

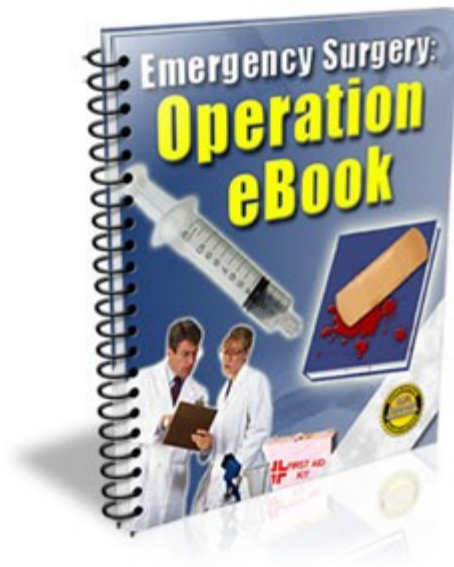
Paula Brett's 7 Magic Steps To Your Own Info-Product



7 Magic Steps to Your Own Info-Product

by Paula Brett

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Chapter 1

Why Product Creation

Hundreds of people just like you and I are nurturing a dream of quitting their jobs, writing an eBook and making a decent living online selling that eBook. There's lots of ways to make this dream come true, but the most lucrative way is to create and sell your own information product .

The Internet is full of people all over the world searching for information on any subject you can think of...cooking, golfing, raising kids, fishing, making hats, growing anything, for a few examples. That search for information includes a bottomless pit of eBook opinions on how to make a living online.

Almost all of those eBooks about making money online have one solution in common: In order to succeed online, you have to create and sell your own information products. That's it in a nutshell.

Write your own eBooks and sell them. You get to keep all the money

There's several really hot benefits to creating your own eBook.

The number one benefit is that it can bring you a steady income for a very long time.

Another attractive benefit is that you can actually write it at home, in your spare time...after work or school, on weekends, vacations, holidays...in your pyjamas.

All you need is an idea that turns you on, a computer with internet access, the ability to search for information on search engines like Google or Yahoo and

A Plan of Action

It is a well-known fact that 95% of the people with a good idea for an eBook or online business do nothing about it. Your interest in this report puts you in the top 5%. You are taking action!

Congratulations!

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Now that you have started to take action, the doubting questions might started beating in your head.

Do you think you can't write anything good enough to sell?

How about, "who would buy anything I'd write?" That's a good one.

Let's answer both questions.

When you sit down in front of your computer ready to write the first sentence of your eBook, you will be looking at a blank screen that intimidates you. You'll sit there for a while staring back at the computer. You'll play with the mouse; turn on the TV, wander into the kitchen to get some chips...anything to avoid looking at that blank screen.

This happens to everyone at one time or another.

Relax! There's a series of specific steps you need to follow in order to get to actually doing the writing. By the time you finish those steps, you will be ready to fill that blank screen with your words.

Your second question, "who would buy anything I'd write?" is easily answered...

Thousands of online searchers, for information on a specific topic

You need to learn how to pick a topic that will have them crazy to buy your eBook.

Any successful project, regardless of what it is... housing development, building a go-cart, planting a garden or writing an eBook... starts out with a plan of action. That plan is a series of steps that lead you by the hand from passionate idea to lots of money in your bank account.

Without a plan, you will get nowhere

All the successful gurus have a specific plan they follow when they are creating a product to sell. Without a personal plan of action, they wouldn't be where they are today, making a really good living selling information products online. That's where you want to be...right?

If you think about it, you have several plans of action working in your life right now. Your morning routine before work is one you follow every day and it's become a regular routine. The way you get to work everyday is another. Think about it. Why do you take the same route everyday?

You should have plenty to think about for chapter. You've already discovered the way to make

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the most money online...creating and selling your own products...and some major benefits of doing that. We've exposed and put to bed two questions you might have about your ability to write your own eBook.

Finally, you are now fully aware of the reasons you need to develop and follow a plan of action in order to be successful.

For my detailed full-blown, step-by-step formula with a pack of printable worksheets to guide you through creating your own eBooks, info-products and reports, check out...

What's Your Niche?

Now that you understand WHY you want to create your own products and sell them online, it's time to talk about figuring out a topic for your eBook.

