Plan a useful ebook

Turn a rough idea into a clear outline that you can actually finish.

BY THE END YOU WILL HAVE

- One sentence that says what your reader can do.
- An outline of 6 to 10 short sections.
- One real or clearly labelled example for every section.
- A page limit and a finish date.

A plan has one job. It stops you from writing everything you know, so you write only what your reader needs.

Time: work through the steps in one or two sittings. *This is an untested planning estimate. We have not yet timed real beginners.*

OUR RUNNING EXAMPLE SAMPLE

"Your First 7 Days as a Freelancer" is a **made-up** ebook for beginners in India. We use it only to show each step. Everything about it is SAMPLE data.

- **The reader's tasks:** "you" and "the reader" mean a made-up beginner doing the work.
- **Our work so far:** we wrote this chapter and its example worksheet only. We have **not** written the freelancer ebook, tested it with beginners, or collected interviews, feedback or sales.

1 Write your outcome promise

An **outcome** is what your reader can *do* after reading. It is not a list of topics. Fill in this sentence:

> After reading this, **[who]** can **[do what]** in **[how long]**, using **[tools or cost]**, without **[the biggest blocker]**.

WEAK SAMPLE

“A complete guide to freelancing.”

A topic, not a result. Too big to finish.

WEAK SAMPLE

“Get your first clients fast.”

You cannot control clients. It sounds like a guarantee.

STRONG SAMPLE

“After reading this, a beginner in India can set up a simple freelance profile and send their first five pitches in 7 days, using free tools, without needing a big portfolio.”

Names the reader. Gives actions the reader controls. Has a time limit.

PROMISE ACTIONS, NOT RESULTS

A reader can control “send five pitches.” A reader cannot control “win five clients.” Never promise income, sales or jobs.

Test your promise:

- [ ] Can the reader check whether they did it?
- [ ] Does it name one specific reader, not “everyone”?
- [ ] Could you honestly deliver it in a short ebook?

2 Brain dump, then sort

Set a timer for 10 minutes. Write down everything that could go in your ebook. Do not judge yet. Then ask one question about each idea:

> **If I remove this, can the reader still reach the outcome?**

- **Must**: no, the reader needs it.
- **Nice**: yes, but it helps. Keep it only if space allows.
- **Cut**: yes. Save it for a later edition.

Worked example SAMPLE

Must	Choose one simple service to offer	Day 1
Must	Write a short profile	Day 2
Must	Make two practice pieces for a portfolio	Day 3
Must	Decide how you will quote your work	Day 4
Must	List places and people to approach; send pitches	Days 5 and 6
Must	Track replies and follow up	Day 7
Nice	Tips for difficult clients	One short box, if space allows

Cut	Tax and registration rules	Not explained. One line: “Check with a qualified professional.”
Cut	A personal brand on every platform	Too big for a first week
Cut	A list of 50 freelance niches	Adds length, not results

3 Build the outline

Turn your “Must” items into sections. Four rules:

- **One section, one action.** The reader can finish it in one sitting.
- **Use the order the reader works in.** First things first.
- **Start each title with a verb**, such as “Pick”, “Write” or “Send”.
- **End each section with something the reader makes**: a list, a draft, a message.

Aim for 6 to 10 sections. If you have more, some are probably “Nice”.

Worked example outline SAMPLE

Day 1 · Pick one simple service

THE READER MAKES

A one-line service description

Day 2 · Write your short profile

THE READER MAKES

A 3-line profile

Day 3 · Make two practice pieces

THE READER MAKES

Two pieces ready to show

Day 4 · Decide how you will quote

THE READER MAKES

A starting price range

Day 5 · List where to look

THE READER MAKES

A list of 20 places or people

Day 6 · Send your first five pitches

THE READER MAKES

Five sent messages

Day 7 · Follow up and review

THE READER MAKES

A short review of the week

4 Choose honest examples

Every section needs one example the reader can follow. For **your own** ebook, use only these three sources, and label each example:

REAL · LABEL "REAL"

Something you did or tested yourself. You can show how you did it.

MADE UP ON PURPOSE · LABEL "SAMPLE"

An example you invented to teach. You say clearly that it is invented.

VERIFY - ADD SOURCE AND CHECK DATE

A public fact or rule. Record the official source and check date, then verify it before publishing.

NEVER DO THIS

Never invent customer stories, reviews, screenshots of earnings or “someone like you earned ₹...” examples. Never copy examples from another paid product. If you cannot say where an example came from, do not use it.

In your worksheet, label each example REAL, SAMPLE or VERIFY. Record public facts, prices, links and rules that need checking, then verify them on an official source before publishing.

5 Cut the scope

Set three limits **before** you start writing:

PAGE LIMIT

Choose a number. For a first ebook, small is good.

TIME LIMIT

How many hours can you give each week?

FINISH DATE

Pick a real date on the calendar and write it down.

Then check the arithmetic. *Example* SAMPLE : if you can write 2 pages in one sitting and you have 7 sittings, you can write about 14 pages. An outline that needs 40 pages does not fit. Cut sections until it does.

Keep a “next edition” list for everything you cut. A small ebook that is finished and useful is better than a big one that never leaves your laptop.

