



## **How to Create an “Interview-Style” Book as a Done-for-You Service**

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## **Introduction: How to Offer Book-Writing as a Service**

The process of being able to write, format, submit, and publish a book on Amazon via KDP Print is a very valuable skill. The fact is, most people will never understand how “do-able” it actually is to get a book published online, and after you get a couple of your own books under your belt, you will be able to offer this service to others!

There are a couple different methods that you can use to create some big paydays by offering a “Done-For-You” book service like this. The fastest and easiest way to do this is to create “interview style” books.

## So what's an "Interview-Style" Book?

This is a killer way to create a high-ticket book writing service to professionals with deep pockets like dentists, accountants, business consultants, chiropractors, real estate brokers, attorneys, etc. In fact, we are currently offering this book writing service packaged with a dedicated website to my clients and charging \$10,000 a pop! You can easily do this too.

This is also the absolute fastest way to create a book of completely original content without having to go through all of the back and forth of editing, revisions, etc...and your customers will love you for it.

Here's a quick outline of the process:

- Have your client fill out a list of FAQ's and SAQ's (frequently asked questions and "should ask" questions) before the interview.
- Set up a 90 - 120 minute telephone interview with your client that you will use to record the answers to these questions.
- Record this interview via Skype and have this audio transcribed.
- Organize & edit the raw transcription into a "list-style" book by listing each question & answer as a chapter in the book.
- Format and submit this book to KDP Print for publication on Amazon.
- Connect this book listing to a dedicated website that your client can use to promote both the book and their business as well (optional)

## Pre-Interview Questionnaire

Have your client fill out a questionnaire with 10 FAQ's and 10 "SAQ's". The fact that they are generating these questions will ensure that they will not be unprepared to answer them (that's how it is supposed to work anyway!)

The FAQ's are the most popular questions that these professionals answer day in and day out from their customers about their business.

The SAQ's ("Should Ask Questions") are the very important questions that their clients really should be asking, but don't even know it yet.

## Sample Questionnaire

Here is the exact questionnaire that I have my clients fill out to complete these pre-interview questions:

.....

The content of your book will be created primarily from FAQ's (frequently asked questions) and SAQ's ("should ask" questions).

Your answers to these questions will be recorded in a 90-minute interview, the results of which will be transcribed, edited, and crafted into a book by our expert staff.

Please take your time in creating these questions, as they will directly shape the content and quality of your book.

The information in the "General Data" page will be included in the "About the Author" page, "Contact Me" page, the back cover of the book, and your book's dedicated website.

And finally, the data on the "Amazon Book Listing/Account Information" page will only be used in order to list your book in the Amazon marketplace... This

information is necessary for the purpose of sending you a 1099 Form (if applicable) for any book sale royalties over \$600 per year.

Once your questionnaire is complete, simply email this document as an attachment to the address below.

Please contact (Your Name Here) if you have any further questions regarding this questionnaire:

## FAQ's

The purpose of these questions is to create quality content for your book as quickly as possible that establishes you as an expert and authority in your market.

Please write down the top 10 questions that you get asked by prospective clients and customers as it relates to your business.

For example, if you are a dentist, you might include a question like this as an FAQ: "What is the best way to choose a toothbrush?"

Please list your 10 FAQ's below:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

## SAQ's



These are the questions that your clients should be asking you about your business or marketplace, but don't know it yet. This is your chance as their trusted advisor to say "Here's something about (dentistry, real estate, chiropractic) that you may never have thought about, but in fact is very important."

To use the example of a dentist again, a good SAQ might be "What are the possible dangers of not replacing my silver amalgam fillings with bonded composite fillings?"

Please list your 10 SAQ's below:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

## General Data

The rest of the information requested in this Questionnaire will be included in the "About the Author" page, "Contact Me" page, the back cover of the book, and your book's dedicated website.

We will also use this data as contact information for our records. Simply type in your answer next to the questions below.

