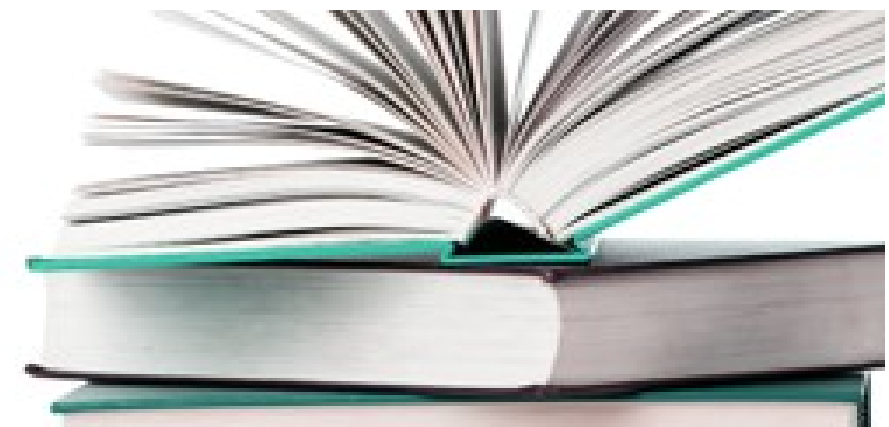


Welcome to the Kindle Bestseller Bootcamp:

Session 5

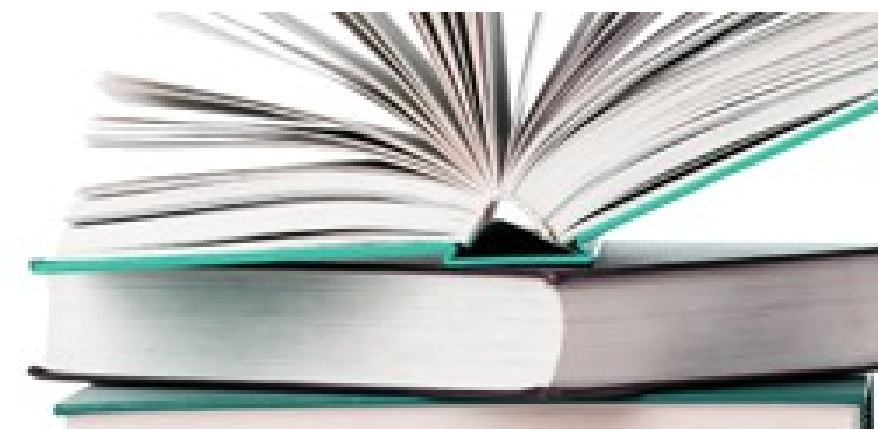
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Here's What We're Covering:

- Session 4 - Homework Review
- Outsourcing 101: Why You Need To Outsource Now
- Best Resources for Kindle Outsourcing
- Hiring High-Quality Outsourcers (At A Super Low Cost)
- What You Need To Outsource: Start Outsourcing In 15 Minutes Or Less
- How To Write 10 Books In A Weekend
- Outsourcing Your Kindle Business...And Much More
- Your Session 5 Homework

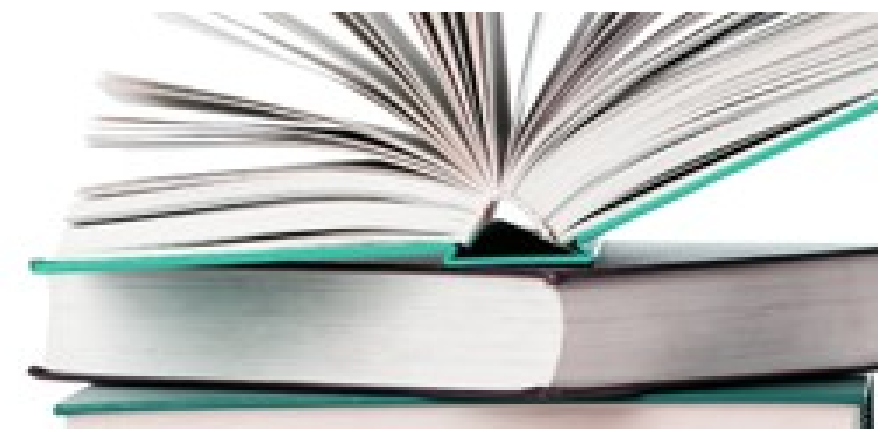
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Session 2 - Homework Review

- Found top 5 covers in your niche, common themes
- Started inserting images into your book: How many? How are they being made?
- Wrote 5 more chapters for your book
- If you've been keeping up with the homework, you've done a lot of great work so far! The publishing process should be coming along nicely.
- **How is your book starting to look?**

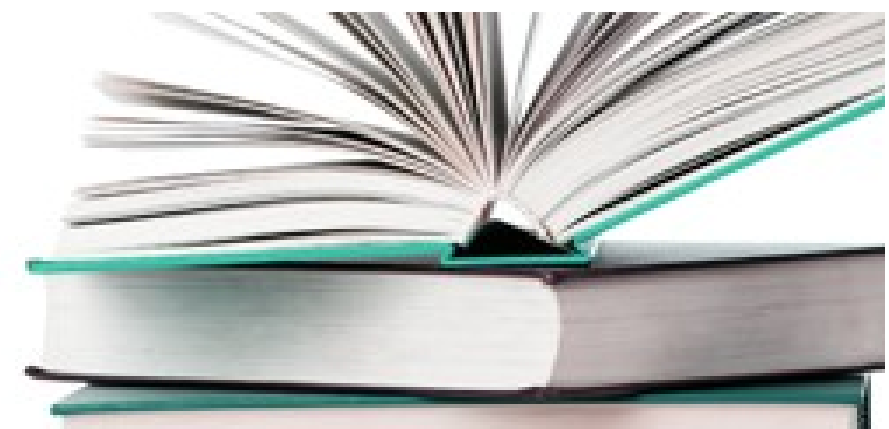
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You CAN Do It...

**What problems are
giving you the most
trouble right now?**

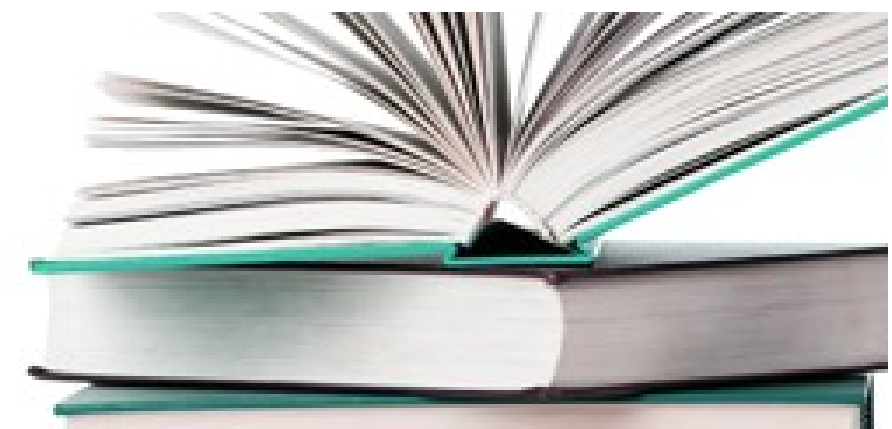
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Why do you need to outsource?

- **Outsourcing solves your problems**
 - It's NOT difficult, time-consuming, or expensive...
 - People want the CASH, not a business!
- **Allows you to setup a Publishing SYSTEM...**

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Start Thinking Like a Publisher...

