# How to Create an eBook

*The Technical Nuts and Bolts of eBook Creation from Start to Finish.*

In this book you will learn how to create an eBook. You will be introduced to all the required tools and shown how to use them. All explanations include screen shots and plenty of non geek-speak instructions. This book is designed to be used by anyone, regardless of their level of technical expertise and computer experience, to create an eBook and get it online.

# How to Create an eBook

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## *Acknowledgement*

I would like to thank my family for supporting and encouraging me as I began this endeavor into setting up my online business, entering the world of internet marketing, and publishing this eBook.

I would like to thank my mother for always believing in me and encouraging me to do whatever it takes.  I owe her special thanks for helping me to always believe the best of myself and reminding me that I can do anything I set my mind to.  She believed in me so much that she paid for my very first internet boot camp.  She knew in her heart it was what I needed and did everything in her power to make sure I could take advantage of it.

I would also like to thank Sandi Krakowski of *A Real Change* for her amazing coaching.  It was during a brainstorming session with her that the whole idea of the name Complicated to Simple came about.  She has a talent for taking all your complicated data and helping you turn it into one simple, brilliant business idea.  The idea for this book was also born during a coaching call with her Gold Group.  Without her help and encouragement, Complicated to Simple may never have come into being.

# Contents

# Introduction

So you've decided you might like to write and publish an eBook.  But maybe there are some burning questions in the back of your mind.  These questions may include:

1.  Is there a market for eBooks?

2.  Do I know enough to write an eBook?

3.  Are my writing skills up to the task?

4.  Do I really have an eBook in me?

5.  Do I have the technical skill to publish an eBook?

Let's address these questions one at a time.

## 1.  Is There a Market for eBooks?

It is easy to fall into the trap of thinking that because there is so much information on the internet, there is no need for eBooks.  After all, you can do a Google search and find information on just about any subject known to man.

The problem with this information though is that it's all in raw form.  One author said it well when he stated that we have lots of facts but no wisdom.   If you want to know a lot about a subject, you need to do a great deal of searching to cover the topic thoroughly.  For finding facts, like how you spell a word, or how many teaspoons are in a tablespoon, the internet is great.  But for researching a complete subject, it can be a very difficult tool to use.

Many people either don't have the time to do the research, or they choose not to use their time in this fashion.  I am an avid researcher and love to research.  It's as fun to me as eating ice cream and opening Christmas presents.  Not everyone shares this passion though and many would prefer to just purchase the research of someone else.  Others may not have the skills to do the online research that would be necessary to obtain the information they desire.  Regardless of the reasons for not getting the internet results they desire, these people are all potential customers for eBooks.

Here are a couple of facts to give you an idea of just how big this potential market is.   A recent Google search on the term "how to" yielded over **_five billion_** results!  There are over a million how-to titles on Amazon.  The public's appetite for this kind of material is insatiable and growing all the time.

When the internet fails these people, the only other alternative besides eBooks is the book store or library.  Unfortunately, publishers of physical books are quite selective about what they publish.  They only publish a book if they feel it will sell enough copies to cover their cost of publication as well as provide a residual profit.  Thus, most books that get published are general enough to appeal to a wide audience.

Many eBooks tend to be on micro-subjects.   This eBook is a good example.  Most of the available information about creating eBooks is part of larger, more general books.  You might find a chapter about it in a book about information publishing or a "For Dummies" book about selling stuff online.  Unfortunately, that chapter will not usually go into much detail.  This eBook takes a chapter like that and turns it into an entire book of its own.  It focuses on the technical aspects and goes into much greater detail than would usually be found in a more general book.  It serves a niche that might otherwise never be served.

## 2. Do I Know Enough to Write an eBook?

You don't have to be a guru or an expert at something to write an eBook. Most people have something they're good at. Some are good at lots of things. It's important to start with something you're good at, know something about, and are passionate about. This shortens the learning curve and makes you more likely to stick with it than you would be with something you don't care much about. If you are passionate about the subject, this will also show through in your writing and will make it much more interesting for your readers.

If you enjoy learning and have an inquiring mind, you have what's necessary to fill in any information you may be missing by doing research. Even very successful authors need to spend time researching their subject. Sometimes they may spend more time researching than actually writing.

Many high-level coaches will tell you that the most important thing to improve in order to be successful in any business is yourself. In the process of research and learning more about your subject, you will improve yourself. The more you write, the more your writing will improve. Think of yourself as an information conduit. You may not know everything there is to know about a subject. But if you're willing to find out and put your findings into a format that others can learn from, that's really all you need.

Rarely is a book written with no research required. So believe in yourself and your abilities. Go get the information you need and put it in your book. You'll be amazed at how much you can teach your audience and how much they will appreciate it.

## 3. Are My Writing Skills up to the Task?

This is a good question.   Fortunately the answer is yes!   You don't have to be a famous writer or English major to write an eBook.  There are a couple of reasons for this.  First of all, audiences of eBooks are more forgiving than readers of conventionally published books.  They are typically more interested in the subject than in the writing style being perfect

Readers of eBooks are looking for specific information.  Usually they want to know how to do a certain task.  They want to know things like how to plant roses, how to make a cake, or how to write an eBook.  They are not looking for a literary masterpiece.  They usually enjoy a little entertainment thrown into the mix but even that is not required.  With eBooks, content really is king.

Of course, a good job is always better than a bad job.  Readers tend to tolerate lower quality in an eBook than they would tolerate in a traditional print book.  Spelling and grammatical errors will even be tolerated.  However, it's important to keep in mind that errors are certainly not desirable.  If there are enough of them, they will reflect on your credibility and may have a negative influence on whether your customer buys the next book you write.  Too many errors can also make it frustrating and tiresome for your reader to understand what you're trying to say.  So while your writing does not have to be perfect or even great, it should be technically as correct as possible.

To facilitate this, at least have several people proofread your book before release.  If necessary, you can even hire an editor.  If you're serious about writing, you can find local writer's groups where members will take turns reading each other's manuscripts.  The internet has made it so those kinds of groups don't even have to be local.  Just make sure if you go virtual that you only send your manuscript to someone completely trustworthy.

I should mention another thing before we leave this subject.  While spelling and grammar errors may be tolerated, there is no excuse for factual errors.  If you're not willing to get all the facts, you should not be writing eBooks.  Always remember that the point of writing eBooks is to provide value to others.  Think

how you would feel if you spent the money on a book and took the time to read it, only to find out it was full of errors.

Don't be worried about money. Be concerned first and foremost about providing value. If you do a good job and provide value, the money will take care of itself. If you do a poor job and provide junk, the money will take care of itself, too, but not in the way you would like. Do yourself and everyone else a favor and provide the best value you can.

## 4.  Do I Really Have An eBook In Me?

Do you have a burning desire to help other people learn new things? Do you love to communicate and exchange new ideas and information? Do you love to learn how things work and then explain it to others? Do you have a passion about some subject that you would just love to share with the rest of the world?

If you answered yes to any of these questions, you probably have many eBooks in you. This question has more to do with you than with any knowledge you possess. It's more an attitude than the possession of any specific information. If you have that burning desire to share, then you have an eBook in you. You can always acquire more knowledge if you don't have enough when you start. But it's much more difficult to make up for it if you're missing a genuine desire to help other people. If you're reading this eBook, it's probably safe to say that you have that desire to help others and you have an eBook in you. If you didn't, you probably would not have spent the money or taken the time to read this eBook.

## 5. Do I Have the Technical Skills to Create An eBook?

If you didn't have the skills when you purchased this eBook, you certainly will by the time you're finished reading it. The main point of this eBook is to show you, step by step, line by line, diagram by diagram, exactly how to get your eBook out of your head and into your reader's hands.

The purpose of this eBook is not to help you find your niche. It's not to develop your writing style. It's not to suggest ideas or titles for your eBook. All of that is up to you. The purpose of this eBook *is* to help you make the eBook you have in your head, a reality on your customer's computer, or printed out in their hands.

So sit back and enjoy the ride as we delve into this subject. I can't wait to see what you produce!

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All links have been tested for accuracy and existence prior to publication. In the event a link is changed by the website owner, the link in this book will no longer work. If this happens, I recommend you do a Google search on the subject matter that the link pertains to. If you can't find the material in this manner, please leave a comment on the eBook support page mentioned later in the book. I will help you find a new link and I will add it to the eBook support page. It will also be changed in future editions of this eBook.

# How to Create Your eBook

## *Word Processor*

The first tool you will need is a word processor.  I'm not going to go into every word processor as there are too many to cover in an eBook this size.  Also, there is no point in doing so.  Which word processor you use is not as important as what it can do. The two most popular word processors that you can purchase are *Pages* for Mac and *Word* for Windows.  The most popular free (or open-source) word processor is *Writer* which is part of the *OpenOffice* software suite from Oracle*.*  It works on both Mac and Windows.  All of these programs have the basic requirements necessary for the creation of an eBook.  These basic requirements will be discussed in this section.

## *Drag and Drop Images*

The ability to add images to your eBook is very important.  It breaks up the content and makes for easier reading.  The old adage that a picture is worth a thousand words really holds true here.  You can write many pages explaining something in words when a single picture would have done the same, or a better, job.

Modern word processors are really very versatile tools and do far more than just process words.  For example, some contain more graphical design tools than programs made specifically for designing graphics.   They also provide one place to bring together many different file types.  Pieces of files or entire files can be dropped into a document and then tweaked and resized in any way you desire.  You can also cut and paste from browsers, other documents, or just about anything you can display on your computer screen.  *Pages, Word* and *Writer* all support most of the popular file formats that you would ever need for your eBook project.

The better the word processor you have, the more you'll be able to do with your eBook.  Even upgrading an older version of your word processor can make a big

difference in productivity. For example, there is a huge difference between the 2003 and 2010 versions of *Microsoft Word*. So much so that they look like completely different programs. There have been so many new features built in over the years that it would take you quite a while to learn them all. One of the best things about the newer versions of *Microsoft Office* is the integration between all the programs in the suite. Let me explain.

I use *Microsoft Publisher* to create a newsletter for my local bicycle club each month. People send me stuff in all kinds of formats, and from all kinds of programs, for inclusion in this newsletter. I am able to take anything from any PDF, *Excel, Numbers, PowerPoint, Pages* or *Word* file and drop it right into my *Publisher* document. The conversion takes place in the background without me having to do a thing. This is just one example of the time savings and convenience you enjoy when using this type of high quality tool.

## Convert to PDF

PDF stands for Portable Document Format. The PDF comes from the .pdf extension (the characters after the dot in the file name) that each file has. For example, if you have an eBook called *How to Create an eBook*, your electronic file on your computer might look something like "HowToCreateAneBook.pdf."

The PDF format is recognized and supported throughout the entire world. This is a beautiful thing because it means that your eBook, once converted to this format, is readable by anyone, anywhere on earth who has a computer or electronic reader.

Did you notice that last sentence? It's even readable by _every_ electronic reader on the planet. It doesn't matter if a person has a Kindle, Nook, iPad, Android, iPhone, Galaxy, or whatever. All of these devices support the PDF format. This completely solves any distribution or format problems instantly. Think of what that means. Your eBook can reside on **any** of those devices.

Even Amazon and Barnes & Noble can't say that.  Each of them has their proprietary format they use for their own readers.  This is so you can't order from a competing service.  Amazon wants you to buy only Kindle eBooks for your Kindle and same with Barnes and Noble and the others.  However, they **all** can read the PDF format.  So while they are busy limiting their competitors, your eBook can slip through and be viewed on **any** of them.  Pretty cool, wouldn't you say?

So it is vitally important that your word processor have the ability to convert document files to PDF format.  If your word processor does not have this functionality, you will need a separate program to do this job.  We will discuss just such a program later in the eBook.

While the difference between purchased, closed-source products and free, open-source ones used to be significant, it has recently become less so.  In the past, if you wanted a robust word processor, your choices were *Microsoft Word* or….*Microsoft Word*.  Now *Writer* is capable of doing many of the things that *Word* can do.  There are still differences though and, in my opinion, the free versions will never be as good as the purchased ones.  Let's discuss some of these differences.

One area in which you may encounter difficulties is if you wish to collaborate with someone on your eBook.   If someone is using a purchased product on their computer and you want them to proof read your eBook, there is going to be a conversion process that takes place every time you transfer your eBook file back and forth while keeping it in a word processor file type (as opposed to just converting to PDF and transferring that file).  In most cases, this conversion process should go smoothly.  This is especially true if the conversion is between a newer version of *Writer,* and an older version of *Word.*

According to recent reviews, the newest versions of *Writer* for *OpenOffice 3.2* and *3.3* are very similar to *Word 2003.*  Conversions between the two will generally be smooth because both contain similar features and the interface is even pretty similar.  Conversions between *Writer* for *OpenOffice 3.2 and 3.3* and *Word 2010,*

however, are reported to be more problematic.  This is especially true if using the more advanced features in *Word* that are not supported in *Writer.*

These conversion problems can be usually overcome by simply converting your document to a PDF before sending it out to share.  Unfortunately this prevents anyone, like your editor, from making changes to your document like they could have if it had been converted from one word processor file format to another.

Another problem with the open-source software is compatibility.  While the software will generally do a good job on its own, it tends to conflict more with the other software on your computer.  This is not always the case, though, and will depend on the particular software combination you have on your computer.

For example, I have a client that loves free, open-source software.  I don't blame him; I love free too.  However, when free gets in the way of my productivity, it's gone as fast as I can delete it from my computer.  In his case, almost every time I send him something I've converted to PDF, his computer thinks it's some kind of alien file from another planet and can't read it.  Since I'm using the best and most standard product available for creating PDFs, I know the problem isn't on my end.  It's usually only the computers that have the free software, or the fairly old software, that have these kinds of problems.

Let me clarify.  In general, I do not believe the problem is actually with the free software.  This is especially true with the newer versions of free software.  I believe it just doesn't always play well with the other software on your computer.  It only makes sense that something like *Microsoft Word* will work better than *OpenOffice* on a *Windows* computer since both Microsoft products are made by the same company.  This is not always the case, but in general it holds true.

So if you want to ensure that you have as few problems as possible, it's going to be better to have the purchased, closed-source software.  That's not to say you won't have problems with closed-source, or you will have problems with open-source.  The ***probability*** of problems is just higher with open-source.

I won't go into the technical solution I had to employ to get the files I mentioned earlier to my client.  I can say, however, that we wasted lots of time, and his bill

was much higher than it needed to be because of this.  If he had used the purchased, closed-source software in the first place, it would have paid for itself many times over.

## *PDF Management Software*

So what is the premier product for producing and managing PDFs?  It is, without a doubt, *Adobe Acrobat*.  It's available in a standard and professional versions.  Either one will work for you.  One reason Adobe is the best is that they invented the PDF format so they've been working with it for longer than anyone else.  *Acrobat* is not designed to be used as a word processor.  It's designed to convert documents to PDF and manage them afterwards.  For example, you would not write your eBook with *Adobe Acrobat*.  However, you can convert any document or file to PDF with *Adobe Acrobat*.  Anyone else that has *Adobe Acrobat* can also make changes or corrections to your document if you have not changed the security settings to prevent this.  Security setting will be discussed later in this eBook.

If you have *Adobe Acrobat*, it doesn't matter if your word processor has a PDF converter in it.  You also don't have to worry about whether or not your word processor has the current version of the converter in it.  *Adobe Acrobat* has a whole host of editing and markup tools in it too.  So you can highlight, circle, annotate, hide notes, fill in forms and do all kinds of other things.  If you're working with an editor for your eBook, and you both have *Adobe Acrobat*, this can be a beautiful thing.

You can have notes in your PDF file that are not part of the document itself, but are collaborations between you and your editor. These notes can be linked to parts of the document.  When you click on the note, it takes you to the part of the document that the note applies to.  *Adobe Acrobat* is an amazing program and an entire eBook series could be written on its use.  I would recommend to anyone that is serious about producing eBooks that it be a part of their collection of tools.

One of the free products that does an excellent job of converting documents to PDF is called PDF995.  You can check it out at http://www.PDF995.com

This program usually works flawlessly.  However, with the free version, you will have pop-up advertisements to deal with every time you do a conversion.  It's also available in an inexpensive purchased version that eliminates all the pop-ups.  The actual conversion is done by printing to a device called the PDF995 Printer.  This will be discussed in detail later in this eBook when we look at printing with PFD management programs.

## Other Considerations

In addition to having the right tools, there are some other things to keep in mind when writing your eBook.  Try to keep your sentences and paragraphs fairly short.  You are not writing an esoteric novel.  The idea is to make your eBook as easy to read and understand as possible.  I think we've all run across the occasional article that was so difficult to read that we gave up in frustration.  This is definitely not something you want to do to your readers.

Complicated writing certainly has its place.  Once in a while I will pick up a literary masterpiece and plow my way through it.  Sometimes I have to refer to my dictionary several times in one sentence.  I'm usually doing this to improve my language and reading skills or to expose myself to famous literature. It is, however, *my choice.*   Your readers should also have a choice.  If they want to read eBooks about famous literature then they can expect a more difficult reading level.  But for general information eBooks the reading level should only be as high as is necessary to adequately explain the material.   Your readers should not have to wade through complicated writing if it's not necessary.  Your writing should be simple enough so your readers hardly notice it as you engage them with your content.

One tool you can use to improve this aspect of your writing is the Flesch-Kincaid Grade Level Index.  This index is a measure of the number of years of education a person needs to understand your writing easily on the first reading.  The idea is to make your score below 7.5, which means a person with 7.5 years of education could easily read it.  Following are two articles that explain how it works:

http://www.earlytorise.com/2010/03/18/how-to-write-well-the-big-idea-and-clarity

http://en.wikipedia.org/wiki/Flesch%E2%80%93Kincaid_readability_test

This next link is to a site where you can actually plug in your text and it will calculate the index for you.  This site gives a number of other measures you may also find useful.
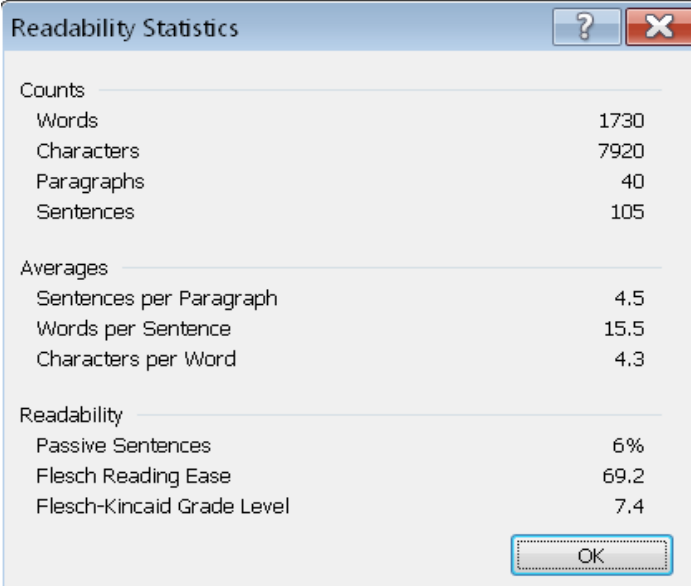
http://www.online-utility.org/english/readability_test_and_improve.jsp

One reason you might want to invest in *Microsoft Word* is that the Flesch-Kincaid readability test is actually built right into it.  Following is a screen shot showing how this works.
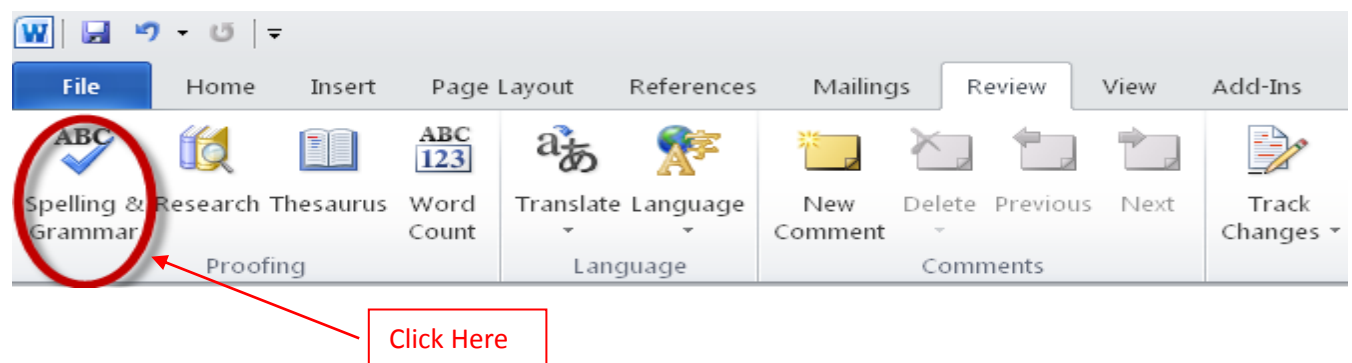


When you click "Spelling and Grammar", *Word* will check everything and give you suggestions for correcting anything it thinks should be changed.  You have the option to override any of its suggestions.

After the Spelling and Grammar check, *Word* gives you the following box full of all kinds of useful information, including the Flesch-Kincaid Grade Level Index.



This really does improve your writing.  When I first started writing blog articles, I had a very difficult time getting this score below 10 to 12.  The box shown above is an actual screen shot of *Word's* results for <u>this</u> eBook!  The score of 7.4 was achieved the first time through, to this point, with no editing.    When the eBook was finished the first time through, this score had dropped to 7.1.  This tool will help <u>you</u> improve <u>your</u> writing too.

I'm not showing you these screen shots just to help you learn to use the program. I also want you to see how these purchased tools can make your job easier. Without this tool that is built into *Microsoft Word*, you would have to copy and paste everything you do to an external website.  That may be fine for an individual blog post.  But doing an entire eBook this way could get pretty cumbersome.

## *Decorations and Embellishments*

There is no limit to how far you can go dressing up your eBook.  There are many programs available for adding special borders and other decorations to your pages.  You can also add background images and fancy page numbers with artwork around them.  There are font packages available with thousands of fonts.  Some sites even offer free font downloads but be careful the site is reputable before downloading anything.  All these tools allow you to indulge your creative desire to a great degree.  You can find most of these tools by just typing the tool name into Google.

There are also quite a few different styles of eBook.  One of my favorites is the flip book.  Rather than being a flat PDF file, these books are actually three dimensional.  If you've ever seen the way iBook on the iPad turns pages, you know what I mean.