1. Name (as you would like it to appear as the author of your book):
2. Name of Business:
3. Address:
4. Phone (office):
5. Phone (cell):
6. Fax:
7. Street Address:
8. City:
9. State:
10. Zip/Postal Code:
11. Country:
12. Areas Served:
13. Business Website url:
14. Blog url:
15. Credentials/Certifications (ie: CPA, DDS, PHD):

16. Are you a member of any professional associations or organizations? (i.e. Better Business Bureau, National Homebuilders' Association):
17. Do you belong to any philanthropic/community service organizations?
18. What kind of services do you offer your customers?
19. What sets your business or service apart from your competitors?
20. How would you describe your typical client or customer?
21. Please describe your "ideal" client or customer.
22. What is your primary reason for wanting to publish a book?
23. Do you have any ideas or preferences for the title of your book?

## Amazon Book Listing/Account Information

Amazon requires either a Social Security # or FEIN # in order to complete your book listing and have it go "live" in the Amazon marketplace, where people will be able to purchase it. This information is necessary for the purpose of sending you a 1099 Form (if applicable) for any book sale royalties.

We would be happy to set this up for you as part of the Done-For-You book service. If you are not comfortable in sharing this information, please let us know in the fields below and we will send you the links and instructions you will need to do this yourself.

Your new book will also need to be registered under an Amazon account. If you have an existing Amazon customer account, you may also use it to register your book. Simply enter your email and password associated with this account below.

If you do not have an Amazon account, please let us know below and we will create one for you.

1. SS #:
2. FEIN #:
3. Amazon account email:
4. Amazon account password:

## Recording the Interview

Be sure to let your client know that they will need to block out 90 minutes in their schedule in order to complete this interview.

You can record the interview using Skype and software like Callburner (both for free). Alternately, you can record the conversation on the telephone using a paid service like Audioacrobat (at 19.95 per month I think), and download the recording as an MP3.

The interview itself is nothing more than you (or an outsourced worker) simply reading the questions to the client, after which they will answer them as fully as possible. It's a good idea to follow up on some of these questions to clarify them (or put them in "layman's terms")

It's very important to get at least 90 minutes of audio, as this will be the only source of content for the book itself. If for some reason you go through all the questions in just an hour, ask them to follow-up on some of their answers, or have them create some new FAQ's right there on the call.

## Transcribing the Interview

You can certainly transcribe the interview yourself, but I recommend having someone else do it for you. This is because a 90 minute transcription will probably take you days to complete, and your time will be better spent finding new book customers!

I like to use Upwork to outsource my audio transcription. Have the contractors quote you their price per audio minute (less than 50 cents a minute is a decent price, but you will find quality contractors there that are even cheaper than that!) Look at the people with good communication skills when they reply to your job posting, and always check out their reviews and total hours worked at Upwork.

I have an excellent transcriptionist named Joseph Oliveros. Feel free to use him if you like (he charges me \$ 0.40 per audio minute). His email address is [jomasci@gmail.com](mailto:jomasci@gmail.com)

Tell him I sent you and he'll probably give you the same rate. ;O)

## **Edit, Format, & Submit the Book to KDP Print**

You will want to take this raw transcript and edit it. Just remove the “ums,” and any other unnecessary text, and try to connect the general ideas of the answer into a cohesive book chapter. List each of these FAQ’s and SAQ’s as a chapter in the book followed by the edited answer.

If you are not an experienced book editor, you may want to find one at this point. Upwork is a great way to find editors like this. The goal of this manuscript editing is to get the text to “read like a book” as much as possible, instead of an interview. I’d offer at least \$200.00 for a manuscript that’s 5000 – 8000 words (Don’t worry...if you’re charging at least \$3000.00 for this service, you can afford to spend up to \$500.00 or more on this step).

After editing, simply format this completed manuscript by using the training supplied in this course, and submit it to KDP Print for approval to publish it at Amazon (see the Ultimate Business Card Training).