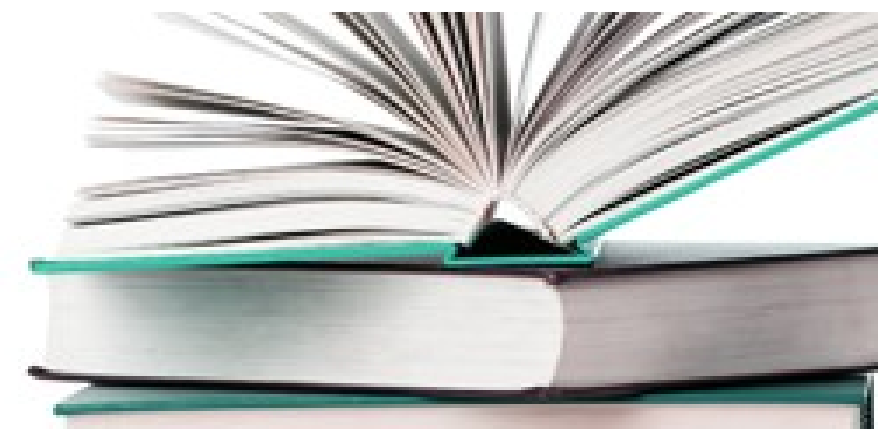
There isn't enough time in the day!

Everyone has strengths and weaknesses...

Once you “get” the process, it ALL can be hands-off.

Outsourcing done correctly MAKES money!

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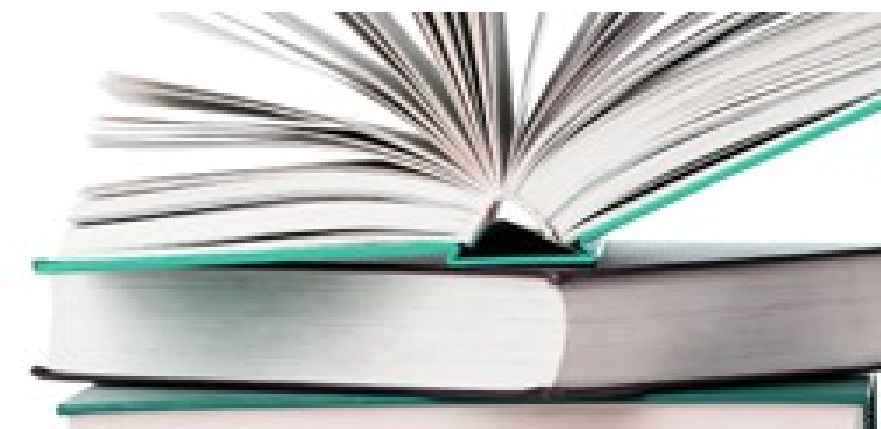


Favorite Outsourcing Resource...

1. Diverse Range of Outsourcers
2. Relatively Low (10%) Flat Cost
3. “Screen Capture” Timeclock (Hourly)
4. Fast Response Time
5. Limited Restrictions



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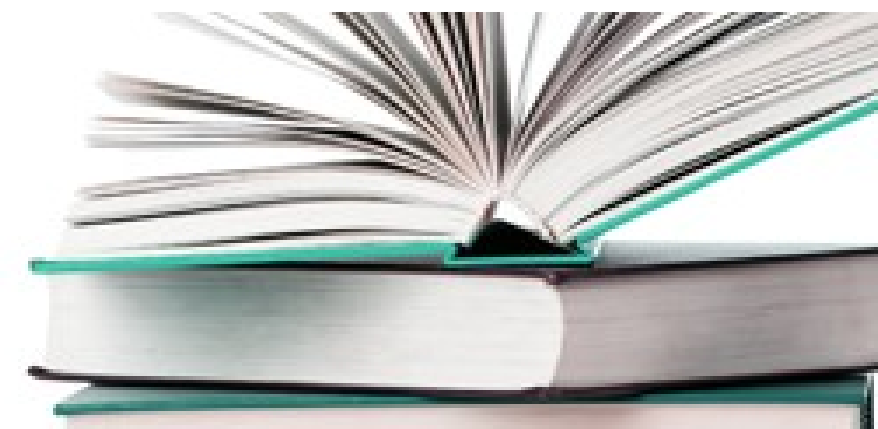


What Can You Outsource at oDesk?

1. Writing
2. Editing
3. Graphics / Images / Cover
4. Illustrations
5. Formatting
6. Promotion
- 7. Almost Anything!**



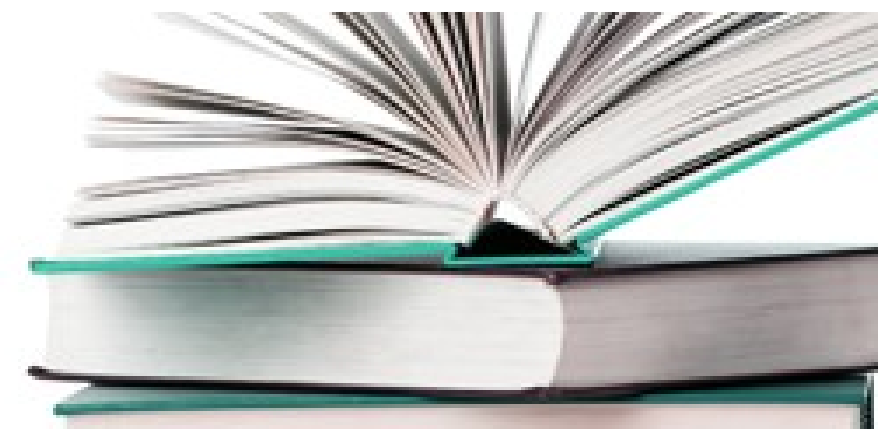
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Alternative Outsourcing Resources

- **Fiverr can be a GREAT resource...**
 - Lots of low-quality spammers with several “diamonds”
 - Popular and well-reviewed for a reason...
 - The key is to use Fiverr creatively!
 - Check out for Illustrations, Book Covers, Promotion

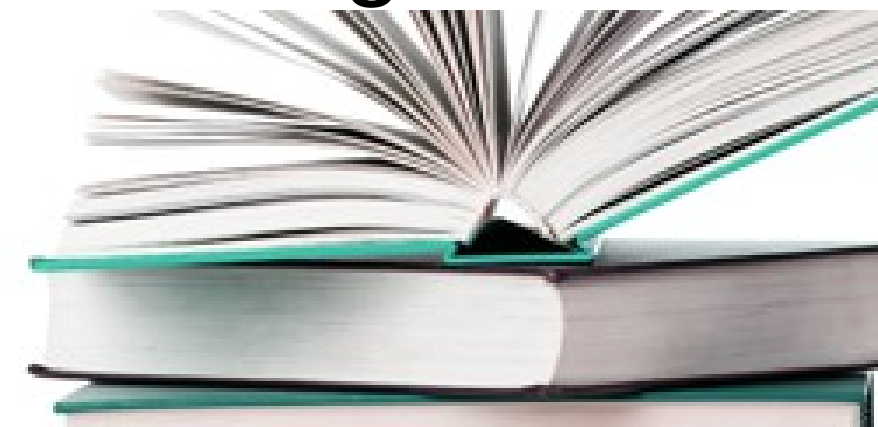
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Need to interview/hire a professional?

- **Guru.com or Craigslist is the place to go...**
 - Tell them what you need, how long it will take, how much you'll pay them, what qualifications they must have
 - Post a job with the above (on Guru) or point them to a SurveyMonkey link (on CL)
 - Great for interviews, high-end writers/editors/managers

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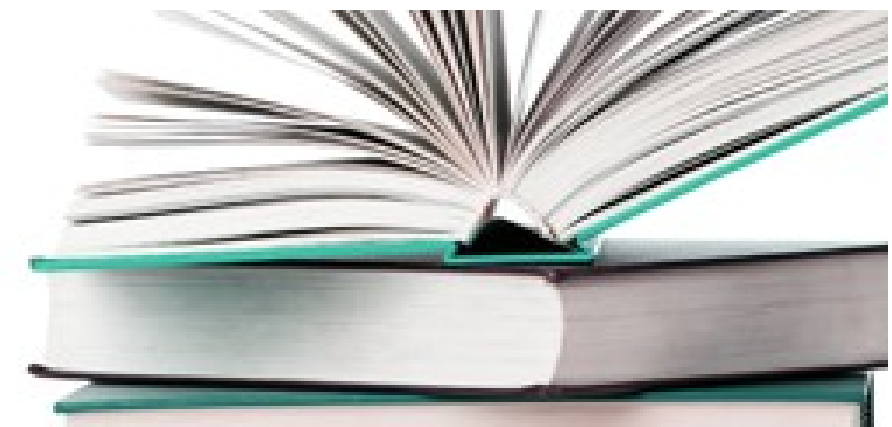


VERY Cool Writing Resource...