I use a program called *Flip Book Maker* from Ncesoft for making mine.  Following is a link to an example of one of these books.  The link is a large file so it may take a while to load if you have a slow internet connection.

http://www.ncesoft.com/flippingbook-samples/pdf-to-flip-book/pdf-to-flip-book.html

After you have converted your eBook to PDF format, this program makes it into an .html file that can be viewed on any web browser in the world.  It can also convert to .exe files which are actually small programs that will run your eBook on a *Windows* computer without the use of a browser.  This is just one of many, many programs available for sprucing up your eBook.  The possibilities are seemingly endless.  There are also software and services available to design professional covers for your eBook.  Following is a link to one of these tools.

http://coveractionpro.com/

This particular program is for designing covers for 3D books and DVD cases.  This would be useful for advertising your eBook and making it look its best on your sales page.  Any photo editor like *Photoshop* can be used to design a fancy two dimensional cover for your eBook.  With a little Google searching, you can also find free templates for making 3D book images in *Photoshop*.  I have even

designed brochures and eBook covers just using *Word*.  All of these programs have the ability to arrange graphics and text in any manner you like.  Again, the design of your cover is only limited by your imagination.

For stock photos that you can use on your cover or in your eBook you can visit

http://istockphoto.com

They have thousands of photos to choose from.

If you have the budget, and you really want to get fancy, you can hire a graphic designer to do your cover art.  There are also internet services where you can put your graphic work out for bid.  They are very reasonably priced and you end up with many ideas to choose from.  Following is a link to just one example of this.

http://www.99designs.com

The intent of this section is only to give you some ideas of what's possible for your eBook.  A full explanation of any of these programs is beyond the scope of this eBook and any one of them could be the subject of an entire eBook by itself.  If there are other eBooks you would like to see on any of these subtopics, please let me know at http://www.ComplicatedToSimple.com  Leave a note on my contact page, give me a call, or comment on any blog post.  If I haven't already written the eBook, I will consider writing it ASAP.

# The Technical Nuts and Bolts

I promised that I would show you exactly how to make an eBook.  It seems to be the technical end of things where people have the most trouble.  And it's that technical end that Complicated to Simple specializes in.  Our mission is to help you take control of the complicated things in your life, instead of them taking control of you.

So, go get that second cup of coffee, sit back, and relax.  There will be no geek-speak here and the technical end of things should be much clearer to you by the

time you're finished.  If there's something you still don't understand after you're finished, email me at [RSeth@ComplicatedtoSimple.com](mailto:RSeth@ComplicatedtoSimple.com) with your question and I'll make sure you get the help you need.


## *The PDF Conversion*

Here is where the rubber meets the road.  It's where your document actually turns into a PDF that can be distributed and read by anyone in the world with an electronic reading device.

### *Converting your file using Microsoft Word*

Since the majority of the computers in the world are still running some form of the *Windows* operating system, we will start with that.

Earlier in this eBook I showed you a screen shot of *Microsoft Word*.  I will use the same method to show you how to convert your document.  The *Microsoft Word* screen shots in this eBook were created using *Word 2010.*  If you have an older version you may have an extra step in getting set up to convert files.  Which older version you have will determine which extra step is needed.  If you have *Word 2007*, you will need to install a free plug-in to give *Word* PDF functionality. If you have not already downloaded this plug-in you can get it here.

[http://www.microsoft.com/downloads/en/details.aspx?familyid=4d951911-3e7e-4ae6-b059-a2e79ed87041&displaylang=en](http://www.microsoft.com/downloads/en/details.aspx?familyid=4d951911-3e7e-4ae6-b059-a2e79ed87041&displaylang=en)

If you have *Word 2003,* you will need to install a third party PDF creator that will allow you to print to a PDF file from any program on your computer that has printing capabilities.  There are several options for this.

You can use the free program like *PDF995* mentioned earlier, or a purchased program like *Adobe Acrobat Standard* or *Adobe Acrobat Pro.* Using a purchased program will simplify things and prevents having to deal with the pop-ups or other issues that can accompany the use of free software.

While *Microsoft Word 2010* comes with the ability to create PDF files already installed, the converter is not perfect.  It will not do as well as *Adobe Acrobat*. Just as an example, when I used the built in converter to convert this eBook to PDF, there were numerous errors in the conversion process.

The main errors were in the formatting of things like the table of contents and some of the chapter headings.   All these areas have boxes around them as if they are contained in a table and the table borders are visible.  In the end, I was unable to print this eBook with the build in converter and have the PDF be identical to the original *Word* document.

This is a common problem with most converters and why I say that the only way to be sure you get foolproof conversions is to use *Adobe Acrobat*.  I have been using it for many years and have **never** seen it make a mistake.   Of course how well anything else works will depend on what you're converting.  The simpler the document and the less you need it to be exact, the fewer problems you will have. If you want perfection though, get *Adobe Acrobat.*

If you do have *Adobe Acrobat* installed on the same computer as *Word 2010* you will have two different options for converting to PDF from within *Word.*  One will be a PDF converter, and one will be a PDF printer.  These are essentially the same but called different things.   Both methods will be presented in this section.

Before doing any converting, it's a good idea to save your file.  PDF converters are not always completely compatible with all computers, operating systems, and other programs.  Sometimes the conversion process can cause your program or your entire computer to freeze up and need to be restarted.  If this happens and you haven't saved your file, there's a good chance you will lose at least some of your work.  You don't want to be testing your particular set up on an unsaved document!  Be sure to save your document before proceeding to the next step.

The conversion process without *Adobe Acrobat* installed will be presented first. Open *Word* and click on "File" as shown on the next page.
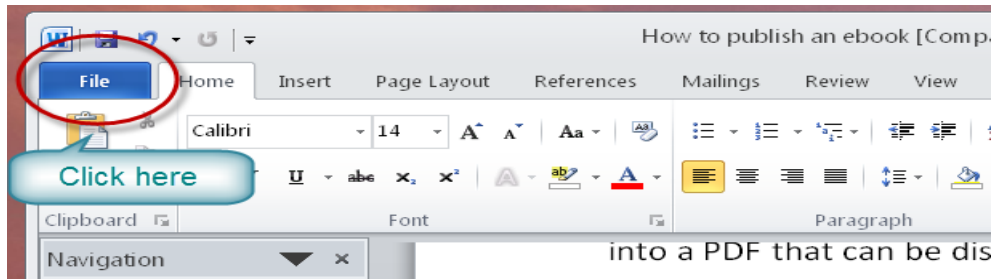
Click on "Save and Send."
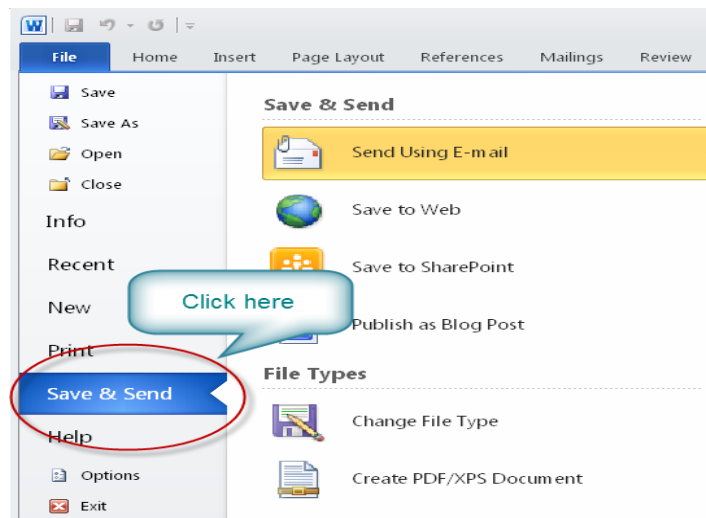


Click on "Create PDF/XPS Document."
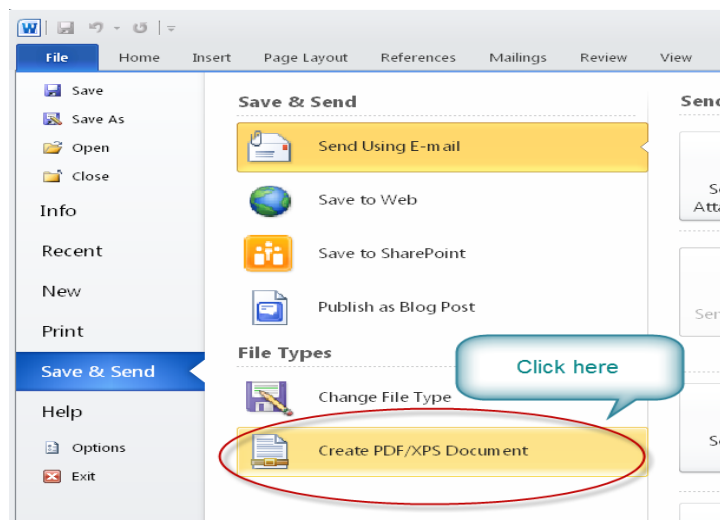
Click on "Create PDF/XPS" button.
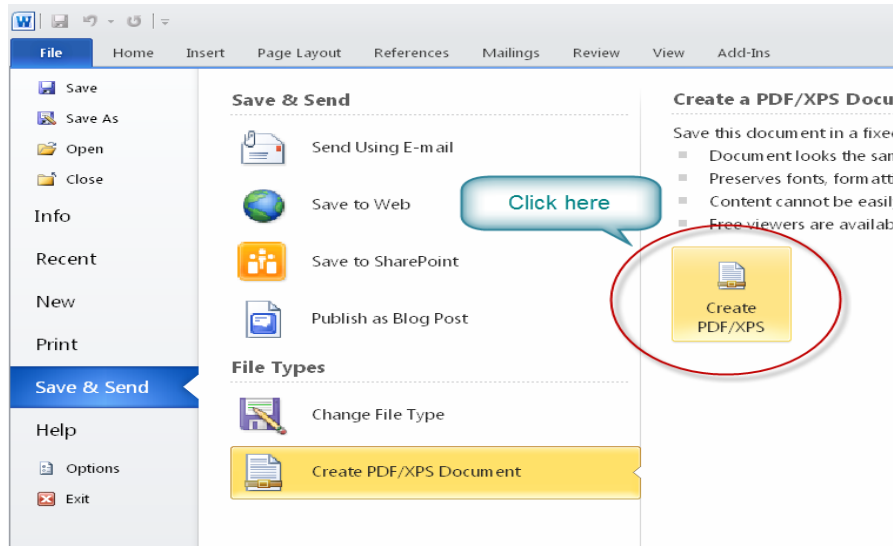


Give your file a name and be sure to note where you save it.
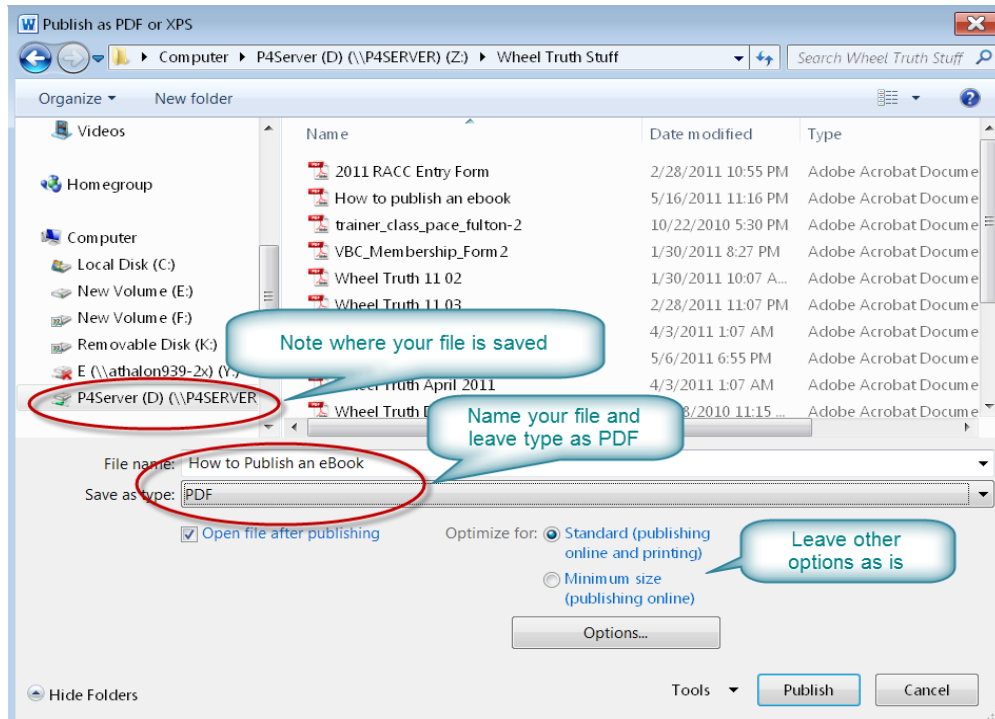


The remainder of this process is exactly identical to the conversion process if *Adobe Acrobat* is installed on your computer.  It continues in the middle of page 23.

The conversion process with *Adobe Acrobat* installed is similar, but the menu items and screens are slightly different.  Again, open *Word* and click on "File."
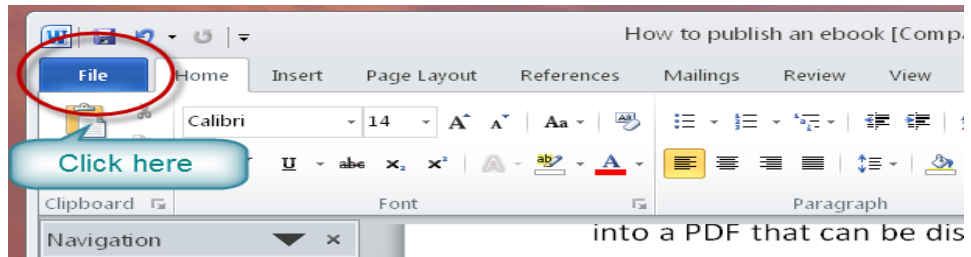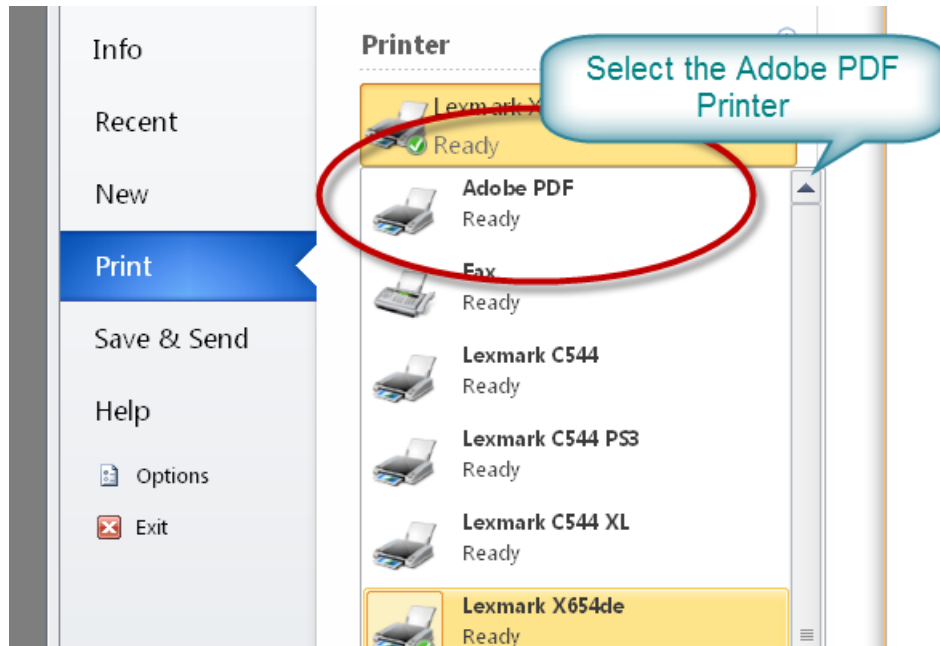


Click on "Print."
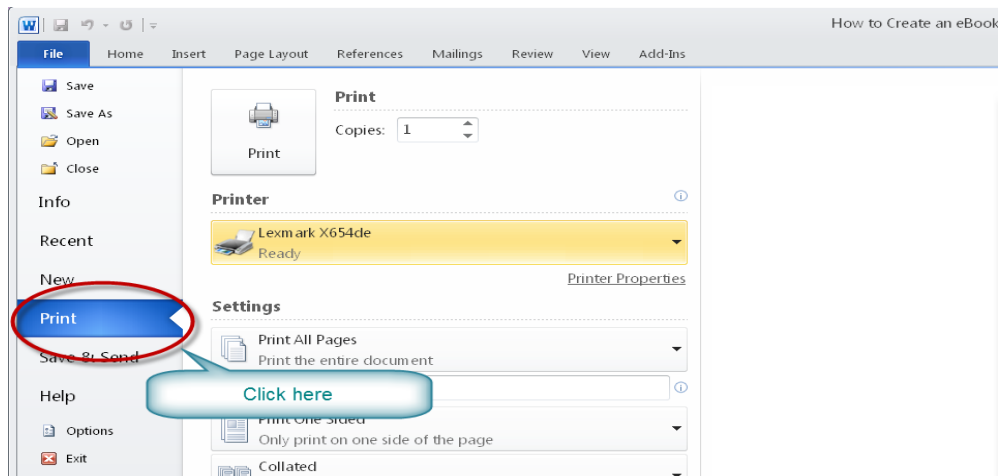


You are now presented with this screen where you can choose a printer.  Click on the drop-down arrow to bring up the printer selection screen.
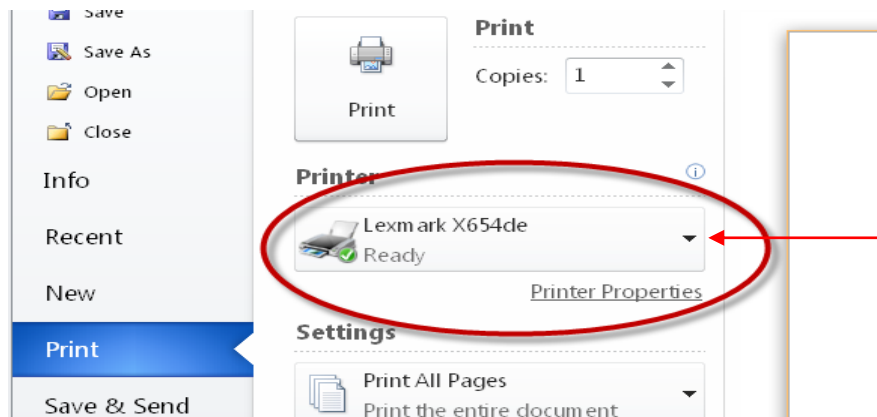
Click on "Adobe PDF" to select it.



Click the print button to select where you want the file saved. Even though it says "Print" nothing is really being printed. A PDF image will be created and saved to the location you choose. After saving, the PDF will be displayed on your screen.
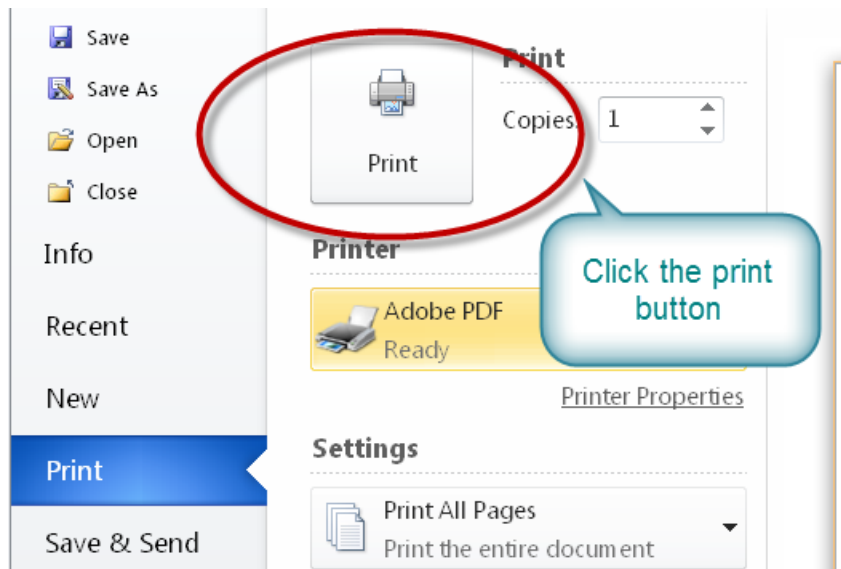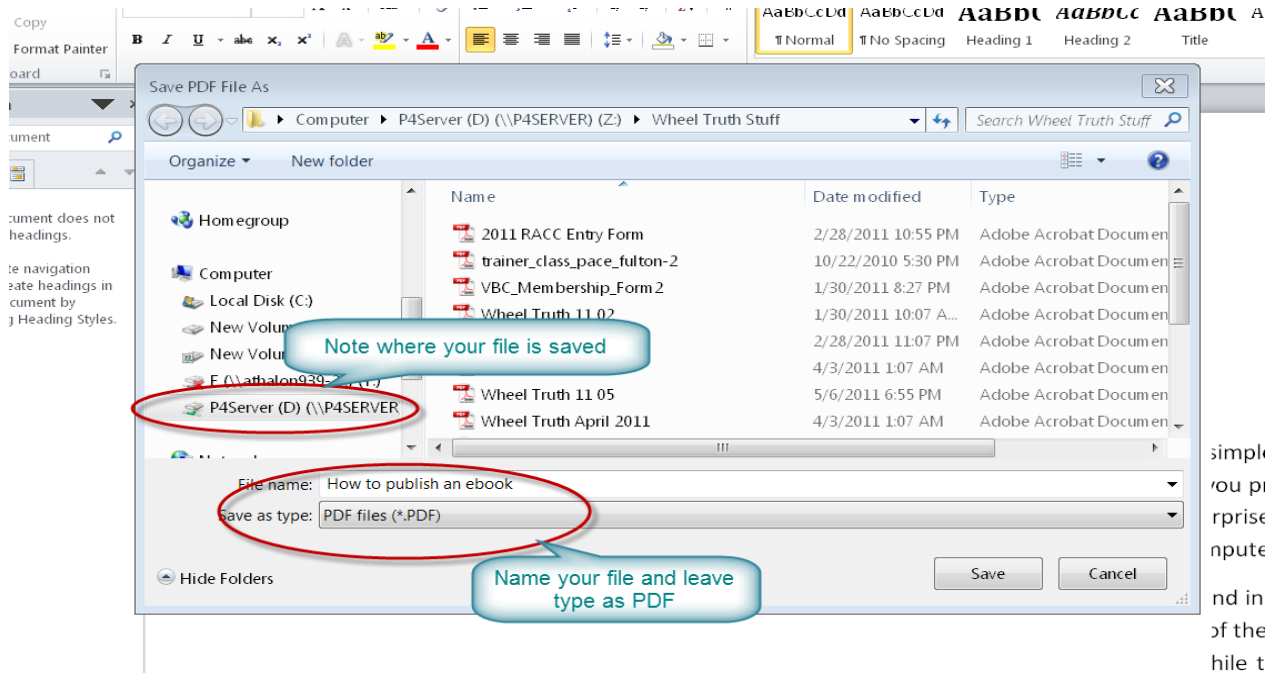
Give your file a name and be sure to note where you save it.



