

HOW TO WRITE YOUR OWN MARKETING EBOOK

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INTRODUCTION

eBooks are hot. Tablet computers like the iPad make it easy for students to download and read a .pdf ebook. This paper outlines the steps a marketing educator can follow to write their own ebook.

EBOOKS

As eBook sales continue to break new records, it is important for students to understand how to incorporate ebooks into their marketing education.

Furthermore, it is important for students to understand how ebooks are created so that they feel comfortable with this new type of media.

What content creation, content management, and content distribution tools are going to dominate in a post-Microsoft world? Google, Apple, Automattic, Adobe, and other companies are now setting the pace of innovation.

GATHERING CONTENT FOR THE EBOOK

There is a fire hose of teaching material out there. Sifting through this large amount of information can be done with an rss reader such as Google Reader.

When you find a blog post, website, video, or other content that you think should be included in your class, the content's url can be bookmarked. The social bookmark service Delicious makes it easy to manage and to organize your bookmarks.

BLOGGING THE ROUGH DRAFT

After sufficient bookmarks have been accumulated in a certain tag category, the bookmarks can be grouped together and presented to students in a blog post. Free blogging services such as WordPress, Tumblr, and Blogger can be used to compose a rough draft on the weekly topics that you are going to present to students.

WRITING THE ROUGH DRAFT

Choose your favorite word processing program and get your weekly chapters written. Microsoft Word is still the dominant word processing program, but Google Docs or Adobe InCopy are other options.

PUBLISHING WITH INDESIGN

Adobe's InDesign is part of its Creative Suite, and it should be used to design the layout of your eBook.

There are lots of great online video tutorial resources to help you learn InDesign. For example, Lynda.com has a great beginner and advanced video tutorial series. Tutsplus.com also has some great tutorials on InDesign.

Stylish InDesign Templates are available for purchase online at places like GraphicRiver.

UPDATING YOUR EBOOK

At the end of a semester you can evaluate how each week went, think about what new content should be added to your eBook, how to redesign the look and layout of your eBook, and even think about adding audio or video content to your eBook for the next semester.