How to Write & Publish a #1 Bestselling Children's Book To Amazon in 7 Days or Less

Case Study: "The Fart Book"

Jay Boyer

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Introduction: Kindle Children's Book Case Study

In this 10-part video series Jay Boyer showcases his Amazon Kindle book "The Fart Book", co-authored by his 8 year-old son Joe, and lifts the curtain on the simple and lucrative venture of creating your own best-selling book for Kindle. Kindle is a digital media platform for books, allowing users to download hundreds of books to their Kindle devices and read the literature at their leisure; no more paper, no more dog-eared pages, no more crumpled covers.

In the introductory chapter of the "Kindle Children's Book" case study, Jay describes all the steps that he took to publish "The Fart Book", including: researching his topic and market, writing the book, creating illustrations, making a cover, formatting, and publishing. From start to finish, "The Fart Book" took only one week to create and publish, and now generates over $1,000 dollars in royalties for Jay every month. All you need to make this simple success your own is the desire to write a book: it's just that easy!

Researching Your Book

Any aspiring author can write a book for a multitude of reasons, but if you are hoping to publish and sell your book to make some money, you have to know what your audience wants to read. In this video Jay walks us through the basic research he did to figure out who would want to buy a book about farts, and the best place to start is with Amazon Kindle's best sellers list. The best-sellers list can show you all the most popular books, which will also tip you off the current trends in children's books. Capitalizing on a popular or emergent trend will give your book considerable momentum.

Once you have a grasp of the overall picture, it is time to start narrowing your research focus. For a children's book, it is important to know the age range of the children you want reading your book; children's maturity and interests can vary greatly with only a few year's difference. Next, do some research on the best-selling books, and the hottest trends and themes, in the genre in which you wish to write. For Jay and his eight-year-old son, Joe, they knew they wanted a silly, funny book, preferably with some gross stuff for the giggles; it made sense for them to find out what books were having the most success in the "humor" section of the marketplace.

Finally, try clicking on some of the top sellers in your genre (the ones you can see without having to scroll around the screen are your best targets). It can be useful to take note of those top seller's overall rankings in the Kindle marketplace, because that information can tell you how easy or difficult it could be to get your book into the coveted top-sellers list. For example, a number-one children's humor book that is #9000 on the overall rankings will tell you that, comparatively, children's humor books is a low-competition niche, meaning you can have a much easier time working your way to the top of the list and getting the most traffic possible for the least amount of effort.

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Editorial Reviews

Review

"Old Macdonald had a farm, E-I-E-I-O." That's the beginning of the traditional verse in which farm animals are introduced, on[e] twist to an old nonsense song with a sudden conclusion that will assuredly bring giggles and demands to "read it again!" The [...] must to catch the delicious alliterations in which the "dragon wilted its wings and waddled away," or "With a lick of its lips an[d] through a fresh new version that will delight young listeners who may want to sing and act out the whole adventure. —Manlo[...]

About the Author

Ken Baker is also the author of Cow Can't Sleep, illustrated by Steve Gray, and Brave Little Monster, illustrated by Geoffrey H[...] presenting his books at schools. Learn more: www.kenbakerbooks.com

Christopher Santoro has illustrated more than thirty children's books, including a number of picture books written by Dom DeLa[...] The New Yorker. His most recent book is Grandpappy Snippy Snappies by Lynn Plourde. He lives in Key West, Florida.

Product Details

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Text-to-Speech: Not enabled

X-Ray: Enabled

Lending: Enabled

Amazon Best Sellers Rank: #9,778 Paid in Kindle Store (See Top 100 Paid in Kindle Store)
- #1 in Kindle Store > Kindle eBooks > Children's eBooks > Humor
- #2 in Kindle Store > Kindle eBooks > Children's eBooks > People & Places > Where We Live > Farm Life
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Outlining Your Book

After research, the next step to writing your best seller is creating an outline. The outline will help you organize your thoughts, plan what needs to go into the book (such as pictures and chapters), and serve as your roadmap, guide, and protection against writer's block. The type of outline does not matter: it could be an academic-style outline with numeral and letter sections, a series of bullet points, or even a visual/graphic style like a story board. In Jay's case, he created his outline based on the chapters he intended to include, and each chapter corresponded to a different kind of fart. The advantage to Jay's outlining system was that it gave him both an idea of how long the book would be and created a very efficient way to have illustrations created: an artist would simply need to read Jay's outline and thereby know what kind of picture would need to go with each chapter.

