print your book if they want to.

Keep your file names short and easy to remember, though not too obvious to a hacker.

Adobe say there's restrictions on the size of file you can convert but they don't seem to abide by them. I've converted files of 100s of pages and well over 1 meg in size.

I think their computers restrict the amount of computing time they use to convert your file. If you have a lot of illustrations, you might find the conversion stops short of the entire file. But as long as your book is mostly text you should be fine.

Adobe will contact you via email to let you know when you can pick up your new PDF file. They say it might take up to 24 hours although I've never had to wait longer than an hour. When you get the file back have a good look through for typos and maybe do it again if it's not perfect. Enjoy seeing your book in this format!

If you like, send it to some friends (or me!) and ask for feedback – or a testimonial!.

Tomorrow we'll be looking at something a little more complicated.

To get yourself ready, as an exercise, spend the rest of the day compiling the top ten reasons why your e-book is the best thing on the planet! Go on. Don't be modest now!

### Lesson 3.3

#### The Hard Sell.

If you haven't done so already, have a look at some e-book sales pages. Go to [www.clickbank.com](http://www.clickbank.com) browse through their products and click on any of them.

Print off six of them and read through them. That should be enough to completely addle your mind!

Seriously, read them thoroughly, analyze what they're saying. More importantly, gauge the effect they are having on you.

Get a feel for just how far you can go - using just words - to persuade your customer to buy YOUR book.

Take out your list from yesterday - the one where you outline the best things about your book - and think about how you might reword your book's assets in language that is intriguing, powerful, perhaps even sensational.

At this point I sincerely recommend going for a short run, or at least jump up and down on the spot for a while.

You might think this odd.

It's not. You want to be really pumped to write your sales letter. You want to sound so excited you can barely type! The best way to get that way is to do a short work out with enthusiasm.

Dance. Punch the air. Shout, "Yes! Yes! Yes!?" Force a laugh, then a big hearty bellow.

When you feel your heart racing and sense of well being, sit down and write a few punchy phrases extolling your book and flattering the brave and erudite reader who will buy it. Imagine you're the best salesman in the world, celebrating life with a big buyer who's just bought your entire stock for millions of dollars! Write lines filled with gushing enthusiasm and confidence.

When you've got some ideas you're happy with, go back to [How to be an Internet Guru](#) and read the section on sales pages. From page 101 to 125. There's a lot of good advice there.

After that, construct your own sales page. You're just writing into a word processor at the

moment. Don't worry about the web site yet. Get this piece of writing to work for you on its own terms.

Take your time. Make it the best piece of writing you can muster. Keep reading it over and over. Edit until it sings with a compelling rhythm that even you get excited by.

Next, write a brief few lines for your 'thank you and download' page. Better still, just change the wording of this one to suit your needs:

"How to Be an Internet Guru"

Thank you for your order!

Download Page

Please read these important instructions carefully:

1. If you don't yet have an Adobe Acrobat reader, Click [HERE](#). It's free.
2. If you do have Adobe, RIGHT click [HERE](#)
3. A dialogue box will appear. Select "Save to Target"
4. Browse your computer files and choose a suitable directory (or go with the default)
5. Press ENTER.
6. The ebook will now download in a minute or two depending on the speed of your modem.
7. You will then be prompted to OPEN the file.
8. If you want to view the book now, click OPEN.
9. The ebook title page should then appear in your Adobe Acrobat program window.
10. Enjoy!

If you have any problems, let me know immediately at [support@easywaytowrite.com](mailto:support@easywaytowrite.com)

Best wishes to you and a thousand thanks for purchasing the book!

### Lesson 3.4

#### Follow Up

Today you need to write 5 emails.

This is the last bit of writing you will have to do before you launch your site, so you might as well make them good!

Why just five?

Because it's the limit for most free autoresponders. (If you don't understand this word, you will definitely need to read [How to be an Internet Guru](#)). Five is enough for our needs anyway.

The primary purpose of these emails is to get people back to your site, where hopefully they will buy your ebook. It works like this:

People drop by your site and see there's a way to subscribe to you or gain more information about your work. They give you their email address and their name. (See lesson 7 later). Your autoresponder will send them an instant message and then four follow up messages over a pre-determined time sequence.