As I said in the previous chapter, it's important that the topic that you choose to write about is something that you are really interested in or feel passionate about.

Passion and enjoyment in your niche will prevent you from becoming bored with creating your product and your enthusiasm will shine through to your readers.

It's also important that your eBook solves problems. Can you identify a problem and solve it? If you can do this, you will have a hot customer base queuing up to buy your info-product.

Opening up your mind and seeing the real-life possibilities swirling all around you is a habit you need to get into.

Of course, once you settle on a topic, the next task is researching.

You could start by checking out other products in your niche and making some notes

Note: Ideas cannot be copyrighted and getting an idea from a source is not a violation of any sort. But, the actual presentation of the material is more often than not copyrighted.

Search engines should become your best friend. Learn how to use them and your life as an ebook author will become considerably easier. You can use several search engines to help you research. Google, Yahoo, Dogpile, Ask Jeeves, to name a few. A search on any one of these will pop up more than you will ever need.

To illustrate the effectiveness of using search engines to research for you, take a look at the following results from four search engines.

Using the phrase "ant prevention," here's what surfaced:

**Yahoo (1,020),
Google (747),
Ask Jeeves (576)
Dogpile (97).**

A few clicks and you have 2,440 "idea transfusions" to check out.

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Always keep a notebook by your side and jot down what you discover, particularly what ideas pop into your mind that might seem unrelated at the time.

Once you have all your ideas and search results in order, you can begin to zero in on what you want to write about.

SO, WHAT DO YOU WANT TO WRITE ABOUT?

Scary, isn't it? This is almost the last step before you actually sit down and start creating your eBook. If you cannot make a decision about your topic, how will you ever produce an eBook that will sell well online?

Or, better yet, how will you ever fulfill your dreams of making enough money online? The truth is that you won't.

Always stay open to possibilities. I get some of my best ideas when I'm taking a shower, dressing my children or cooking the dinner. Everyday, mundane activities that you do automatically will release the stress-hold your project has on your mind and the perfect subject might just pop into your awareness.

Finally, when you do make the choice, keep all the other options and research you worried over in a safe place. You will have a head start on your next few eBooks.

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Chapter 3

What's In A Name?

Do you already have a fantastic title written down for your eBook? No? Well, get thinking.....

A good title will get noticed...a GREAT title will grab readers by the throat and pull them into your sales opportunities.

In this chapter we will touch upon a few related tasks you will need to master to help you choose a title that will do some of the promotional work for you.

It will look like an endless task, but it can be mastered the same way we all master anything...one step at a time.

By now, you should have some idea about what you're going to write about. Your eBook title is the first thing your potential customers will see and it has to get their attention, make them read the sub-title and, then, read some more.

Picking your title is a very important step; one that truly contributes to the success of your project.

Every time someone sees your title on affiliate websites, on specific forums relevant to your topic or in your email signature, it is effectively an ad for your eBook.

You want your eBook title to stand out and catch the eyes of online browsers. If your title makes the potential customer stop and take a second look, you have a chance for a sale. If they skip over it, they are gone for good.

Choosing a catchy, interesting name is another creation process that has a few guidelines that, if followed, will focus you in the right direction.

The first point to remember is to make your title as specific as you can and direct it to a tightly defined target market. Specific titles will capture and hold your customer's attention long enough to read the next line of your sales page.

If you haven't done this already, decide who your customers will be. Who's going to buy your book? If you don't know this, you won't find your customers and they won't find you.

Using a keyword tracking tool can tell you how many people are searching for information on your subject. You select the keywords that are specific to your topic, enter them and see the results.

Two useful resources are Wordtracker and Google Adwords: Keyword Tool. Check them out.

If your topic is "Square Dancing," for example, you would pick three or four words that directly relate to your topic...words that anyone looking for information on "Square Dancing" might use

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in a search engine.

Entering "Square Dancing" in Google returned 170,000 related websites.

Now there's a gigantic resource you can tap to see what other authors and marketers are using for titles. Get your ideas where you find them! (Ideas cannot be copyrighted)

But, the topic "Square Dancing" is way too broad and non-specific to be effective for your eBook. You would need to identify what aspects of square dancing you are writing about in your eBook and focus on that in your title.