Your particular best-seller-in-the-making should use the outlining format you think works best. You can make your outline in any word processor or other format (such as Mindmap) you feel comfortable with. Creating an outline takes only a few minutes, but can save you hours of work and frustration down the line when it comes time for the main event: writing your book.

For example, here is the simple outline that Jay created to lay out his chapters for his book (Okay…please try not to laugh. This is a serious business ;O):

1. The Sideshot --- one of the classic techniques, requires a hip raise, good sitting exercise
2. The Skipping Stone --- a sequence to try in quiet places
3. Morse Code --- you can send messages with it, developed for espionage
4. The Rocket Ship --- can send you flying out of your seat
5. The Scream -- high-pitched, alarming
6. The Sputter --- starts strong, dies out
7. The Explosion --- causes some rumbling
8. The Vibratto --- a musical fart
9. The Tenor --- a deep, resonant fart, one of the classics
10. Fart Art: Record your farts to make a beat you can dance to.
11. Tip: Save them to use as bully repellent.
12. The Strong Silent Type --- silent but very stinky
13. The Rotten Egg Cloud --- can be loud, soft or entirely inaudible; a scent inspired by expired dairy
14. Poo Perfume --- when you catch its essence and seal it in a bottle
15. The Party Pooper --- goes off in crowds and other large gatherings, usually celebrations
16. The Red Alert --- to be considered an urgent warning from your digestive system

17. The Bottle Cap --- pops off when you twist to the right
18. The Rattle Snake -- formerly known as the Machine Gun, but renamed -- non--violent but smells poisonous
19. The Stirrer --- swirls around your stomach before unleashing itself
20. The Beep --- simple, short and effective, fairly standard
21. The Cough Cover--Up -- If you don't want anyone to hear your fart, distract them by coughing at the same time
22. The After Fart --- an unexpected sequel
23. The Duet --- pairs up with a burp, requires practice, great for the unusually gassy
24. The Squirt --- a disgusting one, thinks it's in a water gun
25. The Racer --- revs up and makes a vrrrooooom sound
26. The Sonic Boom --- a memorable one, will horrify everyone within a certain radius
27. Why not to fart on elevators
28. Why not to fart on airplanes

Writing Your Book

With an outline firmly in hand to guide you, actually writing your book will feel more like an easy fill-in-the-blank game than an act of creation. When writing your book, keep in mind what you learned from your research; a book for 4 year olds should contain far fewer words, and much simpler ones, than a book for 10 year olds.   In Jay's case, he opted for short 100-150 word chapters for "The Fart Book", which was targeted at children his son Joe's age (eight).

During the writing process, it can help to have someone interested in your topic to bounce ideas off of and help inspire you. Jay and Joe laughed and joked their way through the writing process, writing as quickly as possible in order to capture as much raw fart-joke material as possible. This sort of fast, free, easy writing is the best way to complete your first draft; there is always time for revision and editing, so avoid discouraging yourself with slow-downs and second-guessing. Do not worry about getting anything right, just write. Here are the first 3 chapters that jay and his son came up with (Once again, this is serious! Please refrain from any rude comments please…):

1. The Sideshot

If you're one of those lucky people with a natural talent for butt whistling, as we suspect you are, or if you fancy yourself the maestro of a one-kid gassy grumbling orchestra, you're probably familiar with the classic side shot. It happens to be the simplest, easiest move in the book. Even backdoor breezy dabblers can do it. And whether you're an amateur or a super advanced expert bean blower, you've probably noticed it before. Maybe it was the old man sitting on a park bench feeding the pigeons or the kid who sits in front of you at school. Anyone can perfect the two-step sideshot. Step one is just prep work, setting the scene for maximum airflow. All you have to do is tilt one hip to the side like you're about to tip over, keep your balance and hold on for step two, the bottom belch, faster than a speeding spitwad. For a nice clean shot, try a 45 degree angle. For sneaky situations—they won't know what hit 'em!— go for something more acute. We guarantee you won't tear your pants with this one. It's a good sitting exercise too, but don't try it on the bus unless you're ready to get some nasty looks.