The rest of this section applies to all PDF conversions using *Microsoft Word*, regardless of whether or not *Adobe Acrobat* is present on your computer.

You now have the same file on your computer in two different forms. Once in *Word* format and once in PDF format.



If you save both files in the same place on your computer, it will look like this. You can see the difference between the two files by their icons before the name, and their file types in the next column. In this example, I have rearranged my columns to make it easier for you to see. Your columns may be in a different order, but the information should be the same.

Each time you print your document to a PDF in this manner, it will replace the previous copy. You can prevent this by giving it a different name each time. I like to give mine names with numbers like eBook1.pdf, eBook2.pdf and so forth. That

way, if you decide later you don't like a change that you made, you can always go back to a previous version.

I know I said it before but it's worth repeating.  ***<u>SAVE YOUR DOCUMENTS OFTEN!</u>*** It only takes a moment but it can save you so much time and trouble later.

## *Converting your file using Pages*

While *Pages* on the MAC may not have as many bells and whistles as *Microsoft Word*, you also don't have a lot of issues I just mentioned in the previous section. *Pages* includes a PDF converter integrated right into it.  You don't need additional plug-ins or free converters.  It just works and the integration is quite elegant.

Click on the "file" tab in *Pages*.
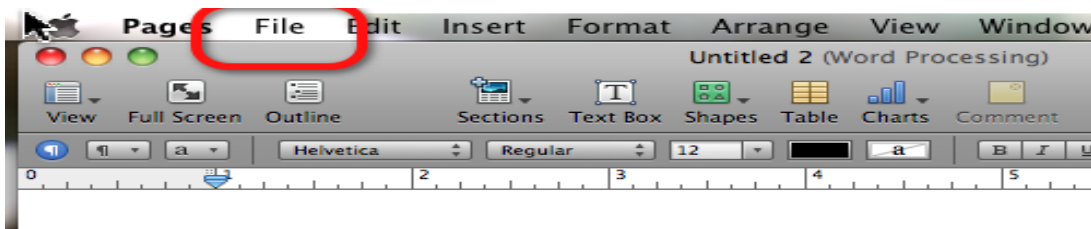


You will see this screen next.  Click on "Print."
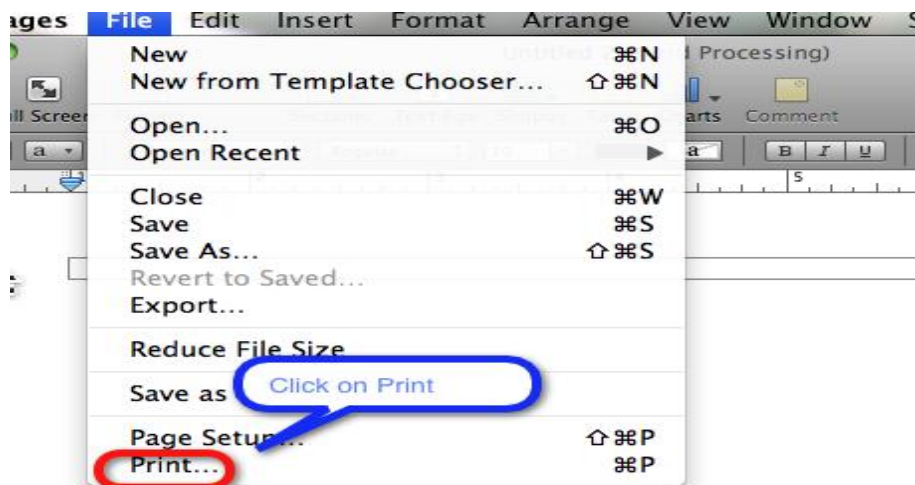
The next screen will be the printer selection screen.  Click on "PDF."
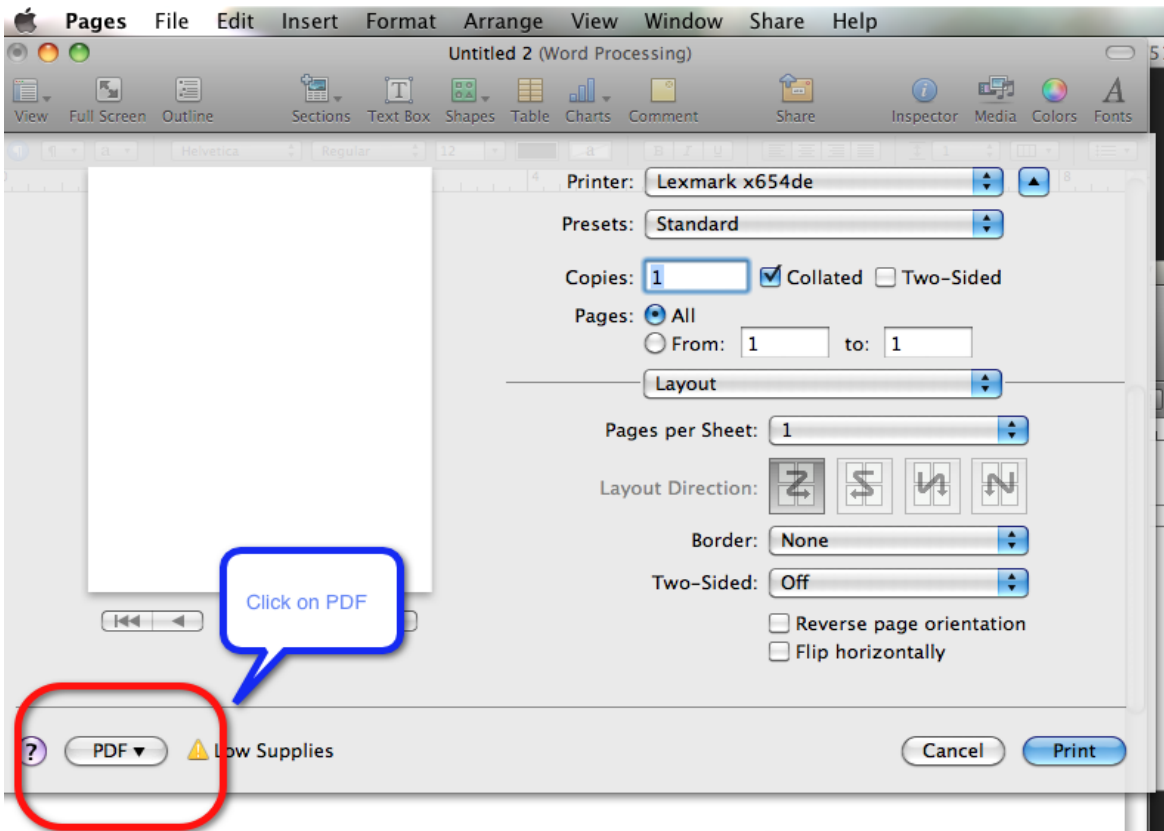


Click on "Save as PDF."
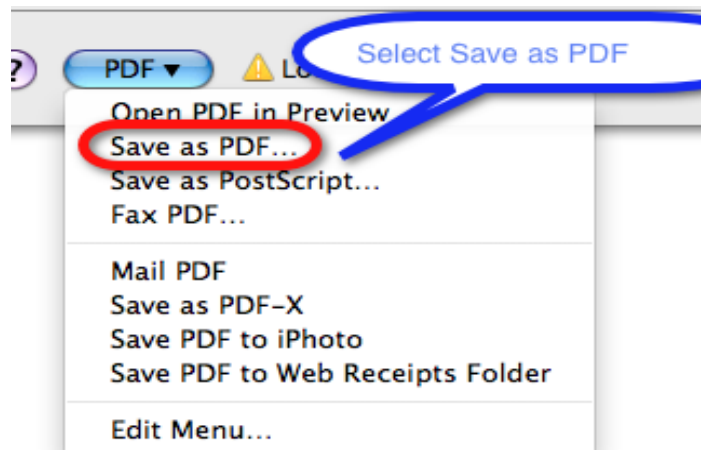
On this screen be sure to name your file, remember where you saved it, and click "save."  You can also make a new folder for it on this screen.
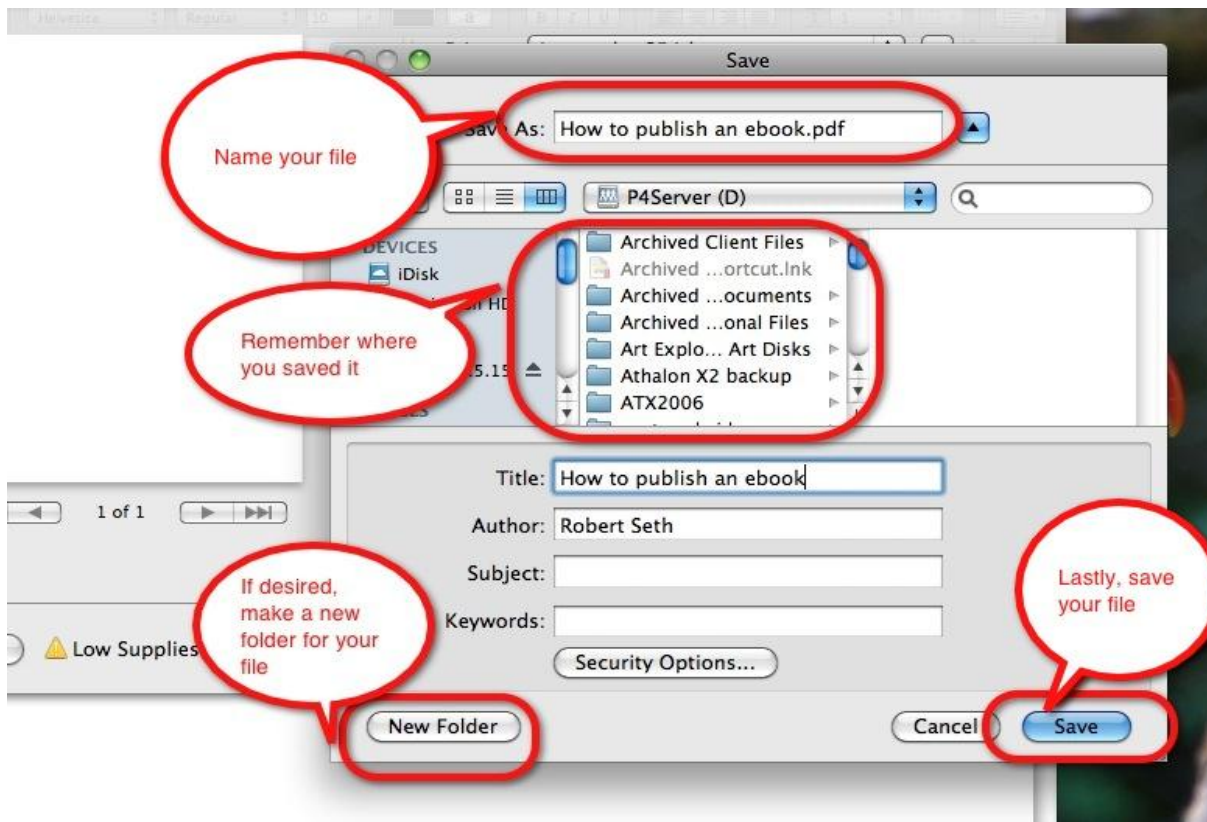


The file is now saved in both the *Pages* and PDF formats.
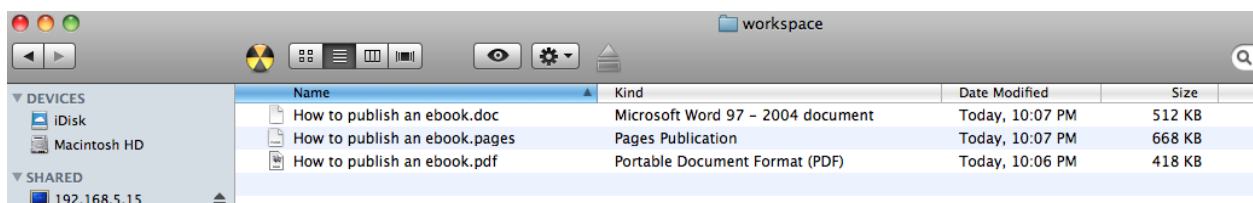
## *Converting your file using Writer*

Click on the "File" tab in *Writer.*

You now have one or two options, depending on what you have installed on your computer.
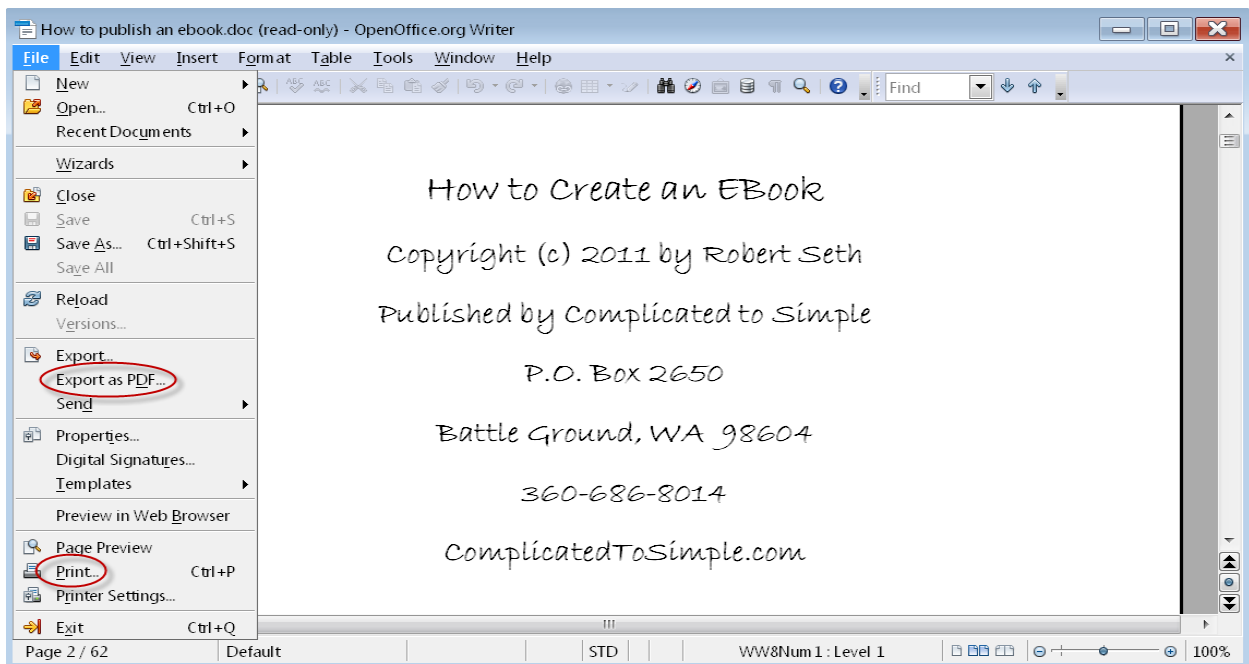
If you have a PDF converter on your computer such as a free version or *Adobe Acrobat,* you will be able to print to PDF as well as export to PDF.  If not, you will only be able to export to PDF.

Printing to PDF will be identical to printing to PDF in *Microsoft Word.*  Exporting to PDF will be somewhat different and you will be presented with a surprising number of options considering this is a free program.
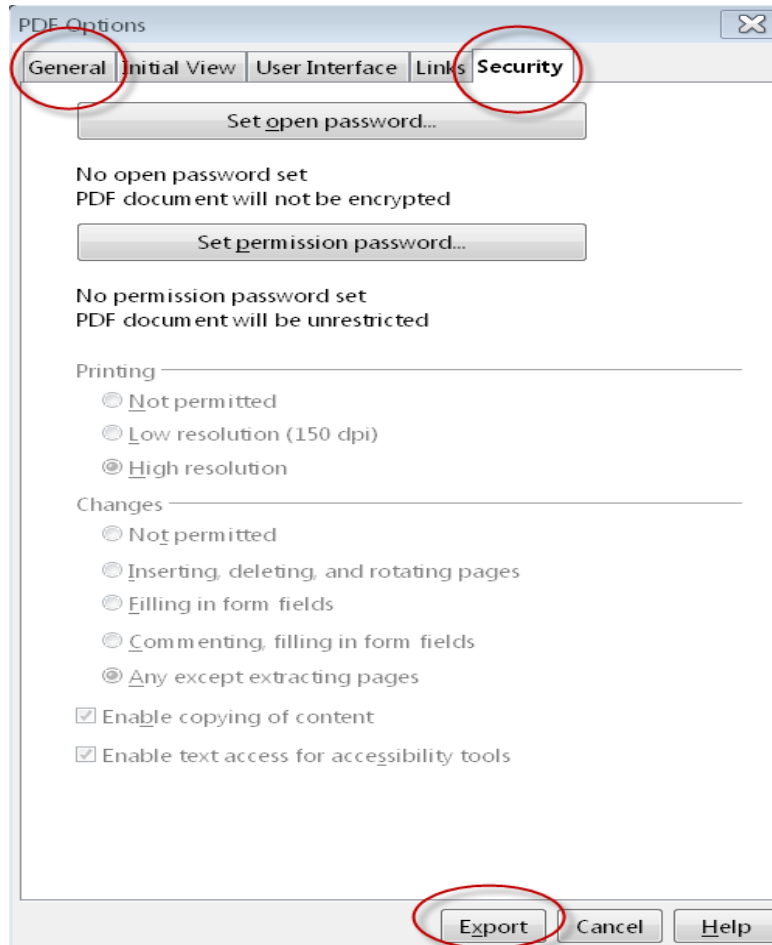
When this screen comes up, you are first presented with the "General" tab. I have clicked on the "Security" tab in the screen shot above. Notice it has all the options you need to secure the document and set both types of passwords. In my opinion, this screen is actually laid out better than the one in *Microsoft Word.*

The other tabs on this screen contain some surprisingly useful options. None are necessary to the basic publication of your eBook however, so I'll leave them to you to experiment and play with. One thing to keep in mind here is that as impressive as this is, it's still only a PDF converter (called an "Exporter" in *Writer).* Once the export is complete, *Writer* can do nothing with the resulting file. In fact, it can't even open it.

That's an important thing to consider if you plan to use *Writer* as your word processor. Unlike *Microsoft Word* you cannot import PDF documents, either in part or as a whole, to use in your eBook. *Writer* is a very capable word processor.

However, in terms of functionality, especially in the area we are looking at here, *Microsoft Word* is going to be more flexible and have more features than *Writer*.

Next click on "Export" and the screen you are presented with is identical to the one on page 23 that you got when you printed to PDF in *Microsoft Word*.
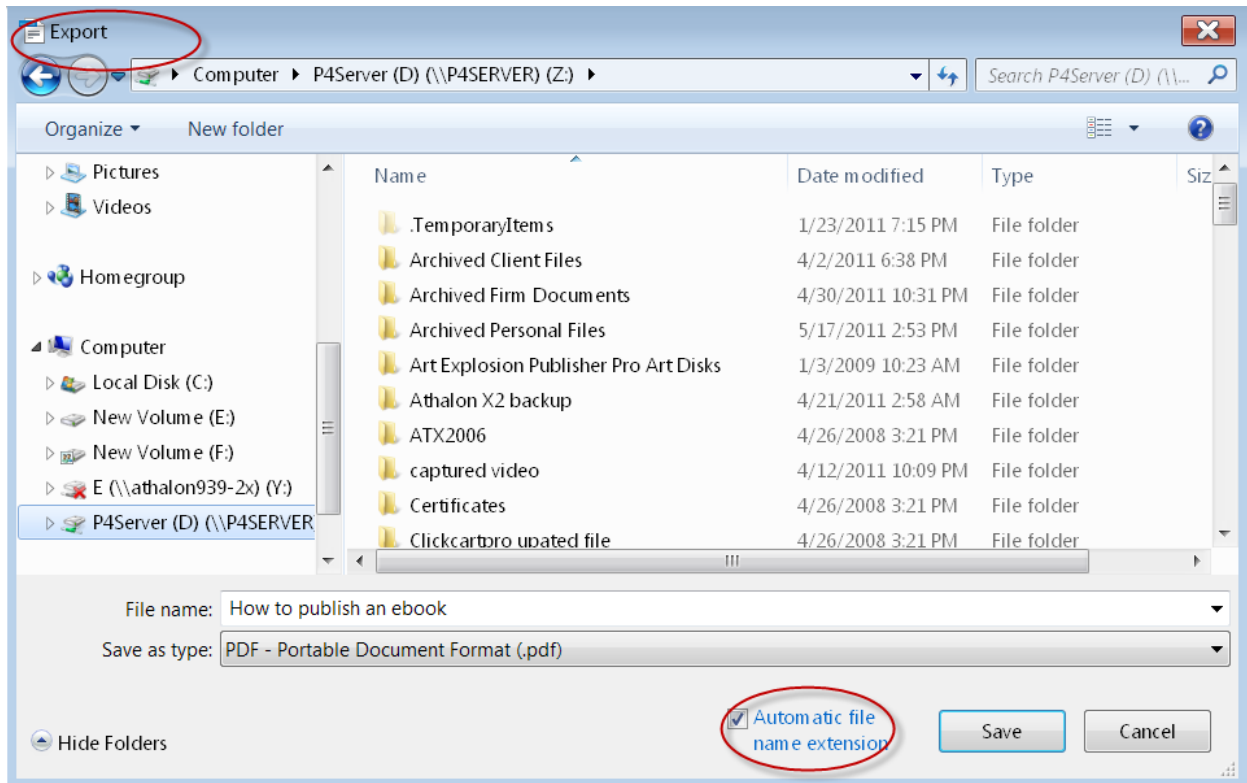


The only difference is the name of the screen in the upper left corner, and you get the option to uncheck "Automatic file name extensions." Leave this box checked though and click "Save." Just like with the other programs we looked at, you now have your file saved both in *Writer* and PDF format.

# Finalizing Your eBook

Regardless of what program is used to produce your eBook, once it's in the PDF format, it becomes independent of any platform (Windows or Mac) and any program.  The only thing required for someone to read your eBook is that they have the *Adobe Reader*, or some other PDF reader software installed on their computer.  Since *Adobe Reader* is free as a download, there are no limitations on who can read your eBook.

It is unlikely that your eBook will actually be ready for publication after the first time you print it to a PDF document.  This is especially true if you haven't actually clicked on the PDF file that you made and taken a look at it.  This should be considered your first draft.  If you haven't done so, go ahead and click on the PDF and see how it looks.  It's surprising sometimes how different the document can look in PDF format compared to how it looked in the program in which it was made.