Check yourself before you move on

- [ ] My promise names one reader and gives actions, not results.
- [ ] I sorted my ideas into Must, Nice and Cut.
- [ ] My outline has 6 to 10 sections. Each ends with something the reader makes.
- [ ] Every section has an example marked REAL, SAMPLE or VERIFY.
- [ ] I listed the facts I must verify before publishing.
- [ ] I wrote a page limit, a time limit and a finish date.
- [ ] I wrote what I am leaving for a later edition.

Outline worksheet, completed

SAMPLE DATA

For the made-up ebook “Your First 7 Days as a Freelancer.” The reader fills in the worksheet. Everything here was written by us as an illustration.

A. MY READER

A beginner in India, such as a student or a fresher, who wants to try freelancing.

An assumption, not research: they do not know what to do first.

B. OUTCOME PROMISE

After reading this, a beginner in India can set up a simple freelance profile and send their first five pitches in 7 days, using free tools, without needing a big portfolio.

C. LEFT OUT FOR NOW

Tax and registration rules (one line: ask a qualified professional), personal branding, 50-niche list, difficult-client tips.

D. Outline

1 · Pick one simple service

READER MAKES

One-line service description

EXAMPLE IS

Sample

THE READER WOULD VERIFY

Nothing

2 · Write your short profile

READER MAKES

A 3-line profile

EXAMPLE IS

Sample

THE READER WOULD VERIFY

Rules of any site named

3 · Make two practice pieces

READER MAKES

Two pieces ready to show

EXAMPLE IS

Sample

THE READER WOULD VERIFY

Tools used, and their free limits

4 · Decide how you will quote

READER MAKES

A starting price range

EXAMPLE IS

Sample

THE READER WOULD VERIFY

No tax or legal advice. Point to a qualified professional

5 · List where to look

READER MAKES

A list of 20 places or people

EXAMPLE IS

Sample

THE READER WOULD VERIFY

Any platform or link named

6 · Send your first five pitches

READER MAKES

Five sent messages

EXAMPLE IS

Sample

THE READER WOULD VERIFY

Rules on unwanted messages

7 · Follow up and review

READER MAKES

A one-page review of the week

EXAMPLE IS

Sample

THE READER WOULD VERIFY

Nothing

E. LIMITS

Page limit: 14 (sample). Writing sessions: 7 (sample). Finish date: the reader writes a real date.

F. DO THE SECTIONS FIT?

7 sections × about 2 pages = 14 pages. Yes, it fits (sample numbers).

Free preview: Chapter 3

From The Ebook Launch Kit for India - Pilot Edition, currently under review. The full 24-page guide and companion files exist, but the pilot has not yet passed real-beginner usability testing. Contents may change after review and feedback.

Please read: This kit teaches a process. It does not promise sales, income or passive income, and it does not give legal, tax or accounting advice. Everything marked “Sample” is made up to show how a worksheet works. Our team has not written the example ebook or tested it with beginners.

FREE PREVIEW · CHAPTER 3 · WHAT COMES NEXT

You have planned your ebook. Here is what comes next.

In this chapter you wrote an outcome promise, sorted ideas into Must, Nice and Cut, and built a 6 to 10 section outline.

✓ Outcome promise ✓ Must / Nice / Cut ✓ Outline

WHERE THIS CHAPTER FITS

1	**Pick an idea**	Chapters 1 and 2
✓	**Plan the outline**	**Done in this chapter**
3	**Write with AI, carefully**	Chapter 4
4	**Design and package**	Chapter 5
5	**Price it**	Chapter 6
6	**Set up checkout**	Chapter 7
7	**Launch and learn**	Chapters 8 to 10

WHAT THE FULL KIT ADDS

- **The guide.** 24 pages in 10 chapters, from choosing an idea to launch day.
- **21 AI prompts.** Each one ends with a check for invented facts.
- **3 templates.** A one-page offer, a landing-page wireframe and a 32-check QA checklist.

- **Excel workbook.** 6 tabs to score ideas, compare competitors, plan content and track results.
- **Outline worksheet.** A completed made-up example and a blank one to edit.

See what is included, the price and how delivery and refunds work:

internetoolbox.com/ebook-launch-kit

Scan to open

> **Was this chapter useful?** Tell the author what worked and what did not: business.factoalbum@gmail.com. Your feedback shapes the next edition.

A PEEK INSIDE THE PAID FILES

Judge the quality before you decide

Real excerpts from the kit: 1 of the 21 prompts, 3 of the 32 QA checks and the headings of 1 of the 6 workbook tabs.

AI PROMPT 5 OF 21

Write an outcome promise

> Based only on the audience and problem notes below, draft five outcome promises using: “After this, [reader] can [action] using [resources], without [blocker].” Avoid promises of income, clients, sales or guaranteed results. Notes: [paste].

Check after output. Does the output invent a fact, example, source, quote, price or result? Verify or remove anything unsupported.

WORKBOOK TAB 2 OF 6

Idea Scorecard

Score 1 to 5. A strong score means “investigate next”, not “this will sell”. The total adds up for you.

Product idea	Specific reader + problem	Total / 30

Phone view shows 3 of 9 columns: the full tab also scores problem clarity, audience access, useful outcome, evidence, ability to deliver and differentiation.

PRE-PUBLISH QA CHECKLIST

3 of 32 checks

- [ ] Every factual claim appears in the source log.
- [ ] No invented customer stories, testimonials, results or earnings screenshots.
- [ ] Body text and tables are readable on a phone.