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eBooks: Idea to Amazon in 14

Introduction

Our guest today is a Marnie Swedberg, who, a few years back, was given just 15 days to prepare for a seven-city tour during which she was to train on the topic, "How to Write an eBook.." As she wrote the training materials, she realized she was holding gold. During the 14 days*, between invitation and presentations, she researched, wrote, and published the eVersion of, "eBooks: Idea to Amazon in 14 Days." A week later, it came out in paperback, and shortly there after became an Amazon #1 best seller.

When Marnie's not writing books (and she's written 13), she serves as the online mentor to over 15,000 leaders from 35 countries, hosts her own radio talk show, and personally oversees two businesses: WomenSpeakers.com, the largest online directory of Christian women speakers in the world, and a retail store called "Solutions" - featuring 12 departments, including a book store and espresso café.

1. Why are eBooks a good publication option for business, non-profit, fiction and non-fiction writers?
2. Why should unpublished authors act now?
3. Who are the two key audiences every author must have in mind as they write?
4. How does the use of templates save time and money?
5. What is your #1 tip for a new writer?
6. What is the one thing that can it kill a book quick, and how do you prevent it?
7. You talk a lot in your book about outsourcing parts of the job. Are there specific considerations someone should use before hiring writing coaches, editors, graphic artists and formatters who can help get your book publication-ready?
8. As the webhostess of www.WomenSpeakers.com, how are you seeing authors use their speaking platforms to sell books?

*Allen R. Kates - editor and bestselling author with 30 years of experience estimates 250-page, 6x9" book takes 400 to 700 hours to research and write.



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A 211 page "How To" Book

"Inspirational! I am ready to write! The information is extensive, well organized, and includes everything a writer needs to achieve the goal of becoming a published author."

Melissa Smallwood
Professional Organizer