2. The Skipping Stone

On a gorgeous spring day when the grass is swaying and the birds are singing in the trees and you feel like having a picnic in the park or taking a nap by a lake in the perfect weather, you might feel a little grumbling in your tummy, some gaseous energy baking brownies in your stomach. And if no one is around except the frogs in the bushes and the slugs dragging their slimy shells through the grass, all one with nature, you'll take a

deep breath and know it's time for the skipping stone. Amidst all the outdoor sights and sounds and smells, you'll want to throw in your own airy chimes. Go ahead. Clench and release. It might sound like a stone skipping on water. Like hoppity --- hoppity --- hop --- kerplunk! Or more like birdsong. Chirp --- chirp --- chirp --- tweeeeeeeet. The key to the skipping stone is to let it sing. Listen to your butt chimes work their magic. It's all natural. This windy fart will make you feel much closer to Mother Nature.

3. Morse Code

A top secret farting method for super sleuths and spies, this one is not for the amateur, we assure you. This is serious stuff only for the flatulent elite. Learning to intercept and send your own Morse Code messages vapor-style is like joining a secret club. It isn't easy. It'll take a lot of practice to get it right, but when you do, you'll be able to send messages to your friends and fellow Morse belchers without ever getting caught. For example, *Toot-toooot-tooooot. Toot! Too-toot. Toot-tooooooo-toot. Toooot-too-toot* is "Weird" in fartspeak. Practice this with someone you share secrets and adventures with. You'll be able to have entire conversations---though you'll want to keep them short---while everyone around you cluelessly wrinkles their noses. The best part is that all evidence of the message dissolves into thin air, disappears into unknowing nostrils without a trace.

Once you have done a fast, fun job of writing your book, then you can go back and do your polishing and editing. For a children's book, it is unlikely that you will need to agonize over much, and because you will be working with illustrations, you will not need to paint a picture with your words. Just relax and have fun; simple is better for children's books. When you are finished, you will have your manuscript, and will know that it is time to find an illustrator and bring the pages to life.

Illustrating Your Book

Illustrations are key for children's book writing, and the younger the children you are targeting, the more important illustrations will be for your book to succeed.

If you feel that you are a strong artist, or at least competent enough for your children's book, then creating your own illustrations can be as fun and rewarding as writing the book. If you choose to take this route, you will need to now how to scan your art and upload it into your computer, or know how to create art digitally. If you are less than 100% confident in your illustration talents however, you are going to need to find someone willing to do this important job for you. Luckily, finding such a person is a very easy task.
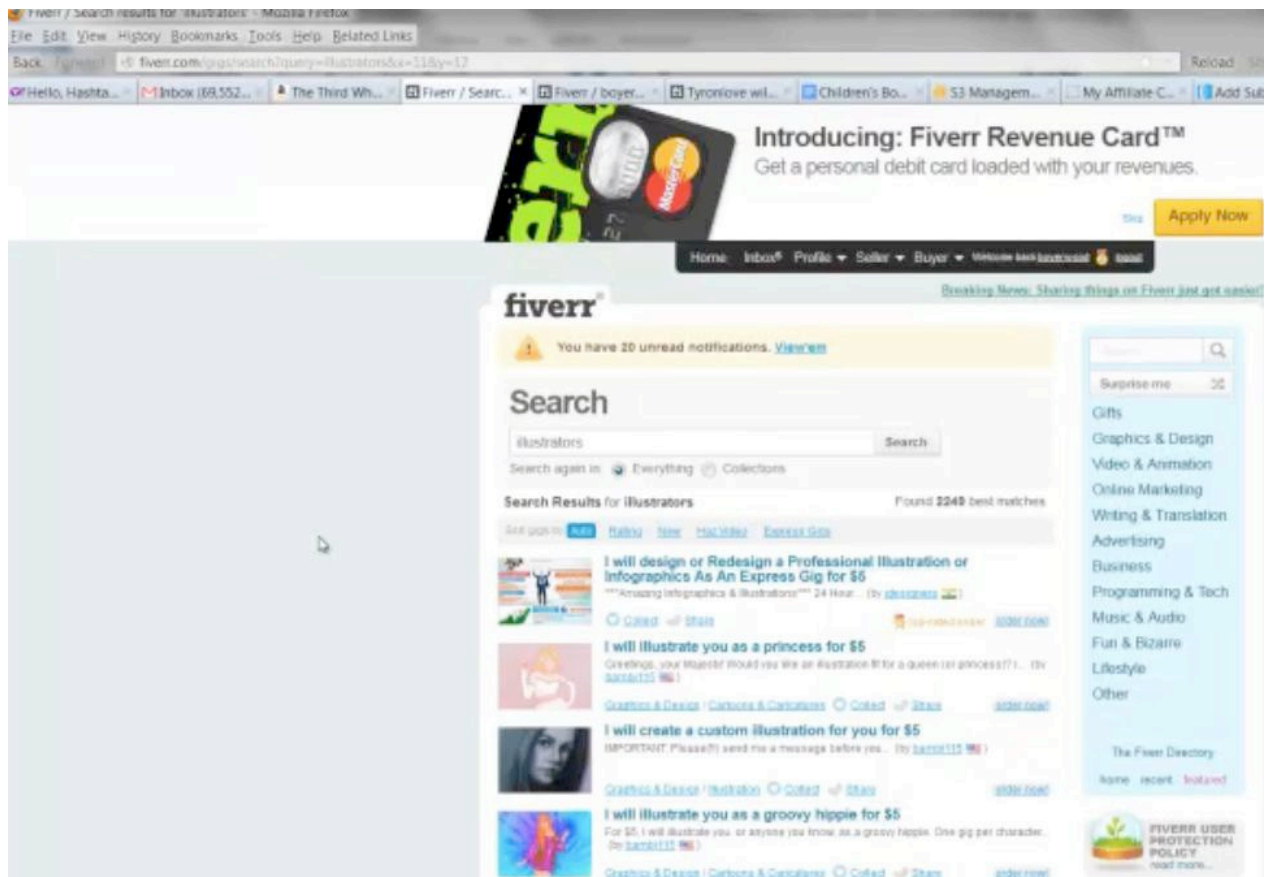
A good website to use to find illustrators is Fiverr.com. At Fiverr.com, you can find very talented professionals willing to do the work you need at a very affordable price. You can perform searches on Fiverr.com for a variety of professionals, such as illustrators, artists, etc. and sort the results out via filters such as by user ratings or by the strength of their resumes. When browsing through potential illustrators, you can sift through previous work they have

