How To
Quickly Write

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Table of Contents

Why You Need Articles, Reports, and Ebooks

No matter what you sell online, you will definitely benefit from articles, reports and ebooks. In fact, most people who have online businesses will also have numerous articles, reports, and ebooks designed to increase their business, and ebooks may even be used as the products that the business is based on.

Articles and reports can always be given away for free to help increase website traffic or to help sell the products that you want to sell. Ebooks can also be given away to help drive traffic to your website, or to help sell products. Many marketers use high quality ebooks as front end products, to help identify their most qualified leads so that they can work to sell higher ticket items to that group later.

Let's take a closer look at how articles, reports, and ebooks enhance your business:

Articles:

1. Articles can be distributed to article directories to drive traffic to your website.

2. Articles can be distributed to increase the number of inbound links to your website, for search engine optimization purposes.

3. Articles can be compiled into an ebook or report.

4. Articles can be used to sell your own product or an affiliate product.

5. Articles can be used to build credibility or brand recognition.

6. Articles can become viral, as they are used by other webmasters, ezine publishers, and bloggers for content.

Reports:

1. Reports are often used to sell a higher ticket item.

2. Reports can be used to sell one or more affiliate products that pertain to the topic of the report.

3. Reports can be used to build credibility or brand recognition.

4. Reports can become viral. They can be re-brandable, which encourages others to give the report away as well.

5. Reports can be given away for free, in an effort to build a targeted opt-in list.

Ebooks:

1. Ebooks can become products. They may be entry level products for high ticket products, or they may be high ticket products.

2. Ebooks can be used to sell affiliate products.

3. Ebooks can become viral, if they are given away for free and are made re-brandable.

4. Creating an ebook moves you to Author status, as well as expert status in ways that articles and reports cannot, although articles and reports can also establish you as an expert.

5. Ebooks can be given away for free, in an effort to build a targeted opt-in list.

As you can see, from a business standpoint – especially from an online business standpoint – articles, reports, and ebooks are important. They can drive traffic to your website – or to an affiliate site. They can be sold. They can build credibility. They can build your brand.

The possibilities are limitless, and in the information world that we live in, a great deal of that information is delivered via articles, reports, and ebooks. While videos and audios have gained in popularity in recent years, text is here to stay.

Text may accompany audio or video, or stand alone, but it will always be necessary, and it will always be beneficial, in some way, to the person who creates it, as well as to the people who read it. Content – in any form will always be king.

Many people don't create articles, reports, or ebooks because they don't feel that they write well, or they feel that creating these things will take up too much of their time, when they could create audio or video faster. The truth is that there are numerous ways to quickly produce articles, reports, and ebooks – even if you aren't a writer.

The Difference between Articles, Reports, and Ebooks

Often there is some confusion as to what constitutes an ebook, a report, or an article. There are differences between all three, and the following information helps to distinguish between these three written items.

- **Articles:** Articles are usually just one or two pages in length, and if they are submitted to article directories, they should be no more than 750 words, and no shorter than 350 words. Articles give very minimal, basic information, and there is an author's resource box that leads the reader to more detailed information – usually in the form of a report or an ebook, but may also be used to sell an affiliate product.

- **Reports:** Reports fall between articles and ebooks. They are too long to be considered an article, and may be as short as three pages, and as long as twenty pages. Obviously, because of the longer length, reports contain more information than articles do. A report is often used to lead the reader to a higher end product, but it can also be used as a stand-alone to sell affiliate products that pertain to the information in the report.

- **Ebooks:** Ebooks are usually longer than 20 pages, and there is no maximum number of pages that apply to ebooks…they can be as long as you want them to be, or as long as necessary to impart the information. Ebooks may be a product within themselves, they may be used to sell affiliate products, or they may be used as an entry level or front end product that leads to a higher ticket product.

Regardless of whether you are writing an article, a report, or an ebook, there are certain rules that apply, as follows:

1. The information must be accurate. You should research your topic well, and make sure that you are not giving your readers any misinformation.

