

## Create an eBook With Adobe Acrobat

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People use eBooks to help with marketing their products. eBooks assist in increasing sales by offering the public a free eBook with purchase. It also helps with marketing. Giving away eBooks increases author visibility. eBooks can also drive traffic to the author's website. With all these great reasons for creating an eBook, it is no wonder that more and more people are plunging into eBook marketing.

### **Step One**

Before you can begin with the hands-on aspect of creating your eBook, you must first ask yourself what you want your book to be about. What do you have to say to your reader which is relevant? Take some time and brainstorm ideas, the more ideas percolating with the better. Once you have your idea then do some research on it and see if it's been written before. You also need to see if you can find enough research material to expand your idea into book form.

Now it's time to actually to write your rough draft. At this stage, do not worry too much about editing your document. Just write it. You will go back after it's finished to work on editing. After it's written, check for grammar and punctuation. This is a good time to check your verbs make sure they are strong active verbs instead of passive ones. Make sure your manuscript has a logical flow. Once you feel confident with your prose, have a fresh pair of eyes read the document, looking for errors.

### **Step Two**

If you don't already own a copy of the full version of Adobe Acrobat Professional, then make plans to do so. The software costs about \$300 to purchase it retail. However, if this software is not within your budget at this time, then try downloading Adobe Acrobat's free trial version to create your eBook. You will have the software for 30-days.

You have the software now it's time to convert your Word document, where your final draft of the book was written, into a PDF file format. The great part of this step is that Adobe created a plug-in called Adobe PDFMaker which is installed automatically when Adobe Acrobat is installed on your computer. This plug-in allows you to set a variety of job options to determine the appearance and functionality of the PDF documents you create.

### **Step Three**

Decide what image you want on your book cover. Create a JPEG thumbnail and attach it to the Adobe PDF document. Then create a thumbnail image of the book cover in GIF, so you can upload this image to the Adobe Content Server. It would also be a good time to enter the book's title, author's name, and other information.

### **Step Four**

After you have customized your document, then it is time to upload your eBook and book cover's image to the Adobe Content Server. Last, set your permissions for the eBook and encrypt it. Your eBook is now finished.