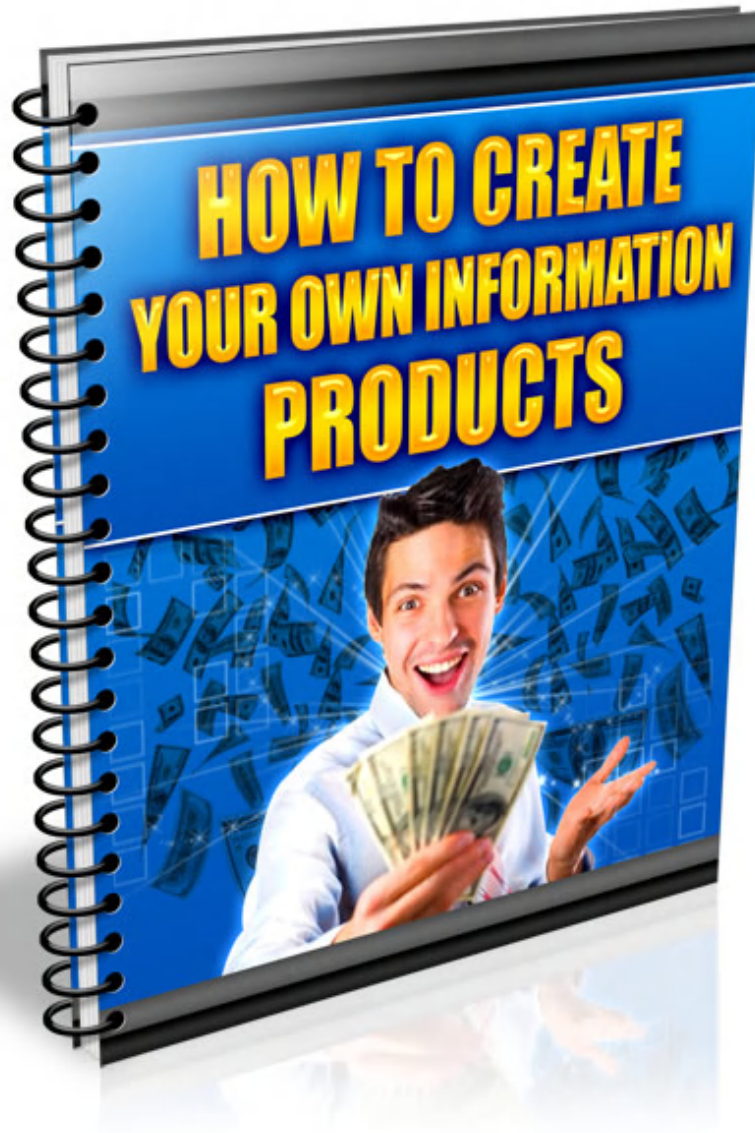


How To Create Your Own Information Products



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Introduction:

Maybe you were sitting there and you just decided, "I want to write an e-book". Or maybe you were doing something and decided, "I want to write a guide on how to do this." Whether you are aiming towards creating a How-to guide or an e-book for whatever subject, this guide will help you to do it.

Without help, it can sometimes be a stab in the dark when you try to create your first guide or e-book. You often do not even have the slightest idea as to where you should start. I should know -- I was in that same situation! It was pretty tough to get started from scratch, but definitely not impossible. But even so, I decided that it would be the best thing for me to share what I had learned on the way.

I won't say that your How-to guide or your e-book will become the most popular things to read in America. But what I will say is that I will help you to make sure that your e-book or How-to guide is the best that it can be.

So if you are wondering where to start, just keep on reading this manual. By the time you reach the end of it, I am sure that you will have a better idea of where to start and where you want your project to go.

Step 1: Where To Begin?

The first step in writing your informational guide is to decide what you want to write it about! Now, many of you might have already decided your topic of interest already, and if so, you might want to jump ahead to Step 2 after this paragraph. But remember -- picking your topic is not always as easy as one, two, three. Depending upon what you are aiming to do with your guide, you may have to change your topic.



If you are looking to make money from your guide, then you definitely will have to pick your topic accordingly. Certain guides, such as "How to Make the Perfect Omelet"

will likely sell better than "How to Make the Perfect Omelet Using an Ostrich Egg"! The first thing to do if you are writing a guide to make money is to find a niche that you are knowledgeable in. Secondly, ask yourself if you think that people would be interested in this area of knowledge. You might even ask it of a friend or colleague. If so, then you're ready to move on!

After you choose the general area of knowledge that you want to share with the readers, it's time that you choose a more specific sub-category for the individual guide. Remember that you do not want to get too specific; save that for the chapters in the guide! Again, you need to ensure that the sub-category is something that you believe people would be interested in learning. If you do not think that anyone would be interested in learning the specific topic you have chosen, then you should revise your choice.

If you are not writing the guide for money, then you are free to choose whatever topic you can think of! But if you want to maximize the number of people who read it, you should still take into consideration what people would want to read, and trying to avoid becoming too specific or too general.

Once you have decided upon the area of information that you are looking to cover, then you will be able to move on to the next step!

Step 2: Deciding The Structure

Informational guides come in a variety of shapes and sizes, so it is only fitting that you would have to decide on how you would want to set yours up. You are always free to choose the free form method, setting up your guide in whatever way you want. But for those of us who might not have the time to spend on creating our own creative setup, here is a couple to choose from.