2. The spelling and grammar must be perfect. This is easy and should never be ignored.

3. The work must be formatted in an attractive manner. Although we are taught from a young age not to judge a book by its cover, we still do.

4. The work should be original – even if you are using private label rights material. This is covered in greater detail later on.

Choosing Your Topic and Title

The topic of your ebook is almost always easy, because it depends on the products that you are trying to sell, or the market that you are trying to sell to. The title is always a bit harder to come up with, and because it is so important, it takes a great deal of thought. Let's take a look at what goes into the topic and the title.

- **<u>Your Topic:</u>** The worst mistake that you can make is not understanding what it is that your audience wants or needs. This information is fairly easy to find, if you know where to look.

  Visit forums that pertain to your main topic, and read through the questions that are asked and the hot topics at those forums. This will almost always give you great ideas as to the topic that you should choose for your articles, reports, and ebooks.

  Many people do this backwards, and it seldom turns out well for them. Instead of finding out what the target market wants or needs, they find a product, or create a product, and then try to force it on the market. Again, this seldom works out well. Find out what the target market wants or needs, and then move forward with that information.

- **<u>The Title:</u>** The title is incredibly important – especially in terms of articles and reports. It can be the difference between your article being read and being overlooked.

  The title needs to be interesting, and it needs to address a problem or solution that the information covers – that your target market has an interest in. The title also needs to be unique.

  If you've never taken a copywriting course, you may do well to take one now. With a decent copywriting course, you will know how to write titles – and even content – that is designed to draw attention and to sell whatever it is that you want to sell. Even if you never write a sales page, if you write articles, reports, or ebooks, you will benefit greatly from a copywriting course.

Believe it or not, once you've settled on a topic, the title comes easier…and once you have a topic and a title, the rest of the writing goes fairly smooth as well. The next step is to make an outline.

Making an Outline

The outline is incredibly important, and it serves two purposes. The first purpose of the outline is to organize your thoughts, which in turn organizes your writing. The second purpose of the outline is to create a table of contents.

Outlines may be very basic, or very detailed, depending on the project. Obviously, the outline for an article would be very short, if it even exists at all, while the outline for an ebook would be greatly detailed.

Too often, people skip the outline, and this is almost always a mistake. Without an outline, it is very easy to get off track, and the writing won't be very organized. This disorganization becomes evident as people try to read the information.

The best way to start an outline is to start writing down the ideas and thoughts that you have concerning your topic. Don't worry about order at this point. Instead, get the ideas or areas that you want to cover with your article, report, or ebook written down, before you forget about them.

Once you have your thoughts written down, you can easily put those thoughts in order to form the outline. Once this is done, you should be able to look over the outline to see if you've missed anything of importance, and if you are using a word processor for this (recommended), you can easily add in new thoughts or ideas, or take away those that don't fit in well with the topic.

Finally, use your outline as your table of contents for reports or ebooks. This will often require cleaning it up a bit, and changing the thoughts or ideas into more attractive, interesting titles – as well as shorter titles for the outline, and for chapter headings.

As mentioned, you may not have an outline for an article – especially if the article is short. Instead, you may want to write down a thesis statement for articles. This is a statement that states something that you are going to prove – or at the very least explain.

Not all ebooks and reports have a table of contents in them. Even if yours will not, the outline is still essential, because it really does help to keep you on track with your writing, and it helps to make sure that you include all of the information that you want to include.

Once the outline is finished, you are ready to start writing the text for the article, report, or ebook, and you will see just how handy that outline really is when you get to this portion of creating an article, report, or ebook.

Writing the Text

For some people, writing the text is the most difficult part. For others, this is the easy part – and the hard part is coming up with the topic, the title, and the outline. But as stated, if you have a good outline to work from, writing the text of your article, report, or ebook won't be as difficult as you may think.

First, stop worrying, and stop trying to do everything just right. If you worry over every single detail, it will take forever and a day to get your work written. Some people are natural born writers, and others struggle with it.

The best thing to do is to clear your mind, look at your outline, choose a topic from your outline, and start writing. Don't worry about grammar or spelling at this point – that can all be fixed later on. For now, just write.