done, and find out what their prices are (colored illustrations always cost more than black and white). Once you find an artist you like, click on the "buy now" link on the top right corner of their profile to start communicating. Before you unload your entire commission, try just buying one or two pieces first to test the artist's ability to do what you want and on time, as well as how easy they are to work with. When you are satisfied, it's time to consider the most important piece of art your book will showcase: the book manuscript and (perhaps most importantly) the cover.

Your Book Cover

When it comes to people, we are always taught not to judge a book by its cover. When it comes to books, however, the cover is the basis of judgment for most potential customers. If the cover is eye-catching and interesting, the book gets picked up for a closer look; if the cover is not interesting, the book is never looked at. Fortunately, getting a cover that sells your book is as easy as illustrating the book.
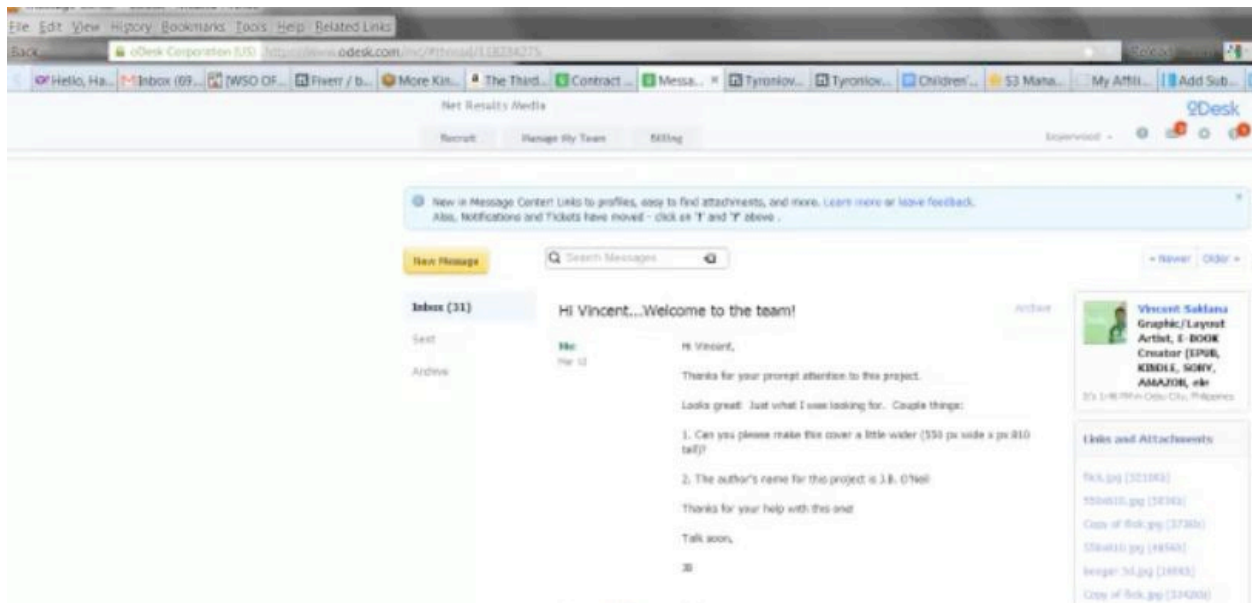
Just as with illustration, find a website (such as odesk.com) that will let you make a job posting for the work you need done. Websites like odesk.com will allow you to contact hundreds of professionals very quickly, who will be eager to do business with you. For your post, simply jot down who you are, what the project is, and what job you need done (in this case, a book cover). Once you have some inquiries, select the person you think will do the best job and give them the description they will need to create the cover you envision.

