

UNSTRESSED SYLLABLES

and

The e-Book Challenge

present



The Complete Guide

By Aaron Pogue

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Foreword

Carlos Velez, author of the excellent new personal development blog [Conscious Me](#), happens to be a really good friend of mine. In February, almost on a whim, he invented the Pre-Writing Challenge. It was wildly successful, and within a month he not only had a phenomenon on his hands, he also had a crowd of new fans, all of them grateful for his encouragement and ingenuity.

Carlos and I had dinner together near the end of the Challenge, and over steaks he told me about everything that was happening. A community was developing out of the group of strangers who'd participated. That first spontaneous event was blooming into a year-long series of blog development challenges. And Carlos was starting to think about putting together his first product: an e-Book all about the Pre-Writing Challenge experience.

He was excited. (Of course, Carlos is always excited.) He told me about his book, how intimidating it was but how anxious he was to get started. He told me about all the potential it held. Among other things, he was excited about a couple suggestions that some of the other participants had made concerning his document design.

I listened for a while, as he talked about page layout elements, document style, some really clever suggestions on how to improve the readability and usefulness of his book. I nodded, listening intently, and when he stopped for another bite of steak I leaned forward and said, "Carlos...do you know what I do for a living?"

He didn't answer right away. He blinked. It's cool, though. I don't really talk about my job, because in a lot of ways it's really boring.

About the Author

When it comes to designing an e-Book, though, my job is freaking awesome. I'm an e-Book superstar. Why? Because I'm a Technical Writer. I've got a college degree and ten years' experience perfecting document design and effective written communication. Last year, I taught a college course on the topic!

The good news is, Tech Writing isn't an art. It's a straightforward and effective process, and one that's easy to recognize and repeat. So I decided to hook Carlos up. I wrote him some tutorials filled

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with expert advice, and packed with tons of examples. As any good blogger would, I decided to put them together, to package my authority in an e-Book, and help out every blogger out there who's made that grand commitment ("I'm going to write an e-Book!") then opened up a blank page in Word, stared at it for a moment, and said, "Now what?"

About the Book

This book is what. I'll answer that question in three volumes: Prewriting, Writing, and Rewriting. I'll tell you how to design your e-Book, how to prepare new material and also get the most out of your existing content. I'll teach you how to fill in the gaps, how to smooth the rough edges and make every page work. I'll teach you how to calculate the value of your finished product, how to create a consistent visual effect and convert a word processor document into a neatly packaged ePub document.

I'm not going to tell you what to say – that's your job – but I will help you figure out what to talk about. I'm also not going to provide a software manual, crammed with page after page of menu commands and screen shots showing you [how to embed an image in a Word doc](#), or [how to add header text in Open Office](#).

Why? Because that information is easy to find on the internet. If you know *what* you need to do, it's simple to find out *how*. This book is packed with what you need to do. I'll guide you through it all, step-by-step, and explain why each step is so important while I'm at it. That's my specialty, and that's what sets this book apart.

All you need is a blog. This book will teach you the rest. When you're done, you'll be the proud owner of your very own e-Book, ready to sell. If you're participating in [the e-Book Challenge](#), we'll get you through the process start-to-finish in one month. If you're doing it on your own, you can take all the time you need. Either way, you should be able to conquer the challenge with skill, with style, and with a minimum of stress.

After all, that's what [Unstressed Syllables](#) is all about!

Aaron Pogue
May, 2010

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The Dam Plan Checklist

Building a professional-quality e-Book is no small task. Of course, the trick with any undertaking of this size is to break it into manageable bits.

This guide does precisely that, presenting the information you'll need in just the right order, and guiding you through the e-Book writing process one step at a time. These are the things you'll need to do, along the way, to get to your destination.

Prewriting

- ☐ Topic Description
- ☐ Sales Pitch and Tagline
- ☐ Formal Outline
- ☐ Additional Info (Link List)
- ☐ Style Formatting Worksheet

Writing

- ☐ Style Chart
- ☐ Document Template and Cover Page
- ☐ Chapter Type Chart
- ☐ Complete Rough Draft
- ☐ Market Analysis
- ☐ Hyperlink Audit

Rewriting

- ☐ Read-through and Markup
- ☐ Useful Feedback (from 3 sources)
- ☐ Final Draft
- ☐ Published e-Book
- ☐ Sales Page Description

Get started today! Dive into Chapter One, "Getting Started," and choose a topic for your e-Book. As soon as you've got that box checked off, you're well and truly on your way.

Wait! What's this e-Book Challenge?



I've already mentioned the e-Book Challenge a couple times, but I realize you may not be familiar with it. The e-Book Challenge is a month-long, community-driven project dedicated to helping you complete your e-Book, start to finish.

Part of the Blog Challenge Series, the e-Book Challenge every August is my chance to shine, drawing on both my love of language and my years of experience as a professional Technical Writer. Over 31 days, I will teach you how to change your vast archive of free blog posts into a professional-quality e-Book your readers will be glad to pay for.