In order for this happen you need to have written your email responses first.

The best way to get people to sign up for things is to offer them something for free. A report, a course, an e-book, whatever. A short course based around your e-book is probably the wisest choice for you at present. Because it's relevant and you know what you're talking about.

Start with a premise from your e-book, say, 'How to Get Rid of those Garden Weeds in a Week.' Think of five points you'd like to make and use them as headings.

Then write about 200 words under each heading.

Keep the emails short. Thank people for signing up and continue to thank them. Try to find subtle ways of pointing people back to your sales page. You'll find that these emails will probably double your sales in the short term. In the long term this list of email addresses will become a powerful communication tool.

From here on in, it's all plain sailing. Just techie stuff left that a child could do.

### Lesson 3.5

#### Get a Web Host

This is nice and easy.

Go to your favorite search engine. Mine's Google, because the way it ranks its sites is fairer and less vulnerable to Guru tricks.

Type in **web host**. Pick one or three and study their stats, prices and facilities?.

If you can't be bothered with all that work, go here:

<http://www.powweb.com>

They're about the cheapest and best around, \$7.77 a month.

They're also reliable, having recently switched to a big stable system. I've never had any problems with them that didn't resolve within hours – and that's important.

(No. They don't pay me to say this!)

And there's lots of neat tracking systems, email address directing facilities, FTP stuff, Front Page add ons, and it's all very easy to use. There's even a forum to ask questions at. Plus 24/7 online help.

Sign up with your name and website name and log on.

Find out your IP address and go back to namesecure.com to find your dot com name. Then follow the instructions on how to re-assign your dot com to the web host.

If you get stuck (which I did the first time) give me a buzz and I'll help.

It'll take about 24 hours before everything clicks into place.

### Lesson 3.6

#### Get a Web Page Editor and Create Your Site

This is probably the bit nobody really enjoys: Building web pages. Only a masochist could enjoy it. The only reason why we do it all is because it looks fantastic when it's done!

Go to Google and type in 'free web page editor'. If you're overwhelmed by the info, go to: <http://www.download.com> Search for 'free web page editor' and download one.

If you understand what you're doing, pick another one! Some are very simple and good enough for to get your sales letter on to easily. Some of them require you play around the HTML until you get the hang of what you're doing.

Don't worry about the FTP links yet. That comes later. Today you just need to concentrate on getting your web page to look nice on your computer.

Copy across your sales page and format it as necessary.

If you want to put graphics on your site, either scan them in or get free ones. Don't use other people's – they're normally copyrighted. You shouldn't need any pictures anyway at this stage. Except perhaps credit card logos. You can steal them easily. Find one, (clickbank.com has some nice looking ones) right click and save target as to your hard drive. Then load them up on to your page.

For the headline, use a big bold colored font.

From there on in, if you want to look slick, use Verdana type. All the Gurus use it to lend credibility to their sales letters. It's good because people out there also recognize it as 'authoritative' looking. Besides, anything else is hard to read on the screen.

Don't use any weird stuff just because you can. Keep it as plain as possible. White background. Neutral font, and put a color border round the text. Voila!

Admire. Tweak. Make sure your sales pitch has all the elements of good writing. Take out anything that jars. Save it.

While you're there, use the same format for your 'thank you and download page'. Save as a separate file. That's it. Your web site is done!

Next, we put in on the Net. Whoa! Nearly there.

### Lesson 3.7

#### FTP. Get It On

File Transfer Protocol is the language of the Internet. It's the electronic 'handshake' that establishes contact between you and your website.

You will need an FTP program to transfer your web page in your hard drive on to your web site's server.

Front Page will also do the same for you but it's slow and doesn't always work properly.

A good FTP programs is usually free for 30 days, after which you pay about \$17 to register it under your name. [ftp995.com](http://ftp995.com) is free as long as you don't mind ads.

Search for FTP programs on [www.google.com](http://www.google.com) or go here: <http://www.bpftp.com/>

You'll need to read the manual because the environment might look daunting.

Basically what you need to do is to find out from your web site host what their FTP address is and punch that in to the FTP address bar.