In describing how you want your book cover to look, you will need to have: the title of the book, a cover illustration (if any), the color(s) used on the background, the material the cover is made from (even though this is an e-book, it's still important to choose a material to emulate), and how all these elements will be put together. If you have an example or template (Jay used the cover of "Diary of a Wimpy Kid as his template), your freelancer will understand what you need quite easily.   In just a few days, you will have your book cover.
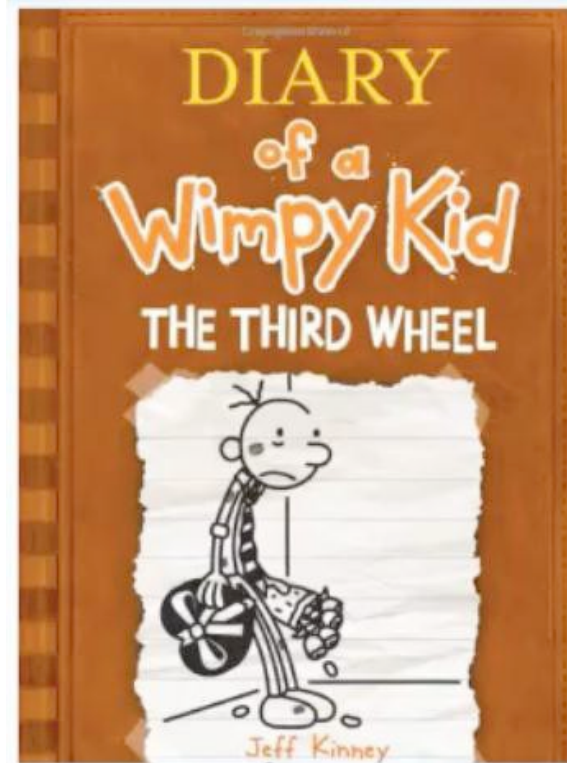
Make sure it is really what you want, and do not skimp on quality. A good book cover will pay for itself, and then some! Here is Jay's cover that he received from his designer…it only cost him $20.00 and it's probably the #1 reason for his book's success:
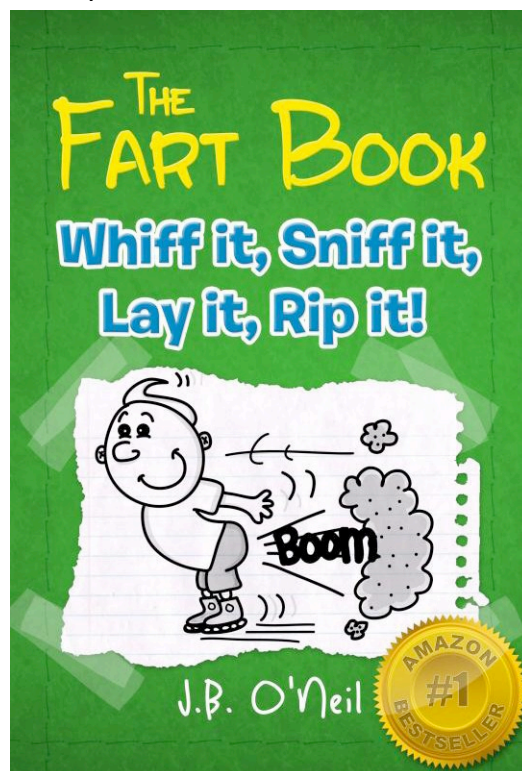
Pre-Formatting Your Book

