Create & Sell Your Own eBook

Turn what you know into a PDF and sell it on WhatsApp, TikTok and Facebook with M-Pesa.

Honest note: nobody can promise how much you will earn. Results depend on your effort, skills, time and luck. Never pay anyone who "guarantees" income.

1. Pick a topic people will pay for

People pay to solve a problem or save time. Ideas: "Poultry feeding schedule", "KCSE revision timetable", "Meal plan on KES 300 a day", "How to start a cereal shop", "Hair care for natural hair", "Beginner's guide to Excel for jobs".

- You know it well or have done it yourself.
- People ask you about it.
- You can explain it in 10 to 30 pages.

2. Write it in a weekend

1. Outline: problem → steps → examples → checklist.
2. Write simply, short paragraphs, one idea per page.
3. Add tables, checklists and real examples from Kenya.
4. Ask a friend to read it and tell you what is confusing.

3. Design it free

Use Canva (eBook or document templates) or Google Docs. Add a cover with a clear title and the promise ("Start your poultry business with a clear 30-day plan"). Export as PDF.

4. Price and sell

Step	How
Price	Low enough to buy on impulse; raise it as reviews come in
Payment	Your M-Pesa till, pochi la biashara or paybill
Delivery	Send the PDF on WhatsApp or by email after payment is confirmed in your M-Pesa messages
Marketing	Short TikTok/Reels showing one tip from the book + "full guide in bio"

5. Marketing that works

- Give one useful tip for free in every video — then point to the full guide.
- Share screenshots of a page or two.
- Ask happy buyers for honest feedback you can share (with permission).
- Offer a bundle: 2 guides for a special price.

Rules

- Write your own content — do not copy books or other people's PDFs.
- Do not promise results you cannot guarantee.
- Keep a record of sales for your own accounts and taxes.