It is helpful if you have predetermined how long each section of your report or ebook will be. For example, you might determine that each chapter of your ebook will be two to three pages long.

However, you may be the type of person that doesn't like those types of limitations, and if this is the case, write until you have all of the information on that particular portion of your ebook or report down, and simply don't worry about how long it is.

Once you've written a page or two, or completed a chapter or section of your ebook or report, go back and correct the spelling and grammar. Make sure that the information flows correctly, and if you want to, have someone else read the information to ensure that it really does follow a natural order, and that the information is easy to understand.

Read each sentence, and make sure that it makes sense. After you've read each sentence, read each paragraph, and make sure that it flows naturally, and that the paragraph stays on track. Finally, read the entire page or chapter to make sure that it stayed on topic, and that the paragraphs flowed naturally into each other.

If you've never written before, this may take several attempts. However the good news is that writing gets easier and easier as you write more and more. Your first article won't be nearly as good as your tenth article. Your tenth article won't be nearly as good as your one hundredth article. It just takes practice.

One thing you must never do is fall in love with your own writing. You must be able to look at it objectively, and if you aren't able to do that, you need someone else who can look at it objectively – and you must be willing to make changes where they are needed.

Hiring Ghostwriters

If writing simply is not your cup of tea – or you simply do not have time to write your own original articles, reports, or ebooks, you can hire a ghostwriter to do this for you. Ghostwriters are not as expensive as you may think they are.

While there are ghostwriters that do charge high prices, if you just take the time to look and ask for referrals from others, you can find great ghostwriters that charge minimal prices. You can find writers who will charge as little as ten dollars a page if you take the time to look, and if you have a great deal of writing to be done, you may even get lower prices for ordering in bulk, or with the promise of future work.

Again, one of the best ways to find a good ghost writer is to get referrals from other marketers. Many of the top name marketers have specific ghostwriters that they work with. Some of those marketers are unwilling to reveal who those ghostwriters are – often because they want to keep their ghostwriters to themselves. However there are marketers who will happily share that information with you.

Failing this option, your next option is to do a search for ghostwriters, and visit their websites. Not all ghostwriters have websites, believe it or not – they only take work that comes through referrals, and have no need for a website.

If you can't find a ghostwriter through the search engines, your final option is to use one of the many freelance websites and hire a ghostwriter through that channel. The top sites for ghostwriters are Rent-A-Coder, at http://www.rentacoder.com, ScriptLance at http://www.scriptlance.com, Guru at http://www.guru.com, or Elance at http://www.elance.com.

When going through the freelance sites, take the time to read the writers profiles and check their ratings. This is essential. Also, if you hire someone whose second language is English, you may or may not get quality writing. Your best bet is always to choose a writer whose first language is English.

Selecting a ghostwriter is just half of the battle. The next step to establishing a successful working relationship with a ghostwriter is communication. This doesn't mean frequent communication – it means clear communication.

Some ghostwriters require an abundance of information, while others can run with a title or a topic and produce the level of quality that you require with ease. Some need greater detail. If possible, work with ghostwriters who can run with a title or topic, as this makes things a great deal easier on you.

Pay special attention to ownership of the work, and how that works from a legal standpoint when you use a ghostwriter. The ghostwriters name will not appear on the work. You are listed as the author of the work – always.

When it comes to who owns the copyright to the work, the owner of the copyright is the ghostwriter until the work is paid for. When the ghostwriter is paid in full, the writing is considered 'work for hire' and the copyright is automatically transferred to the client – you.

There is no paperwork involved, however you will want to save all written communications with your ghostwriter so that you can prove that the work is work for hire at a later date if need be.

Depending on the scope of the work, and your relationship with the ghostwriter, you might want to have the ghostwriter sign a Non-Disclosure Agreement, and possibly even a Non-Compete Agreement. Most ghostwriters are professional, and realize that their reputations depend on their silence; however this doesn't mean that all ghostwriters adhere to these standards.

