Plan a useful ebook

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

BY THE END OF THIS CHAPTER YOU WILL HAVE

- One sentence that says what your reader will be able to 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, so the ebook gets done.

A plan has one job. It stops you from writing everything you know, so you write only what your reader needs. A completed worksheet is on page 4, and a blank copy comes with the full kit. **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, used 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 inside the ebook. Fill in this sentence:

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

Version	Promise	Why
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? 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 sort each item with one question:

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

Must = no, the reader needs it. **Nice** = yes, but it helps; keep only if space allows. **Cut** = yes; save it for a later edition.

Worked example SAMPLE

Idea from the brain dump	Sort	Note
Choose one simple service to offer	**Must**	Day 1
Write a short profile	**Must**	Day 2
Make two practice pieces for a portfolio	**Must**	Day 3
Decide how you will quote your work	**Must**	Day 4
List places and people to approach; send pitches	**Must**	Days 5–6
Track replies and follow up	**Must**	Day 7
Tips for dealing with difficult clients	**Nice**	One short box, if space allows
Tax and registration rules	**Cut**	Not explained. Add one line: “Check with a qualified professional.”
Build a personal brand on every platform	**Cut**	Too big for a first week
A list of 50 freelance niches	**Cut**	Adds length, not results

3 Build the outline

Turn your “Must” items into sections. Follow four rules:

- **One section, one action.** The reader should be able to finish it in one sitting.
- **Use the order the reader works in.** Do 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 of them are probably “Nice”.

Worked example outline SAMPLE

Day	Section title	The reader makes
1	Pick one simple service	A one-line service description
2	Write your short profile	A 3-line profile
3	Make two practice pieces	Two pieces ready to show
4	Decide how you will quote	A starting price range
5	List where to look	A list of 20 places or people
6	Send your first five pitches	Five sent messages
7	Follow up and review	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:

Source	What it means	Label it
Real	Something you did or tested yourself. You can show how you did it.	**REAL**
Made up on purpose	An example you invented to teach. You say clearly that it is invented.	**SAMPLE**
Public source	A fact from a public page. Verify it and record the source and check date.	**VERIFY**

> **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.

Next to each section in your worksheet, label examples 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. Cutting is not losing. 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 outcome 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, and 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

Example: “Your First 7 Days as a Freelancer”

Part	Your answer (sample)
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 (maybe one short box).

#	Section	Reader makes	Example is...	The reader would verify
1	Pick one simple service	One-line service description	Sample	None
2	Write your short profile	3-line profile	Sample	Rules of any site named
3	Make two practice pieces	Two pieces ready to show	Sample	Tools used, and their free limits
4	Decide how you will quote	Starting price range	Sample	No tax or legal advice. Point to a professional
5	List where to look	List of 20 places or people	Sample	Any platform or link named
6	Send your first five pitches	Five sent messages	Sample	Rules on unwanted messages
7	Follow up and review	One-page week review	Sample	None

Part	Your answer (sample)
D. Limits	Page limit: 14 (sample). Writing sessions: 7 (sample). Finish date: the reader writes a real date.
E. Fits?	7 sections × about 2 pages = 14 pages. Yes, it fits.

Free preview of Chapter 3 from The Ebook Launch Kit for India - Pilot Edition.

The 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 on this page is made-up Sample data, written by us to show how a worksheet works. The reader fills in the worksheet; our team has not written this ebook or tested it with beginners.

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
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.
- **3 templates.** A one-page offer, a landing-page wireframe and a 32-check QA checklist.
- **Outline worksheet.** A completed made-up example and a blank one to edit.
- **21 AI prompts.** Each one ends with a check for invented facts.
- **Excel workbook.** 6 tabs to score ideas, compare competitors, plan content and track results.

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	Problem clarity	Audience access	Useful outcome	Evidence	Ability to deliver	Differentiation	Total / 30

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.