Unless you have *Adobe Acrobat*, you will not be able to make changes to the PDF document itself.  To make changes, open the original document in *Word, Pages* or *Writer*, make your changes, and recreate your PDF file.  A PDF is similar to a printed paper document.  You would not make changes to your printed document.  You would change the document on your computer and then reprint it.  The same is true for PDF documents.

You can make as many changes as you like and continue to "reprint" your PDF until it's exactly how you want it.  Again, if you want to save the interim versions of your eBook, be sure to select a different name each time you print.

# Securing Your eBook

Whether or not you secure your eBook depends on which school of thought you subscribe to.  One school says securing is necessary to prevent theft of your contents, changes to your eBook, or parts of your work showing up in other people's work.  The other school says don't worry about this.  The wider the distribution, no matter how it happens, the better.  Some people have even said that some of their content has made them far more money because it showed up in places they never expected or authorized.

Whichever school of thought you subscribe to is up to you.  I think this is a subject that you might want to research further in order to determine which side you agree with.  I have included instructions for securing your eBook if you decide you want to do so.

There are several reasons you may want to secure your eBook.  EBooks, like regular books, are intellectual property and subject to all the same problems.  Some of these issues are even bigger problems with eBooks than with physical books because of the ease of copying and distributing an eBook.

EBooks without security settings are very easy to change.  They are also subject to having their content copied and used for other purposes.  Securing your eBook prevents anyone from making changes, commenting, or copying parts of your eBook for use in other documents.

Most programs that can make a PDF can also adjust at least some of the security settings.  Since there are so many possibilities, I will show you how to adjust the setting in *Adobe Acrobat*.  *Adobe Acrobat* will generally offer more features since its only function is converting and managing PDF documents.  Once you know what needs to be done, you can check your software to see if it can do what's necessary.  If it can't, you will need to purchase *Adobe Acrobat* or some other software to secure your eBook.  *Adobe Acrobat* can be purchased from Adobe.com, Amazon.com, most office supply stores and some home electronics stores.

First, open your eBook in *Adobe Acrobat* by clicking "File" and "Open."
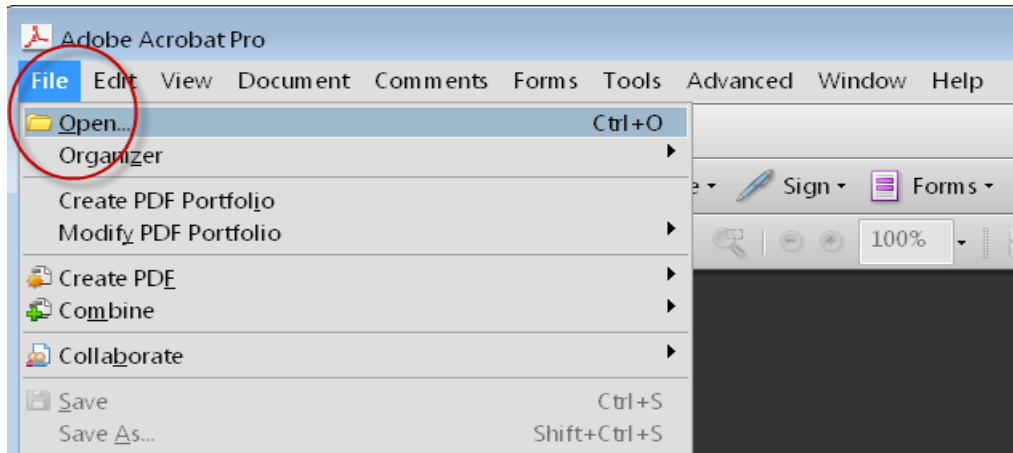


After the document opens, click on "Advanced", "Security", and "Show Security Properties."  Depending on which version of *Adobe Acrobat* you have, this may look different than the screen shot below.  Some earlier versions had the security properties under the "Document" menu instead of under the "Advanced" menu. Whichever yours has, you will end up on the same screen afterwards.
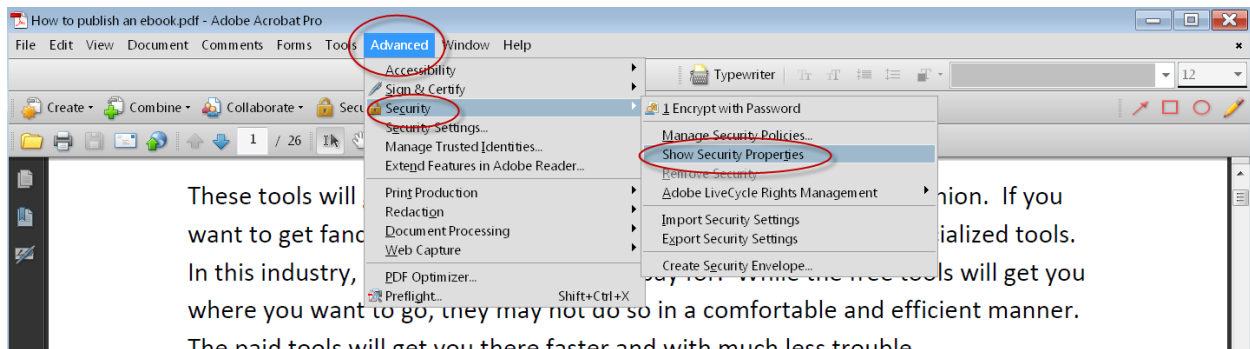
The security screen appears as shown on the next page and the summary box shows the restrictions on the eBook in all the circled categories.
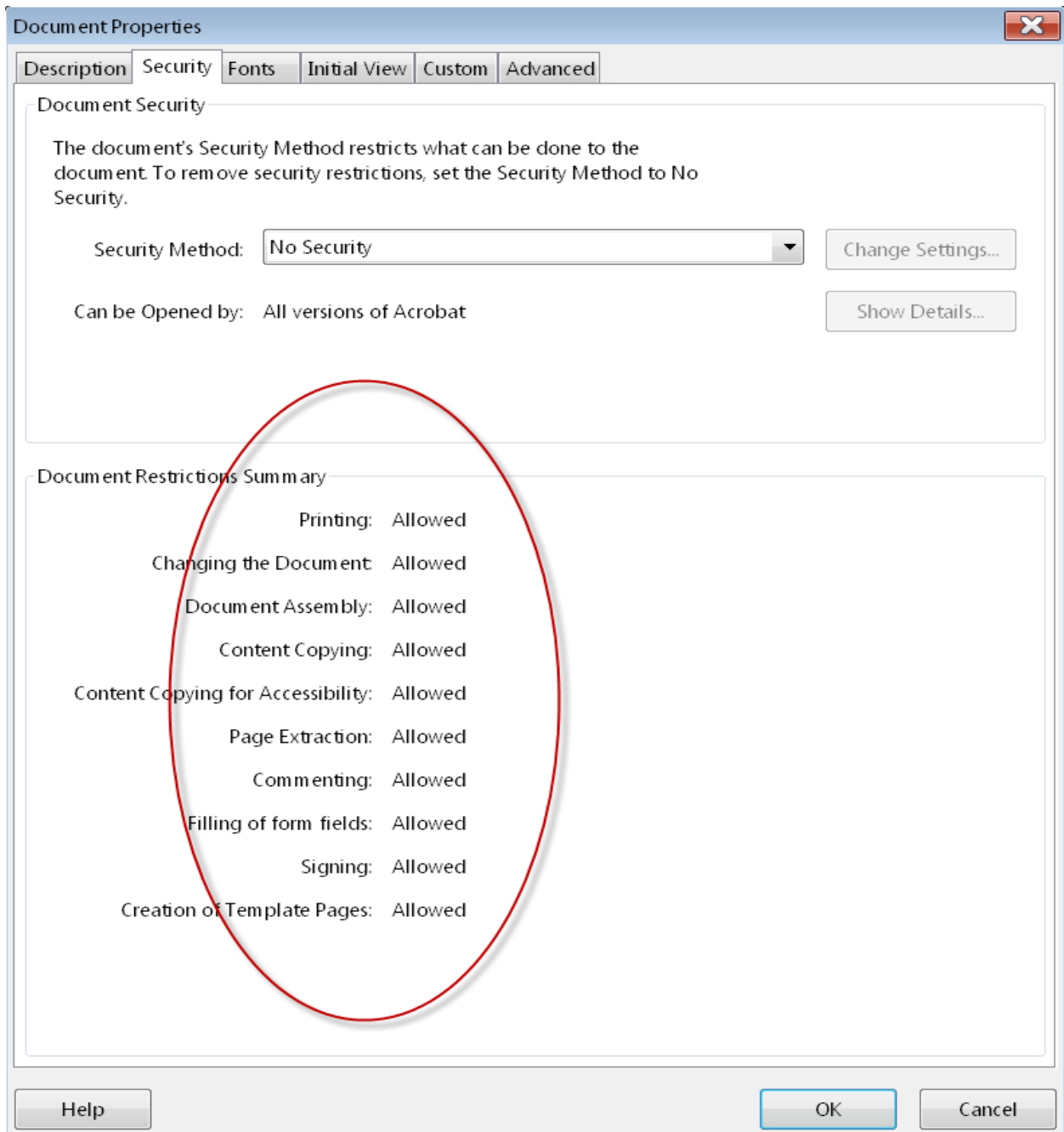


Initially, when the security method is "No Security," there are no restrictions on the document.

The security should be changed to allow only "Printing" and "Content Copying for Accessibility."

To change these properties click on "Advanced", "Security", and this time "Manage Security Policies."
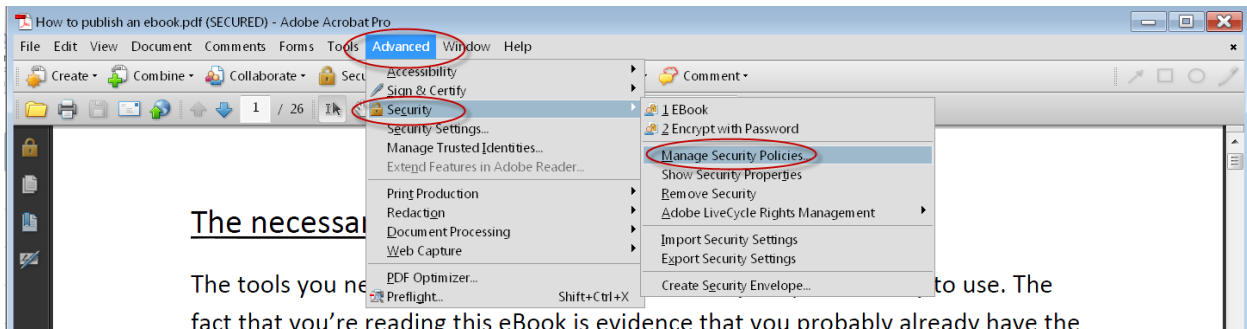


Assuming no security policies have been set up, only the default should appear here.  Click on "New" to set up a general policy  to use for your eBook.
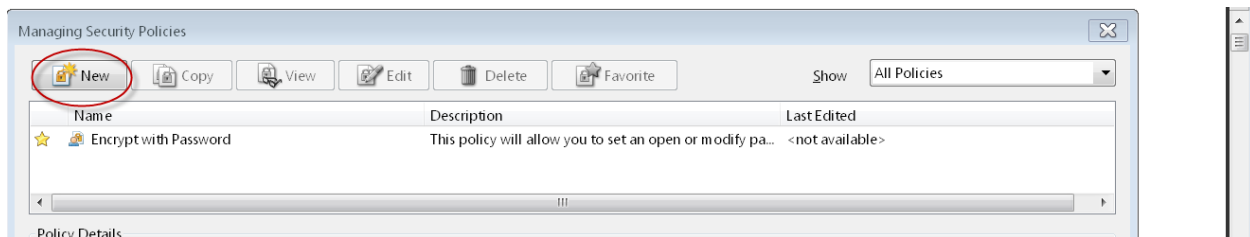


On the next screen if "Use password" is not selected, select it.  Then click "Next."
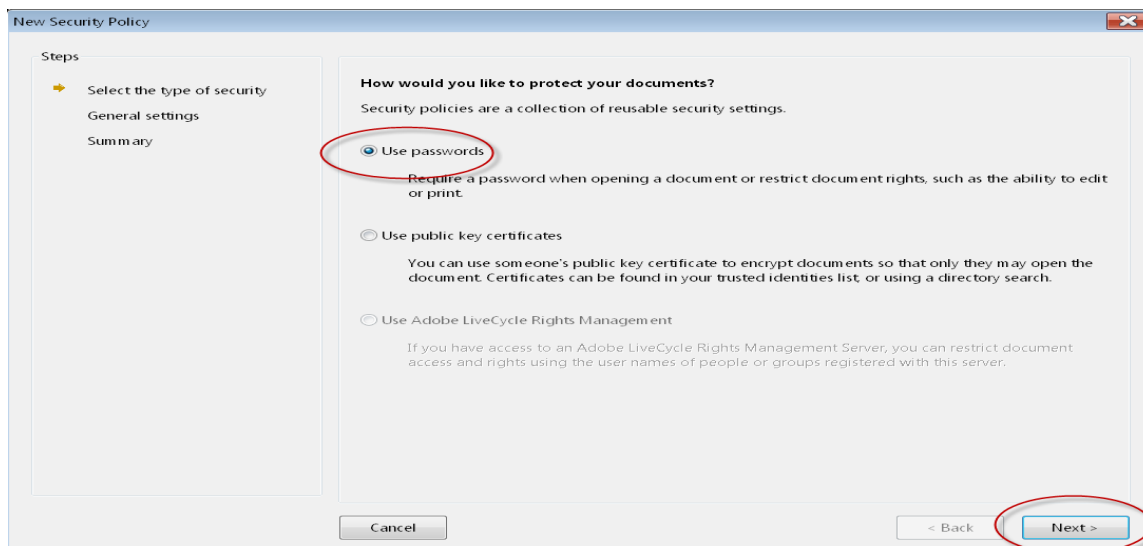
On the next screen you will create the general settings for your policy. Make sure "Save these settings as a policy" is selected. Give the policy a name and a description if desired. Then click "Next."



Just in case you're wondering, let's stop a moment and talk about the difference between "policies" and "settings". These terms are sometimes used interchangeably but mean different things. A policy is like a general rule that is set up once and contains preset values for a group of characteristics. The settings are the values for the individual characteristics. If you used document printing as an example, a policy might be printing in highest quality mode. You would have individual settings within this policy for contrast, darkness, sharpness, etc. In the case of producing PDF documents you can make a policy that will apply to every eBook you create and contain specific settings that are used each time. Or, if you don't want to use a policy, you can change the individual settings each time you create a new PDF document.

Next is the Password Security Settings page where you will decide on the settings to use for your eBook policy.
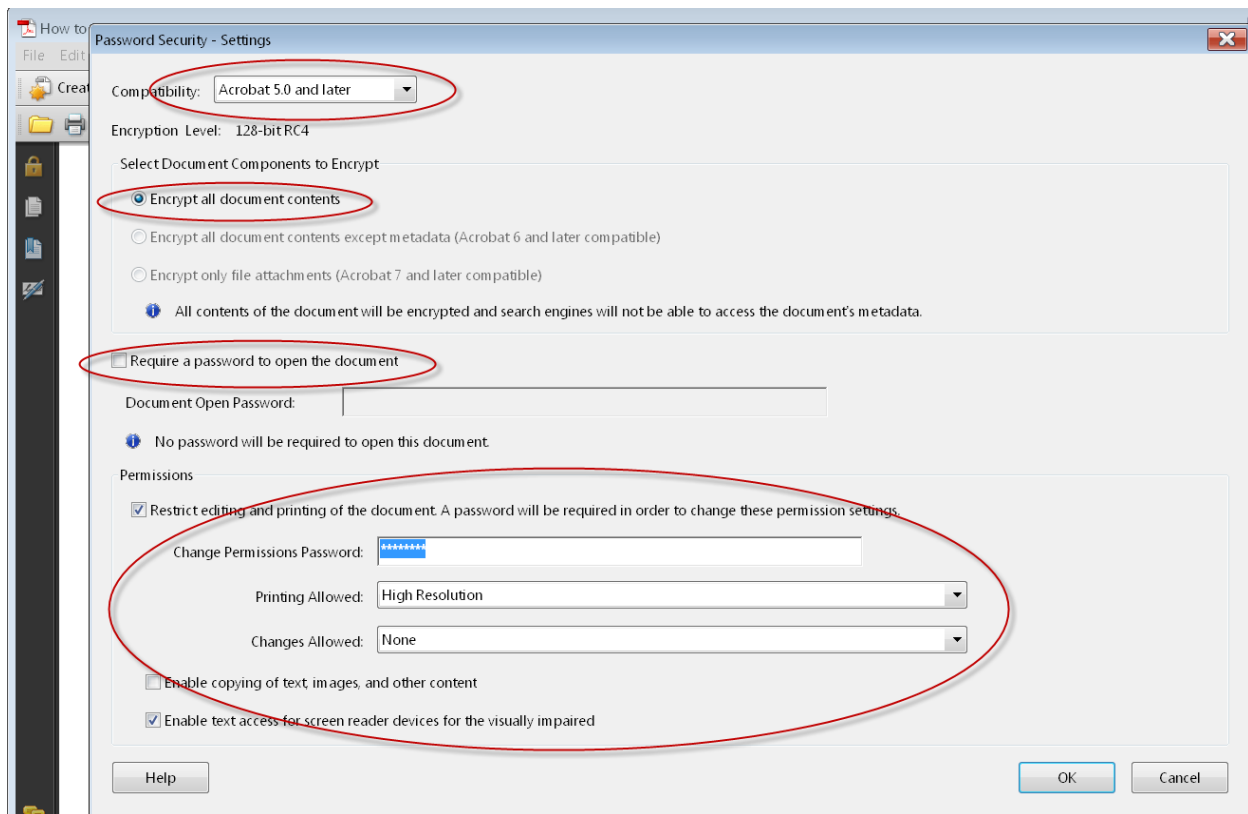


Click on the drop down arrow in the "Compatibility" box. It is best to select one of the lower settings. This reduces the likelihood that your readers will have to download a new version of *Adobe Reader* if they have an older version of it on their computer. Selecting a newer version will make more features available, but may increase the likelihood that your readers will have to update their version of *Adobe Reader* before they can read your eBook. I recommend setting this to version 5.0 or later. However, this is one of the arguments for not securing your eBook. With no security settings enabled, there is less likelihood that your readers will have any problems opening your eBook.

Under "Select Document Components to Encrypt," make sure "Encrypt all document contents" is selected. If this is not selected, the search engines will be able to find your eBook on your website. You do not want search engines

accessing the information about your eBook and telling the world where it's located so anyone can download it without your permission.  By the time you sell or give away the eBook, all the search engine work should have been done through your marketing, website, and sales page.  You will gain nothing by the search engines finding the actual location of your eBook.

I recommend you DO NOT check "Require a password to open document."  If you do, you will have to email a password to everyone who gets your book before they can open it.  This is a lot of extra work and can run into more problems later if customers lose their password.   If you really want to password protect it, you can send the password with the eBook.  This prevents the use of your eBook by someone who finds it by accident or illegally. However, you may still have people asking for replacement passwords at a later date

Some situations clearly lend themselves to having a password to open the file.  For example, if your eBook is expensive and you only expect to sell a few copies, a large amount of revenue could be lost from even a small number of illegal copies.

Passwords are also very appropriate for sensitive information.  For example, in my CPA practice, all emails containing PDFs with any social security numbers or other confidential information are password protected.  The password is sent either in a different email or given to the recipient by phone.

Under "Permissions" be sure to check the "Restrict editing and printing of the document.  A password will be required to change these permission settings" box.  Create a password and commit it to safekeeping.  This is a security permissions password and should not be confused with a password required to open the eBook.  This password just prevents someone from changing the security settings once they have the eBook open.

In the "Printing Allowed" box, click on the drop-down arrow and select "High Resolution."  This will allow your customer to print a high resolution copy of your eBook so it can be read away from their computer.

In the "Changes Allowed" box, click on the drop-down arrow and select "none."

Uncheck "Enable copying of text, images, and other content" so portions of your work cannot be extracted and used for unauthorized purposes.

Check "Enable text access for screen reader devices for the visually impaired."

Click "OK."
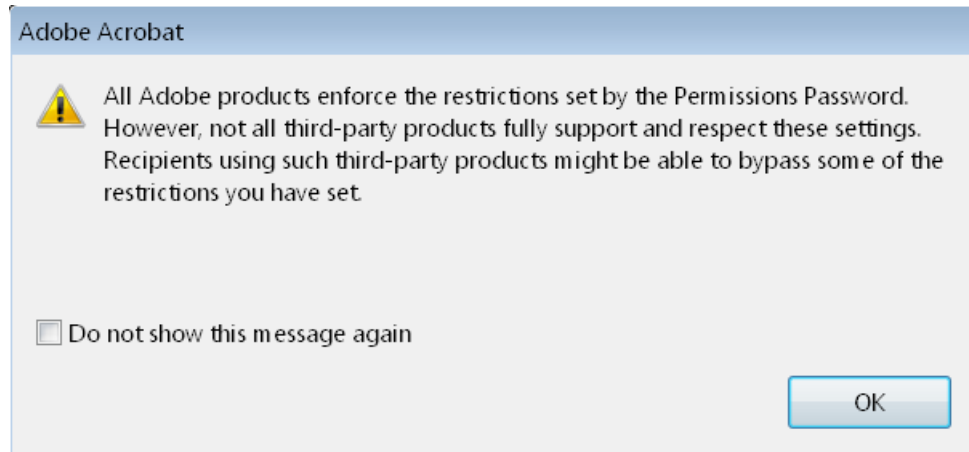


The next thing you will see is this message. It tells you that in spite of heroic efforts to protect your eBook contents, not everybody follows the rules and some people may still be able to use your eBook for unauthorized purposes. Don't be alarmed. This is the nature of the electronic publishing game. Just like there will always be some illegal copying of DVDs, CDs, books, etc., some of this goes on with eBooks too. Unfortunately it is impossible to prevent all illegal activity without creating extremely drastic access restrictions. Such restrictions may cause so many difficulties and frustration for those trying to use your materials that they give up and obtain their eBooks elsewhere.