A contract for the work can also be included, although if payment will not be made until the work is completed and delivered, this usually isn't necessary – although in this instance, the writer may request a contract to ensure that they have a legal course for collecting payment in the event that you do not pay when the work is completed.

For the most part, if you are using an accomplished ghostwriter, once you give them the topic, you won't hear from them again until the work is completed – unless they have specific questions that must be answered by you.

Don't panic if there is little or no communication. Just know that the writer is working on your articles, reports, or ebooks, and that the fewer interruptions they have, the faster the work will be completed, and the higher quality the work will be. It works the same for them as it does for you.

Once the work is delivered to you, look it over – read it. Make or request any changes immediately. Most ghostwriters are fine with rewrites, as long as the rewrites don't go on and on. If you need to request more than one rewrite, the chances are good that you need a new ghostwriter. Most rewrites won't be total rewrites either.

Finally, check the work with CopyScape to ensure that it is original. Most of the time it will be, because this is another issue that the writer will be careful about, understanding that their reputation depends on delivering high quality, original work.

Using Private Label Rights Material

The use of private label rights materials is the second fastest way to get content produced for articles, reports, and ebooks. The fastest method is to hire a ghostwriter.

Private label rights material is essentially that same as material that is written by a ghostwriter, however many different people can buy the same PLR packages, which means that there may be duplicates of the work floating around out there. However, there is a right way and a wrong way to use PLR material for your articles, reports, and ebooks.

Here are some tips and tricks for producing quality content with PLR materials:

1. Select and purchase PLR material from reputable sources. The best thing you can do is to join a PLR membership site, where fresh PLR material is promised on a regular basis – as opposed to material that is rehashed PLR material, or material that isn't accurate or poorly written to begin with. Some PLR products are so bad that it is actually faster and easier to start from scratch.

2. Either be prepared to rewrite the material, or to hire a ghostwriter to rewrite the material. Most people will rewrite at least 70 percent of the material, but depending on what you will be using the PLR material for, you may want to rewrite 100% of the material.

3. Break PLR material up. For example, if you have PLR ebooks or reports, you can easily divide that work into shorter articles. In this case, you may even get away with not changing any of the work that you pull from the PDF document.

4. Always change the titles and subtitles. This should be obvious, but you would be surprised at how many people fail to do this.

5. Use your own graphics. Remember that other people who purchase the PLR packages will be using the graphics that are included. Hire a graphical artist to create original graphics for your PLR products.

6. Take the time to read the material before you use it! This is something else that far too many people fail to do. Make sure that the information is accurate, and then make sure that it is rewritten to ensure that the work is turned into original work that you will be comfortable putting your name on.

You Don't Have to Type

Some people really are great writers – but not great typists. In fact, the sheer act of typing destroys the natural thought process for many people, and the result is that the writing doesn't come across well at all.

The good news is that you don't have to type to write an article, report, or ebook. Instead, you can use a speech to text program. These programs work with a microphone, and you simply talk, and the text is automatically typed for you.

However, there are drawbacks to using this method of writing your articles, reports and ebooks, but all of these drawbacks can be overcome. They are as follows:

- **<u>You must train the software –</u>** All of the speech to text software must be trained for your voice and accent. Depending on your accent and how clearly you talk, this could be very fast and easy, or it could take months to properly train the software for your voice.

- **<u>You must say the punctuation –</u>** When you want to insert a comma or period, you will need to state this as you talk. Otherwise, the text won't be grammatically correct. However this process of stating punctuation may disrupt your thought process until you become accustomed to it.

- **<u>You may need to do some typing in the end –</u>** Despite how well your speech to text software is trained, there will usually be some level of typing involved as well, although it won't be much. The software simply won't understand some words. It is vital that you carefully read through the text when you are finished, or at intervals, to ensure that the text matches what you wanted it to say.

There are many software titles for speech to text, but the preferred program seems to be Dragon Naturally Speaking. If you use speech to text software, make sure that you get a high quality microphone.

Also make sure that you set aside a great deal of time to train the software, and that you read through the training materials that come with the software so that you know how it operates. Some people decide not to read the instructions, but reading and understanding those instructions will save you loads of time in the long run.