Step by Step: The step by step method aims towards providing a concise idea of the structure of, not only the guide, but of the actions involved. This guide itself is set up in a step by step method! These guides have the advantages of being easy to use and set up in a clear and concise manner. One possible downside is that it might be hard to find a specific bit of information if you cannot remember which step it was shared in.

Full House: The Full House method aims towards providing information and examples of implementation all within neat little packages. Each chapter in these guides provides you with information, as well as examples or instructions of how to do them. This type of guide allows you to find specific information more easily, as each chapter is either self-contained, or draws only lightly from previous chapters.

You might even decide to mix the two of these methods together. The choice is always up to you. Depending upon what kind of guide you are deciding to write, one of these choices may be more suitable than the other. Try to ask yourself which method would help you learn it better -- often times, this can be the best choice, as it is often easier to write a guide in the form you can learn better from.

Step 3: Gathering Your Information



Even if you think that you are an expert on a subject matter, it still helps if you gather your information on the subject before you begin writing. You

might decide part of the way into writing your guide that you want to include a certain fact, but cannot quite remember what it was. Gathering your information before you begin writing can help eliminate time wasted searching everywhere for that one bit of information.

Gathering your information also has the added bonus of helping you to see how much knowledge you have on this subject that you are just waiting to put into this guide. You might realize that you have more than you had ever thought! If so, it might be advantageous for you to split the information up into to separate, but related guides. This can not only help you by requiring less writing at one time than it would otherwise, but it can also help your readers. Reading a 30 page how-to guide is much more difficult than reading a 15 page how-to guide. By the time you finish writing the next one, your audience will probably be waiting to grab it from you!

In addition, gathering your information can also help you by getting your mind to focus on the subject at hand. Losing focus is often one of the biggest killers when it comes to trying to complete any form of writing, especially an informational guide.

Once you have gathered your information, you might want to divide it up into sections, probably reflecting the different sections of your guide. This will be a great help later on, as it prevents you from having to sort through your information while you are in the middle of writing. There is nothing more frustrating than being interrupted once you are in the middle of a good flow of writing!

Step 4: Start Writing!



You might consider writing up an outline for your guide before you begin writing, or you may just decide to let it all come as it will. This is a matter of personal preference and ability. Some people are able to write without an outline, while others may require it. You know yourself best, so choose the method that works best

for you.

But whether you make an outline or not, you have to begin the actual writing eventually. Once you get started, you might find that it is a lot easier than you had thought it would be. When you have knowledge to impart, the words sometimes feel as if they just flow out of you.

Don't get discouraged if the words do not just flow right out of you, however. It sometimes takes time before you can "get in the zone" of writing. There are often countless distractions that seem to set out only to annoy us and to undermine our goal. Focus is often the key requirement when it comes to actually completing the writing process.

You may or may not want to do all of your writing in one sitting. Often times, this can become stressful for an individual and might lead to not finishing your guide. However, some people might not finish their guide if they allow themselves a break! Again, you are the one who knows yourself best. Just stick with it and you will have an excellent guide in no time.

Step 5: What Now?

Now that you have finally wrote your guide, you might be wondering what you should do with it. There are many different choices as to what you can do with it, and it all, again, comes down to personal preference. There are many websites that will allow you to submit your guides or other types of writing, providing you with the opportunity to have your work read by hundreds and even thousands of people.

Whether you are looking to make money from your guide or not, Associated Content is definitely a great place to put your guide. You can choose whether or not to give Associated Content an exclusive copyright for your work, earning you the chance to make more money off of your guide. If you are looking to retain more rights on your work, then you can simply have it put in their database online. This will not earn you any money, but it will offer you the opportunity to share your guide with countless people.

If you want people to read your guide, whether to make more money or to just share knowledge, then you will definitely have to look into marketing methods. Marketing methods, while beyond the scope of this manual, can help to provide your websites with more traffic and your products with more download.

But regardless of whether or not you use marketing methods to increase the number of people who read your guide, you have finally done it! You have written your own informational guide and set it loose on the internet for people to read. You might share it with friends and family.

Where Do I Go Now?



Many people after writing their first informational guide will ask the inevitable question of, "Well, what do I do now?" The answer is simple: keep

going! There is no reason for you to stop after writing one informational guide. If you keep looking, there are likely countless other bits of knowledge that you have tucked away somewhere that you should share with the world.

There are no limits to the potential subjects that you can write on. Once you start thinking on it, there are probably countless things that you have been looking to share with someone over the years, but never had a way to do it. Now that you have finally taken the big step and written your first informational guide, you will find that it is a lot easier for you to begin writing another.

But of course, you do not want to rush into anything. If you have just finished your first informational guide, you might want to wait for a while before beginning another one. It would be a shame to burn out that spark so soon after discovering it!

But regardless of whether you start right in to a new guide, or wait a while before beginning a new one, or even if your first one is your last, you should feel confident in the fact that you did more than what most people have! Writing an informational guide is a great way of not only sharing your knowledge with the world, but of showing yourself what you are capable of. Who knows, after writing this first guide, you might just find yourself wanting to start writing a book!

...But then again, maybe not.