*Set per word pricing for
any kind of content...*

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Need to interview/hire a professional?

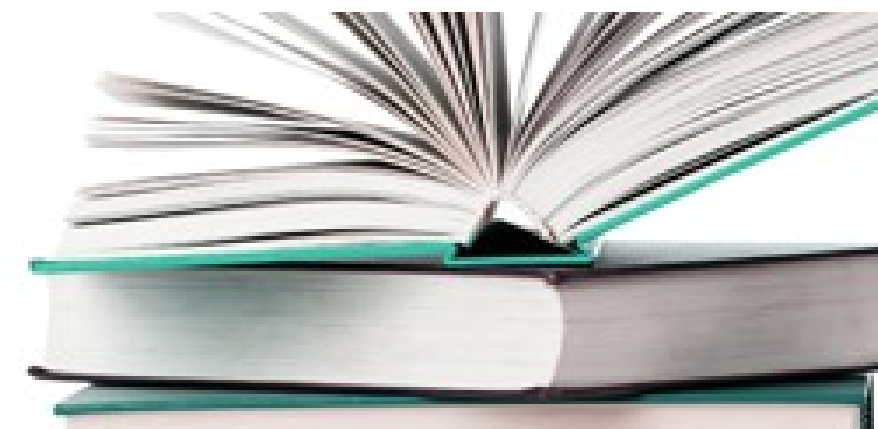
2 stars: legible 0.012 USD

3 stars: average 0.016 USD
("Convenient for large volume orders")

4 stars: excellent 0.022 USD
("Recommended for time-sensitive orders")

5 stars: professional 0.067 USD

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Need to interview/hire a professional?

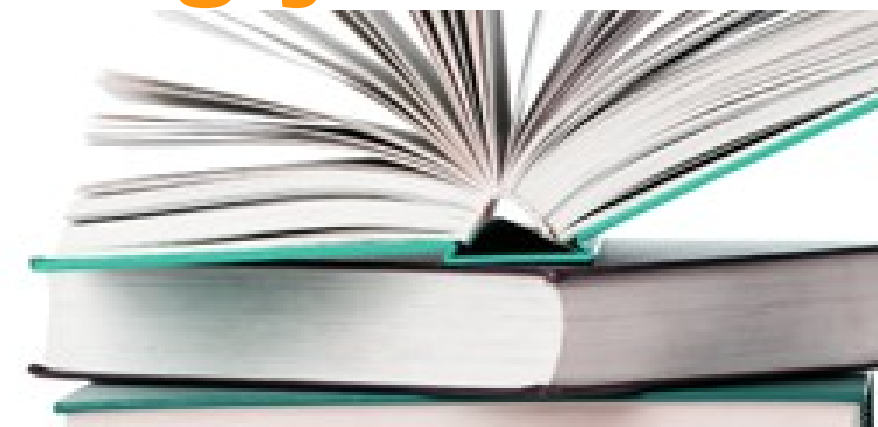
2 stars: legible 0.012 USD – **not good enough...**

3 stars: average 0.016 USD
("Convenient for large volume orders")

4 stars: excellent 0.022 USD
("Recommended for time-sensitive orders")

5 stars: professional 0.067 USD – **use sparingly!**

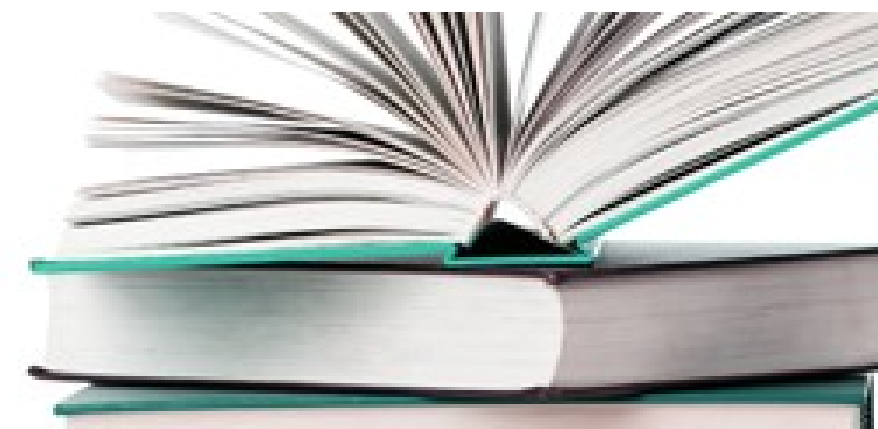
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Posting your job...

- **This part is easy! Don't be intimidated...**
 - Explain *only* what you need (Writer? Illustrator?)
 - Ask 3-4 questions: How long? Portfolio? Experience?
 - Include direct instructions with a “codeword”
- **Posting a job on oDesk is **NON-BINDING****

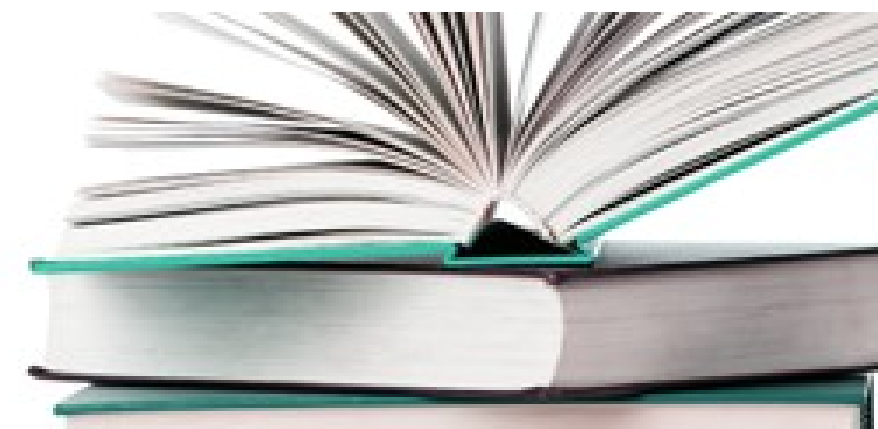
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Hiring the Best Outsourcers Possible

- **Only hire those that meet these criteria:**
 - Strong portfolio and work history
 - Experienced with positive feedback
 - Follows directions, personalized response
- **The “right people” stand out from the others**

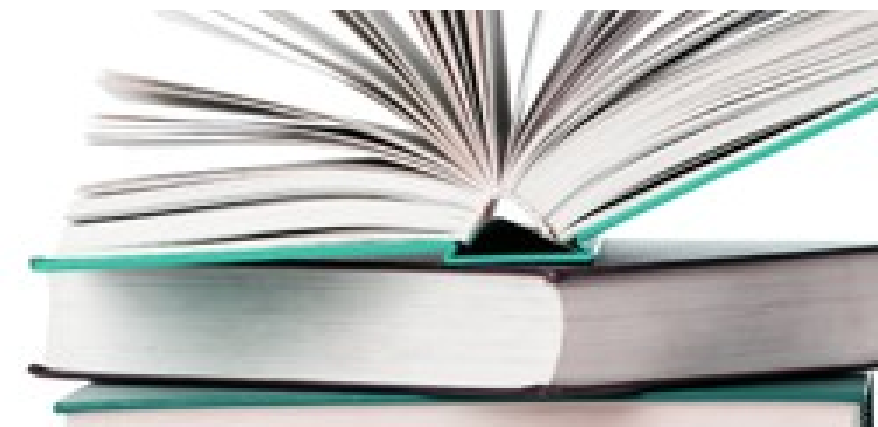
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Picking the winners...