Some suggestions, for this example: "How To Start A Square Dance Club Of Your Own" or "Don't Be Square At A Round Dance." See what I mean?

The whole message here is **Focus, Focus, Focus!** You will get that same message from any of hundreds of successful Internet Marketers. You're getting it free here.

Subtitles:

The last aspect of title creation is considering whether or not you need a subtitle.

While your eBook's main title might be short and specifically focused to grab attention, a subtitle will answer the question, "What is this eBook all about?" or "Why do I need to read this?"

NEVER FORGET that those two questions really mean: "Why do I need to BUY this?" Answer it with your subtitle and provide the benefits the reader will find inside your eBook.

Here's the emotional question that's behind all decisions to buy anything: "What's In It For Me?"

Answer that in your focused title and benefit-rich subtitle and you will make sales beyond your belief. Think about it. How many things do YOU buy if you don't need it or want it?

Here's something to keep in your mind:

Once you have a sales page for your eBook, be sure to add your signature to the bottom of every email you send out, even to family and friends.

That signature should include the title of your eBook (hyperlinked to the sales page) and a few words that press your reader's curiosity buttons.

For example, if your title is "35 Fun Things To Do With A Radish," your signature line might read, "What do YOU do with radishes?"... < your eBook title, hyperlinked >.

This signature would catch the reader's attention, puzzle him some and, get a click to your sales page to find out.

Most email programs offer the option to add a signature to the emails you send out. It's all dead space at the end of your email; don't waste it.

By now, your head should be full of ways to create and use your eBook title to promote

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yourself and attract customers. You should understand the importance of subtitles in marketing your eBook.

You know how to use your everyday email replies to spread the word about your new eBook. If, not...go back and read this chapter again.

Finally, you now have a few critical steps to add to your Plan of Action

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Chapter 4

Chapter & Verse

While it may seem like you've been doing a lot of work for nothing, with all your note-taking and researching, you have actually laying down the framework for your product.

Without a well-constructed framework, nothing would ever see successful completion. Would it?

This chapter will concentrate on adding some structure to the work you've already completed.

We will be creating the **GRAND PLAN** that will define your eBook and make the writing process easier...a roadmap leading to your success. Exciting!!

Here we go!

Take a moment to recognize what images you have in your mind when you think of having your eBook completed. Can you see a picture of the finished product, like on all those websites with very professional-looking eBook covers?

How about an image of \$100 bills flying into your bank account? Are you seeing a new car in your garage, like you see on every other sales page you've ever visited?

Those are very stimulating end-of-the-creation-process images, but they might get you to rush through the next few steps and blow all your hard work right out the window.

So, take a few minutes to daydream about your success and all the benefits it will bring to your life. Enjoy it for a few minutes and let's get back to the real work ahead of you.

The first undertaking you need to think about, and complete, is an outline of your eBook's layout. Think about this as designing your chapter structure. All successful eBooks have a simple and logical manner of organization.

This organization includes very clear and concise sections of information that flow from the beginning to the end of your eBook. Those sections will become your chapter headings.

When you write your favorite title at the top of a page, it gives you a mental anchor and strong focus on the steps to come...something concrete to write around.

Thinking about your topic, how do you want to present it to your readers? You have several options and they all have their benefits.

One way is to pick a list of basic facts or strong statements from your content pile or list of notes. If you don't have a pile of notes and content yet, just list the 5 or 6 or 10 major points you would like to cover in your eBook.

Each statement or major point has to be revised to attract your reader and make them want to read the chapter.

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Which of the following do you think would make more interesting reading?

"How To Make Chocolate Chip Cookies"

or

"Quick Chocolate Chip Cookies To Delight Your Kids."

Your task with this type of chapter heading is to make the points you listed interesting, intriguing or exciting.

You can use slight twists on common phrases, a little bit of humour or some "dramatic" statement, like

"How I Regained My Reputation After Making The Worst Batch of Cookies Ever"

See what I mean?

Another technique, and often a very effective one, is to use questions as chapter headings. Then, you can fill the chapter with answers or solutions to the dilemma posed by the question.

This is a simple technique to let you create some powerful chapters, full of great content for your readers.

Example: "Are Ants Running You Out Of Your Home?" Chapter contents: Discussion on why the ants are in your home, where they came from, both natural and chemical ways to get rid of them, strategies to keep them from returning and so on.