Again, to prevent frustrations and difficulties , you might want to consider skipping the security all together. This would allow just about anyone to open your eBook regardless of what computer they're on or how old their software is. The most difficult thing they may need to do is download a more recent version of *Adobe Reader*.
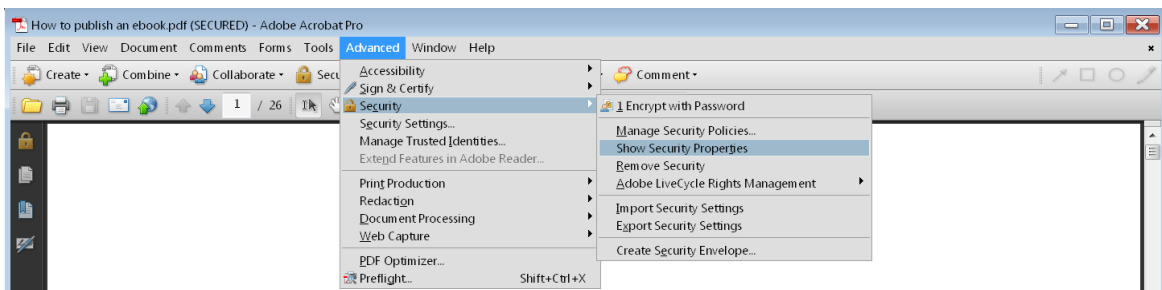
The next screen will ask you to confirm your permission password. Type it in and click "OK."



Finally a summary of your security policy is displayed. Click finish to exit
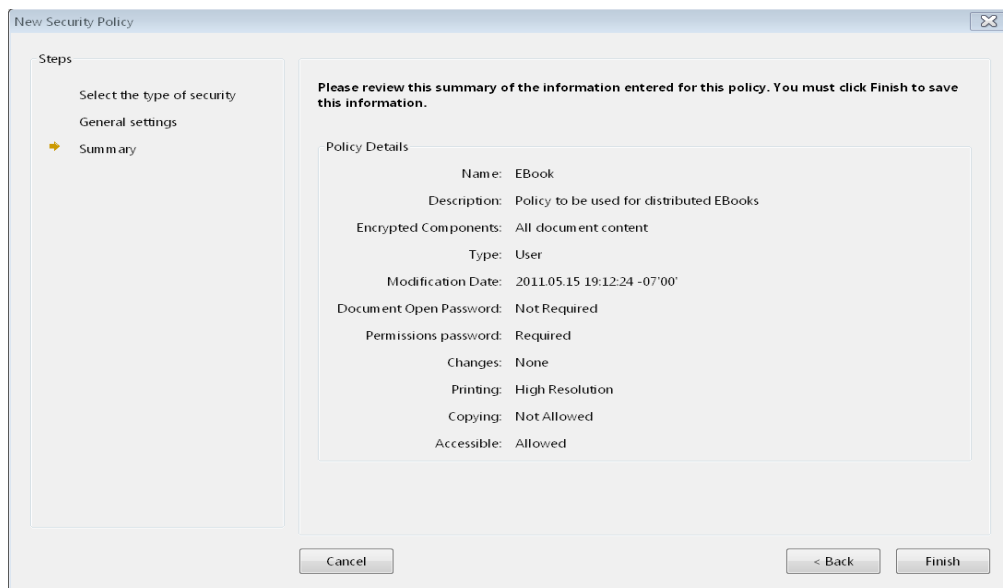


You will need to exit your document for the security changes to be made. After reopening the document return to "Show security properties."

This will bring up the security summary screen again and you can see that all the desired changes have been made.
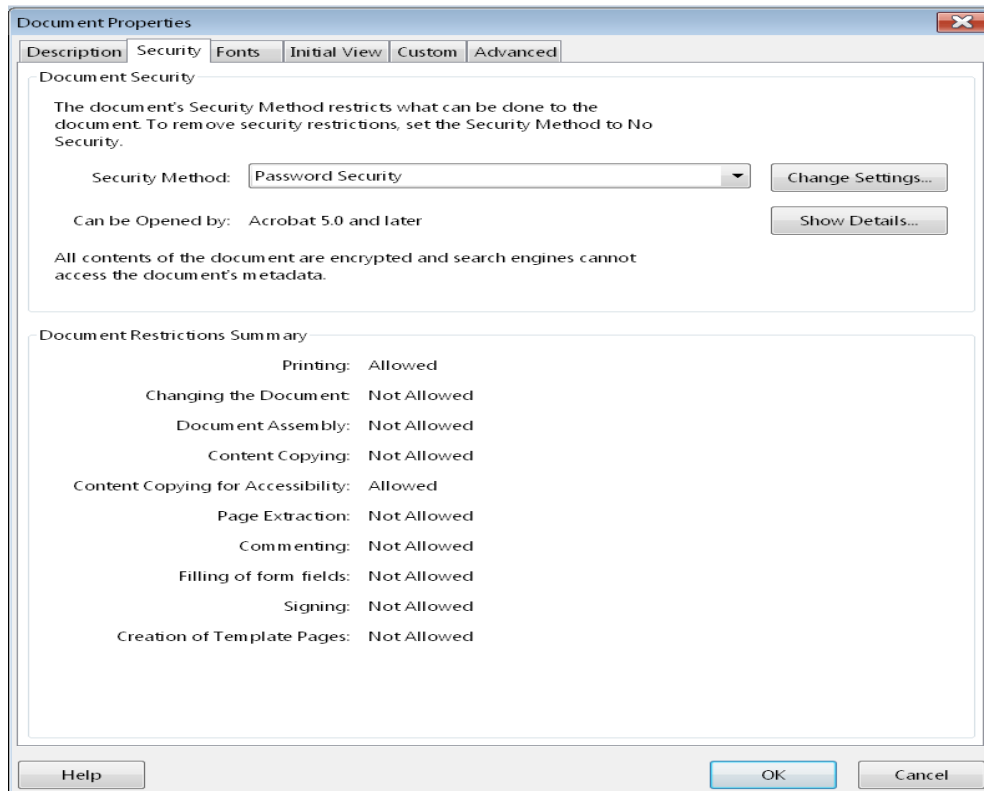


This is how you change a security policy.  Once changed, it will be available as a preset to use on any other document you produce.  You can still change the security on individual documents by selecting "Encrypt with Password" instead of "Show Security Properties" on the screen shown on the top of page 31.  This will take you through all the screens necessary to change the security on just one document without changing any of your preset policies.

# Distributing Your eBook

Once your eBook is in PDF format, it can be emailed, burned to a disc, copied to a thumb drive, posted on your website or anything else that you can do with other computer files.  Most people who are reading this eBook are probably going to want to put their eBook on their website to give away or sell.  There are basically three ways to get your eBook onto your website.

After this section, we'll look at one of the automated distribution services you can use.  If a service of this type is used to distribute your eBook, you will not need to worry about this section.  Your eBook can simply be uploaded to the service and a link added to your sales page.  As I said, we'll look at that in a moment.  For now, let's look at how to get your eBook on your site for distribution from there.

Before I tell you the three ways, there is something else I would like to mention.  The second method in this section that I share with you is the standard method that most web professionals use to upload files to a website.  While it is somewhat complicated compared to some of the other things we cover in this eBook, it's not as hard as it looks.

It's certainly not as hard as some web professionals would have you believe.  It's one of those areas that some of them would prefer to keep a secret because it's easy money for them.  My goal here is to expose the truth about this stuff and empower you to make wise, informed decisions.  Even after you learn to do this process you may decide to outsource it anyway because it's not worth your time.

In my opinion, it's not whether you outsource it or do it yourself that matters.  What matters is that you make the decision based on the truth and not on scare tactics or inaccuracies that someone tried to get you to believe.  So by learning this, you will be able to see for yourself exactly what is involved.  That way you can decide, based on the facts, what you want to do for yourself and what you want to outsource.  A competent professional could upload your eBook in less than 15 minutes and charge anywhere from $25 to $40 per hour.  So use that as a guide in your decision making process.

## *CPanel or Other Website Interface*

*CPanel* is a program used by most web hosts to give you access to the files on your website. It is similar to *Windows Explorer* or *Finder* on the Mac. However, instead of being a program on your computer, you access it through a web browser. It's very handy for moving files between your computer and website because most versions of *CPanel* allow you to simply copy and paste between your computer and your website and vice-versa.

*CPanel* access is usually achieved by going to a specific address in your web browser. For example, to access *CPanel* for Complicated to Simple, you would type http://complicatedtosimple.com/CPanel in your browser address bar. This takes you to a user name and password screen. Once these are entered, you have access to your site. You simply find the file manager (or equivalent program) and you can manipulate files just like they were on your home computer.

Since each web host is a little different in how they present *CPanel* (or its equivalent), it would not be practical to present every possibility here. Every web host I've ever encountered included instructions on how to access their version of *CPanel* as part of their hosting service. Instructions are provided when web hosting services are purchased. The web host's technical support department will provide them again, as often as necessary, in the event you forget how to use it. Therefore, it is best to obtain help for this from your web host.

Some web hosts do not use *CPanel*. For example, GoDaddy has their own proprietary web host interface that is very different from *CPanel*. That's another reason I don't include a detailed discussion of this subject here. However, GoDaddy is also very accommodating about helping people navigate their web interface.

Once you are in your website using this method you simply copy your file from your computer to your website. Make a note of the full web address of any files you upload. Now, all you have to do is add that web address to any page on your site, and it will be available to view or download.

## *FTP Client*

Please don't get worried and think I've suddenly launched into geek-speak.   An FTP client is just the name of a kind of program.  FTP stands for File Transfer Protocol and is just a type of program that handles the transfer of files from your computer to anywhere on the internet.

As I said in the beginning of this section, this is the standard method for moving files from your computer to your website and the method that most web professionals you hire will use.

The most widely used FTP client is called *FileZilla*.  It's made by the same people who wrote *Mozilla Firefox*, the famous web browser.  Like *Firefox, FileZilla* is an open source program.  That means it's free.  In this case, free is good.  *FileZilla* works very well.

If you use *Firefox* as your browser, there is an add-on for it called *FireFTP.  FireFTP* makes it so you don't need a separate program to do an FTP transfer.  It works from within *Firefox*.  *FileZilla* is independent of your browser though so it can be used with any browser or platform.  Independence from your browser is desirable.  Sometimes a particular browser simply won't work for a certain situation.   It can be very frustrating if you encounter one of those situations while trying to transfer an important file.

I encountered an example of this once with GoDaddy.  The combination of virus software and *Firefox* browser I was using caused some very erratic behavior. *Firefox* thought that some of the software used on the GoDaddy home page was malicious and continually flashed dire warnings.  If I had been using *FireFTP* I may not have been able to upload any files.  However, since I use *FileZilla*, I was able to simply switch to Google Chrome (I also could have used Internet Explorer) and continue with my upload.

FileZilla can be downloaded here

http://filezilla-project.org/download.php?type=client

The download screen looks like the screen shot on the following page.

## Client Download

The latest stable version of FileZilla Client is 3.4.0

Please select the file appropriate for your platform below.

◇ **Windows**

↳ FileZilla_3.4.0_win32-setup.exe ⓘ (recommended)

↳ FileZilla_3.4.0_win32.zip ⓘ

Windows XP, Vista and Windows 7 are supported, each both 32 and 64 bit.

◇ **Linux**

↳ FileZilla_3.4.0_i586-linux-gnu.tar.bz2 ⓘ

↳ FileZilla_3.4.0_x86_64-linux-gnu.tar.bz2 ⓘ

Built for Debian 5.0 (Lenny). It is highly recommended to use the package managemen

◇ **Mac OS X**

↳ FileZilla_3.4.0_i686-apple-darwin9.app.tar.bz2 ⓘ (Intel)

↳ FileZilla_3.4.0_powerpc-apple-darwin9.app.tar.bz2 ⓘ (PowerPC G4)

Requires OS X 10.5 or newer

◇ **Source Code**

↳ FileZilla_3.4.0_src.tar.bz2 ⓘ

◇ **Checksums**

↳ FileZilla_3.4.0.sha512 ⓘ

Be sure to select the right version for the computer you're using. If you download the wrong one, it may install but it will not work correctly.

On the next page you will see the Windows version of the download. The Mac version is similar but not exactly the same so I'll show you what it looks like too.
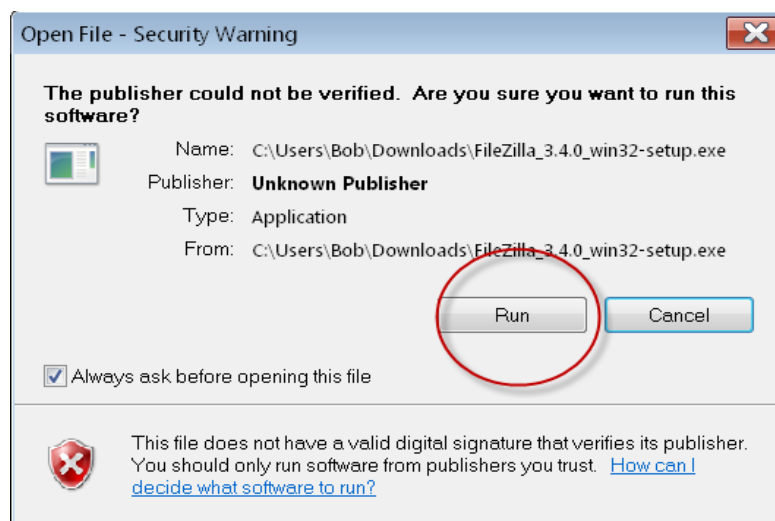
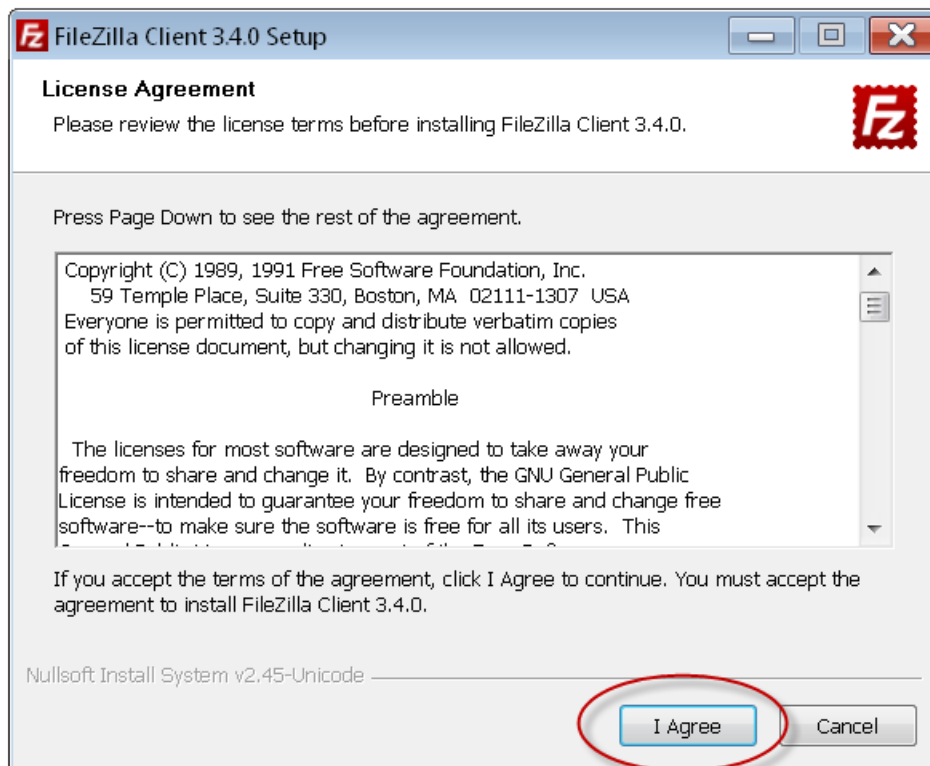Here is the download screen for the windows version.  Click "Save File."
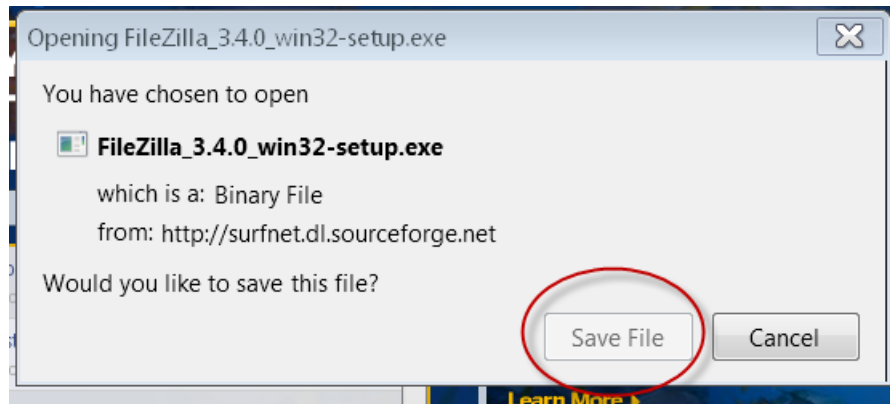


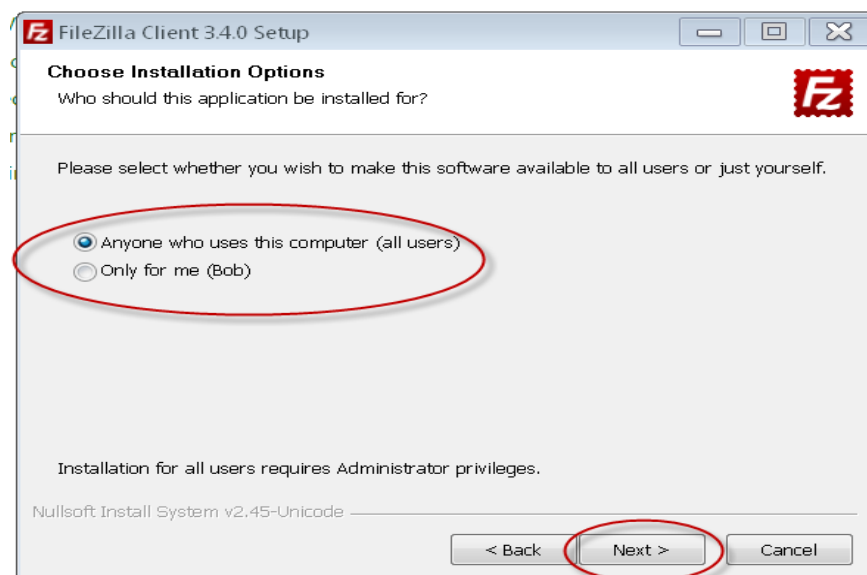When the file finishes downloading, double click it.
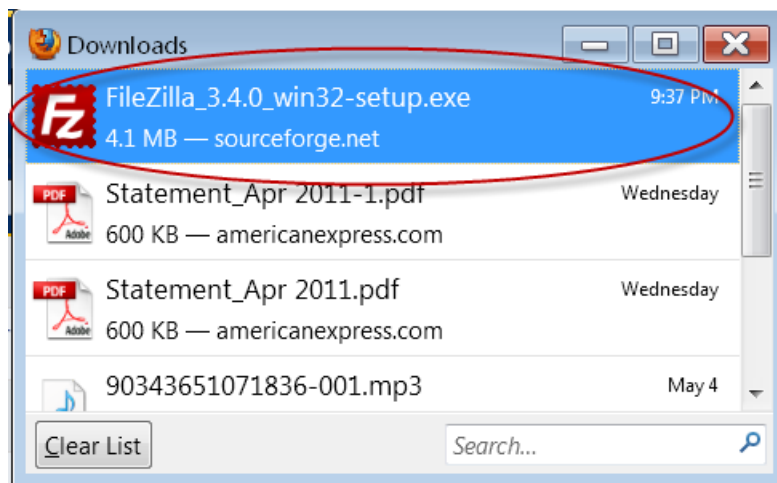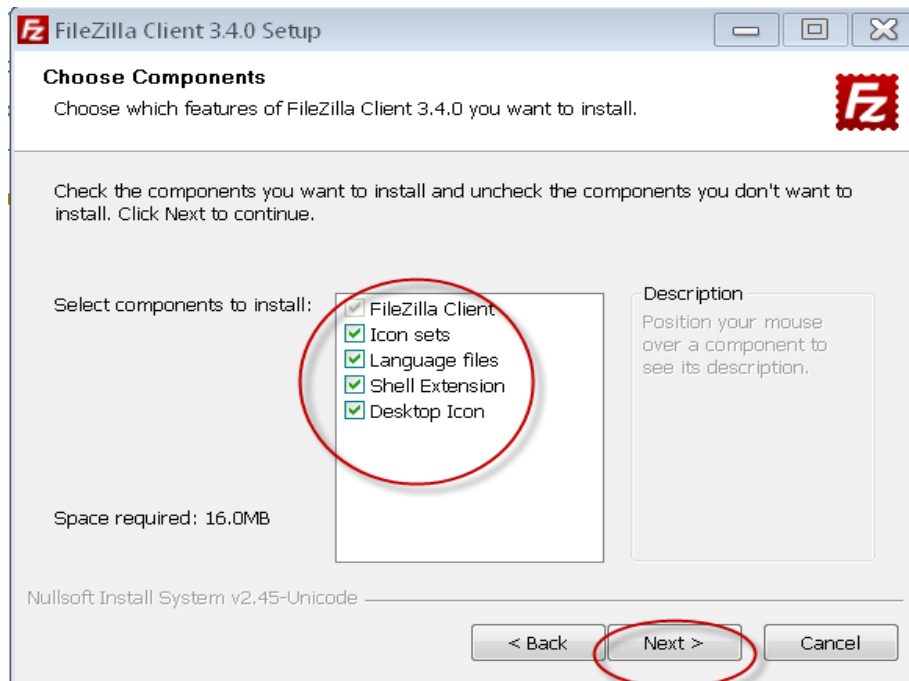


And click "Run."

# Agree to the license agreement



# Select who you want to be able to use it and click "Next."

Select all the components you want to install and click "Next."



