

How to Share Your Expertise and Create Passive Profits by Writing an Ebook by Andrea Glass

Do you believe that everything there is to say has already been written about in a book or ebook? Well that's just not true! You are unique and you have something to say in your unique way. Now is the perfect time to write an ebook since they're quick to write and they're easy to promote online.

As a matter of fact, Jeff Bezos, founder of Amazon.com has recently announced that he sells 143 ebooks to every 100 books. That's due to Kindle, iPhones, and other electronic reading devices. So what are you waiting for?

An ebook is a powerful tool for small business owners and entrepreneurs like coaches, speakers, trainers – all who want to share their knowledge and expertise. It's a way for you to transition from being only a service provider to being a product seller as well. When you provide a service, you trade time for money and are limited by the clock and your energy. However, when you write an ebook, you leverage your time because you can sell 24/7 and there are no limits.

An ebook and other information products are also excellent for creating passive profits. You can start with a short report, then expand it to an ebook, add an MP3 and workbook, then develop a home study course.

What are some primary reasons you might want to write an ebook?

- To **share your expertise and experience** with a larger audience
- To **impact as many people as possible** to help them overcome a problem
- To **work less time at your service** and have a passive income
- To **express ideas** you've had for years and want to pass on to others
- To **build a platform or a brand**, in either your current niche or a new one
- To **expand your profit center** with additional information products
- To establish **your reputation as an expert** and attract clients

If any of these reasons resonate with you or if you have another motivation, then it's time for you to get moving and write that ebook. You may have already gotten to the place where you know you want to write one, but you're stuck. Some of your **obstacles** may involve finding the time, your limited writing ability and experience, choosing a topic, concerns about

promotion, or costs. What's your greatest obstacle? Talk it over with a coach and move through it.

Today publishing an ebook can be quick and expensive. You can begin selling an ebook within minutes after you finish writing it. If you have a website, it's the perfect location to sell your ebook. If you don't have one yet, you can sell it on Amazon, off your blog (which you can set up in less than an hour), and on other websites across the internet.

You no longer have any excuse not to write ebook, now do you?

Andrea Susan Glass, owner of WritersWay, specializes in personal and professional development ghostwriting and copyediting. She helps small business owners develop books, ebooks, and other information products to increase profits, build expertise, impact others with wisdom, and build passive income.

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