- **No winners? Re-post your job, adjust price**
 - Got some potential candidates? Great!
 - **Checklist:** Good portfolio? Experienced? Quick response? Grammar/Spelling (for Writers)? Cost?
- **More than 1 “good” candidate?** Awesome! Is there another book you can write NOW? **(Speed!)**

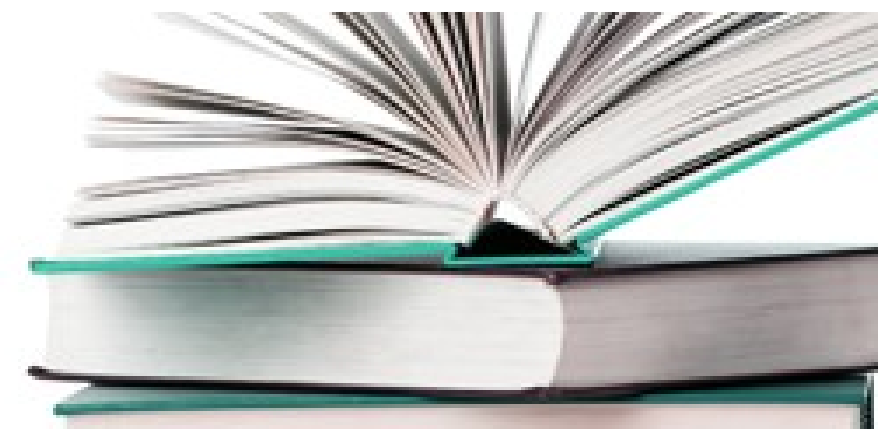
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But Will It COST?

- **Varies heavily! On oDesk, you set the rate...**
 - Start with MICRO-Jobs – e.g., 1-2 illustrations
 - Prefer fixed-price over hourly until you “break out”
 - Try to avoid paying upfront...
- **Keep it simple and low cost to start!**

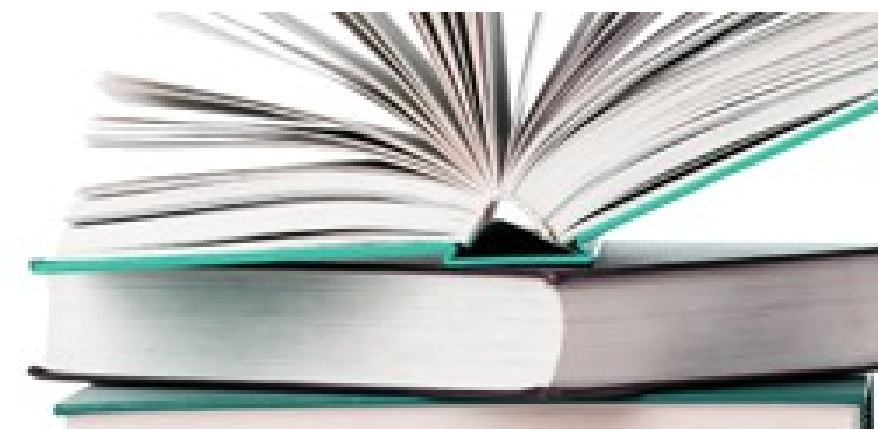
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Money Saving Tips

- **Perception is everything!** “Article” vs. “Book”
 - Hire to write an “Article” vs. “Book” or “eBook”
 - Mix illustration poses with clipart, stock photos
 - Write a series! Shorter books are cheaper...
- **Minimum Effective Dose**

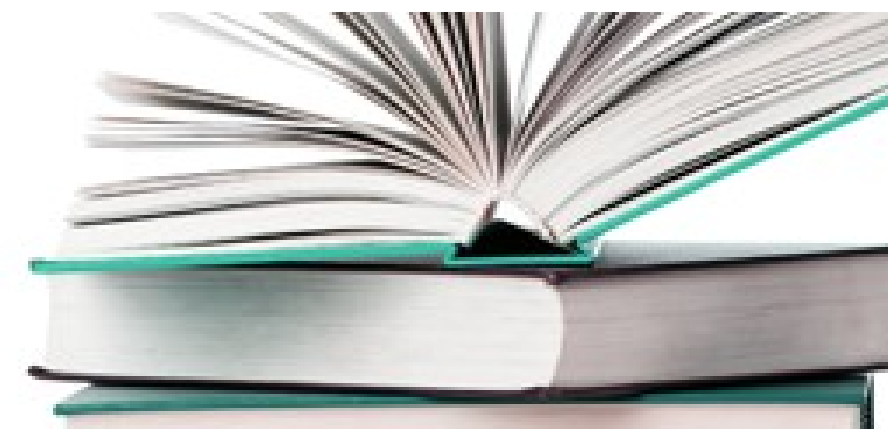
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Dealing with Deadbeats

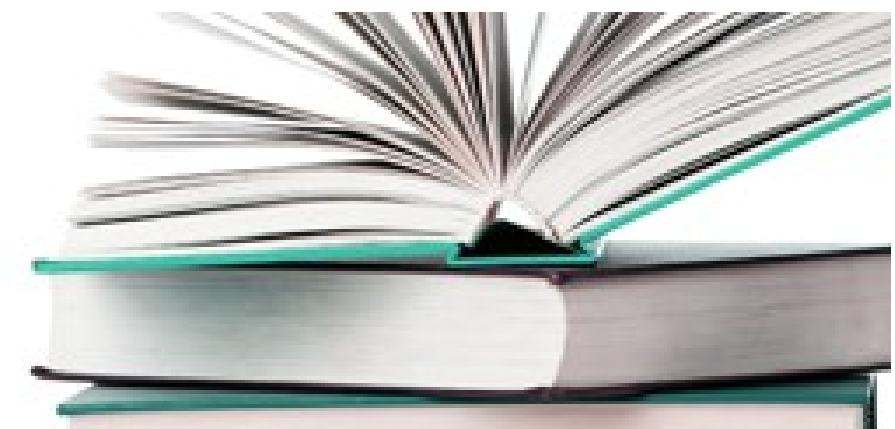
- **“Hire Slow, Fire Fast”**
 - Avoid “taking a chance” on someone – *experience!*
 - Fire for tardiness, lack of quality, disrespect, ethics
 - Remember, you're the customer! Pay on your terms...
- **Review progress on payment – it's easy...**

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What should YOU outsource?

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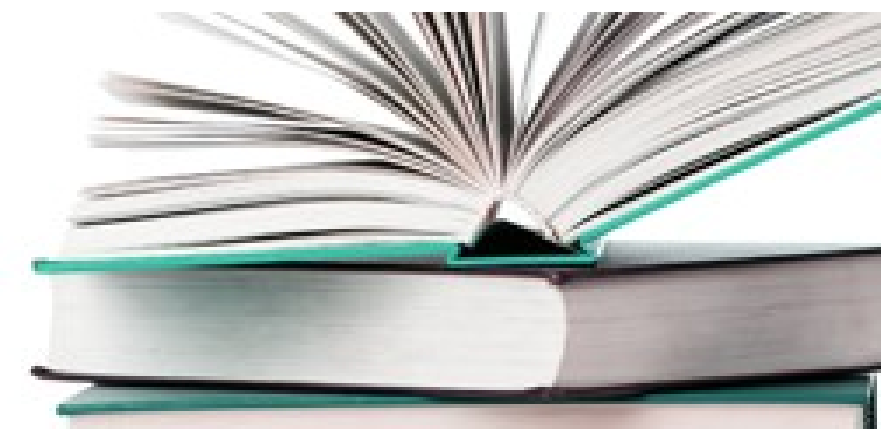


What should YOU outsource?



TIME TRAPS!

