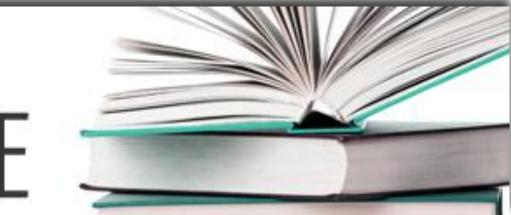
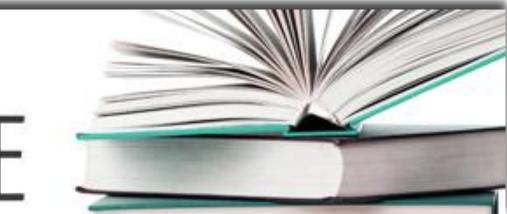
Welcome to the Kindle Bestseller Bootcamp:

Session 3



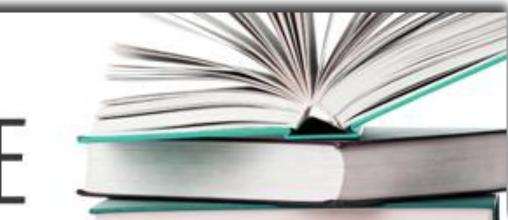
Here's What We're Covering:

- Session 2 Homework Review
- TOC Book Creation Step-By-Step (How to Create, How to Think About IT)
- The List Book System Explained
- Research and Content-Getting Research Secrets
- 7-Minute Chapter Writing (Speed Writing 101)
- "Diamond in the Rough" Manuscript Machine (Case Study)
- How to Write "Age Appropriate" Children's Books (Idea Wizard)
- Your Session 3 Homework (TOC, 5 Chapters 500-700 words per chapter)



Session 2 - Homework Review

- Got your niche? Got your keywords? If you didn't what's stopping you?
- Top 5 books in your niche? Do you have them written down? Subniche(s) too?
- What do TOCs of top 5 books look like? Have them captured?
- Think marketing: What are key themes? Colors? Titles? Hooks?
- Yahoo Answers? Forums? \rightarrow What are people asking? Talking about?
- What's your reader avatar? Demographics? Did you create picture of ideal customer?
- What's the "lowest hanging fruit" in your niche / category / subcategory?



48-Hour Best-Seller System & **Content Research Secrets**

Quick Overview & Thoughts





TOC Book Creation Step-By-Step

- P How to think about it?
 - It's an outline, it's high level, it's salescopy
 - It's one problem / one solution
- P How to create from scratch?
- Hint: Use your "Homework 2" research



TOC Book Creation Step-By-Step

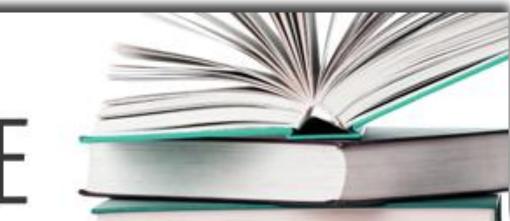
INTRODUCTION WHAT IS MONEY? THE SOURCE OF UNLIMITED WEALTH DEBT SUCKS CASH NEVER STOPS TALKING BUT FEW PEOPLE LISTEN THE BEST PLACE TO BE RICH THE ONE THING THAT ALL RICH PEOPLE DO THE FASTEST WAY TO GET MORE MONEY WORK FOR THOUSANDS OF PEOPLE THE BEST WAY TO GENERATE MONEY THE NUMBER ONE SKILL YOU MUST HAVE WHAT YOU MUST FOCUS ON IMMEDIATELY HOW TO KEEP MORE MONEY BY SPENDING IT STOCK INVESTING MADE SIMPLE WHY RICH PEOPLE DON'T CARE ABOUT INCOME TAXES HOW TO PLUG THE "MONEY HOLE" THAT'S DRAINING YOUR BUCKET HOW MONEY GETS FRIED TO A CRISP AND HOW TO STOP IT PICK YOUR POISON HOW TO LIVE LIKE A BILLIONAIRE WHY YOU MUST BE GLOOMY ABOUT PESSIMISM YOU ARE RICH