With a manuscript, illustrations, and a cover all in hand, it is time to take all those elements and bring them together into a polished, beautiful e-book for sale. Formatting the book consists of two steps: the first, which Jay calls "pre-formatting", brings all of your disparate pieces together on your word processor (Jay uses the latest version of Microsoft Word). The second step is formatting your book for Amazon Kindle, so that your book can be read by (and purchased on) Kindle devices around the world. This second step will be covered in more detail in the next section of this guide.

In pre-formatting your book, there are several things you will need to do. The first will be to create "hard page breaks" for each of the chapters in your book. Hard page breaks prevent your chapters from flowing together on a computer screen; it is the digital equivalent of always starting a new chapter on a new page. The first page break you will want to make is for your title page. To make it, place your word processor's cursor to the left of and above all the text you want to move to a different page. Then, click on the "insert" tab of your toolbar, and select "page break". You will now see that all of the text to the right and below your cursor has moved to a new page! You can now manipulate your title however you want; place it in the middle, increase the size of the font, or anything else you would like to do.

Once you have your title page (it can be as simple as the name of the book and your name), feel free to add additional pages if you want to include a dedication, a disclaimer, or anything else you might desire, by using the page break tool. You can also link readers from one book to another using these extra pages; in Jay's case, he eventually created a link to another children's book he wrote called the "Booger Book". This technique, called "cross selling", can create lots of extra revenue for you by encouraging readers to buy more of your books.

To create a link in your book to cross-sell to other books, go to the Amazon page of the book you want to cross sell, and highlight the URL at the top of the page. Copy the URL text (using your computer's "copy" command), and return to your book. Highlight a piece of text to serve as your "anchor text": it could be the title of the book you are cross selling, or something else, but the purpose will be to encourage a reader to click on the text. Once the text is highlighted, go to your "insert" tab and click on "hyperlink". Paste in the URL you copied earlier on the "address" line, and click "ok". The text you highlighted should now become blue and underlined; it is now a hyperlink, and will carry your interested readers to the web pages of your other books!

Now that you have made your additional pages, and done any cross-selling you might have wanted to do, simply create page breaks for each of the chapters in your book. Once every chapter has been accorded it own page break, it's time to add the illustrations you made or purchased earlier.

To insert an image, move your cursor once again to the "insert" tab of the toolbar, and then click on "image". Search through your computer files to find the image you wish to insert, and select it. Drag the image to where you want it to appear in your chapter, and resize it appropriately by clicking and dragging on the image's corners and edges.

Once you have inserted all of your images, you may want to create clickable chapters. Clickable chapters essential create hyperlinks in your book that carry the reader to other parts of the book; for example, from the table of contents to chapter 10. To make clickable chapters, highlight the chapter title, and then from the "home" tab, click on the option "heading one". In that single, easy step, you have made a clickable chapter, so that Amazon Kindle will recognize it and fill in the technical details.

You have finished pre-formatting your book. In order to format your book for Kindle, you will have to take one of two routes. The first will be to convert your book into a .mobi file, which will be further explained later on in the training. Alternately, if you have downloaded and installed the "WordCrusher" software from (for use with MS Word, also included in this course), you can use WordCrusher to format your ebook manuscript for submission to Kindle. The steps you need to take to use this fast, easy option are described in part 7.

Formatting Your Book for Kindle

Install Word Crusher if you have not done so already. Once it is installed, you will notice that "Word Crusher" has become a tab available to you in MS Word. Click on "Word Crusher", and then select the option to convert to Kindle E-Book.

Word Crusher will then convert your book in a few seconds. It will ask you to confirm the chapter headings you made using the "heading 1" option earlier; once you have done so, click "continue". Word Crusher will next prompt you to select your book cover image; browse for the cover image you purchased or made, then continue. Finally, you will be asked to type in the name of the book, the author(s), and the copyright year, along with some additional, optional information. Word Crusher will save the file, and you now have a Kindle-ready book!