Select where you want it installed and click "OK."  This screen will only appear if you changed the default location
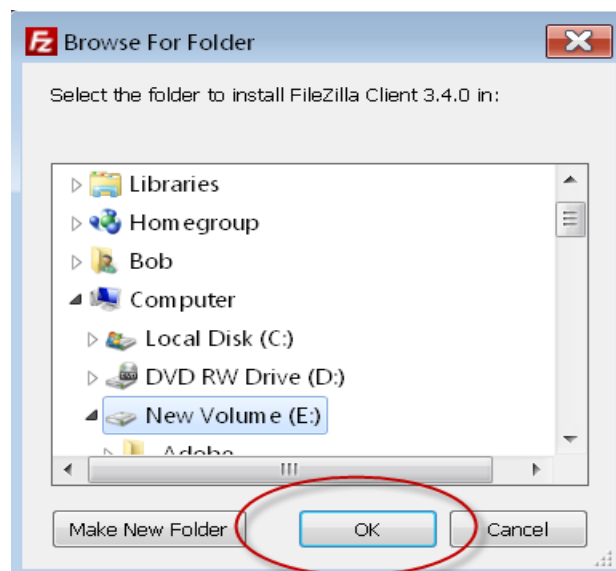
If you have not changed the default location, you get this screen. If you did change it, you get this screen after the last one. Click "Next" to continue
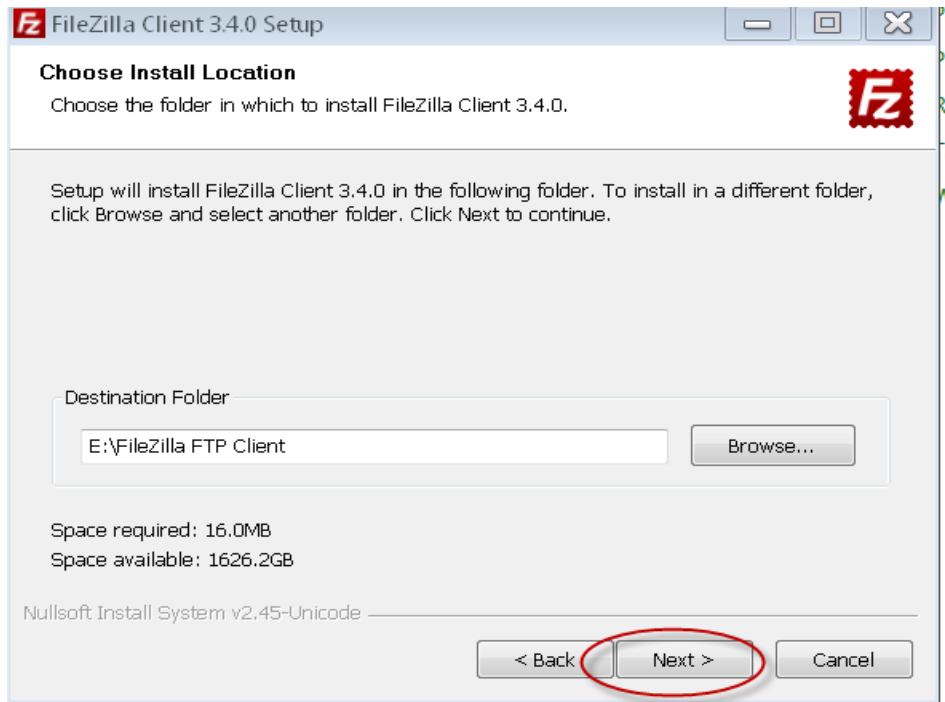


Unless you want it installed in a different folder, accept the default and click install.
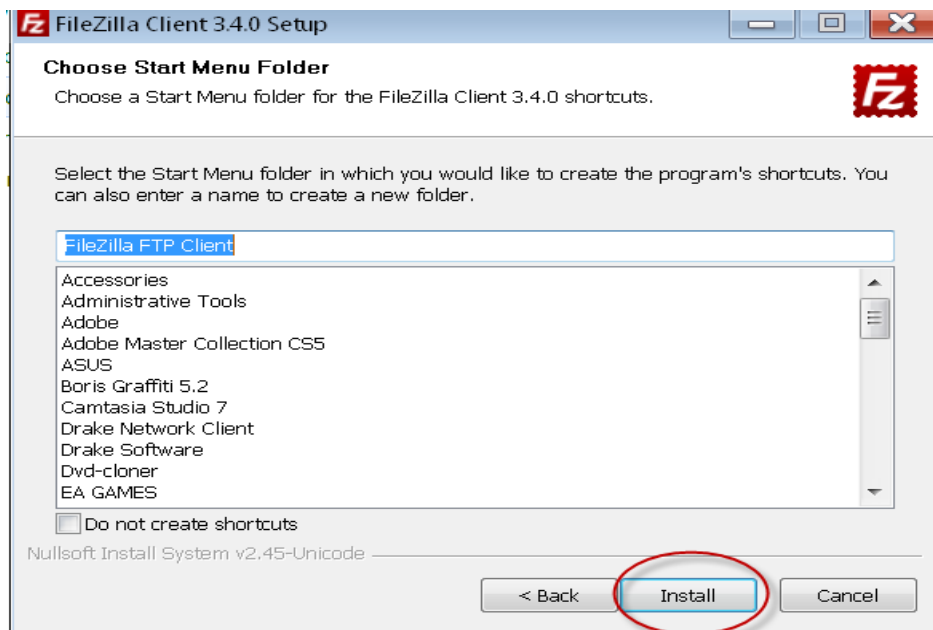
You'll see this screen while the program is installing,
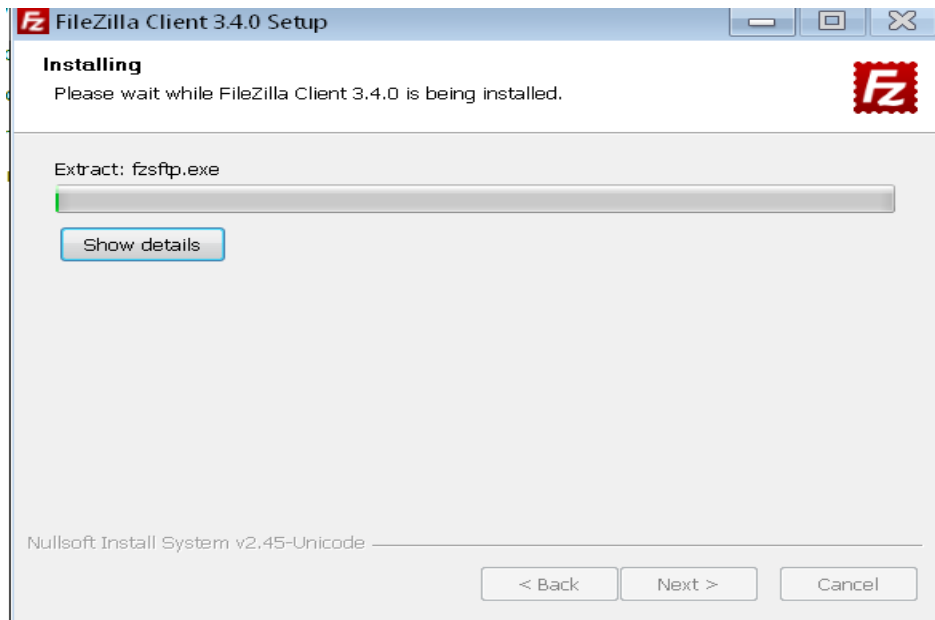


…and this screen when it's done.  Click "Finish" to complete the installation.
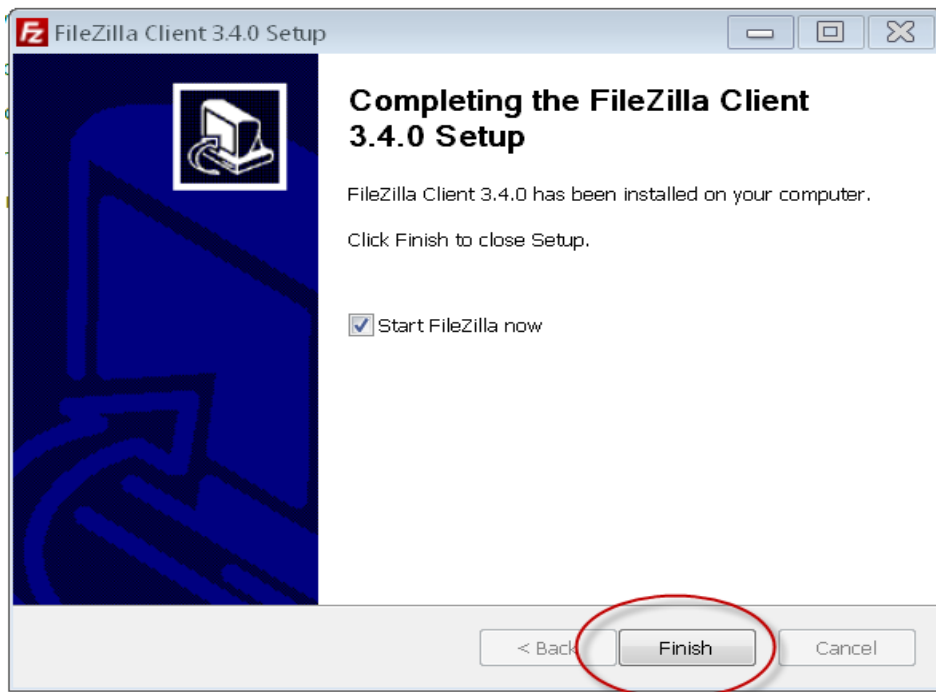


This completes the Windows installation.   Instruction for how to use *FileZilla* begin on page 53.

Now let's look at the Mac version of the installation. I clicked on the Mac OSX, Intel Version on the *FileZilla* download page shown earlier. That bought up the following screen. Click "OK."
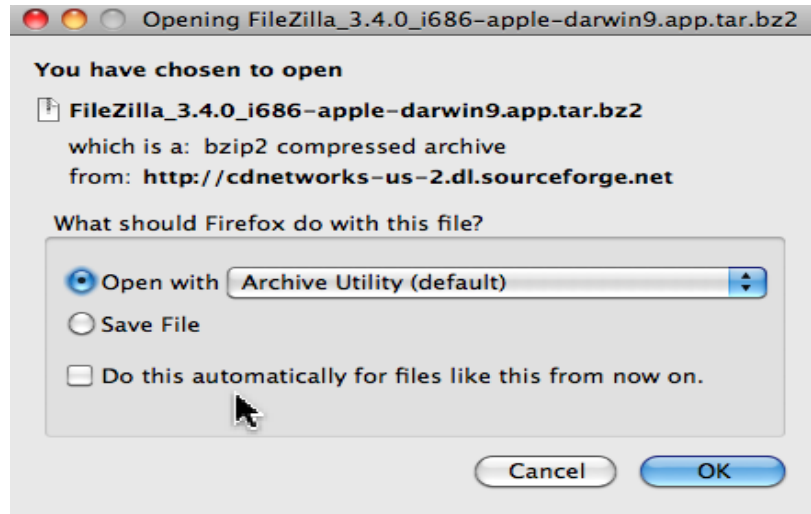


After clicking "Ok" you should see the downloaded file in *Finder*. The screen may also look like the screen shot shown below. If you only see the download screen and not *Finder*, right click (two finger tap on trackpad) on the file in the download screen as shown in the screen shot on the top of the next page.
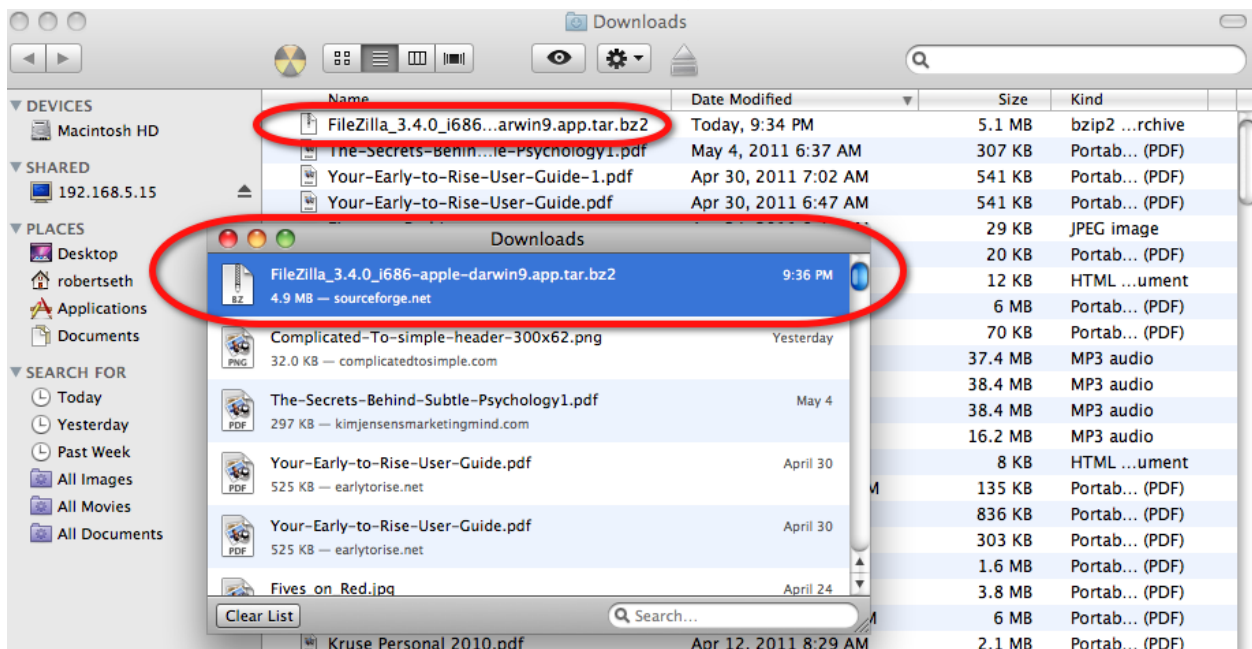
Select "Show in Finder."
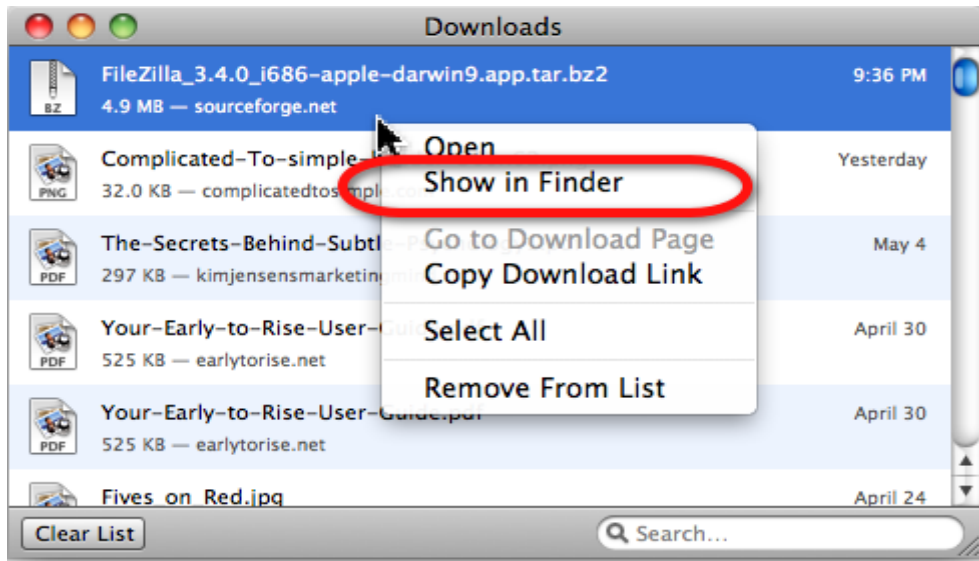


*Finder* will come up with the file highlighted as shown in this screen shot.
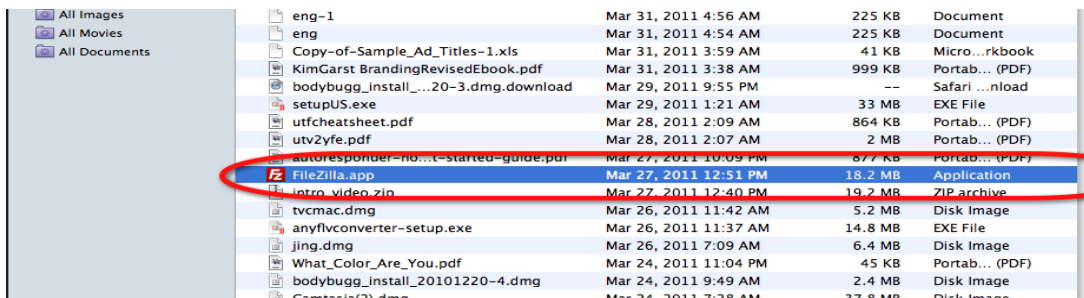


Click "Open" on the warning screen.
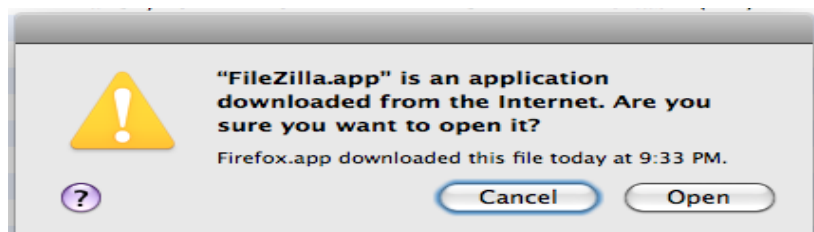
Click "OK" to dismiss the welcome screen.  You will see the screen on the next page which is exactly identical in both the Windows and Mac versions.
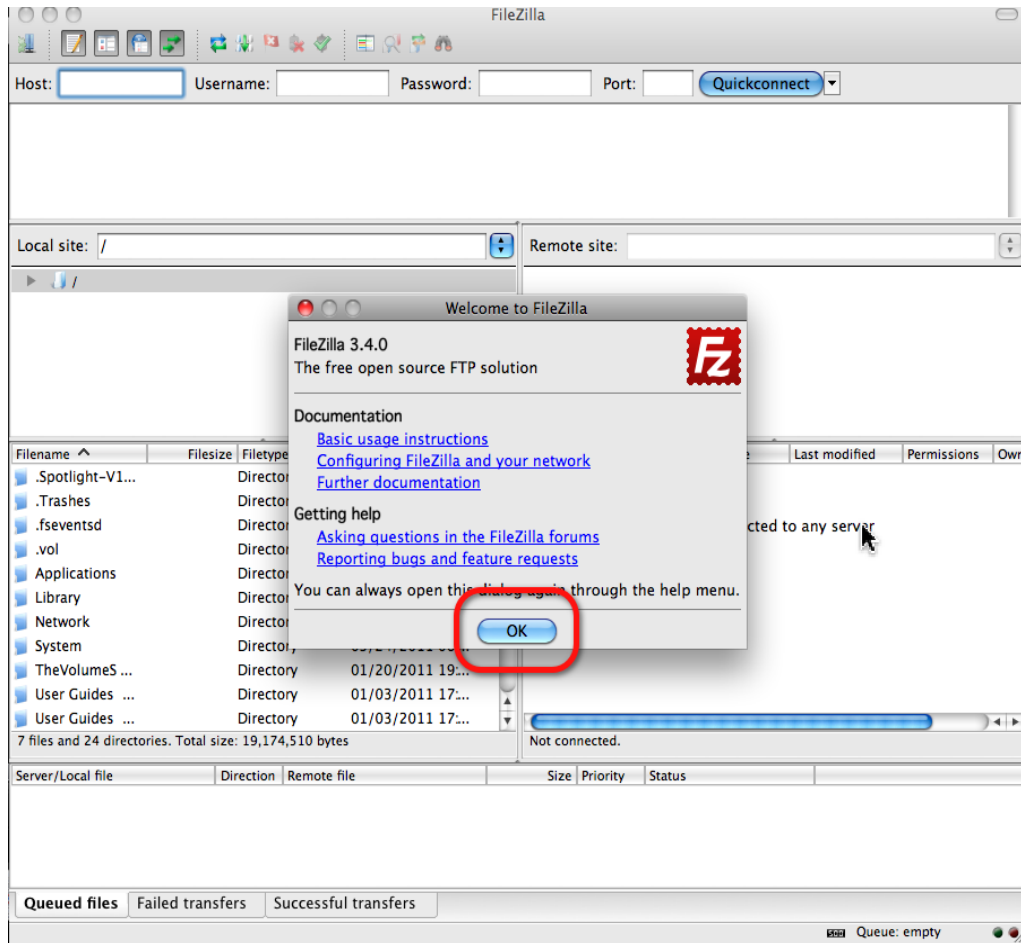


From this point on the instructions are the same for both versions.

Now that you've got the program installed, let's look at how you actually transfer your PDF file using it.
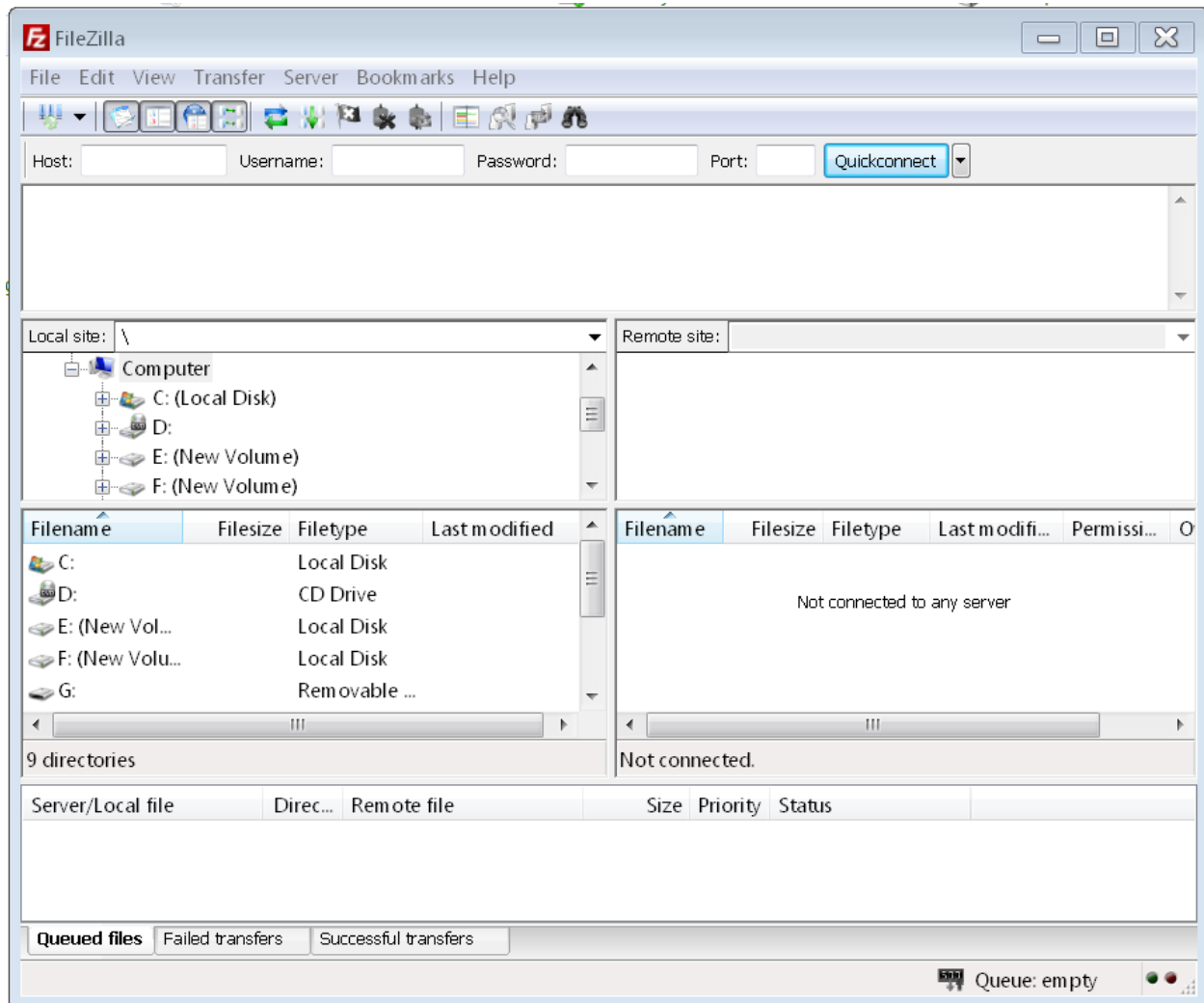


By default, you see your computer (local site) on the left side of this screen. Once you enter the correct log-in information at the top of this screen, you will see your website on the right side of the screen.