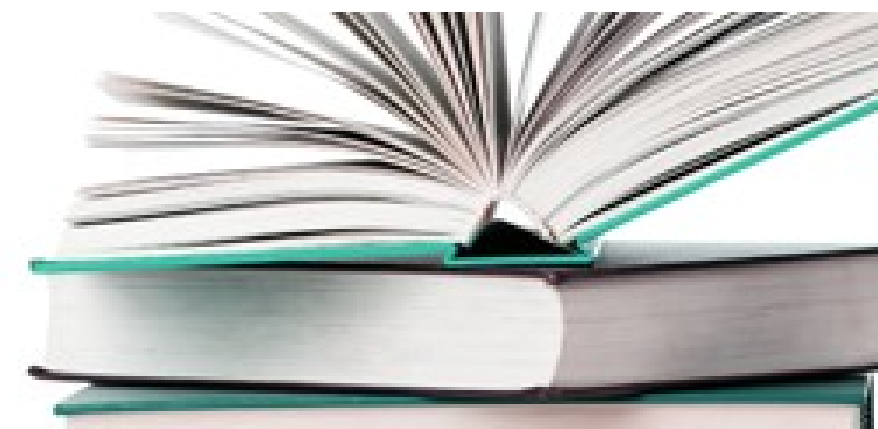
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What is a Time Trap?

- **Anything that is holding you back...**
- What is holding YOU back? Can outsource Writing, Images, Formatting, Editing, even Topical Research and Sales Copy
- Paying a few bucks to solve a problem (**or to save a lot of TIME**) makes a lot of sense

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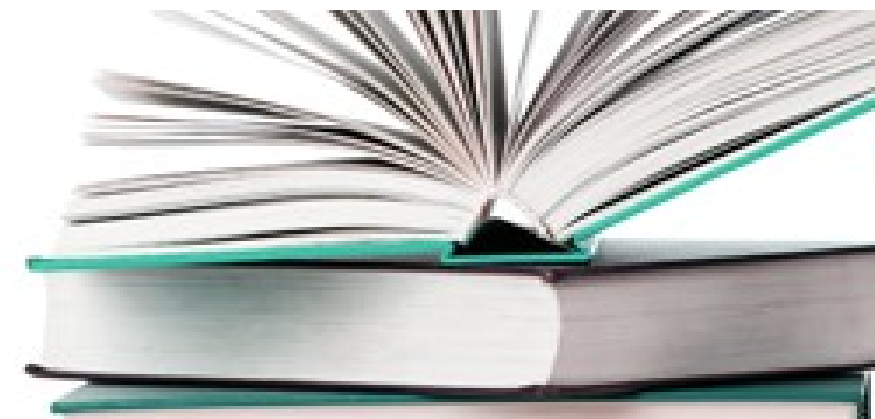


Quick Start: Outsource in 15 Minutes

You can see that this isn't hard...

- 1.) Pick a single part of your book you want done.
- 2.) Determine the best resource to do the job.
- 3.) Post the job (or hire someone directly).
- 4.) Rinse-and-repeat!

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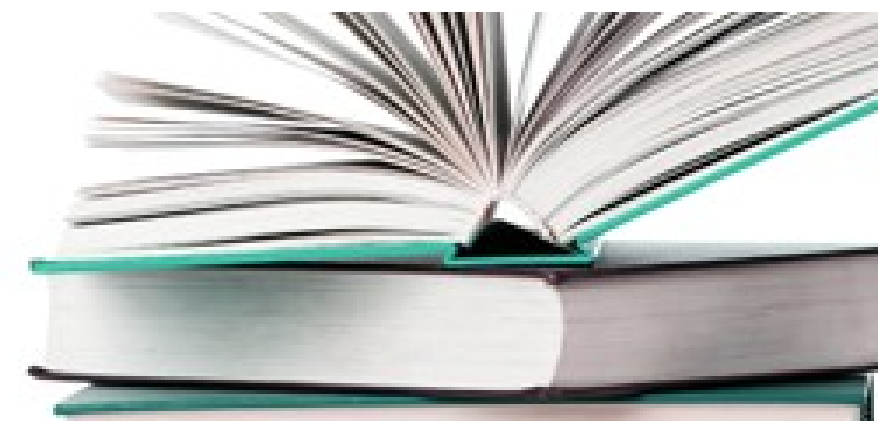
Outsourcing Solves Problems!

Just remember – you can solve almost any problem **YOURSELF** by hiring the right people to do it for you.

(It's quicker!)

Identify the specific problem, then determine the best way or the best resource you have to solve it.

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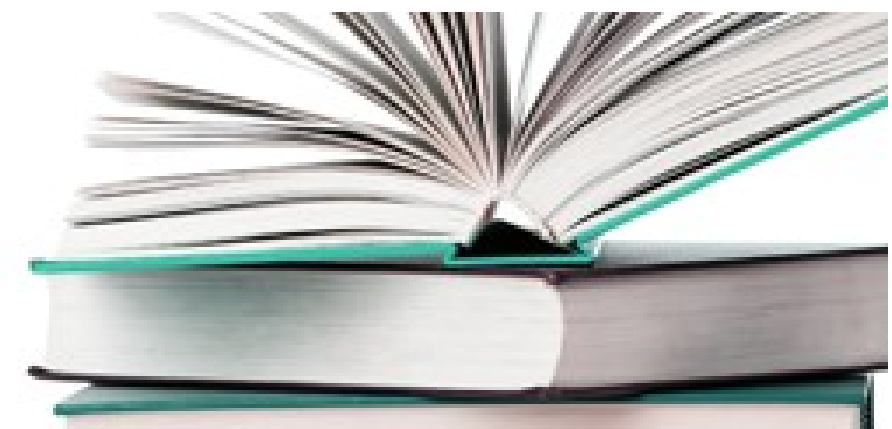


How To Write 10 Books In A Weekend

Now, you don't HAVE to write 10 books in a weekend. This isn't your homework, but...this is what you should aim for!

Break it down into baby steps...

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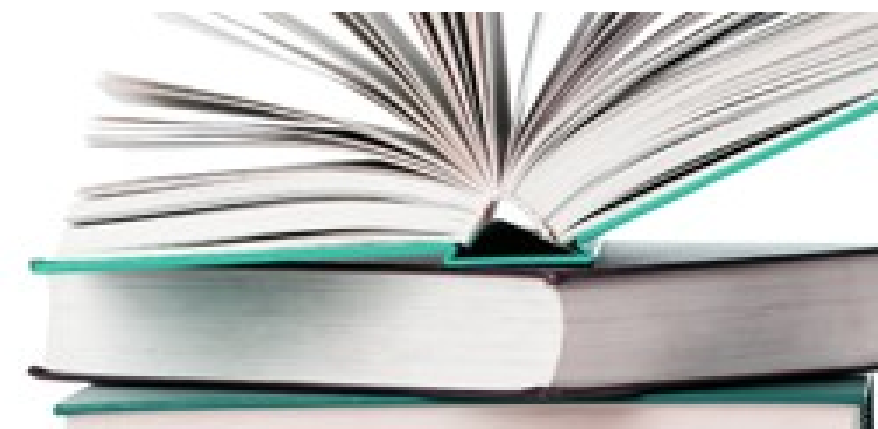


How To Write 10 Books In A Weekend

- 1.) Find 10 green or yellow niche keywords with ENE
- 2.) Do your research to find pressing questions
- 3.) Put those questions into a ToC (outline)
- 4.) Use Textbroker or oDesk to outsource content
- 5.) Outsource editing and formatting... upload yourself

You NEED other people to do the work to scale!

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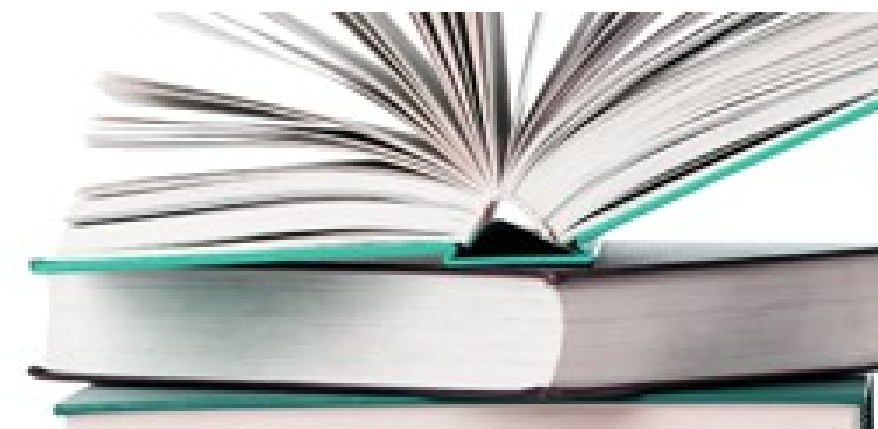


It's not even that expensive...

