



Your Brand. Your Story. Your Book.

The Quick-Start Guide to eBook Success





Why Every Business Needs an eBook

Imagine your customers seeing your name in the same sentence as “industry expert.”

An eBook can do that and is far from “just another marketing tool”. A published eBook becomes a microphone for your message, a stage for your expertise, and a way to genuinely connect with your audience. And help them.

This guide will help you uncover how your business could benefit from publishing an eBook, and show you just how easy it is to get started with straightforward, actionable steps. Oh, and of course with the assistance of us here at Pixel Press Digital Publishing.

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Section 1: Your Story Is Your Superpower

Your business is more than a product or service, it's a journey. And sharing it makes your brand relatable and memorable to your audience. People love stories because they inspire, connect, and humanise.

BCF'ing Fun!

BCF don't just sell outdoor gear, they sell the Aussie lifestyle. Their brand story taps into the joy of spending time in the great outdoors and they've built a loyal audience who feel like they belong to a big adventure. Genius!

Customers want to know the passion behind the brand and connect with your story. They also want to know your story aligns with their values and that doing business with you would suit them. Write down how your business connects to your customers' values.

WHAT INSPIRED YOU TO
START?

HOW DOES YOUR
BUSINESS ALIGN WITH
YOUR AUDIENCES
LIFESTYLE?

WHAT UNIQUE
EXPERIENCE DO YOU
OFFER THAT NO ONE
ELSE DOES?

Section 2:

3 Ways an EBook Can Grow Your Business

An eBook is so much more than a pretty PDF; think of it as a strategic tool and quite possibly the most impactful business card you could hand someone.

Here's how an eBook can take YOUR business to new heights:

Boost Credibility

- Publishing an eBook instantly positions you as an authority in your niche.
- When you share valuable insights, people trust you and are more likely to work with you.

"An eBook gave me a way to share my expertise on social media. Now, when people book consultations, they already trust my knowledge."

Sarah, Marketing Consultant

Generate Leads

- Use your eBook as a lead magnet to grow your email list.
- When people download your eBook, they're already interested in what you offer.
- It's a simple and proven way to prequalify potential clients.

"We grew our email list by 40% in three months using an eBook about how to care for succulents!"

Tim, Garden Store Owner

Drive Revenue

- Use your eBook to sell products, services or premium content.
- Offer it as a freebie to upsell bigger packages.
- Sell it on marketplaces like Amazon Kindle.

"After reading my eBook, people started buying my online course—it's a perfect bridge to bigger sales."

Lisa, Business Coach

What would you want YOUR eBook to achieve? Check all that match your goals...

- | | |
|---------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> Attract more leads | <input type="checkbox"/> Showcase my expertise |
| <input type="checkbox"/> Build credibility | <input type="checkbox"/> Educate my audience |
| <input type="checkbox"/> Drive sales | <input type="checkbox"/> Build customer loyalty |



Section 3:

The eBook Success Framework

Publishing an eBook might sound a tall mountain to climb, but it doesn't have to be. We're here to streamline the process, so you get the benefits of being published without the stress.

Here's a step-by-step framework to get started:

Find Your Focus

- Ask: What's the #1 challenge your audience faces?
- Choose a topic you're confident discussing—don't try to cover everything.

Pro Tip: Narrow it down. Instead of "How to Market Your Business," go for "5 Simple Ways to Attract Clients on Social Media."

Plan and Write

- Break your content into manageable sections (e.g. intro, 3-5 main points, conclusion).
- Write in a conversational tone - as if you're giving advice to a friend.

Pro Tip: Use stories and examples to keep it relatable.

Design. Publish. Promote.

- Design: A visually appealing layout keeps readers engaged.
- Publish: Choose whether to offer your eBook as a freebie, sell it - or both.
- Promote: Share it on social media, your website and through email campaigns.

Let's start your roadmap...

My audience struggles with:

The solution I can offer is:

My eBook could help by focusing on:

Section 4:

Real Results From Real Businesses

Need more proof? Here are some examples of what's possible. Are you ready for the same?

The Retailer

"I used an eBook to share styling tips and my email sign-ups increased by 50%."

– Boutique Owner

The Consultant

"Publishing my eBook landed me a speaking gig that grew my audience overnight!"

– HR Consultant

The Coach

"Offering an eBook as a freebie brought me 10 high-paying clients in one month."

– Fitness Coach



Section 5:

Taking the Next Step. You're Ready!

Your audience is waiting for your expertise. Publishing an eBook is your opportunity to educate, connect and grow your business. Want to take the guesswork out of it? At Pixel Press Digital Publishing, we're here to help and offer a straightforward and seamless process to take you from idea to eBook.

Are you ready to let our expertise showcase yours?



SHARON HAWTHORNE
Editor | Publisher | Project Manager

With 20+ years of experience in the publishing world of books and magazines, Sharon has a wealth of experience guiding business owners from concept to publication. Committed to helping business owners share their expertise and shine their light, she's ready to help bring your story to the world.



SHARI BREWER
Copywriter | Proof Reader | Design

Before launching her copywriting business, Shari had many years as a senior English teacher and gave her red pen a thorough workout. Her love of language and eye for detail play a pivotal role in fine-tuning your eBook so it's ready for publication. Her skill in business writing helps your eBook to be found by its ideal reader.

[Schedule a call now and see how](#)
[easy it is to get started!](#)