

Published based on [How To Write An Ebook That Targets The Needs Of Your Audience](#)

How To Write An Ebook That Targets The Needs Of Your Audience

Knowing how to write an ebook that customers will wish to purchase involves using the age old marketing maxim of finding out what they want, then giving them what they want. This applies just as much for authoring ebooks as it does to the traditional book publishing industry.

To sell ebooks online the ebook author should take on board this marketing approach and effectively research the core theme of their book prior to sitting down and writing a single word. This article details one effective approach to research using the internet.

Google have made a freely available on-line tool that any author can use in their research to help garner some insights into the key themes that their audience are searching for on-line and/or writing about on websites.

The *Google Adwords Keyword Tool* is able to collate information from Google's indexes of the vast array of websites on the internet (find it by running a web search for the tool name). The tool allows you to enter either (a) words or phrases or (b) a website URL, and returns results of key words that users search for relating to this phrase/website.

For anyone authoring an ebook it should be apparent from the results it returns that this tool can give you an insight into people's needs. If a large number of people are searching for a specific phrase then this informs you that (a) there is a market and (b) what specific sub-areas of a subject people are interested in. The results often show popular searches for sub-areas you may not have considered writing about (e.g. 'taking better holiday pictures').

If your book is going to target a specific group of people (for example, amateur photographers) then you could use the tool to enter a website URL for a web forum. Doing this provides a profile of the forum showing key terms that are regularly used. For example, the term 'photography lighting' might appear popular in the tool results, so if this is something which you feel that you are an authority on then it would make an ideal ebook concept.

Spend some time researching the phrases and websites of subject area you wish to cover and build up a short list of words/phrases that appear popular. Choose one phrase (or two maximum) that you believe you could happily write a good ebook about. This keyword dictates two elements of your ebook. The first obvious point is that the phrase has got to become the main theme of your ebook. You can introduce related themes but avoid at all costs using unrelated areas (this will irritate readers causing possible refund requests and discourage loyalty sales on future books).

Lastly the phrase should be incorporated in some manner into the title of your ebook. This improves the book's chances of being found in web searches relating to the phrase. Use the exact phrase if possible (i.e. if it reads well) or embellish it so that it attracts in readers. For example, the photographic term used earlier could be incorporated into a title such as 'Photography Lighting - From Beginner to Expert'.

Want to securely automate how you [sell your ebooks online](#)

<http://www.sellebooksandsoftwareonline.com/ebookbusiness-writingebooks-and-sellingebooksonline-using-dlguardreview>

You can also find this article published on [How To Write An Ebook That Targets The Needs Of Your Audience](#) , and on the tag pages [ebook business](#), [EBooks](#), [ECommerce](#), [internet](#), [publishing](#), [sales](#), [selling ebooks](#), [selling software](#), [selling software online](#), [small business](#), [software](#), [writing ebooks](#).