

Any editing can be done at a later time. You will not have any editing to do or any book to sell unless you write. Edit your book when the writing is completed. Just write in an easy, comfortable manner. Use your words and avoid stilted phrases and fancy words. They will sound like a robot wrote them and ruin the flow of your message to your customer.

Check out some of those ebooks in your folders. Notice how easy the words flow in the ones that you enjoy reading the most...how plain the language is (no stilted phrases). Copy this process for your own writing experience.

It doesn't hurt to let the reader learn a little bit about you and your own experiences with the ebook's subject. I'm not talking about a biography here, just a few glances into who you are. It helps the reader feel like they know you. It personalizes the contact and enhances the credibility you are trying to create. If you check out this article, you will find 3 or 4 of those peeks into my experience with this project. How did it make you feel about me when you read them?

You could use the guidelines of the offline publishing houses. The concepts are the same when writing for online publishing. Your customers expect good organization with a logical flow from point to point, chapter to chapter.

1. *Have an idea about what you are going to write.* You would have to convince the editor of the publishing house, and might have to write a synopsis of the book. It could be only from this that the editor will make their decision about giving you an acceptance or rejection form. **Your synopsis can be an idea outline or list of topics you want to cover or a flowchart of ideas or chapters.**
2. The publishing house will give you guidelines on how they want the book written. *They will expect a certain standard, and you need to keep that in mind when producing your book.* **Create your own standard and write with it in mind.**
3. The editing will be completed by the publishing house once the book is completed. **Edit your book after it is written. No first draft was ever perfect and yours won't be either.**