Here's a psychological tip to keep in mind when you are creating your chapter headings: Look at the heading above. "Are Ants Running You Out Of Your Home?"

There were specific reasons for choosing the two emotional words in there. "Running" insinuates hiding, escaping, danger and "Home" is where the heart is, so to speak. "Home" is a highly charged word that denotes safety, warmth, family, etc. It is totally emotional while "House" is not.

The chapter title would not have the same impact stated like this; "Are Ants Being A Nuisance In Your House?" or "Do You Have Ants In Your House?" See the difference?

Don't you wish you'd paid more attention in school when your teachers were trying to get you to focus, and nagging you to outline your essays and reports?

Adding Flesh To The Bones

In this chapter we need to start thinking about fleshing out your outline and chapter headings. In the last chapter, we talked about creating an outline of your content, and about how to design a title and worked some with chapter headings. Now comes the fun part.

We are going to look at how to construct your eBook so that it has logical chapters and flows easily from start to finish. In order to do this, you will begin gathering and organizing your content into your own information product.

If that doesn't excite you, you've done a lot of work for nothing.

Here's the 1st eBook Golden Rule:

The REAL VALUE IS IN THE INFORMATION you are providing for those who want to buy it. Don't forget that as you gather information and start putting your pages and chapters together.

Let's start with some general tips for eBook organization.

Here's 10 to keep you focused and out of trouble:

- 1...Keep your copy simple and do not use long sentences. Write in a conversational manner, like you talk.
- 2...If you have to use long sentences, break them up into bulleted lists or divide separate thoughts into different paragraphs. Large blocks of text are difficult to read and do not have enough white space to give the reader's eyes a break.
- 3...Try to convey the main point of each paragraph's message in the first 1 or 2 sentences so your reader doesn't have to hunt for the message.

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4...Write clearly and with some emotion. Don't be afraid to let your personality show through your words and allow your passion for your subject to break on through.

Mind you, beware that your passionate approach doesn't actually turn into a sales letter ;) Save that for your sales page.

5...Write with a smile on your face - I know, it might sound daft but have a go, it works!

6...Keep your tone light and friendly. Write the same way throughout your book. If your phrasing or tone changes, your readers will think someone else finished writing your eBook for you.

7...Check your spelling, grammar and formatting. While you might be able to get away with one or two misspelled words, lots of them presents an unprofessional appearance to your reader and creates a doubt in their minds about the value of the information you are selling.

8...Use subheadings to draw attention to your key points. They also help your reader look for specific information when they want to.

A couple of line breaks on either side of the subheading adds white space on the page and actually highlights your following paragraphs...makes them stand out and seem important.

9...Whether or not to use graphics (charts, screen shots, clip art, photos) is a personal choice. If the graphic has a specific use to emphasize a point or illustrate your meaning, use it. But don't just throw graphics in because they are cute or pretty - or, horror of horrors, to fill space.

10... Use your outline to stay focused on your topic. Don't ramble off on some side road and then have a problem getting back on the highway. While a few quick side trips might add some interest to what you are writing, use them sparingly.

Let's start with your first chapter heading and the subheads...

Organise your research and information that apply to your 1st chapter under each subheading. Put them in order of relevance. When you get Chapter 1 sorted out, quickly do the same for the rest of your chapters.

Now, take a look at what you've done.

Are your chapters balanced? Does the material and the thoughts behind it (what you wanted

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to say to your readers) flow in an easy manner? Does the progression of your ideas make sense to you?

If not, move things around. If you are working on a computer, copy it and paste it where it belongs or select the portion that has your attention, then pick it up and move it. Computers make some tasks easy!

When you are happy with your current order, pick a chapter, any chapter (doesn't have to be Chapter 1), to begin filling out your pages.

Here's where you select the tidbits of information you've gathered in the previous chapters and arrange them under the appropriate chapter headings or subheadings.

You can start writing your paragraphs right here and now. Use your outline, subheading and notes to guide you.

The 2nd eBook Golden Rule: CONTENT IS KING! Don't tie yourself up in details that don't matter, like page length. Keep your information focused and your presentation original and move on.