The Anatomy of an Article

Most people believe that among articles, reports, and ebooks that articles are the easiest to write. In many cases this is true, but for some people, it isn't true at all. This is typically because articles are so short that the writer has a hard time getting the vital information into the text of the article – which means that information must be greatly condensed, or omitted altogether.

A well written article will have the following parts:

- **The Title:** As mentioned earlier, the title is essential, especially in the case of articles – where the title determines whether the article is read or not. If you haven't done so, invest in a good copywriting course.

- **The Subtitle:** (Optional) not all articles will have subtitles, but some do. This is absolutely optional, and it is up to the writer as to whether or not the article actually needs a subtitle. This is often the case when the title doesn't fully describe what the article pertains to.

- **The Opening Paragraph:** In the case of articles, the opening paragraph is almost as important as the title. It will determine whether the reader keeps on reading to the end or not. The opening paragraph should address the problem that the article offers a solution to in most cases. The opening paragraph essentially tells the reader what it is that you are about to tell them or teach them.

- **The Article Body:** The body of the article is where you give the information that you promised the reader in the first paragraph. The body of the article may be anywhere from two to five paragraphs in length.

- **The Closing Paragraph:** The closing paragraph wraps things up. With the closing paragraph, you essentially tell the reader what you've just told them, but in few words.

- **The Author's Resource Box:** Many consider this to be one of the most important aspects of the article. The author's resource box not only gives the reader information as to who you are, and what makes you an expert on this topic, but this is also where you lead the reader to the site or product that you want them to get to.

- **Length:** Articles should be anywhere from 350 to 750 words in length. Anything longer than this would be considered a report, and not an article.

The Anatomy of a Report

As you know by now, a report can be either a long article, or a shortened ebook. It simply falls between the two, and the elements of a report are pretty specific, as follows:

- **Title Page:** The title page of a report should contain the title, the subtitle, the author's name, and in most cases the author's website address. It may also contain the copyright notice at the bottom of the page, and a graphic.

- **Legal Notice:** Not all authors will include a legal notice, but it is highly recommended. The legal notice may be a statement as to claims of income, or to the reader's use of the information. The legal notice is designed to protect the author from litigation.

- **Table of Contents:** As mentioned earlier, the table of contents typically comes from the outline for your report. The TOC, as it is known, should have a page of its very own in the report, following the title page and legal notice.

- **Chapters:** (Optional) not all report authors divide their reports into chapters, and this often depends on how long the report will be, and how many subtopics of the main topic it will cover. Only you can decide whether your report needs to be divided into chapters or sections.

- **Closing Page:** This is similar to the closing paragraph of an article, except it covers an entire page, and may even cover an entire chapter. The information on this page or in this chapter reiterates what you have covered in the report, or sums it up so to speak. It essentially wraps up your topic neatly and ends the report.

- **Graphics:** While articles never contain graphics, reports may or may not contain graphics. Graphics are often used on the title page of the report, and may be used – sparingly – on the text pages of the report. However, reports that do contain graphics don't usually contain a large number of graphics, unless they are needed to accompany the text – such as graphs, tables, or charts.

- **Length:** Reports can be anything over 750 words in length, but typically do not run longer than 20 pages of text. Anything above 20 pages would be considered an ebook, and anything less than 750 words would be considered an article.

The Anatomy of an Ebook

In the grand scheme of things, an ebook is much like a report; in terms of the elements included…it's just longer. But there are a couple of elements that are actually different.

- **Title Page:** The title page of an ebook is the same as the title page of a report. It contains the title, subtitle, author's name and website address, and may include the copyright notice. It almost always includes the use of a graphic.

- **Legal Notice:** The legal notice used in an ebook is essentially the same as a legal notice used in a report.

- **Table of Contents:** While articles never have a TOC, and reports may or may not have a TOC, ebooks always have a TOC. This is because ebooks are longer, and readers need the organization that the TOC brings, to enable them to easily refer back to information that they need to read again.

