Your reader and the result

1. Choose a specific reader.
2. Solve one clear problem.
3. Describe what the reader will accomplish.

EXAMPLE

Busy parents need a five-day dinner plan and a matching grocery list.

YOUR TURN

Write one sentence: My e-book helps ___ accomplish ___.

Your title and chapter outline

1. Choose a working title with a clear benefit.

2. Break the result into chapters in a useful order.

3. Plan an explanation, example, and activity in each chapter.

EXAMPLE

Weeknight Meals Made Simple

Planning the week
Choosing meals
Shopping and preparing

YOUR TURN

Draft five chapter headings. Check whether a beginner can follow the order.

The first draft

1. Keep one manuscript with clear chapter headings.

2. Write a short introduction that sets expectations.

3. Explain a specific action and show a worked example.

EXAMPLE

A late pickup on Tuesday means a quick dinner belongs in that night’s meal plan.

YOUR TURN

Draft your introduction and one chapter. Leave polishing for the next pass.

Clear instructions and useful activities

1. Give readers a way to apply each example.

2. Use familiar language and helpful chapter transitions.

3. Verify factual claims, including any AI-assisted text.

EXAMPLE

Instead of “plan ahead,” ask readers to mark their two busiest evenings on a calendar.

YOUR TURN

Add one reader task to each chapter and check every factual claim.

Editing and reader feedback

1. Check the draft against the result you promised.
2. Try every instruction and fix missing steps.
3. Proofread, then ask a test reader where they got stuck.

EXAMPLE

Can a reader build the grocery list using only the instructions and sample meal plan?

YOUR TURN

Ask a test reader to complete one task. Revise wherever they need extra help.

A readable cover

1. Make the title the most prominent text.

2. Use a small color palette and readable fonts.

3. Check asset permissions and test the cover at thumbnail size.

EXAMPLE

Weeknight Meals Made Simple

A five-day planning guide for busy parents

YOUR TURN

Shrink your cover. Check whether the title still reads clearly.

Format and navigation

1. PDF keeps the page layout fixed.

2. Reflowable EPUB adapts text to the reader’s screen.

3. Use consistent headings and a linked table of contents.

EXAMPLE

Choose a fixed PDF for a designed planner. Consider reflowable EPUB for text that needs flexible sizing.

YOUR TURN

Choose your format and create a repeatable chapter layout.

Worksheets and your first export

1. Use visuals and worksheets that support the lesson.

2. Label worksheets as printable or digitally fillable.

3. Keep an editable master, then export and inspect the PDF.

EXAMPLE

A printable meal planner is not automatically fillable. Typing fields must be created and tested separately.

YOUR TURN

Open your exported PDF and check page order, margins, text, and links.

Testing and final files

1. Use a proper EPUB export workflow if you need EPUB.

2. Check the customer file on a phone, tablet, and computer.

3. Fix problems, name the final version, and back it up.

EXAMPLE

Weeknight-Meals-Made-Simple-v1.pdf

Customer folder: e-book, worksheets, and a start-here note.

YOUR TURN

Test every link and worksheet. Confirm all promised files are included.

Your launch plan

1. Describe the reader, benefit, contents, and file format.
2. Choose a price and explain permitted use.
3. Test delivery and share a useful preview.

EXAMPLE

A clear listing explains what buyers receive. It promises a helpful resource without guaranteeing results.

YOUR TURN

Choose your reader, outline the guide, and write your first chapter.