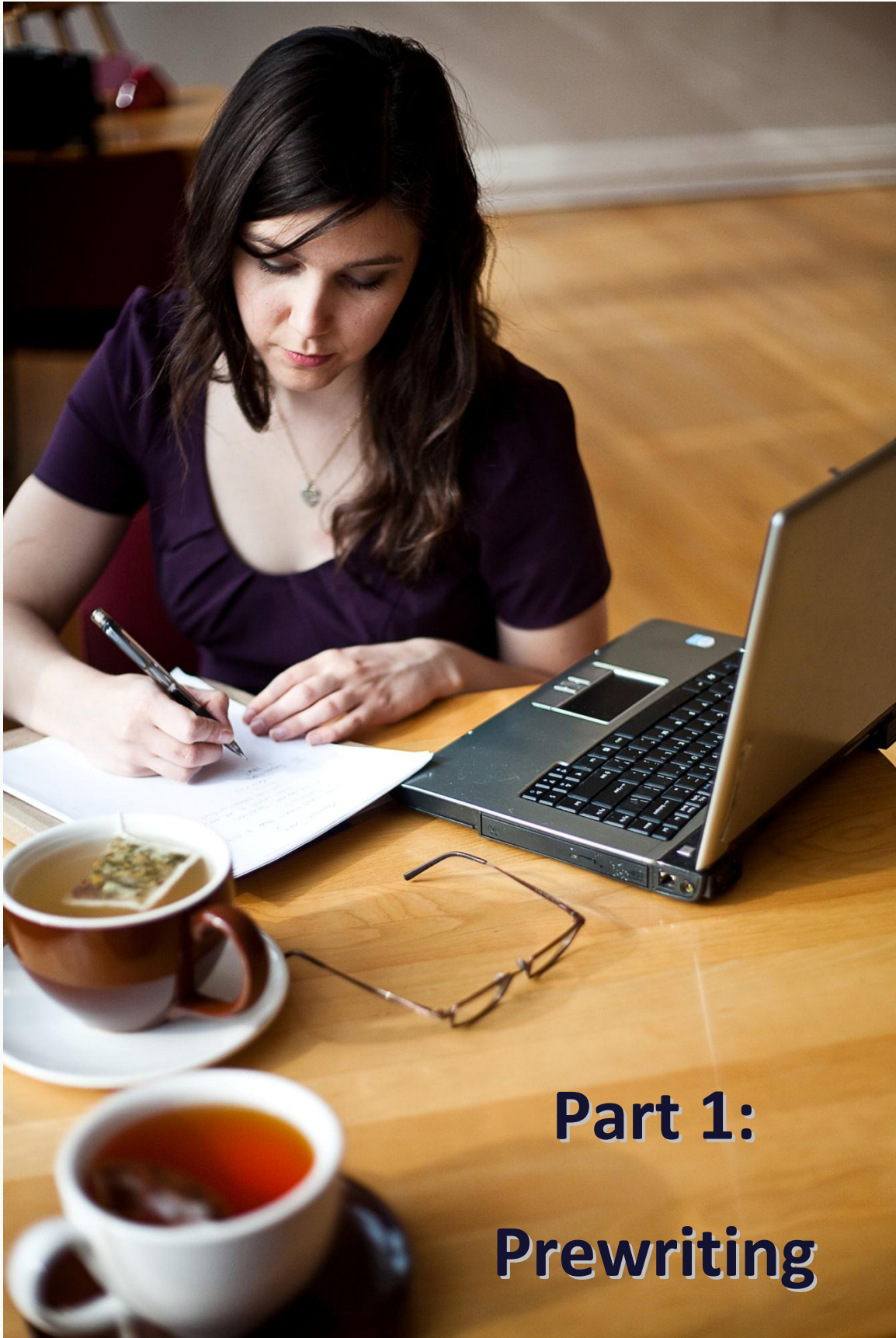
By the end of this month, you'll have a finished product — ready to market – and all the knowledge you'll need to continue making more of them, including

- how to choose a topic that makes you an authority
- how to organize your e-Book, and get the most of your existing content
- how to prepare new material with less effort, and make it fit seamlessly with the rest
- how to add real value to your product (and how to justify the price to yourself)
- how to create a consistent style in your document to improve readability
- and how to transform your rough draft into a professional manuscript

Sound familiar? It should! That's practically the Table of Contents for this book. With the challenge, though, you'll have the support and encouragement of other bloggers trying alongside you, as well as daily tips and advice unique to the challenge experience, and a structured schedule to help you get it done.

For many bloggers, this book is all it takes to get started. But if you need help creating a product worthy of the time and energy you've spent on your site, be sure to check out [the e-Book Challenge](#)!

How to Build an e-Book
Part 1 – Prewriting



Part 1:
Prewriting