The page count isn't important. I've seen 10 page reports and eBooks that have made me go WOW! There was so much fantastic information packed in. Similarly, I've also read eBooks with 80+ pages that were just fluff and filler, with waffling info - and no real substance.

When you have your chapter written in a rough draft, save it and move on to the next chapter in your outline.

Writing (creating) can be very intense, particularly if this is your first journey into this process. It might be a good idea to take a break between chapters...take a walk, vacuum the floor, watch your favorite soap, make a treat for your kids...clear your head.

When you return to the next chapter you want to write, you will be refreshed and ready to do it again.

There's a phrase circulating around the web that is perfect for this eBook process: "Rinse and Repeat!"

Rinse your mind to refresh it and then repeat the process again.

When you are finished writing the rough draft of your first eBook, you will have your newborn creation out of your mind and saved on your computer. It won't be pretty, so don't expect it to be.

You will read it, revise it, tart it up, and probably wonder why you got into this project to start with. That's all normal, I promise.

A Little More Conversation, A Little More Action!

This chapter has two purposes, all designed to help you write the eBook of your dreams.

We're going to focus on ways to get your reader involved in your book. The more ways you can get your reader to feel like you are speaking directly to him, the more special and connected he will feel.

That translates, for you, into **A READER FOR LIFE**.

Let's do it!

There's several ways to bring your reader into your eBook as they read along. In order to increase their feeling of belonging or being part of your circle of friends, you have to give them a reason to believe what you are saying to them.

The first way to do that is to write like you are talking to your best friend or a family member. Keep your tone warm and friendly, even if you are writing about something that's not very pleasant.

Your reader will definitely respond if you can make him feel like you are sitting down with him and sharing glass of beer or wine (coffee and cookies if you don't indulge ;))

How do you do this?

Use simple words and short sentences. Refer directly to your reader by using personal terms, like "you" and "we and "our" when you are discussing some problem or activity you both share.

Those three words bridge the gap between you and your reader. If you look over the chapters, including this one, you will see that I do it all the time.

Another way is to give your reader a reason to believe you. When you make a statement that is startling, controversial or not well known, provide proof of the accuracy of your statement.

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Below, you will find links to several deep pools of facts that you can use to back up your statements. I included the search term I used to find these resources.

If your customers even suspect that you are not telling the truth, they will drop you like a hot potato. You will be able to tell that this is happening by the many requests for an immediate refund. It will be a no-brainer.

This entire scenario can be avoided if you back your information up with facts they can check themselves. Provide the link to the site you used to find the fact.

Once your reader feels like your friend and believes what you say, you have built credibility.

Think about it. If you sold 25 eBooks and you used these my Emergency Surgery techniques, you would have 50-75 customers willing to buy other products from you.

Happy customers tell their family, friends and colleagues.

One technique that works pretty well is to answer objections up front...before they even form in your reader's mind. You're the one writing the material; you'll know what might bring up a credibility killing objection.

If you've researched your topic, like you've read more than once in these chapters, you will already know what your reader might object to.

Determine the most common objections to your premise or statement and answer them before your reader thinks of them, and they will.

An easy way to do this involves asking questions. This simple technique has two purposes. It will draw your reader into your eBook and keep him there, while preventing him from latching onto objections.

Make your questions personal, like you are standing next to your reader and asking him.

Here's some examples of questions that will make your reader stop and think about what you just asked him:

1..."Did you ever see an 8-foot tomato plant that produced two-color fruit?"

2..."What do you think your teenager does when you are in the shower?"

3..."Are your neighbours really who you think they are?"

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4..."Do you have bedbugs?"

See what I mean? Number 4 gave me the creeps, and I wrote it :o

If you are trying to head off possible objections before your reader thinks of them, use questions like these:

1..."Do you think that's impossible?" Let me explain.

2..."Have you ever seen this? Well, let me tell you _____.

3..."Do you believe _____?" I do, here's why.

4..."Does that sound like a fantasy?" Here's why it's true.

I'm sure you can see the actual benefit of using these techniques and how they will improve your own methods of presenting information to your readers.

Try it! You'll like it! So will your readers.

Let's move on to a priceless store of peripheral information that, if used sparingly and when it is needed, will make your eBook shine and your writing process easier.