- 1.) Keyword + Niche Research = \$0
- 2.) Build Outline with Pressing Questions = \$0
- 3.) Outsource Content, 20,000 Words on TB = \$440
- 4.) Outsource Editing = \$50
- 5.) Outsource Formatting = \$25
- 6.) Upload to Amazon = \$0

Hefty book for about \$500!

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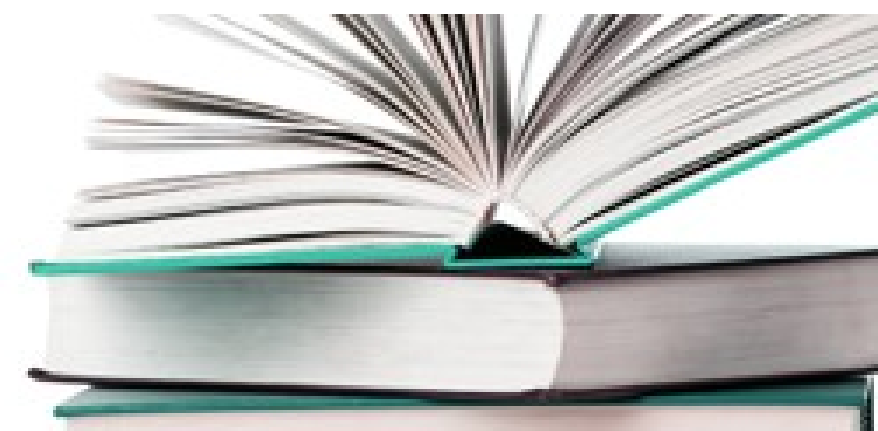


Tight budget? You can still do it...

- 1.) Keyword + Niche Research = \$0
- 2.) Build Outline with Pressing Questions = \$0
- 3.) Outsource Content, 5,000 Words on TB = \$110
- 4.) Editing + Format Yourself = \$0
- 5.) Upload to Amazon = \$0

“Mini-Book” or Series Book for about \$100!

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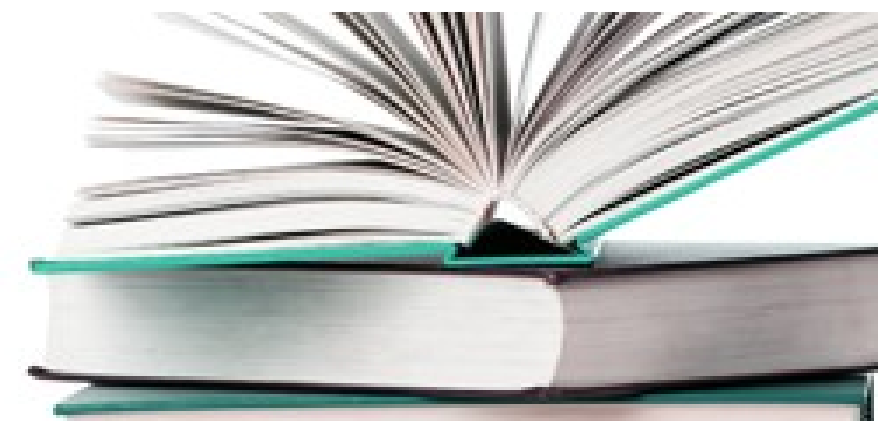
The numbers will work in your favor!

Very important, but very simple: The more books you publish, the more money you'll make. **It's math!**

Some authors publish dozens of books that sell “OK” and live off the income...it's all they do...THEN they hit it big.

Shotgun, then Laser Focus.

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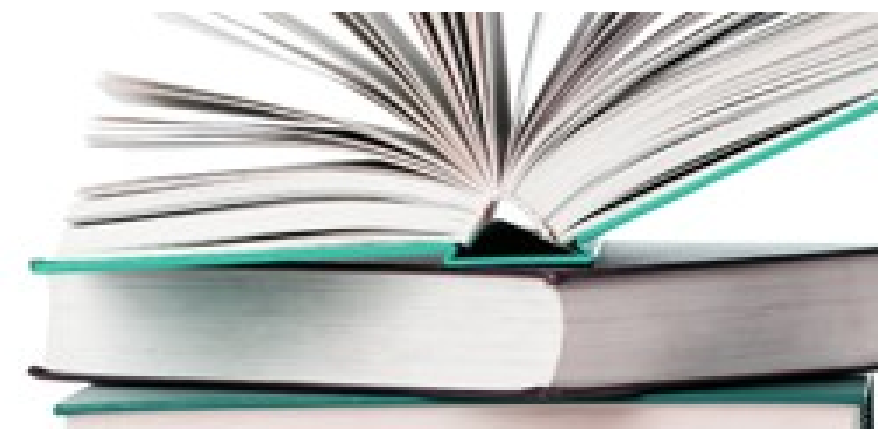
It doesn't take much to profit...

Total cost of outsourcing / Book price = **Breakeven Point**

You can research and plan out 10 books in the time it takes you to fully publish just ONE...

Realistic timeframe to write ALL 10 books = **2 – 6 weeks**

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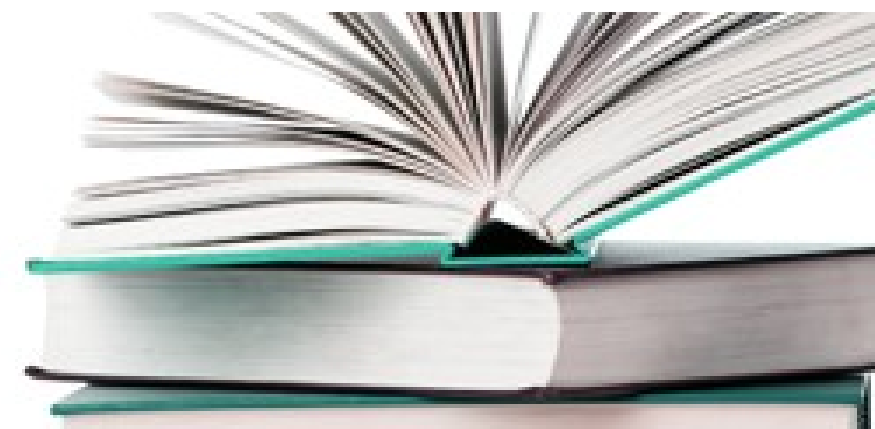


It only makes sense...

When you can publish a book for \$100 to \$500, it doesn't take many breakeven sales to earn a profit!

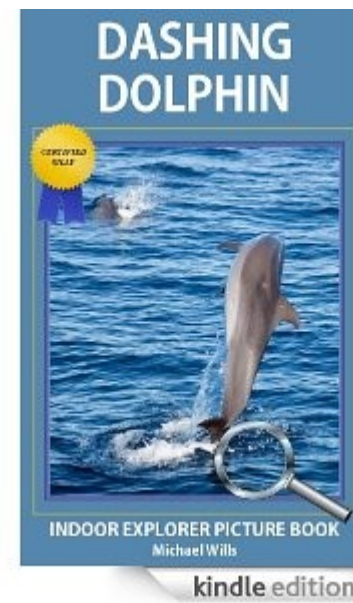
If you've identified what sells best for you and build a **BRAND** around it, you can make a reliable instant profit as soon as your book is released.

