

7 ESSENTIALS FOR PUTTING TOGETHER A QUALITY BOOK

1. **Tailor the outline before you start writing**, if you want to play up certain sections or omit or downplay others. Make sure the outline fits your vision for your eBook. And if you have no strong vision, yes, by all means just go with the outline “as is” for now.
2. **Do your own custom research**. Type any subhead from an outline into your internet search bar and vistas of research material will open up for you to explore.
3. **Check “facts” you uncover in your research**. Don’t be guilty of the sin of blindly parroting urban myths. If someone makes a radical statement (e.g. “There is proof of alien spacecraft landing in the Mojave desert in pre-Columbian days”) check further into their “facts” to see if you can either support or debunk them.
4. **Make sure you absolutely do not plagiarize anyone’s work!** That means no lifting copy verbatim: And no rewording some other Kindle author’s material.

If you plagiarize in the latter fashion, not only are you opening yourself to legal action, but your book will feel wishy-washy and unoriginal anyway.

It is acceptable to (a) refer to another author’s statements or positions (b) quote short sections – one to three lines – as long as you cite (give credit to) the author and his work.

5. **Do not use PLR (private label rights) material** – it is absolutely against Kindle’s terms. Plus you want your book to feel as unique and individual as possible. Any PLR should be used strictly as a guide, giving you tips for research and facts to look up, as well as ideas for your own unique twist on things.
6. **Tell stories**. That is, include anecdotes that will personalize your book for the reader (even if you are not using actual examples of others’

experiences, but just showing her *what is possible* in her case, if she follows your book advice

E. G. *“You are jogging along a beach. You feel so much energy you could run all morning. Waves crash and boom beside you, seagulls call overhead and the morning is cool and breezy, delicious to the senses in every way.*

Contrast that vision with how you are feeling now, as you try to face dragging yourself up, with not an ounce of energy left, to start cooking supper...”)

7. **Write from one single point of view** – Your book will feel much stronger if you are not afraid to take your own stand and present all arguments and assertions from that central core.