CHAPTER 1:
THE TOP THINGS ALL GOOD EBOOKS HAVE

Okay – so here we are at the beginning of our journey to discover how to write a great eBook that will keep on selling indefinitely. There is plenty to learn and discover here, but to begin with let's take a look at some of the most important things that all good eBooks have.

Let me add that not all eBooks will have every facets included. You may have bought or read eBooks that don't have many – or any – of these at all. An eBook which has all of the following components stands a better chance of selling – and it can be sold in more locations as a result.

Start jotting down ideas for your own eBooks as you work through this eBook. There is a tremendous amount of information to digest so I suggest that you start a "Hot Tips" file where you can keep all the nuggets of information that you learn as you are reading this document. Maintaining a "Hot Tips" file is a good practice for each informational product that you learn from, so you may want to consider breaking the "Hot Tips" document into sections, such as researching niche markets, writing an eBook, recruiting affiliates, launching a product, etc.

So let's sit back and find out the components are, and why they are so important.

A COMPELLING TITLE

This is a biggie. Your book could be absolutely sensational inside, but if the title lets it down you will lose sales. You need a great title, not just a