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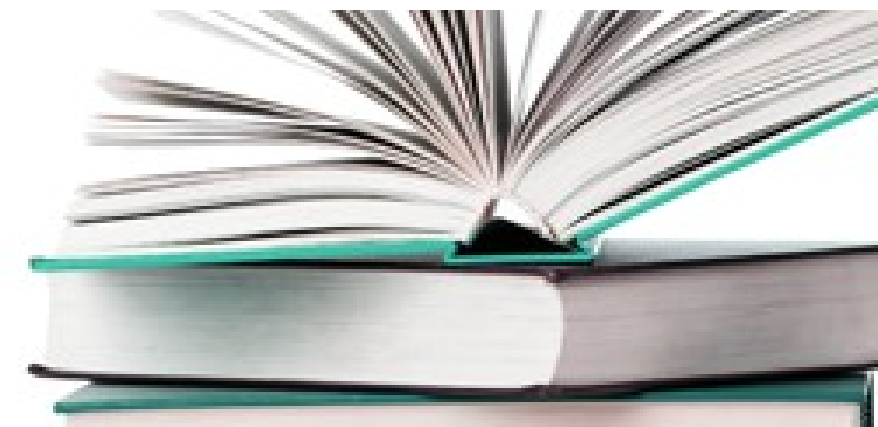


“Branding” isn't hard, either...

Consistent look, feel, and delivery...you know what type of content you're going to get! (Can see in mind...)



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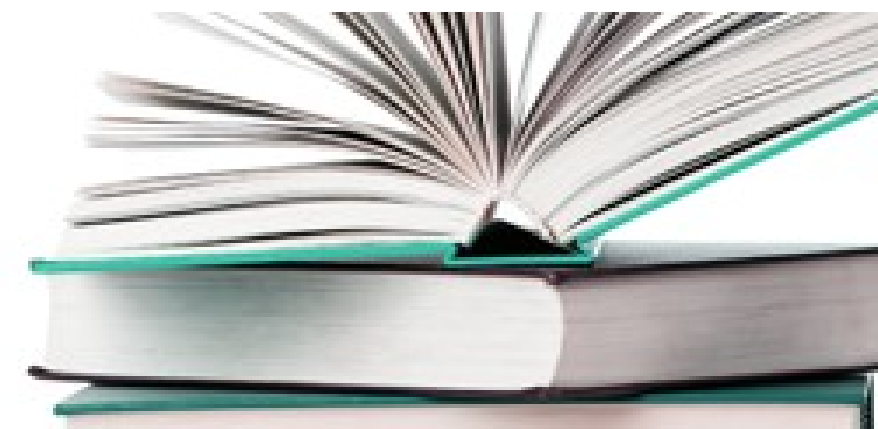
Branding allows you to build your own publishing process and **SYSTEM...**

It's what makes YOUR book unique and stand out...what can YOU do better than others?

Your “success” turns into a **TEMPLATE...**

Layout, Sales Copy, Image Sources, Author Bio...

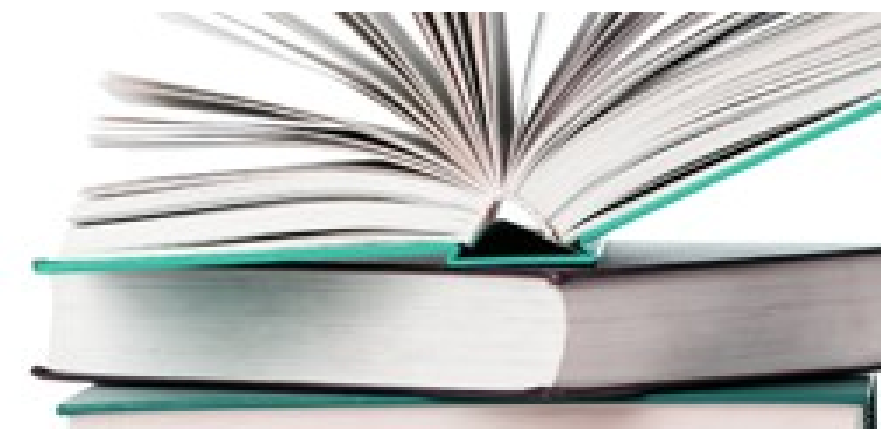
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Systems = SPEED!



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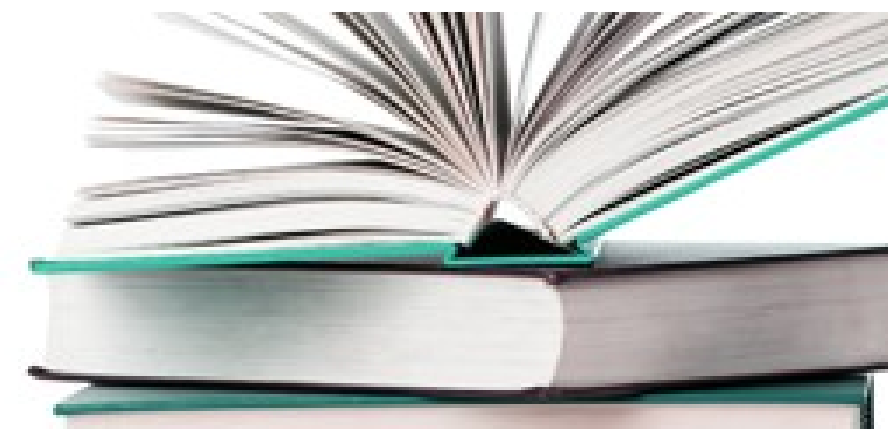
You Need To Plan for Success!

When your books start selling \$1,000+ per month, you should scale up fast.

It WILL happen if you publish book after book quickly, identify what sells, and build your own brand!

What do you want to do **yourself?**

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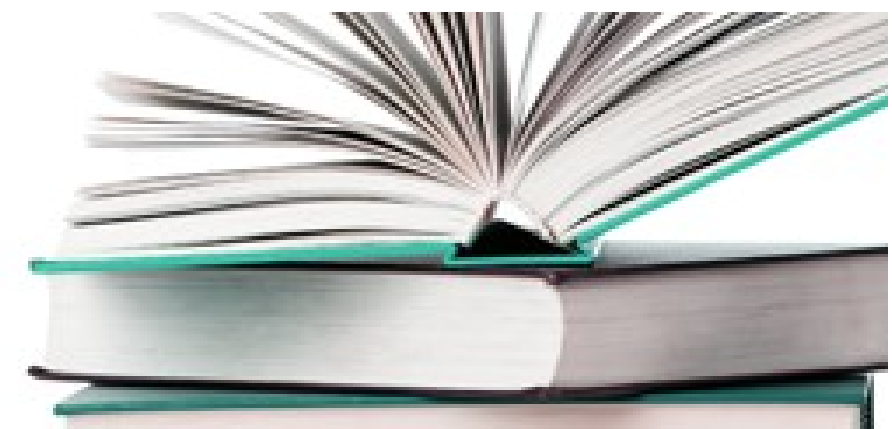


Plan your metrics...

When you identify what part of the process you want to do yourself, you can plan it out...

Add up rough costs for each “item”...if cost is particularly high, be creative in how to lower it (e.g., public domain images or content instead?)

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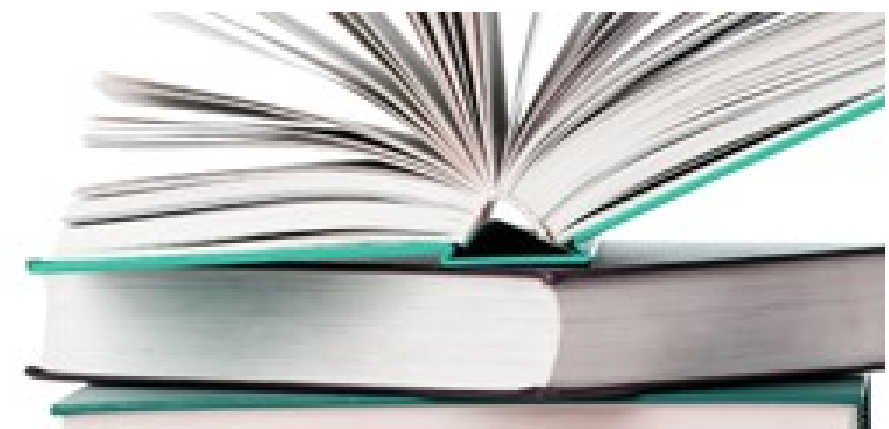
There's a BIG Difference...

Remember, there's a big difference between working for yourself and owning a business.