- **Chapters:** While reports may or may not have the information divided out into chapters or sections, ebooks almost always do. This is vital for the organization of the information, and it enables the information to flow for easier reading. Chapters can be as long or as short as you desire.

- **Closing Page:** The closing page or chapter of an ebook is the same as the closing page or chapter of a report.

- **Graphics:** Graphics are often used throughout the text of an ebook. However, it is important that you aren't using graphics just to fill space, in an attempt to make the ebook longer than it actually would be without the graphics. All graphics used in the ebook should pertain to the text that the graphics are used with.

- **Bibliography:** Depending on the scope of the ebook, and the reference materials used to write the ebook, you may or may not need a bibliography. A bibliography is used to give credit where credit is due when you quote from other sources in your ebook.

- **Appendices:** Appendices are optional, and may or may not be necessary. This depends on the scope of your ebook.

- **Index:** Indexes are also optional, as are glossaries.

How Much Will You Write Today?

Getting anything written takes a concentrated effort, and how this is done is different for different types of people – and will also depend on the urgency of the getting the work done.

So, how much will you write today? Some people prefer to sit down and write the article, report, or ebook from start to finish in one sitting. This just simply works for them. Others simply cannot sit still that long, or cannot stay focused that long, and they need to divide the work out over numerous days – or possibly even over numerous weeks.

How much you write in a day will be determined by two things in the long run: How fast you type, and how much research is required for your topic. Other factors may also come into play, such as how much time you actually have to devote to writing, and how much writing you are comfortable with each day.

Professional writers – those who write all of the time - can easily write anywhere from 20 to 50 pages in one work day, depending on how much research is required for the topic. If you are not a professional writer, you can expect to get much less writing done in one day's time.

The quality of the writing also comes into play when you are determining how much you can write in one day. As your mind tires, the quality of the writing will lessen, and this is something that you want to avoid. Get your writing done early in your work day, to ensure that your 'freshest hours' are devoted to the writing.

Limit interruptions before you sit down to write. Let people in your home or office know that you do not want to be disturbed for a specific period of time. Interruptions easily break the thought process, and believe it or not, when this happens, the quality or tone of the writing changes when you are able to get back to it.

Don't set unrealistic goals for yourself. If you plan to write twenty pages each day, and you aren't used to doing that, the quality of the writing will suffer. Even if the quality of the writing does not suffer, you will experience a great deal of stress in trying to reach an impossible goal. This stress will almost always have an ill effect on the quality of the work.

While a project may need to be completed within a certain frame of time, don't put undue pressure on yourself. Write at a speed and amount that you are comfortable with, as this is what will produce the highest quality of writing.

How to Avoid Plagiarism

It is easier to plagiarize than you might think, and this is definitely something that you want to avoid. Plagiarism, no matter how accidental it is, can destroy your reputation and credibility.

Plagiarism is the unauthorized use or close imitation of the words or thoughts of another author, without giving credit to that author. As you can see by the definition, from a legal standpoint, it doesn't matter how or why the plagiarism occurred, only that it exists.

So, how is plagiarism easy? When you do research for your article, report, or ebook, obviously you would not copy and paste others work. However, when you read the information, and it sticks in your mind, it is easy to accidentally plagiarize that work in your own writing.

This happens more often than you might imagine. The information that you have read is in your brain, and it comes out in your writing. It may not be 'word-for-word,' but look at that definition again. It may resemble someone else's work closely – close enough to be deemed as plagiarism. You can express the same idea, but the words must be significantly different in order to avoid being accused of plagiarism.

Naturally, you would check any writing done by others, such as ghostwriters, to ensure that the work is not plagiarized, but few people consider checking their own work because they are sure that they didn't blatantly copy someone else's work. They never consider the fact that they may have accidentally copied someone else's work, and again, how the plagiarism happened doesn't matter one bit.

Most people use CopyScape, at http://www.copyscape.com to check the work for plagiarism, but they may use similar software programs as well. Make sure that you run your own work through CopyScape as well, and make changes to any plagiarism that the program detects.