## Set up a Dedicated Website

The final step in this process is to set up a dedicated website to promote this book. Of course, this is optional, but your client will love this service, because he will not only be able to promote the book itself, but his business as well. They will be able to talk about the other services they offer, link out to their businesses website, generate a mailing list with an opt-in form, and much more (oh yeah, and sell the book as well!)

If possible, make sure to have the book's title matches the website domain exactly with either a .com, .net, or .org extension...It's a good idea to see if this domain is available before naming the book itself. And be sure to include a link to the Amazon listing as well.

I like to offer my clients free hosting for 3 months, and after that you can charge them \$25 - \$50 per month to host it for them if you choose.



## How to Promote Your Book Writing Service

And just how would you market this book-writing service? With your own book of course! Here's how:

First you will want to publish a book about publishing a book on Amazon. This will be easy: List all the benefits of self-publishing for credibility and expert status that we talked about in Module 1. Show them how they can generate monthly royalty checks every month. Tell them that Amazon will take care of all the promotion of their book, etc. Pile on the benefits and make it seem like a no-brainer...This is actually a soft-sell sales letter for your book-publishing service.

Then describe in excruciating detail the complete process that it takes to research, write, format, create cover art, submit, publish, and list this book on Amazon (have a look at the master PDF for some nitty-gritty details). Don't be afraid to include technical details and throw some jargon like "trim size" and "mirror margins" in there for good measure.

Make it sound like having your own book would be the coolest thing in the world, but make it very clear that it is almost impossible to do without some specialized knowledge (that's where you come in!). And don't forget to put some contact information in the book itself. You will now have a powerful promotional tool to market your own business (check out John S. Rhodes' training for a complete mind-dump on how to promote yourself and your business by connecting this book to a website).

You can also promote this book writing service (plus dedicated website) with a brochure and approach professionals such as real estate agents, chiropractors, attorneys, etc. This makes a great upsell for your existing offline clients too. Here is some copy that I am currently using to promote this service...Go ahead, rip me off!

Best of luck, and remember: you can do this too!

## Sample Book Proposal

Here is the description of this service that you can use transform into a proposal for your own clients:

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### **Done-For-You Book Service**

The process of creating your custom book with our Premium Done-For-You book system begins with a 90-minute interview...and ends with:

1. a book listing in the Amazon marketplace from which you can generate royalties from book sales
2. a copy of the physical book delivered to your home or office, and the ability to order additional promotional copies at a wholesale rate of about \$4.00 per book (plus shipping)
3. a corresponding website that you can use to promote your book, yourself, and your existing business.

Sound simple? It is...but there are actually many steps involved in order to transform this raw interview recording into a beautiful custom book that you can use as a powerful promotional tool in your current business.

In fact, “behind the scenes” our expert editorial staff will be working hard to

transcribe, edit, format, design cover art, submit, and publish your custom manuscript to kdp.amazon.com to get it listed on Amazon pronto! And our web designers will craft your unique “Book Site” in order to maximize exposure on search engines like Google, Yahoo, and Bing.

The following is a complete description of the features included in our Premium “Done-For-You” book service. For your convenience, we have organized this service into its two main components: *book publishing & website design*.

## **YOUR BOOK**

The beauty of our “Done-For-You” book system is that you will be instantly transformed into an “published author” without the headaches of generating original content on your own, or fighting the “learning curve” of actually getting it published to Amazon via kdp.amazon.com. All that we require is a 90-minute interview scheduled at your convenience, and we’ll take care of the rest.

As we mentioned, the raw content of your book will be sourced from an interview recorded via your telephone or Skype connection. Don’t worry...this interview is nothing more than a Q & A session based upon a questionnaire that you will complete in advance of this telephone call.