TOC Book Creation Step-By-Step

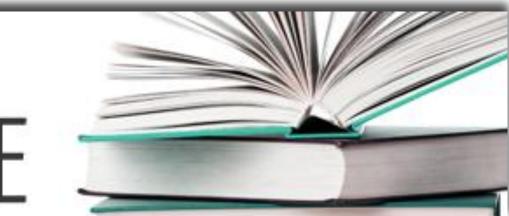
- 1. Make list of all ideas and content
- 2. Organize your new list *logically*
 - e.g., chronological
 - group or cluster content
- 3. Juice all ideas like you're selling
 - "How to..."
 - She always thought about SEX
- 4. More than 8 less than 25

INTRODUCTION WHAT IS MONEY? THE SOURCE OF UNLIMITED WEALTH DEBT SUCKS CASH NEVER STOPS TALKING BUT FEW PEOPLE LISTEN THE BEST PLACE TO BE RICH THE ONE THING THAT ALL RICH PEOPLE DO THE FASTEST WAY TO GET MORE MONEY WORK FOR THOUSANDS OF PEOPLE THE BEST WAY TO GENERATE MONEY THE NUMBER ONE SKILL YOU MUST HAVE WHAT YOU MUST FOCUS ON IMMEDIATELY HOW TO KEEP MORE MONEY BY SPENDING IT STOCK INVESTING MADE SIMPLE WHY RICH PEOPLE DON'T CARE ABOUT INCOME TAXES HOW TO PLUG THE "MONEY HOLE" THAT'S DRAINING YOUR BUCKET HOW MONEY GETS FRIED TO A CRISP AND HOW TO STOP IT PICK YOUR POISON HOW TO LIVE LIKE A BILLIONAIRE WHY YOU MUST BE GLOOMY ABOUT PESSIMISM YOU ARE RICH



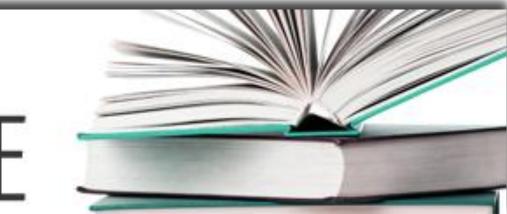
7-Minute Chapter Writing

- Targets are everything
 - 500-700 words per chapter (less is fine, more is fine)
 - Focus on ONE topic, ONE situation, ONE event
 - Always lead into next chapter, OR provide cliffhanger
 - Never let them stop reading... ("What next!?")



7-Minute Chapter Writing • The Most Simple System in the World (Journalism Trick)

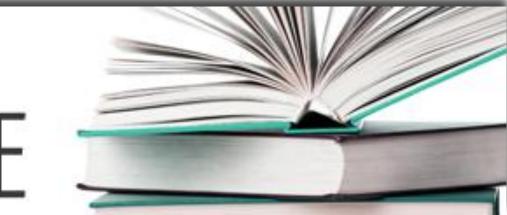
- - Tell 'em what you're going tell 'em
 - Tell 'em what you said you'd tell 'em
 - Tell 'em what you just told 'em
 - HINT: Ready, Fire, Aim (i.e., think, write, re-write/edit)



Easy, Simple, Fast!

How to: Kindle List Books

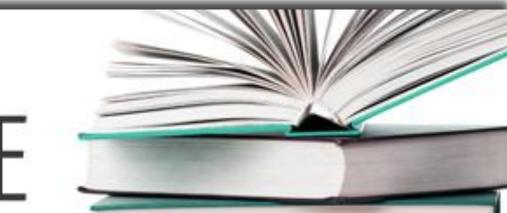




Raw Materials and "Book Fuel"

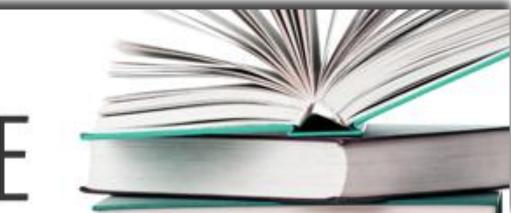
How to: **Research & Getting Content**





From Nothing to Manuscript...