The screen shot on the next page is what this looks like once you log in.

You may need to get your webhost to help you with the log-in information. For Complicated to Simple the host is www.complicatedtosimple.com. The user name and password are what you use to sign into *CPanel*, not your log-in information for administering your WordPress or other blogger site.

During the setup of your web hosting, if you used a different password for FTP, you will need that to log in.  In most cases "Port" will be automatic.  If it isn't try a number between 50000 and 50100.  If that doesn't work, you will need to get help from your web host or some other tech support individual as this issue is beyond the scope of this eBook.   If you do have issues with this, however, please post a comment on http://ComplicatedtoSimple.com. I'll see about writing an article about it or adding it to the support page for this eBook.

This is what the screen looks like after you've logged in and it's filled with data from your computer and your website.
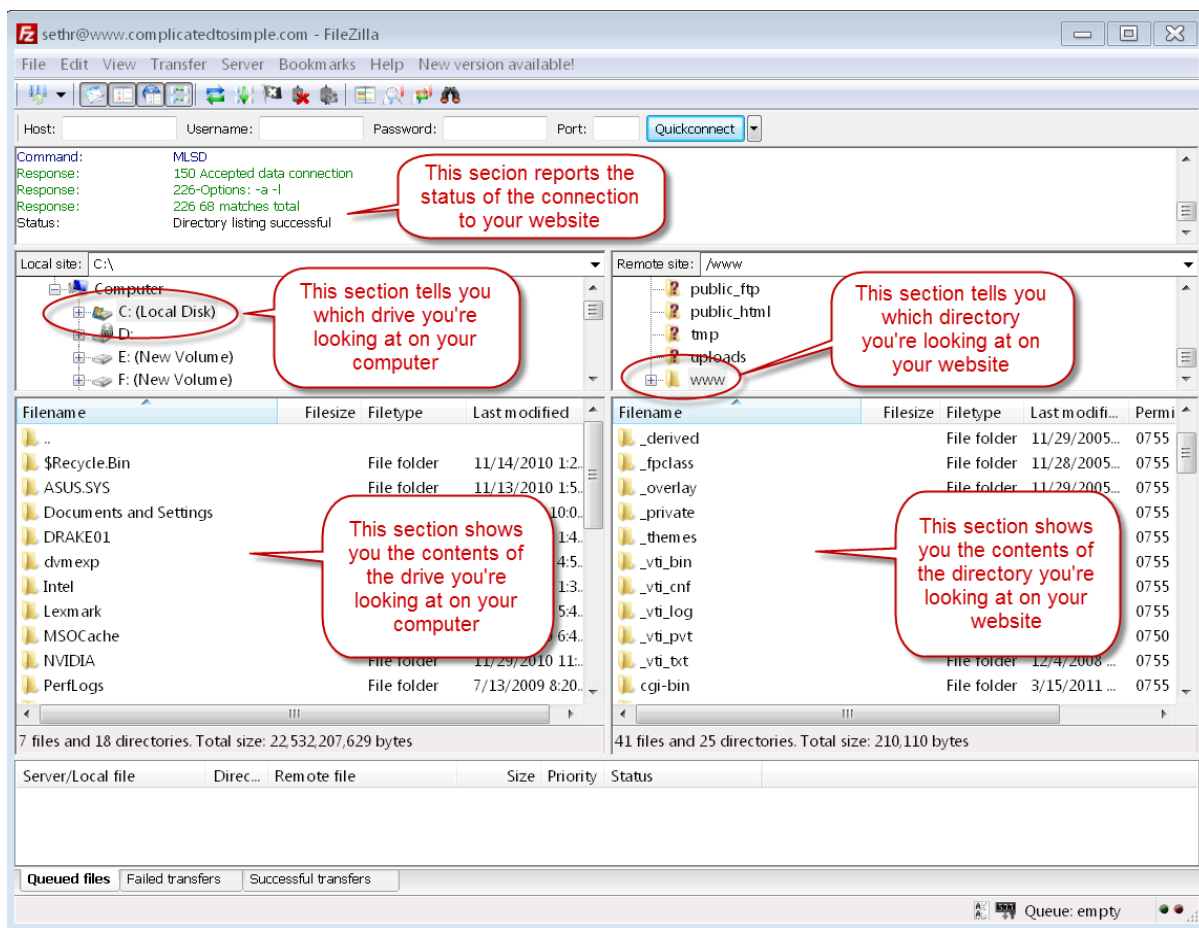


Congratulations!  You've completed another big step in this process.  Take a moment to familiarize yourself with the different parts of this screen.  Remember, your computer is on the left, and your website is on the right.  I have included explanations of each part of this screen in the conversation bubbles.

Here is the screen shot after I've gotten more specific in my locations.
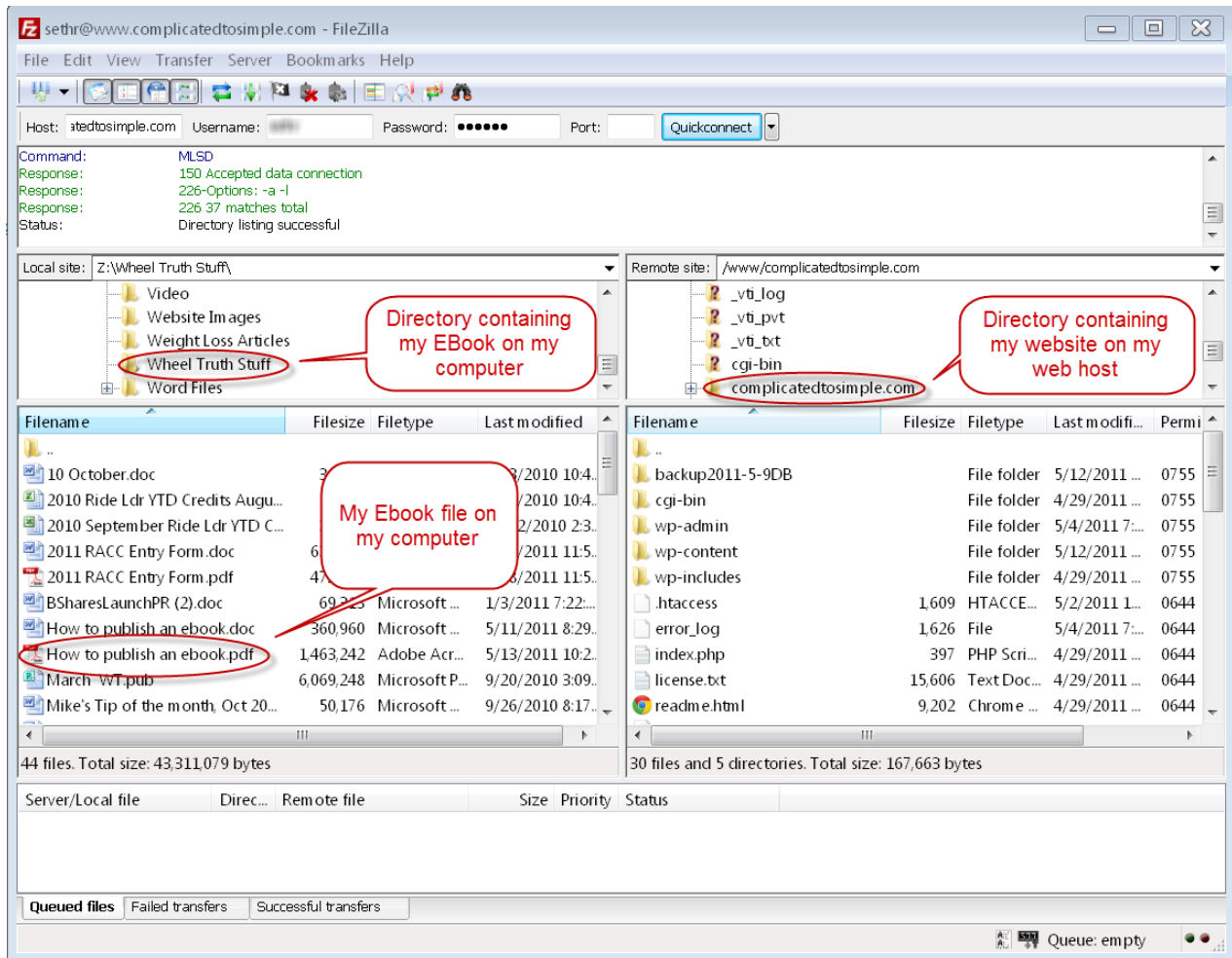


To move your eBook PDF to your website, you simply click on it on the left side (your computer), and drag it to the right side (your website), and drop it. If you drop it in a white area it will be copied to the main directory being displayed. In the example above, that would be "ComplicatedtoSimple." If you hover over a specific directory so it's highlighted before you drop, your file will be placed inside that directory. An example of this type of directory would be "wp-admin" in the right side of the screen shot.

Notice the file size of the eBook displayed in the next column over from the file name. It's not even finished yet and it's already almost 1.5 megabytes. Copying and pasting with *CPanel* (mentioned in the previous section) sometimes has file size limitations and other restrictions. FTP transfers are not subject to these

limitations which is another reason they are popular and used most of the time. They work very well for large files. You can also move groups of files with FTP. You can even set this up to start at some later time when you don't need to be using your internet connection. Since the file transfer will tie up your internet connection until it's complete, this is a great feature. So while the setup process for FTP is more complicated, it works better than other methods and can save a lot of trouble in the long run.

Notice the progress indicator at the bottom of the screen. This shows you the status of your transfer.
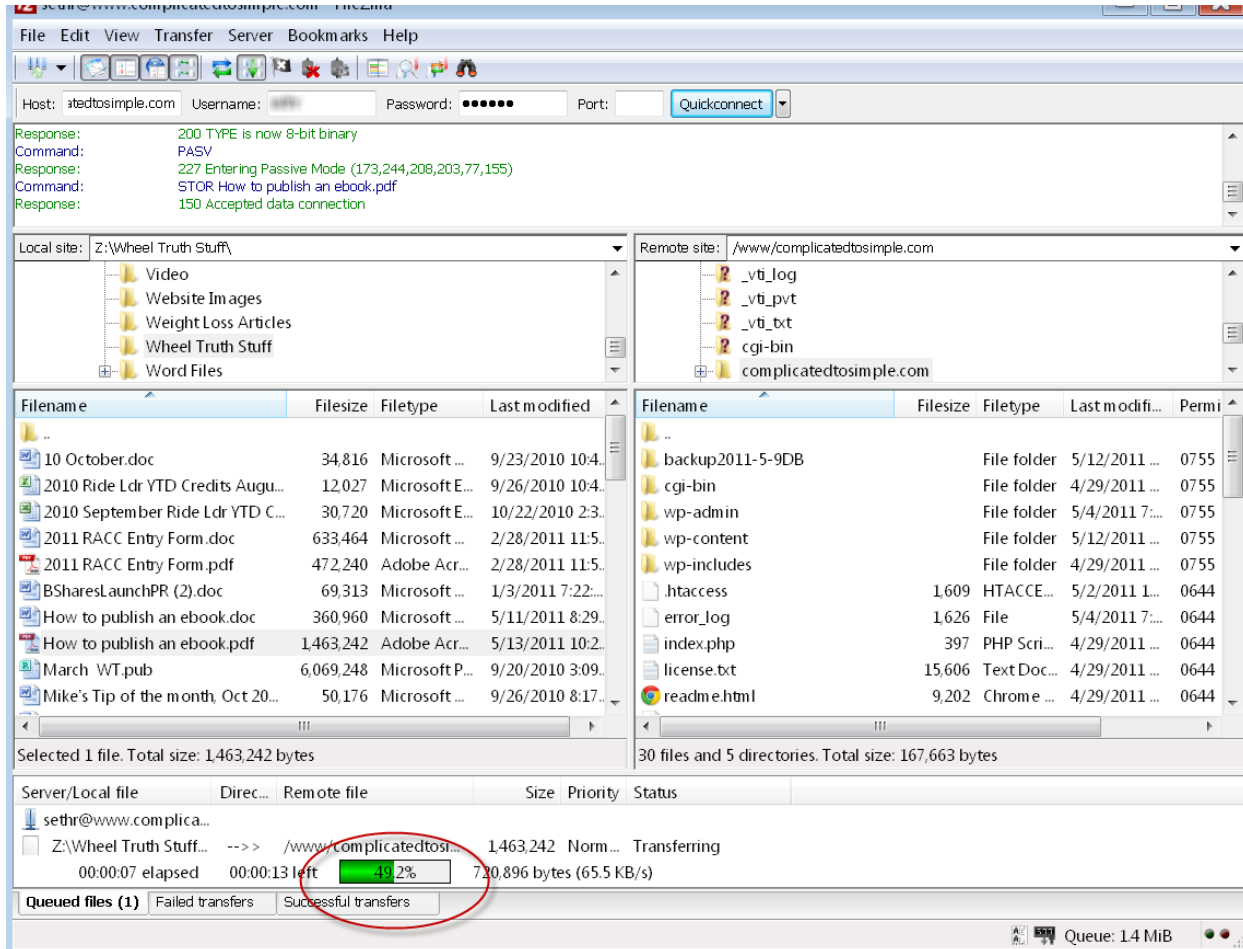
When the transfer is finished the file will be visible on both sides of the screen.
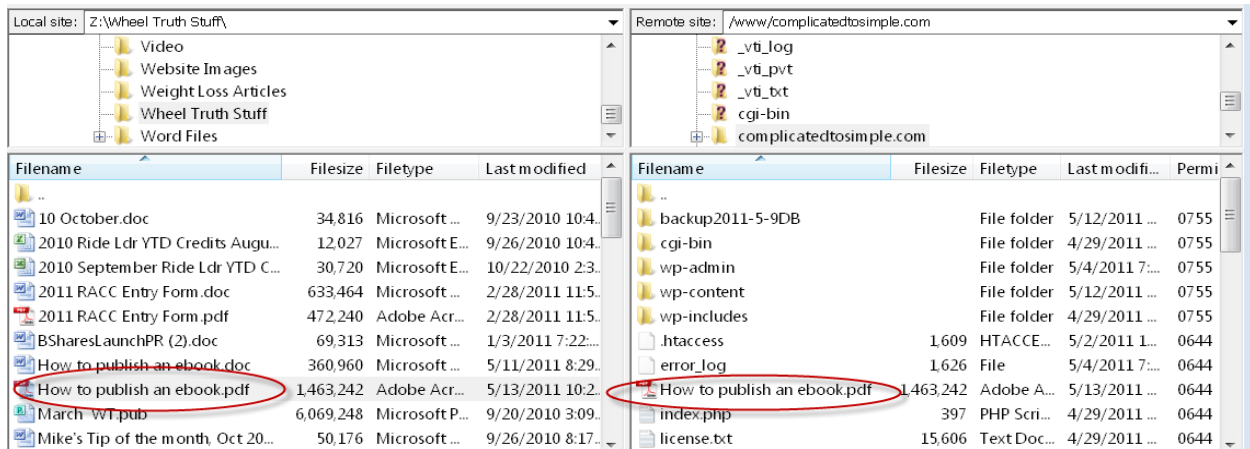


It's now on your computer and you've successfully moved it to your website too!

Once the file is uploaded using this method, it's a simple matter to get the web address for use in whatever document or service you choose for distribution. Since I put this file on my site in the ComplicatedtoSimple directory, getting at the file is easy.  I just go to the address:

http://www.complicatedtosimple.com/How to publish an eBook.pdf

The eBook comes up on my screen in a browser and I can save it to my computer. By the way, don't try to download from this link.  I moved the file after I wrote this so the link doesn't go anywhere.  I did it this way though to make you aware of this issue.  Make sure you put your eBook in a secure location on your site if you're not using a password.   Otherwise anyone who knows the name of your eBook file can just download it without your permission.  Your web host can help you determine which areas of your website are secure and which are not.

To distribute your eBook, you can include a link in an email.  For example, if you're using a service for automatically responding to emails (called an auto responder) like AWeber, just include the link in the email that gets sent automatically when a person subscribes or pays after leaving your web site.

Better yet, include the link on a sales page of your website.  Then have your auto responder direct them back to another web page to download your eBook.  This

will give you two hits to your site instead of just one which will increase the traffic to your site and improve its ranking compared to other sites on the internet.

Whew!  That was a lot of steps!  I told you it was a little more complicated than some of the other things we've covered.  But you should be successful if you follow the steps in this section.

Don't be afraid to try this out.  Even if you plan to outsource it, you will not hurt anything by giving it a try.  You can always reverse anything you do by deleting any files that you upload.

If you're going to delete something try to do it before you close the FTP program.  Otherwise you'll have to open it up again and find the file you uploaded.

To delete a file, just right click on it and select delete, just like you would do if the file was on your own computer.

There's just one more thing I'd like to show you about the FTP program before we leave this subject. Refer to the screen shot below.
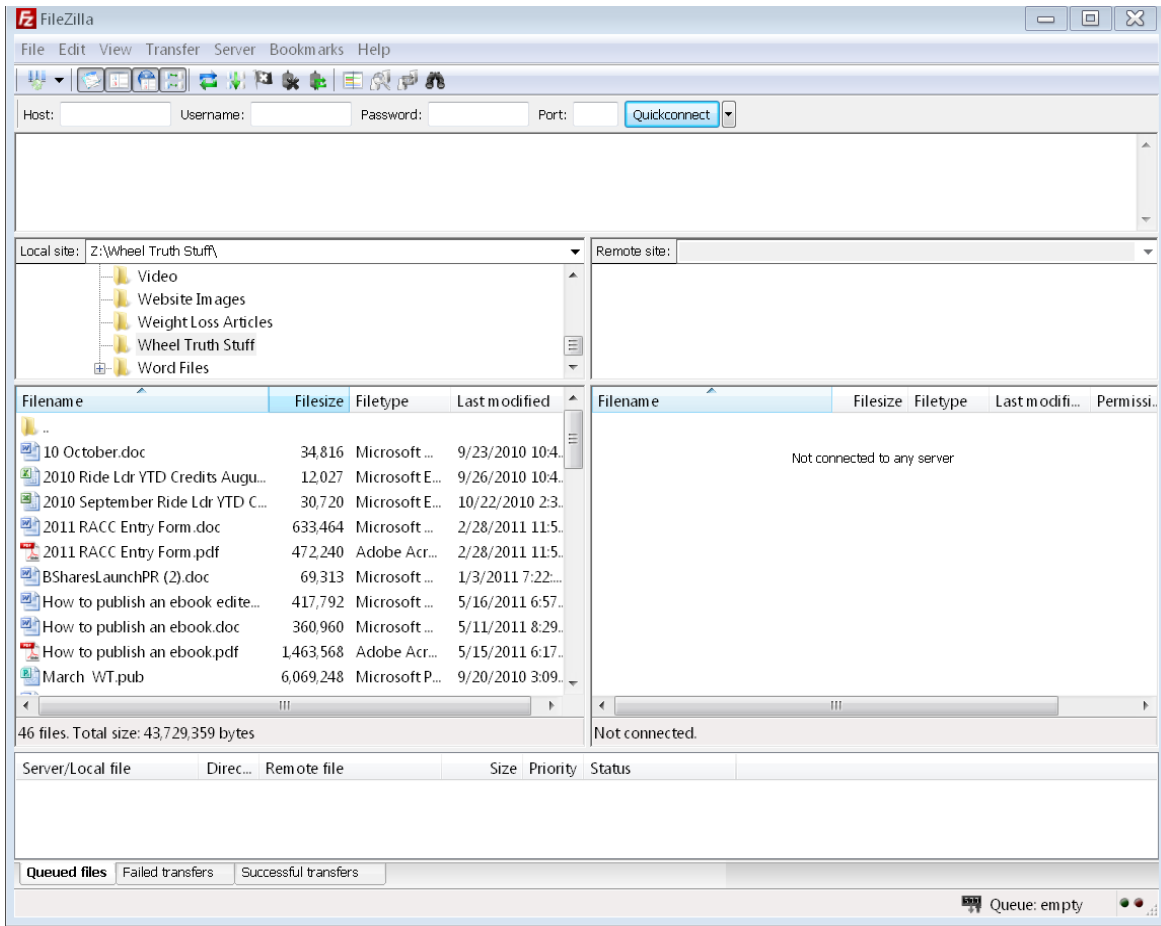


Recall that this is what the screen looks like before you log in. *FileZilla* contains a nice surprise for you. Take a look at the screen shot on the next page.

