

# The Kindle List Book System

## Why a "List Book?"

- Guess What...EVERYTHING is a list!
  - Outlines
  - Case Studies
  - Product Manuals
  - Menus
  - Repair Guides
  - Groceries
  - Recipes
  - Exercise / Fitness Routines
  - Instructions
  - Interviews
  - Design / Blueprints
  - Shopping / Buying
  - Calendar and Events
  - Gift Registry
  - Mindmaps (That's right...THIS mindmap can easily be turned into a book!)
  - And all LISTS can easily be converted into a book for publication to Amazon
- Lists make it easy to:
  - Organize
  - Write very quickly
- Easy to read and follow (People love to read lists)
- Take the stress out of writing (Chunk it down into bite-sized pieces)
- Offer instant proof, not just claims (People assign authority to numbers and lists)
- Why Lists?
  - Easily transformed into titles & chapter headings (Think in terms of BENEFITS to your readers)
    - Example: "57 'Wife-Approved' Gift Ideas That Will Save Your Butt on Her Birthday"
  - Easy to brand & create a book series (Brand your book series by a number, topic, etc.)
    - Example: "15 Weird Facts You Don't Know About Your..."
      - Dog
      - Cat
      - Ferret
      - Iguana
      - Goldfish
  - Curiosity factor (People naturally want to know stuff like:
    - "21 Little-Known Facts About..."
    - "The Top 100 Reasons to..."
    - "15 Weird and Wacky Ways to..."

## Types of List Books

- Interview Books
  - YOU are not the expert (great for niche titles)
  - Simple Q & A (Have your client/interview subject write the questions themselves)
  - Each question/topic becomes a chapter heading
  - Example: "35 Ways to Make Your House Irresistible to Buyers & Sell It in 7 Days" (i.e. interview a realtor)
- Picture Books
  - One image + 100-500 words/description per chapter
    - Royalty free photos
    - Public domain images
  - How to find these images:
    - Outsource them to Fiverr
    - Cartoons
    - Watercolors
    - Create them yourself (Have your become the illustrators (again, think children's books))
      - Take your own photos
  - Types:
    - Step-by-Step (simply describe a process) (Example: "How to Build a Chicken House in One Afternoon for Under \$50 bucks")
    - Children's books (Simply write a silly 4-line rhyme or 100-words blurb under each image)
- Recipe Books
  - Cookbooks are nothing but lists of related recipes
  - Example: "47 Healthy and Delicious Vegan Desserts"
- "How to"
  - How-to titles sell all day long...the more self-descriptive the better
  - Types:
    - "one problem, one solution" chapters (Example: "27 Ways to Freshen Your Breath Naturally")
    - "Tips" (Example: "37 Essential Tips to Protecting Your Computer From Viruses and Hackers")
    - Chronology Books (Day 1, Day 2, etc.) (Example: "30 Days to a 6-Pack Abs: Daily Exercises to Get Rid of Your Beer-Belly")
- Countdown books
  - Just like a "Top 10 list" (Example: "Top 25 Chicken Crockpot Recipes")
- Bullet-Point Books
  - blurbs, curious facts, anecdotes, sound bites, commentary, trivia, etc.
  - Eliminates the need to actually "write" something :D
- Compilation Books
  - Simply a compilation of data (Example: "1001 Best Baby Names for Boys (and what they mean!): 2012 Edition")

## Write Your List Book in 48 Hours

- What kind of book?
    - Fiction (Children's books the easiest for this method) (Example: "The Booger Book: Disgusting Things You Can Do With Boogers That Will Make Your Mom SCREAM!" (Jay's))
    - Non-fiction (Niche "how-to" title)
      - Write what you know (Example: "Money Leaves Clues: 27 Secrets to Financial Freedom" (John's))
  - Research your book
    - Find Your Niche (Free Resources)
      - Kindle Bestseller List (Bestseller mind map (see inside))
      - Amazon search engine (filter by "Kindle" or "Books", type in "How to" and any letter, check out Amazon competition in these niches)
      - Magazines.com (Great way to find underground niches)
      - Google keyword tool
      - Clickbank.com
      - NicheUnderground.com
      - Paid Power Tools (Ebook Niche Explorer software)
  - Create Your List
    - Content Resources (Yahoo Answers, Google search for "FAQ's", Use the table of contents from a bestselling book on same topic)
    - Record it (Document/outline, Mindmap, Freemind)
  - Create your list first
    - Quick Process (How To)
      - 1. "shower thoughts"
        - It's a game!
        - Don't call it "A BOOK" (Trick yourself if you need to...call it a Report, Guide, Case Study, Journal, Project)
        - you'll be writing stuff...
          - prepare mentally (know your goals)
          - physically get ready (writing materials: computer / paper / etc., coffee! :-)
      - 2. written (by hand) to digital (if needed)
      - 3. rank order (chronological, priority, steps, etc.)
      - 4. group (if required; rank order the groups, if required)
      - 5. know what you don't know... vs. what you do know (know the gaps!)
      - 6. use reverse engineering and Author's Advantage (Action Enforcer) to get the job done....
      - 7. remember to HAVE FUN!
- Reverse engineer your writing
  - Shoot for 8,000 - 10,000 words (not too long...not too short (remember YOU WILL complete this book in 48 hours))
  - Divide by total # of chapters (Items on your list)
  - Do not make chapters longer than what you can complete in ONE SITTING (500 min...1500 words max)
- HAVE FUN and... CELEBRATE!