

How to Plan Your First eBook

A first eBook does not need to be long. It needs to be clear about who it is for and what that reader will be able to do when they finish. This short guide walks through the four steps that matter most.

Step 1: Choose one reader

Picture a single person who will read your book. What do they already know? What are they stuck on? Write one sentence that finishes the line "After reading this, you will be able to...". Keep that sentence in front of you; every page should move the reader closer to it.

Step 2: Outline before you write

List the questions your reader would ask, in the order they would ask them. Each question becomes a chapter or a page. A short book often works well as:

- one page that names the problem
- three to five pages that each solve one part of it
- one page that says what to do next

Step 3: Write a rough first draft

Write the whole draft before polishing any of it. Short paragraphs, plain words and one idea per page are easier to read on a phone or an e-reader. Leave notes like [add an example] instead of stopping to research.

Step 4: Edit, design and export

Read the draft out loud and cut anything that does not serve your one reader. Then choose a trim size, add a cover and page numbers, and export a PDF to check how every page looks before you publish.

Make this sample yours

This book is yours to experiment with. Click any heading or paragraph to change it, or export it as a PDF to see the finished pages. When you are ready, start a book of your own from the Library. You can delete this sample at any time.