Click on the drop-down arrow next to "Quickconnect."
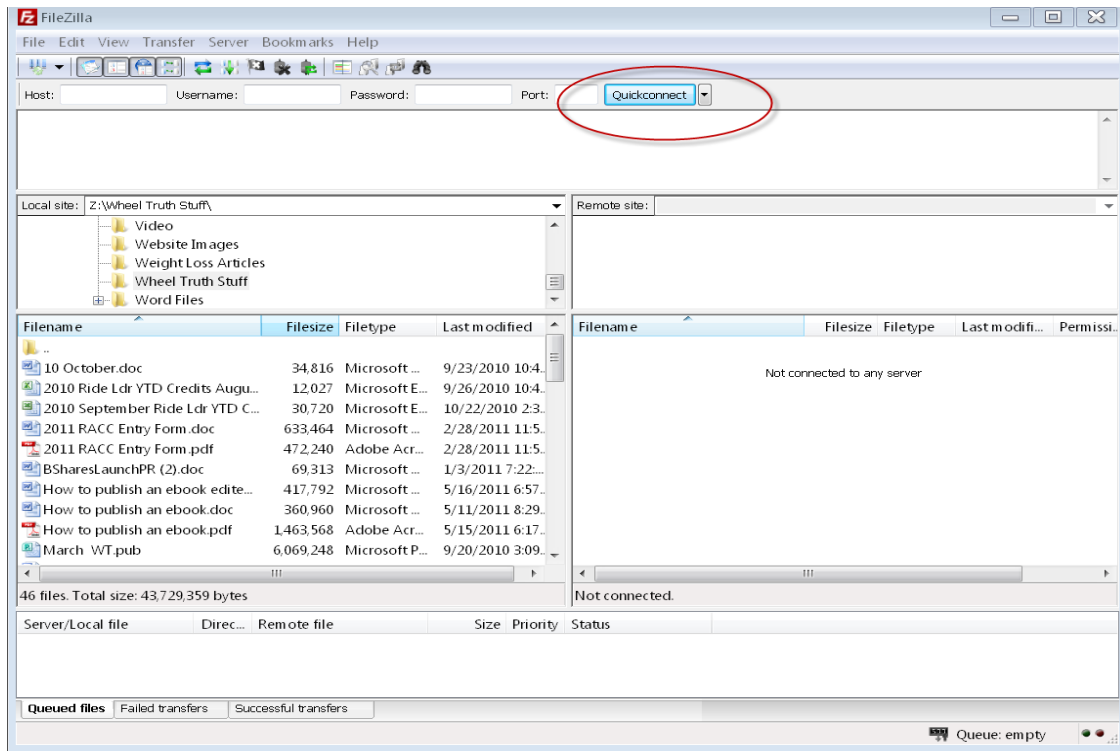


This screen comes up next.
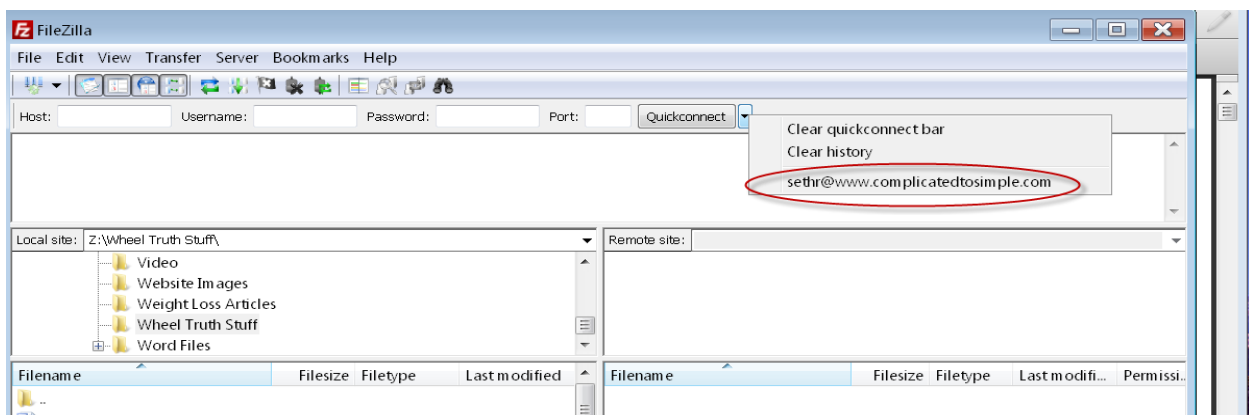


Here's the surprise!  You get a very handy drop down list of any connections you
have previously made.  If you click on one, it automatically loads all the necessary
settings and connects you instantly.  You don't even have to remember the

settings. That's just one more reason to use FTP. It was designed for this kind of thing and it works very well.

Now you know how to use an FTP client. This doesn't make you an expert, but you now know more than most of the other computer users out there. If you choose to have someone else do this for you, at least you'll know what they're doing and be able to talk with them about it.

As I said before, here at Complicated to Simple, that's what it's all about. Enabling you to take control of this stuff or at least know enough to understand it. This allows you to make an informed decision about what you want to do and avoids responses and decisions based on fear or ignorance. Now that's empowerment!

## *Upload Through WordPress*

If you use WordPress for your site, you have another very easy way to upload files. WordPress has its own Media Library with a built-in file uploader. The only problem is it also has a file size limitation.
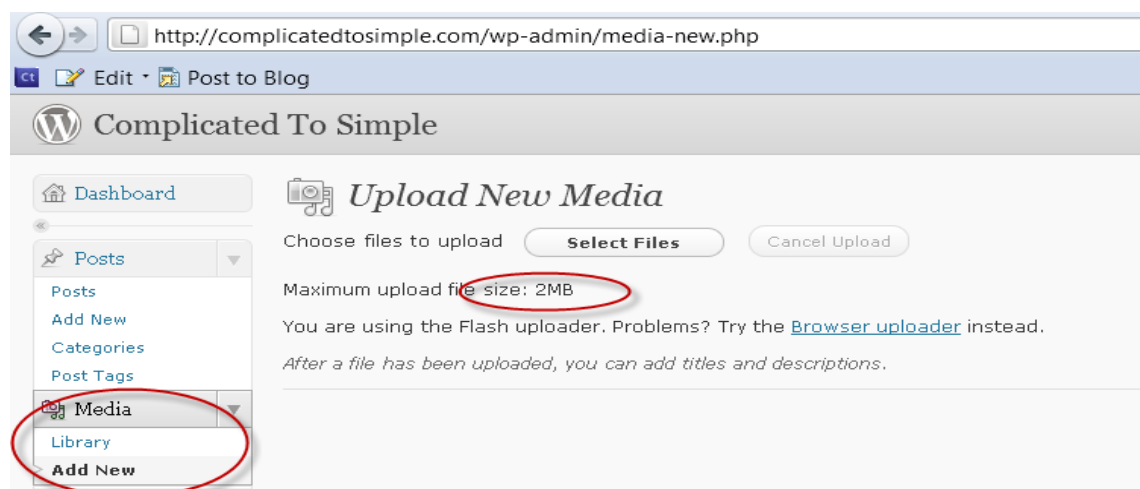


In your Wordpress Dashboard you will see a menu item called "Media." Inside that item you will see "Library" and "Add New." Library is for viewing everything you have already uploaded. "Add new" adds a new file to the media library. It does not add a new library. Clicking "Add New" will bring up the screen shown

above.  Click on "Select Files" and either *Windows Explorer* for Windows, or *Finder* for Mac will come up and you simply select the file or files you want to upload.

Notice however, that the file size limit is 2 megabytes.  Remember my comment a few moments ago about the size of the file for this eBook?  It's now approaching 4 megabytes.  We would not be able to use this method for this eBook.   So again, we see that the FTP method is still the best in that it's simple and has no file size limitations.  If your eBook is small this will work just fine.  But if you make a habit of publishing eBooks that are larger than 2 megabytes, you will need to get the FTP method set up for uploads to your site.  Either that, or outsource this function and then you won't have to worry about it at all.

Before we leave this method let me say one more thing.  If you can use this method it really has a certain beauty and brilliance to it.  Here's why.
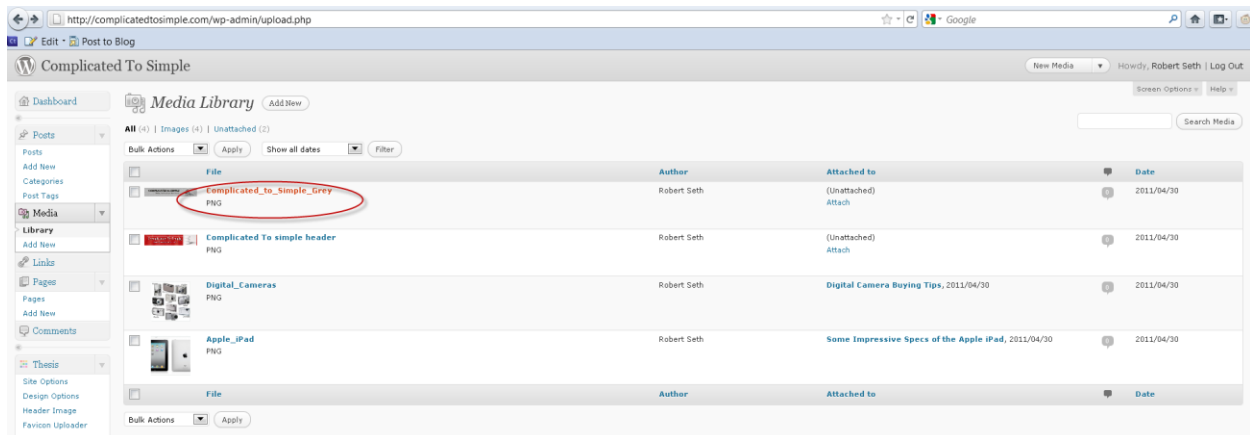


Clicking on "Library" brings up the screen above.  By clicking on the circled item, the screen on the next page comes up.

Notice the circled item on that page.  It is the exact web address of the file in the library!  If I click on it and highlight it, I can copy the web address and paste it anywhere I like.  This really is as easy as it gets for locating file addresses on your website.  This address can go on a web page, email, or anywhere else for getting your eBook out to your readers.

Be careful if you use this method. Remember that your media library is viewable by anyone on the internet. Unless you hide the file or password protect it, it will be available for download to anyone who knows where it is. This is not a problem for a free offer of information that's freely available in a blog post or elsewhere on your website. It could, however, certainly be a problem for anything you intend to sell.
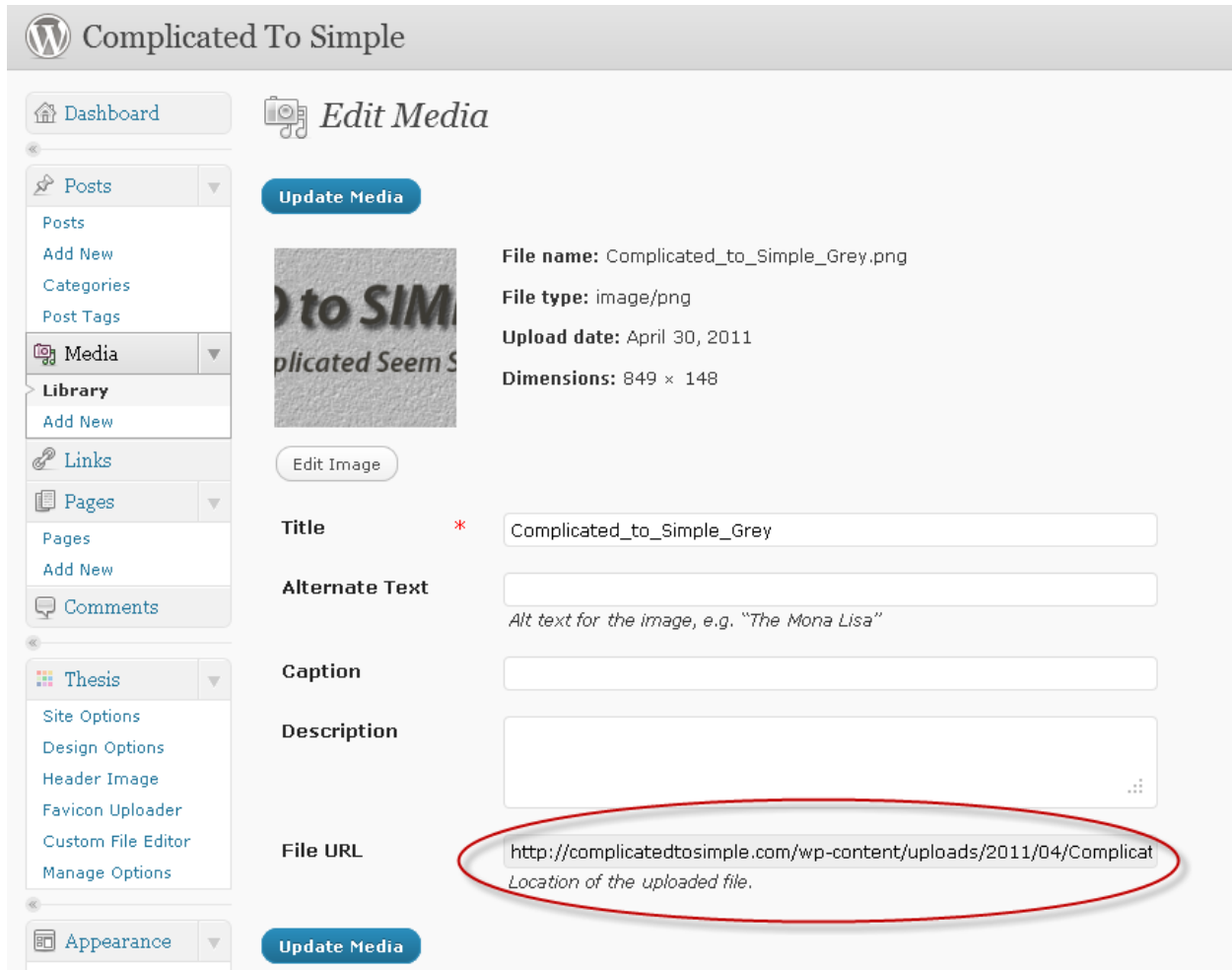


## Automated Distribution

Another way to distribute your eBook is through an automated distribution service like *Payloadz.* Here is a link to their site so you can check it out.

https://www.payloadz.com/default.asp

*Payloadz* takes a lot of the work out of distributing your eBook. They also provide more security than you could do easily by yourself. There is some account and product set up involved, but once that's done, the process is automatic. It integrates with five different eCommerce services including PayPal, so your payment process is automated too. I do not go into the setup of this here because their site contains very thorough set up procedures in the form of videos and tutorials.

*Payloadz* has a free account that allows you to sell $50 worth of product per month. This allows you to give it a try and see if you like it. If your sales will be over $50 per month you'll need to upgrade to the regular version which will cost you $14.95 per month, plus a 4.9% fee, plus 49 cents per transaction. If your product costs less than $2.00 the transaction fee is less.

*Payloadz* security features are probably worth the money by themselves. They provide a unique download link to your customer that will only work a certain number of times, for a specific amount of time, and on a limited number of computers. This prevents mass unauthorized distributing of your eBook by someone posting the link to the general public. You can also provide them with a password which *Payloadz* will deliver with your eBook. Keep in mind, however, if your customer loses the password, *Payloadz* will not provide a replacement. Your customer will be coming back to you instead.

*Payloadz* also provides instant delivery once your customer pays. They truly do automate the entire process! Your monthly fee includes the right to sell an unlimited number of products through their site. You can also use the service to sell anywhere online including eBay.

# Obtaining Copyrights for Your eBook

It is important to obtain a copyright for your eBook.  Without it, anyone can copy or sell your eBook and you will have no legal rights or recourse against them.  According to the United States Copyright Office, it takes from three to eleven months to process your claim and get your legal paperwork back to you.

It is not necessary to get this paperwork back before publishing your eBook.  Your copyright application is officially filed on the day your information is submitted.  Therefore, assuming everything is in order when you file, your copyright will be granted as of the day you submitted your information.

There are a number of ways to obtain a copyright.  You can contact a copyright attorney in your area and let them take care of everything. I have never used the services of an attorney for this but according to LegalZoom, an online legal service, this will cost between $800 and $900.

LegalZoom also provides this service and the price through them is $149, which includes their services and applicable government fees.  You can contact them and see an overview or get started with their services by going here.

http://www.legalzoom.com/legal-copyrights/copyrights-overview.html

You can also take care of the whole thing yourself.  You simply contact the US Government Copyright Office and submit all the necessary fees, paperwork, and your manuscript.

The copyright office can process your application by mail or electronically.  Since your eBook is in electronic format anyway, it makes sense to use the electronic service.  Click here for the US Copyright Office  http://www.copyright.gov.   Click here for the electronic submission section  http://www.copyright.gov/eco.

There is also a reduced fee for electronic filing which makes the option even more attractive.  The site has very thorough tutorials in both *PowerPoint* and PDF formats.  Follow their instructions and you should have no problem obtaining your copyright for the lower electronic fee of only $35.

# Conclusion

In this eBook, I have included what I think is all the information you will need to create your eBook and get it online. However, it's really impossible to know what the knowledge level is of every person who may buy this eBook. It's also impossible to know the path each person will take to market and sell their eBook. If there's something you didn't understand or something you think should be included, please don't hesitate to let me know. All suggestions will be considered for the next edition. Regardless of whether or not a suggestion gets in the next edition though, as I said earlier, I will make every effort to help you by publishing an article on my blog. I will also be publishing a special web page to address all concerns that readers submit regarding this eBook. That web page is

http://ComplicatedtoSimple.com/how-to-create-an-eBook-support

Feel free to post your questions there as well as check to see the answers for questions that others have asked.

My goal is to provide you with as much value as possible and to help you achieve your goals of creating an eBook. I want you to feel that this eBook was worth much more than you paid for it. If that's the case, please suggest it to your friends. If that was not the case, please give me the opportunity to provide that value so we both win. If for some reason you feel that this eBook was not helpful to you, I will cheerfully refund your money within 30 days of purchase. This should give you sufficient time to assess if it met your needs.

It is my sincere hope that you did enjoy this eBook and that it was very helpful to you. Thanks for your purchase and I wish you the very best of success in you eBook endeavors.

Comments, suggestions, and requests can be directed to
RSeth@ComplicatedtoSimple.com

If you prefer you can contact me via my contact page on the website at

http://complicatedtosimple.com/contact

# About the Author

By trade I am a Certified Public Accountant in the state of Washington. My office is tucked away in the foothills of the Cascade Mountains, about twenty-five miles northeast of Vancouver, Washington. I have practiced public accounting for twenty-five years. I started my practice almost immediately after completing the internship requirement at a large firm in Portland, Oregon.

I specialize in serving small, home, and internet businesses. My services included tax preparation and planning, accounting, business consulting, QuickBooks consulting and training, financial statement preparation, computer and network consulting, computer repair and troubleshooting, and just about anything else my customers need help with.

From as early as I can remember, I have always wanted to be an entrepreneur. This became obvious from an early age when I couldn't wait to start my own business. Since I was not nearly old enough to get a job when this all started, I had to settle for a paper route and some of the business opportunities tucked away in the back of *Boy's Life Magazine*.

From an even earlier age, I discovered I had a talent and a desire to fix things and know how they work. I was born with a question mark on my forehead and I wanted to know about EVERYTHING!

From about twelve years old, this manifested itself with me visiting all the neighbors and collecting all their broken stuff. This started with one very kind lady that told me, "If you can fix this stuff, you can have it." I brought home waffle irons, toasters, fertilizer spreaders, lawn mowers, and just about anything else I could find. My mom was fond of calling me a junk collector. I always responded with, "You just never know when that stuff might come in handy."

It did come in handy and we used much of that fixed stuff for years afterwards.

Apparently this desire for knowledge was pretty obvious to everyone else too. One year for Christmas, I got three chemistry sets, a do-it-yourself electronic

projects kit (50 in 1) and an optical projects kit.  These things were my pride and joy for many years.

Things got a little crazy when I got into junior high school and two of my friends and me started the Mad Scientist Club, named after the book with the same name.  The best project we ever did was removing the electron guns from the back of picture tubes from old TV sets (please don't try this at home!) and attempting to make them portable.  Had this worked, we could have activated individual florescent lights in school without ever hitting a switch.  It's probably a good thing it didn't work because who knows what we might have exposed ourselves to and how many extra arms and legs we may have grown in the process.

As I got older, the projects got bigger and more complicated.  Pretty soon I was rebuilding car engines and appliances.  The question mark on my forehead got bigger too and I learned how every item in my life worked.  I figured if someone else could figure it out, I could too.  So why not learn how to do it myself?

When personal computers came into being I was in my late teens, and I naturally gravitated to them like a bee to honey.  It didn't take long to get frustrated with the store-bought computers that were usually built with inferior parts and forbade the owner to do any service on them without voiding the warranty.  It was torture to me to have a device like that and not be able to tear it apart.  The fact is I got pretty good at tearing things apart and putting them back together so they looked as if they'd never been disturbed.  Shhhh…don't tell anyone though!

I'm dating myself here, but I began building my own computer systems when processor models went from 386's to 486's.  If you don't know what that means, just realize it was a long time ago (at least in computer age).  When it was time to have a network, I had a business associate help me set it up.  It was pretty frustrating though because its performance was sluggish and I didn't know how it worked.  So I learned everything I could about networks and set up a high-performance one to replace the sluggish one.  I have been my own IT person ever since.

As the years have passed, the fix-it and build-it projects have kept pace.  Now I do things like solder new parts on the motherboards of laptops.  Recently our microwave got confused, shot some sparks around, and began turning its fan on during all the times it wasn't supposed to.  Without a wiring diagram, I took the main circuit board out, found the offending part (a tiny Chinese relay), melted the plastic top off, fixed the relay, melted the top back on, and reinstalled the board.  It has worked like a charm since.  Had this not worked, my backup plan was to get a similar relay from my local geek parts store and modify it to work.

None of the parts I've mentioned in these examples are intended to be fixed.  If you take your item in for service, they just replace the board.  I don't like wasting all the parts on the board that are still good though so I try to fix the stuff and thoroughly enjoy the challenge it always presents.

Right about now, you are probably asking yourself, "Why did this guy ever become an accountant?"  That's a good question and the answer is kind of lengthy so I won't go into detail here.  Basically I knew how to do so many things that it was extremely difficult to choose.  So I just chose something that would give me the most options.

In many ways it was a great decision.  Being a CPA allowed me to work at home for the entire time my kids were growing up and being homeschooled.  It also made a decent income, allowed me to meet lots of interesting people, and made me feel like I was serving people in a pretty important area of their lives.

I always felt, though, that I wanted to do something much bigger.  A number of years ago I started becoming bored with the routine and saddened by what congress, the IRS, Wall Street, and some of the large accounting firms were doing to the industry.  I also wanted to serve many, many more people with what my passion was instead of just offering accounting services.   Since I had no idea how to do this, these thoughts just stayed in the back of my mind and I just kept up hope that someday I would be able to do it.

Finally a way did come and in late 2010 when I decided to set up a website to help people understand the technical stuff in their lives.  I was so excited about this as

now I had the opportunity to serve millions of people instead of just those I could physically meet. It took a few months and a couple different websites to refine the idea.  Finally, though, Complicated to Simple was born.

The idea was to help people simplify complicated things in their lives.  These things could include anything from fixing a garden hose to fixing a microwave; from learning how to do something in QuickBooks Accounting to learning how to do an entire tax return.   There is really no limit to what could eventually be included.

My vision for Complicated to Simple is to be one of the best websites in the world for empowering people to take control of their stuff, instead of it taking control of them.  And doing it without a bunch of advertising that detracts from the fun!

So I invite you to join me on this adventure and become part of the vision! Thanks for purchasing this eBook and I look forward to serving you more in the future.

Robert Seth