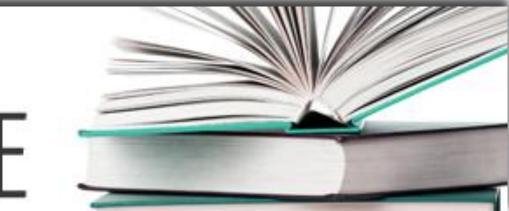
How to: Speed Writing in 5 Easy Steps



Diamond in the Rough...

DEMO: Idea $\rightarrow PPT \rightarrow Video \rightarrow Trans \rightarrow !$





Kindle Children's Books are very lucrative...if you know how to do them right.

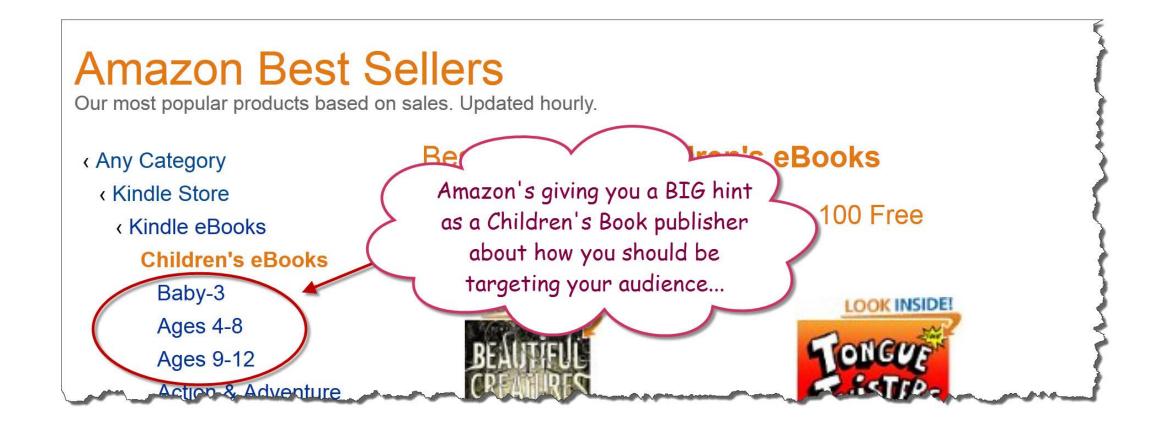


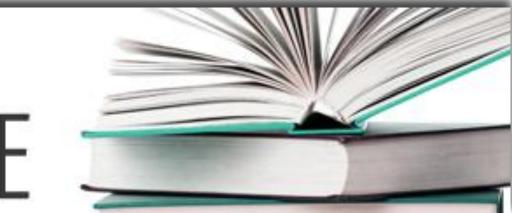


There is a very good reason why Amazon breaks down their Children's Book Categories into these age groups:



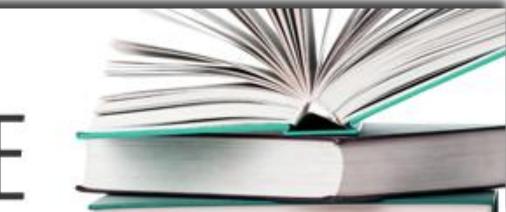






- There are tremendous developmental differences in kids between newborns and 9 year olds
- As a result...you must identify your target audience first and tailor your book content





Age 0 – 3

- Virtual "Board Books"
- Almost entirely image-based (they better be good!)
- Remember...parents are buying these books for a reason! (learning, interaction, eye contact, sounds, etc.)



Age 0 – 3

Example: directional & positional books

Playing w/ Mommy & Daddy on a playground (up, down, between, over, under)

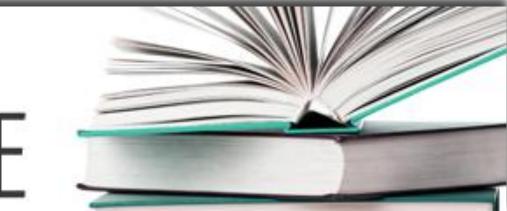


Age 0 – 3

Example: single words & vocabulary, categories

- Naming things around the house (clock, chair, toy)
- Body Parts (nose, eye, lips, ears)
- Shapes, colors, animals, foods, etc.)