Just as it is incredibly easy to plagiarize work accidentally and unknowingly, it is easy to make corrections to any accidental plagiarism as well. Make absolutely sure that you take the time to check your work before you release it to the public, and make any corrections that are needed. Your reputation and credibility depend on it.

Delivery Options for Your Reports and Ebooks

While articles will always be copied and pasted from a Word document to a form at an article directory, or pasted into an HTML document for your website, ebooks and reports require different delivery formats.

When it comes to delivering ebooks and reports, there are essentially three options: You can compile the ebook or report into a PDF file, compile the ebook or report into an EXE file, or put the ebook or report on a CD for physical delivery.

- **PDF:** This has become the preferred method for delivery of ebooks and reports. PDF files can be opened on PCs and MACs, and they cannot contain viruses. Special software is required to compile the ebook or report into a PDF file.

  Many people use Adobe, but there are free options as well. Many people use Google Docs, because the links in the ebook or report will still be clickable. If you don't have links in the document, you may opt to use the free option at http://www.pdfonline.com.

- **EXE:** Creating an EXE file requires the use of special software, and the text will have to be formatted into HTML in most cases. While some ebook and report authors still use this method, it is not the preferred method because people are wary of EXE files, which may contain viruses. EXE files cannot be opened with MACs.

- **CD:** While this isn't one of the preferred methods for delivery, it is the preferred method if the ebook or report will be delivered to customers as a physical product. The CD may be accompanied by a print version of the ebook or report, or by a workbook associated with the report or ebook. Again, this is rare.

- **Print:** Print is hardly ever used for ebooks, because if the ebook is in print, it is no longer an ebook – it is a book. Reports however may be delivered to recipients in print. Some author's will go all out, and deliver the ebook digitally, as a PDF, and then deliver the ebook as a physical product as well – in print and on CD. This is a rare delivery option when it comes to reports and ebooks.

Again, in most cases, your ebook or report will be delivered as a PDF document, as this is the preferred option for most people – and it is the cheapest and easiest option for the author as well.

Write Well and Write Often

As stated earlier, your first articles, reports, or ebooks may not be masterpieces, and this is fine. Writing is and always has been a process, and the more you write, the better your writing becomes.

When you write, try to write like you are talking to someone. Many people will actually speak their article, report, or ebook into a tape recorder, and then work from that when actually writing the text. This enables the flow of words and ideas to occur naturally in the writing – especially for non-writers.

Avoid using words and phrases that you would not normally use in your speech. Avoid the use of big words. Big words only serve to confuse people, but many feel that it makes them look smarter than they actually are. The end result is that the majority of people won't have any clue what you are saying, and they won't be interested in purchasing any products from you in the future.

Essentially, try to write just like you talk – and then go back and correct any grammar or spelling problems. As you continue this process, your writing will improve.

Try to do some writing each and every day. Most beginners will start with articles. Try to write one article each day – even if you aren't using those articles for your business. The sheer act of writing improves your writing, and it even improves your thought processes, which is why so many successful people actually keep journals.

When you write, let your pride shine through. As a successful person, you should always take pride in your work, and your writing should not be any different. Again, as you make more and more concentrated efforts towards producing high quality content, the better your writing will become – and the easier it will be for you to produce quality content on the fly.

In the grand scheme of things, writing isn't hard – especially with the software available today. It just takes some practice, and this can be accomplished in as little as fifteen minutes each day.

After a few weeks of daily fifteen minute writing sessions, you will be able to sit down and write anything that you want to write quickly – and with ease. In fact, you will be amazed at how easy writing becomes for you. If you don't enjoy writing, however, it will never come easy for you, and your best bet in that case is to learn how to choose and work well with ghostwriters.

Writing Resources

Freelance Sites:

Rent-A-Coder
http://www.rentacoder.com

Guru
http://www.guru.com

Elance
http://www.elance.com

Plagiarism:

CopyScape
http://www.copyscape.com

PDF Resources:

Adobe
http://www.adobe.com

PDF Online
http://www.pdfonline.com

Google Docs
http://docs.google.com