

Published based on [4 High-priced Tips To Write A Stunning EBook](#)

# **4 High-priced Tips To Write A Stunning EBook**

Content is king. This is the oft-repeated statement we have all heard. Content makes or break your eBook, website or blog. If you don't have great content, you don't stand a chance of getting high ranks, targeted traffic, sales, etc. Anyone with a modicum of common sense could see that this is true. But I personally think that there is something more important than information itself. This thing is the way you offer your knowledge .

I am sure you agree with me that the way you write your information is more important than your content itself. I think you have heard that the way you say things is more crucial than what you actually say. If you have a wonderful idea but can't express it well, I don't think people will value it.

The same goes for your eBooks. If you have great knowledge and stunning ideas but don't know how to express them well enough, people won't read your eBook.

At present, people look for entertaining stuff. They don't want to read traditional eBooks. They want to read entertaining eBooks. I don't mean you must [write an ebook](#) about funny stuff. You can write about any topic you want as long as you express information creatively. In so doing, you ensure readers don't feel bored while checking your eBook.

I am going to give you 4 valuable tips to make sure your eBook doesn't bore the readers.

#### Tip #1 Use a lot of white space

Using a lot of white space makes reading eBooks a lot easier. I am sure you have read big blocks of text online. Do you like to read them? Nobody likes reading them because they hurt the eyes. It is hard to follow up with ideas when content is written in big blocks. Reading from a screen is already hard. Don't add insult to injury.

#### Tip #2 Use bigger fonts

This makes reading a lot easier. Don't make readers squint as if the sun is shining straight in their faces! I feel annoyed when I have to do that. And I usually fail to get the writer's main point because I don't focus on it! I spend my energy trying to read sentences instead of trying to understand them.

#### Tip #3 Use hand written fonts

Studies have proven that using hand written fonts in sales pages increase authority. Using them in your eBooks increases your credibility too. It also makes reading pleasurable. I always use hand written fonts in my eBooks. I have received a lot of positive feedback because of that. People just love it. They'll love your eBook if you do the same.

If you want hand written fonts for commercial use, you must visit a website called [fontsqirrel.com](#). You can find some amazing fonts there.

#### Tip #4 Use graphics

I also use a lot of graphics in my eBooks and I have received a lot of positive feedback because of that too. Using graphics attracts attention and makes information understandable for readers.

The hurdle the generality of people face is finding [free graphics](#). The majority of marketers are not graphic designers. They can't design graphics. That's why I have been offering some graphics for free to other people. I design them and share them with others. I also offer a free graphic package for those who buy my Effortless eBook writing Course. This is just to help them write wonderful eBooks.

If content is king, then the way you write content is queen. Make sure you have both the king and the queen.

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