It may be wise to preview your book to ensure that there are no problems. To do this, you must download the "Kindle previewer" software from Amazon.com, which is available free of charge. To preview your Kindle book using the Kindle previewer, open the previewer and select the "file" tab, then click on "open book". Browse through your files to find your book, then click "open". You can now look at your book in the same format that your readers will see it!

You are almost done. With your MOBY file ready to roll, it's time to upload it to Kindle.

Uploading Your Book to KDP

In order for your readers to read your book, it will need to be published through Kindle Direct Publishing. First, create an account for yourself on Kindle Direct Publishing (KDP) by going to: https://kdp.amazon.com/self-publishing/signin (you must also already have an Amazon account). Once you have your KDP account, you can now submit your book for approval on KDP. Approval generally takes 24 hours or less, and is accomplished by going through six easy steps that KDP will walk you through.

The first step simple asks for some details on your book, including: the title, whether the book is part of a series or not, a description of the book, and the "book contributor" (which could be either your own name as author, or a penname if you prefer).

The second step is a choice: to make your work part of the public domain, or retain publishing rights for yourself. If you wish to make money from your book through Amazon's Kindle, then you will need to choose NOT to make your book part of the public domain. If you opt to make your book public domain, then you are effectively donating the book to the world.

The third step is listed "Target Your Book to Customers", and is effectively where in the Kindle marketplace your book will appear. Thanks to the research you did in part 1, you should already have a good idea of where you wish to have your book appear, but if you are still not sure, you should do some research now and find out what categories you should list your book under for optimal exposure and accuracy.

Step four requires you to upload your book cover. Browse for your cover from your computer and select it for upload.

Step five is to upload your book. Just as in step four, browse to find your. MOBI file version of your soon-to-be bestselling book, and select it for upload. You will also be given the option to either enable or disable "digital rights management". Digital rights management is intended to protect your work from being copied and shared excessively, which could rob you of money you could otherwise have had. However, using digital rights management also makes sharing your book somewhat more difficult for purchasers, which can limit your exposure. You should choose the option you are most comfortable with; in Jay's case, he opted for digital rights management.

The final step is the chance to preview your book. If you already previewed your book via the Kindle Previewer software, then this step should not be necessary.

With all the steps complete, there is still one more option available to you on this page; the chance to have your book be part of "KDP Select". KDP select allows Amazon Kindle users to be able to borrow your book at no charge for a few days. Amazon will pay you anywhere from $1--$5 per borrow, effectively making this a win--win option for you; more people will want your book, and you will make more money. The only downside is that by opting for KDP Select, you will forfeit your rights to sell your book via any other digital format aside from Amazon Kindle. Despite this sacrifice, Jay opted for KDP Select, and makes a substantial amount of his publishing revenue from the special borrowing option; make the choice that you feel most comfortable with.

The book has been uploaded, and the work is nearly done. There is one more task to complete: deciding on your rights as publisher, and the price of your book.

Pricing Your Kindle Book

In this final step, you will determine three important questions: where to publishing your book, the royalties you will receive, and the price of your book for consumers.

When it comes to publishing territories, you will be given two options: worldwide publishing, or publishing only in select territories (such as North America, Europe, etc). Jay opted for worldwide publishing, and unless you have a very specific reason, it is recommended that you take that option, as well.

Next, you will choose your royalty rate, which will also determine the price of your book. There are two options available, which cascade into a series of sub-options: 35% royalties, or 70% royalties. 70% royalties is a very good option, but it limits you to price your book between $2.99 and $9.99: anything outside that range must be listed at 35% royalties. Jay chose to price his book at $2.99, the lowest price to take advantage of the maximum royalty rate. Whatever price you choose, it is not recommended that you price your book above $9.99.

Next, you must decide whether to allow your books to be lendable. If so, Kindle users can loan your book to other Kindle users for up to two weeks; if not, your customers cannot lend your book. Jay chose to allow lending, because it can give the book more exposure and encourage one-time borrowers to become buyers.

With everything squared away, you will be asked one final question: whether or not the book you are uploading is in fact yours to sell. Proudly check this last check box, and click on "save and publish". Congratulations…you have now published your first Amazon Kindle eBook!