Sooner or later, you will need a quick resource for new ideas or to get your eBook out of a hole you just dug for it with your very own fingers.

QUOTES: (search term: quotes or quotations)

(FYI: Quotes can generate hundreds of ideas for new eBooks, besides help break a roadblock in your creative processes or add interest to your page.)

This site has 10 categories and over 150 quotes you can use. They'll send a new one to your email everyday, if you want. <http://www.quotationspage.com/links.php3>

Want a good quote for a holiday? Feeling frisky and need a romantic quote? Go here:

<http://dir.yahoo.com/Reference/Quotations/>

ASSORTED FACTS: (search term: facts)

When you just need some facts, here's a site that could be useful:

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<http://www.amusingfacts.com/> You can search and find almost any sort of quote from weird town names to the world's dumbest. There's 17 categories for you to browse.

If you need USA state facts: <http://www.50states.com/facts/>

From the United Kingdom: <http://www.countryfacts.com/unitedkingdom/>

How about some facts from Europe and the rest of the world: <http://www.countryfacts.com/>

ARTICLE DIRECTORIES:

(search term: "article directories" with quotes)

Article directories are stocked full with resources to start your brain waves cooking or to improve the way you think about a subject. Here's a good one:

The Directory of Article Directories: They advertise 222 Directories and counting:

<http://www.arcanaweb.com/resources/article-directories.html>

Remember that ideas cannot be copyrighted. If you read an article and it gives you an idea, run with it.

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Chapter 7

Take Action, Right NOW!

We've come to the last chapter of this brief report. Hopefully, by now you are itching to get your eBook underway.

Congratulations. You have decided to take action!

We're going to finish this report with some tips you will find useful to use on some important sections of your eBook.

This will wrap all the pieces up in a neat package (your eBook) that's ready to publish online.

When you are physically writing your eBook you are more than likely using a word processing program, like MS Word for Windows or perhaps the freeware suite, [Open Office](#).

Both of these are powerful software that allow a variety of formatting and graphic enhancements to plain black text that will bring your pages to life.

You can highlight major sentences or individual words to immediately draw the reader's eye right to them. Boldface, underline and italics all have their uses and greatly enhance the look of black and white pages.

Do not go crazy with this, though, or you will lose its effect on the reader. Just emphasize what you want the reader to notice the minute the page is turned.

Graphics are a personal choice that you might consider. If a chart or screen shot would improve your presentation because of the information it illustrates, then use it where it is needed.

Photos can also be added, but are really only effective if they add some understanding to your content.

A family picture of your last vacation or a picture of your dog would be totally worthless in an eBook on how to become an internet marketer, for example. It would actually divert your reader's focus away from your message.

Clip art, like line dividers, colorful icons, small characters may or may not be useful for adding

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meaning to your content. But, they might have a place if used to indicate the end of a section, chapter or page.

Again, do not go overboard with this type of clip art.

Another decision you have to make is whether or not to use a colored font for your text, chapter headings and sub headings. Your consideration here absolutely has to be for your reader's eyes.

Since you don't know how your audience will be reading your eBook, it might be a good idea to stick with black text on a white background.

If you do not, you might eliminate your older readers who cannot easily read screen text that is not heavily contrasted. Others might want to print your eBook out for easy reading in their favourite armchair.

They might not be able to afford to print 40 or 50 pages with colored text. Occasional text highlighting would not force the same burden on them.

Also considering your reader's eyes, single spacing is hard to read both on screen and in less than maximum lighting for a printed copy. A good solution is to use 1.5 line spacing, which is easy on the eyes.

To find this option, click on FORMAT in the Word toolbar at the top of the page. On the drop down menu, click on PARAGRAPH and change the line spacing.

Use a simple font and size that is easy to read...nothing fancy here. A popular selection is Verdana 12 point. There are others just as suitable and the choice is yours.

If you have some eBooks on your hard drive, open them and see what font size they used. Pick one you like and use it.

All enhancements, graphics, text options or font colors should ONLY be used if they do something to increase understanding of your message, to improve your presentation or focus the reader's attention on an important point. Don't just use them because you like them.

