

The Big Workbook of eBook Ideas

Ready to brainstorm even more eBook ideas? Spark some inspiration with these 8 questions:

1. What is the most popular post/article/video you've created in the past six months?

Now, brainstorm 3 different ways you can take that topic and build it out into a larger, more comprehensive piece of content.

2. What are the most common questions your customers ask you? Write down as many as you can in five minutes.

Now, answer those questions. Could your answers be turned into a short eBook debunking misconceptions people have about your business/industry?

3. Is there a process you use that would be helpful to your customers?

Now, write out all of the steps in that process, providing helpful tips where possible. Turn that into a comprehensive eBook along with a checklist or template for your customers to follow.

4. What is the last reason someone gave you for NOT choosing your business or product?

Use that barrier to create an opportunity: address it in an eBook that proves the concern is invalid. What might that eBook be about?

5. Is there someone your customers need to convince before they purchase your product or service (i.e., a boss or business owner)?

Help them make the case! Create an eBook that provides your customer the facts (and perhaps even some sample scripts) that they can use to advocate on your behalf. Write down the arguments that the person you listed above most needs to hear.

6. What free "advice" are people always trying to sneak out of you?

If you are in a service-based business, you may get lots of customers and non-customers hitting you up for your thoughts, opinions and ideas. This isn't just casual conversation— it's something valuable you have to offer. How can you combine those insights to create an eBook you can share in lieu of your valuable time?

7. How can you help your customers save (money/time/sanity)? If you can promise your customers a way to save something they don't want to lose, you'll have them hooked.

8. Why are you successful? Think about personal obstacles you have overcome, or challenges you have met with a resounding "Take that!" Turn these life stories into life lessons for your audience. Give away your secrets in a special guide that helps them face similar challenges with your personal brand of gusto.