Age 3 - 5

Longer phrases & Short sentences, more conceptual

- "I like to eat carrots, but I hate broccoli."
- "Can I be your friend too?"
- "When will I be as big as my brother?"



Age 3 - 5

Word Play

- Rhyming couplets "I would not eat them on a train..."
- Alliteration "Tiny Tina takes tea at ten..."



Age 3 - 5

Conceptual

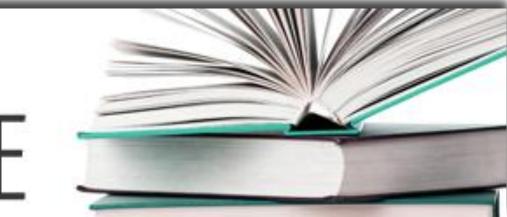
- Opposites (What's the opposite of up?)
- Functions of objects (spoon for scooping, knife for cutting)
- Numbers & counting (how many dogs do you see?)



Age 5 - 7

Problem / solution books

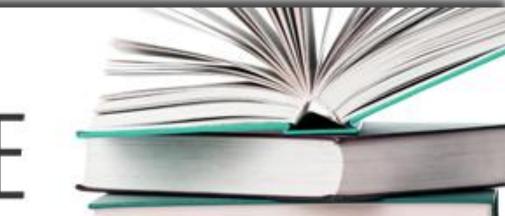
- "What would you do?..."
- "Where do you think the kitty is hiding?"



Age 5 - 7

Social skills & life situations

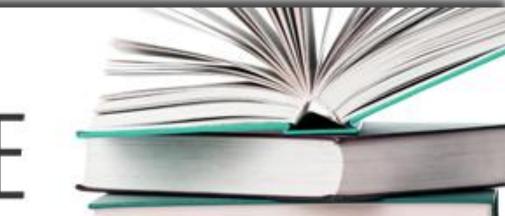
- What friends do for each other...
- Using good manners...



Age 5 - 7

How-to & instructional books

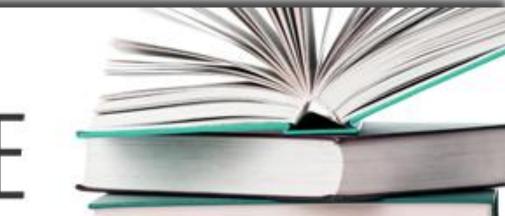
- How to brush your teeth
- How to get ready to school



Age 5 - 7

"Early readers"

Franklin goes to the Doctor



Age 7 - 9

This is where is gets interesting, because kids are starting to read on their own for pleasure...

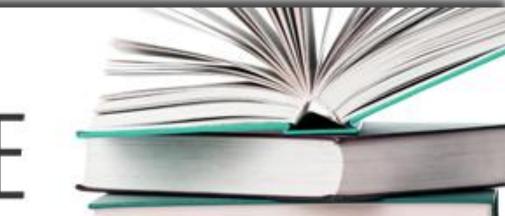




Age 7 - 9

Beginner chapter books & comic-style books

- Captain Underpants
- School-related books
- Fart Books



Age 9+

Anything goes! Fiction, non-fiction, etc.

"Kids lit" starts here...Diary of a Wimpy Kid, Harry Potter, Hunger Games, etc.



Check out:

ReadingRockets.com gives recommended reading based up these age groups for children





Session 3 - Your Homework

- Write your full and complete TOC
- Write or create your 1st five chapters
- Final selection of at least 10-12 keywords
- Create at least 5 book titles (raw materials)



Session 3 - Your Homework

- What colors define your niche?
- What are the 5 bestselleing covers in your niche?
- What are your favorite 5 covers and why?
- Start taking notes on your own cover...

FORBIDDEN KINDLE

our niche? יע?