Two useful sections of each page that are often overlooked are the Header and the Footer. These sections can be accessed on the View menu in MS Word. Click on View and scroll down to Header and Footer and click the link. You can toggle between each one when you need to. (Use Help for specific instructions)

A lot of eBook authors put the eBook's title in the Header, centered and using a nice font. This is professional looking as long as it is in a font size no larger than the font size used for the body text.

If a large, gaudy font is used in either the Header or Footer, your eBook will start to resemble an ad or sales page and put your reader on guard on the first page. Tasteful is the operative word here.

The Footer is the place to put the page number and a link to your website, eBay store or other eBooks you are selling. These two blank sections on every page in your eBook are ideal

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places for the information you want to burn into your reader's mind.

In both, use a sedate color or black. Center the text so it looks well placed and professional.

One of your last decisions to make is what format you will use for your finished eBook. You were writing the original.

You can chose to format your info product as an EXECUTABLE (.exe) file, so it can be read online when your reader is connected to the Internet.

Alternatively, and by far the most popular eBook format is ADOBE PORTABLE DOCUMENT FORMAT (.PDF). It is not computer specific and can be read by both PC and Apple/Mac users.

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About Operation eBook



If you found this report helpful, then you'll **LOVE** my in-depth, step-by-step, eBook,

[Emergency Surgery: Operation eBook](#), which is a culmination of 2 years of trial and error, testing and research.

Whilst this report is merely an overview of how to create your own product, **Operation eBook** is a 60+ page complete formula to creating your own information product, from start to finish. Also included is a pack of detailed worksheets to guide you through your product creation.

I'd love to be able to get you started on the road to success, so don't delay any longer. Grab it NOW, and kick-start you earnings TODAY

I very much look forward to hearing your success story and seeing your finished eBook on the best-seller list - **YOU CAN DO IT**

And I'd love for you to let me know how you get on, You can contact me here at any time <http://www.paulabrett.com/>

Here's to your amazingly successful info products



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Paula Brett's 7 Magic Steps To Your Own Info-Product

Further Reading

More eBooks By Paula Brett

[Mailing Lists From Start To Finish](#)

A 55-page, step-by-step, 'Take-Me-By-The-Hand' guide. Learn everything you need to know about creating, cultivating and maintaining a successful Mailing List from start to finish. Follow easy instructions and use the email templates for maximum Mailing List profits.

[21st Century Email Marketing](#)

A 71-page, step-by-step 'Take-Me-By-The-Hand' guide. Learn all you need to know about utilizing the power of auto-responders; the killer strategies to making your product irresistible & much more. PLUS an 8-part auto-responder mini-course that you can copy word for word & adapt to any product.

[How To Upload Your Website To The World Wide Web](#) (free download)

[Create a Live eBook in 5 Easy Steps \(with free eBook creator software\)](#) (free download)

Paula Brett's 7 Magic Steps To Your Own Info-Product

Pri**v**ate **H**ea**l**th **C**are

Coming soon to an Operating Theatre near you.....

Perhaps a more `hands on' approach is for you?

Would you be interested in receiving one-on-one tuition and mentorship from “Nurse” Paula to create your own eBook?



I have devised an intensive 4 week eCourse - the starting date to be announced very soon (at the time of writing)

So that I can give each `student' my undivided attention whilst you are creating your information product, places on the course are strictly limited to only 15 people, so it will be on a first-come, first-served basis.

Courses will commence every four weeks, so if you don't get on the first course, you will be on the list to be notified of the next course date.

“Nurse” Paula's Private Clinic will include:-



Weekly work sheets and assignments based around creating your information product



Resource materials

Paula Brett's 7 Magic Steps To Your Own Info-Product



Personal, dedicated help from me via email - send me all your product creation questions and queries during your course.



Access to the dedicated eCourse blog, and a one-hour, weekly, live blogathon-consultation in which I will answer questions and help to brainstorm with all 15 students.



Detailed marking and assessment of your weekly assignments, including suggestions, advice and direction



Advice and materials on how to promote and sell your product on eBay and ClickBank



Your own eBook cover and header banner for your mini-site (sales page)

And much, much more.....

The purpose of the course is to personally mentor you through creating your own information product/eBook/report. At the end of the four weeks, providing that all set work is complete, each student will have their own top-quality information product to release, promote and sell.

To register your interest and to be informed of commencement dates, please [CLICK HERE](#)