Here is a brief overview of the publishing process:

1. Your interview recording will be formatted into an electronic MP3 file, and transcribed word-for-word in a text file.
2. This transcription is edited and polished into a raw manuscript by our sharp-eyed “Done-For-You” editorial staff.
3. The content is then organized by subject matter into chapters,

and a keyword-rich title is selected.

4. Any content provided by the client supplemental to the interview (i.e. blog posts, articles, profession journal submissions, etc.) is integrated into the manuscript at this time.
5. An “About the Author” and “Testimonials” page is crafted using the biographical information you provide in the original questionnaire.
6. A book trim size is selected based upon the length of the edited content.
7. This manuscript is formatted using our proprietary KDP Print book templates.
8. A “Table of Contents” is generated from the formatted book headings.
9. Cover art is selected appropriate to the subject of the book, and a custom book wrap is designed including a unique ISBN number, image of the author, testimonials, bio, book description , etc.
10. This completed manuscript is reviewed by no less than 3 of our “Done-For-You editors for book flow, accuracy, spelling & grammar.
11. The manuscript is then submitted to KDP Print for approval, after which a book proof is delivered to our “Done-For-You” office.
12. After a final review of the book proof, we will “green light” the publication of your book at [kdp.amazon.com](https://kdp.amazon.com) in your name.

13. Your book will then be listed in Amazon marketplace and available for purchase at the price that you designate.

Follow this link to view the Amazon listing of a “Done-For-You” book that we recently created for one of our happy clients.

## YOUR BOOK’S WEBSITE

Our “Book Site” service includes one premium domain name and free hosting for 6 months (\$25 per month hosting service thereafter). If you would prefer to transfer the domain to your existing hosting service, we will be happy to do so at no additional charge.

This website will be optimized for on-page SEO based upon your unique niche, book category, and keyword preferences in order to maximize search engine visibility. Here is an example of a custom “book site” created for an existing client:

<http://www.localrealestatebook.com/>

### FEATURES:

- 🎬 Interactive slider images
- 🎬 4 banners linking out to URL’s such as your Amazon book listing, book excerpts, your current website or blog, additional products or services, contact information, Facebook or Twitter pages, etc.
- 🎬 Video embed feature
- 🎬 6 custom posts with icons & text, including a:
  1. **“Featured” post:** This is a “pre-sell” page including the unique image of the book’s cover art & a juicy description of the book itself. Also included are links to download a free chapter of the book, and a direct link to the book’s Amazon listing. The purpose of this page is

to highlight the value of the information presented in the book, and provide visitors the ability to purchase it straightaway.

2. **“About the Author” post:** A brief description of the book’s author based upon their resume, professional experience, community service, etc. of the client as described in the Questionnaire. Designed to enhance the author’s credibility and expert status, this is also another great way to link out to related websites, blogs, etc.
3. **“Download a Free Chapter”:** This feature gives visitors the ability to download a free excerpt of the book itself, including the table of contents, a testimonials page, about the author page, and one “teaser” chapter. This is a custom pdf hosted by Done-For-You Books, which we will gladly provide upon request. The “giveaway” feature is an excellent way to establish a positive relationship with your visitors and move them closer to a sale.
4. **“Purchase This Book at Amazon”:** Giving your visitors the ability to purchase a physical book in the Amazon marketplace adds additional value to the book and credibility to the client. From this post we’ll also link out via text and an image links of the book’s cover directly to your listing at Amazon.com.
5. **“Contact the Author”:** This post is a another great opportunity to introduce your visitors to the other services that you and your business provide, and gives them the opportunity to contact you for additional information, consulting services, back-end products, etc. In addition to linking out to your company’s website and providing relevant contact information, you can also include a map & directions to your office, or insert a lead capture form on this page (provided by customer).

6. **“Reviews and Testimonials”** Nothing boosts credibility and provides proof of your expert status like a long list of testimonials from your business’ existing happy customers! This can be updated to include any book reviews that are generated on your Amazon book listing.