Working for yourself: Hours input x Income = Hourly Wage

Business: Other people earning money for you (ROI)...

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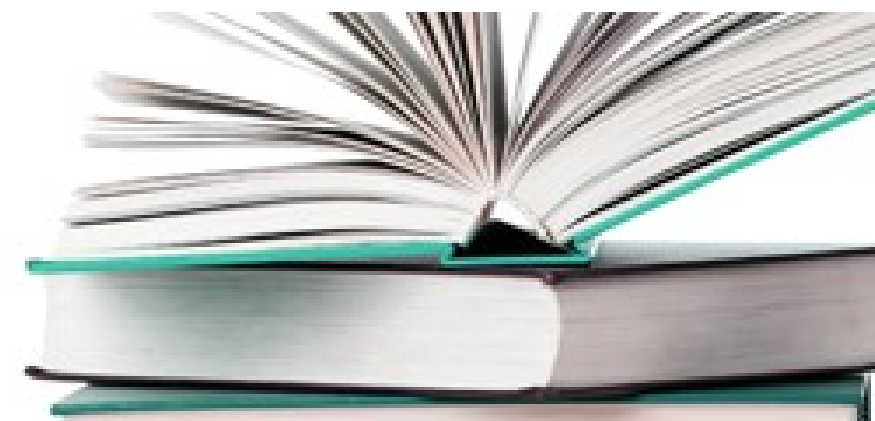
It's all about YOUR business...

Don't be afraid to let other people do the work.

You can be totally hands off...imagine e-mailing a keyword phrase to an outsourcer, and one week later, having a full book ready to publish? (Keyword → Research ToC → Write → Edit → You!)

Gradual change through Systems & VAs! Part-timers too!

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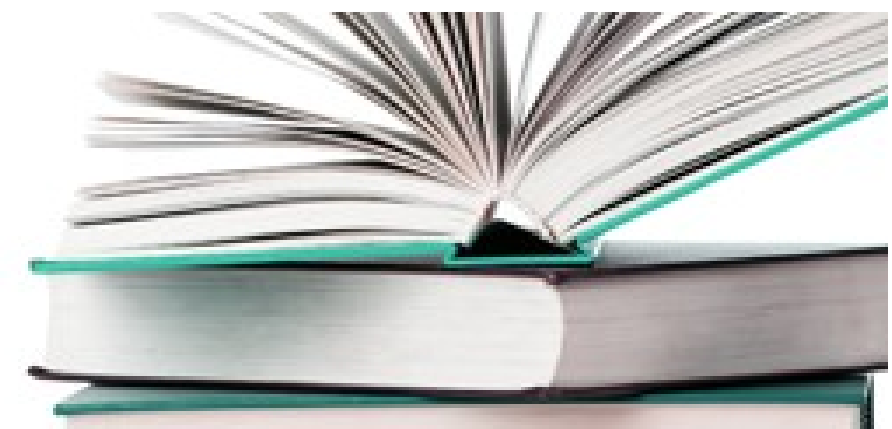


“Management” isn't hard, either...

If you hire the right people, give instructions, and aren't afraid to fire people, it's easy.

Ask for Weekly Updates. Review progress early. Give unexpected bonuses. Treat with respect and appreciation. Give detailed instructions. Hire motivated workers.

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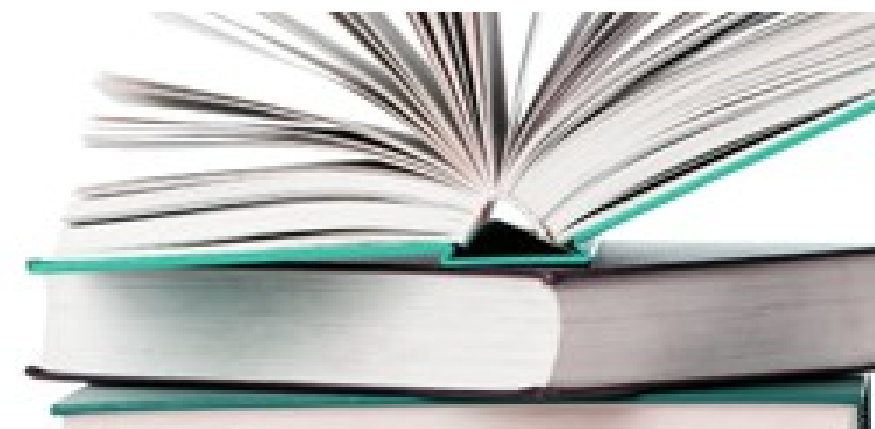
Outsourcing Helps You Go Further

Want a physical book? Pay someone \$50 to format your book into a Createspace version.

Want a COVER for your physical book? Pay a graphic designer \$25-\$50 to turn your eCover physical!

Want to put your book in more online stores?

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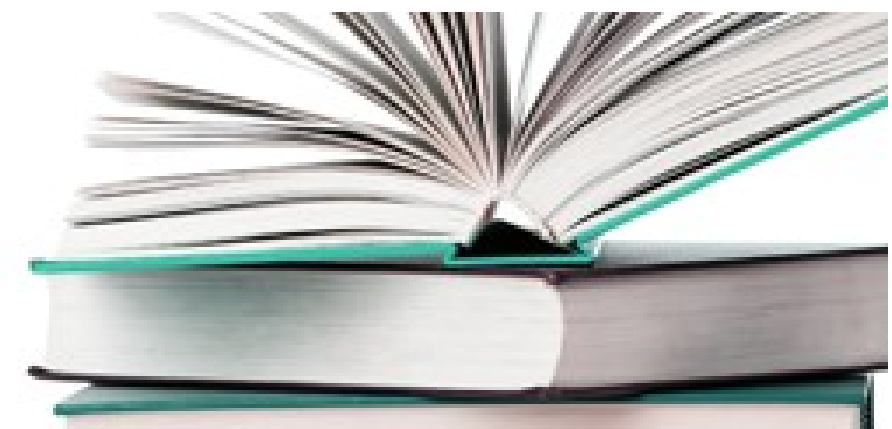


Anything You Can Do, They Can Do

Keep in mind...EVERYTHING can be outsourced!

Build your own system to accelerate your progress...

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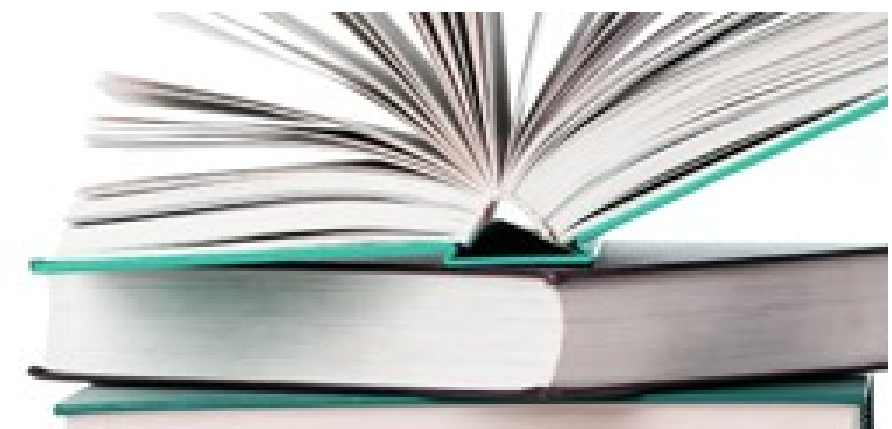
Final Thoughts...

Remember, this is all about YOU.

Don't let the little details trip you up – other people can fix almost any problem for you, at a small cost.

Persistence and determination is key...to any business.

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Session 5 - Your Homework

- Finish writing your book!
- Insert images, graphics, illustrations into your book
- Edit your book for clarity, grammar, spelling
- **“Finalize”** your book – get it ready for next week!

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Session 5 - Your Homework

- Pre-plan your next two titles...
- Keyword? Titles? Images? Cover? ToC?
- Notes: Table of Contents, 4-Hour Outsourcing
- Identify your Time Traps and Outsource Them

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