

Welcome to the Kindle Bestseller Bootcamp:

Session 3

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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)

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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? → 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?

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48-Hour Best-Seller System & Content Research Secrets

Quick Overview & Thoughts

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TOC Book Creation Step-By-Step

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

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TOC Book Creation Step-By-Step

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[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](#)

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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

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[YOU ARE RICH](#)

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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!?*”)

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7-Minute Chapter Writing

- **The Most Simple System in the World** (*Journalism Trick*)
 - Tell 'em what you're going to 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)

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Easy, Simple, Fast!

How to: *Kindle List Books*

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Raw Materials and “Book Fuel”

How to:
Research & Getting Content

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From Nothing to Manuscript...

How to:

Speed Writing in 5 Easy Steps

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Diamond in the Rough...

DEMO:

Idea → PPT → Video → Trans → !

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How to Write “Age Appropriate” Children’s Books

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

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How to Write “Age Appropriate” Children’s Books

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

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How to Write “Age Appropriate” Children’s Books

Amazon Best Sellers
Our most popular products based on sales. Updated hourly.

- Any Category
- Kindle Store
- Kindle eBooks
- Children's eBooks**
- Baby-3
- Ages 4-8
- Ages 9-12
- Action & Adventure

Be...ren's eBooks
100 Free

LOOK INSIDE!
TONGUE TIPS

BEAUTIFUL CREATURES

Amazon's giving you a BIG hint as a Children's Book publisher about how you should be targeting your audience...

The screenshot shows the Amazon Best Sellers page for Children's eBooks. A red circle highlights the 'Ages 4-8' category, and a red arrow points from a callout box to it. The callout box contains the text: 'Amazon's giving you a BIG hint as a Children's Book publisher about how you should be targeting your audience...'. Below the callout box are two book covers: 'BEAUTIFUL CREATURES' and 'TONGUE TIPS'. The 'TONGUE TIPS' cover has a 'LOOK INSIDE!' banner and '100 Free' text.

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How to Write “Age Appropriate” Children’s Books

- 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

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How to Write “Age Appropriate” Children’s Books

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.)

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How to Write “Age Appropriate” Children’s Books

Age 0 – 3

Example: directional & positional books

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

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How to Write “Age Appropriate” Children’s Books

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.)

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How to Write “Age Appropriate” Children’s Books

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?”

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How to Write “Age Appropriate” Children’s Books

Age 3 - 5

Word Play

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

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How to Write “Age Appropriate” Children’s Books

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?)

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How to Write “Age Appropriate” Children’s Books

Age 5 - 7

Problem / solution books

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

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How to Write “Age Appropriate” Children’s Books

Age 5 - 7

Social skills & life situations

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

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How to Write “Age Appropriate” Children’s Books

Age 5 - 7

How-to & instructional books

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

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How to Write “Age Appropriate” Children’s Books

Age 5 - 7

“Early readers”

- Franklin goes to the Doctor

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How to Write “Age Appropriate” Children’s Books

Age 7 - 9

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

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How to Write “Age Appropriate” Children’s Books

Age 7 - 9

Beginner chapter books & comic-style books

- Captain Underpants
- School-related books
- Fart Books

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How to Write “Age Appropriate” Children’s Books

Age 9+

Anything goes! Fiction, non-fiction, etc.

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

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How to Write “Age Appropriate” Children’s Books

Check out:

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

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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)

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Session 3 - Your Homework

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

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