Then transfer your two web pages onto your site.

Sound easy?

If you get it right the first time, you deserve a medal!

It's like a lot of things to do with the Internet. Once you've done it, it seems simple. But if you get stuck, nobody will tell you what you're doing wrong.

That's my experience anyway. Maybe I'm just dumb when it comes to technology.

Anyway, if you have any problems, let me know.

I'll help.

[Rob@easywaytowrite.com](mailto:Rob@easywaytowrite.com)

Over the next couple of lessons, we need to add a couple of things to the sales page and then, fingers crossed, we'll be ready to go.

### Lesson 3.8

#### All Hail the Autoresponder

Probably of all the advantages the Internet has over traditional business, I would rank the autoresponder at number one.

It's the best and most efficient way of dealing immediately with customers (while you are probably doing something else) and it's the perfect tool for building a database of interested, potential customers.

When your email list reaches 1000 or more subscribers, you can make money on a whim, literally overnight.

It's awesome, if not a little humbling.

Okay, there are lots of autoresponders around but, hey, let's go with the biggest and the best. Go here:

<http://www.getresponse.com>

Sign up for a free account - the form is about half way down the (very long) page trying to talk you into going PRO. Don't. Get the free version.

The account is activated immediately and there's a nice and easy to follow intro to show you how it all works.

Load up the 5 emails you did the other day, setting the day intervals how you like, and test the system to see if you can get the messages sent to you. Make any repairs in the text -there's always something you hadn't noticed!

Then, find the code for placing a getresponse 'sign up box' on your site, copy and insert it into the body of your sales page, near the top.

When it's up online, test it again by subscribing and seeing if you get the instant reply!

Is all this making sense?

I hope so. If not, give me a yell.

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### Lesson 3.9

#### Clickbank

Once again, the biggest and best will serve our purpose well. It's almost beautifully simple, secure and never fails.

Go here:

<http://www.clickbank.com>

You register for free and can test the system as many times as you like.

Once you've read through the easy instructions you just paste the Clickbank URL behind your PAY HERE hyperlink.

Click on it, see if it works (set the price to \$0.00 initially) and you should get through to your own download page.

When it's all working, follow the 10-point instructions for activating your account. It takes about 24 hours for them to give you the nod.

Okay, it's another \$50 but that's it.

You can use the same account for as many products as you like.

It's a very small investment, considering this is how you're going to get paid for your work.

Clickbank pays you every 16 days by check and you can check your balance in real time 24/7

It even has an affiliate program you have to pay nothing to take part in. Just tick the relevant box.

Next, the final lesson.

### Lesson 3.10

#### 10 Classified Ads to Financial Freedom!

Remember all those e-zines you subscribed to? The ones clogging your email every morning? Now's the time to put them to use.

Step One: Set yourself a budget. This is important. Don't spend what you can't afford. Somewhere between \$200 and \$500 is more than enough to start off with. And don't worry. You should make this money back quickly.

Step Two: Choose 10 e-zines most closely aligned with your e-book's topic. Study them to be sure they are a quality information source and don't have too much space given over to ads.

Step Three: Find out their rates for ads, either by looking for their rates page or by email asking for the rates.

Step Four: Go for the cheapest ones first – anywhere between \$5 and \$35 per issue normally. Don't be tempted by the expensive ones yet. They're not always the best anyway.

Step Five: Work out the best mix of ads you can get for your budget and then follow the e-zine instructions for paying them. You may need to set up a Paypal account for this. It's very cheap (\$1) and makes things so much easier for all parties.

Place your ads, starting as soon as possible. Some will go out by the end of the week, I should guess. Then, you wait. While you're waiting for the cash to roll in, write a quick thank you letter. When you make a sale, you will be instantly informed by Clickbank. The name and email address of the buyer will be there. Always remember to thank your customer for their purchase and tell them you welcome their emails. And start a new database of buyer's emails. Statistics prove that your most loyal customers will buy more of your products.

Best of luck! If you'd like any more advice and guidance, just let me know. I'll be glad to help.

Remember: *keep writing* and keep working towards becoming a successful writer.

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Your Success is My Concern

<http://www.easywaytowrite.com>