

Welcome to the Kindle Bestseller Bootcamp:

Session 8 – Publishing Systems

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Here's What We're Covering:

- Session 7 - Homework Review
- Systems 101: How to Create Your Own Kindle Publishing Process
- How to Hire Project Managers To Make You Money
- Building and Automating Your Book Marketing Systems
- Extracting Maximum Profit from Your Book Content
- How to Rapidly Grow Your New Publishing Business
- Close Out – Final Thoughts and Advice
- Your Final Session 8 Homework

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Session 2 - Homework Review

- Sign up for Redirects Roundup.
- Create your Golden Link and Short Link using Roundup.
- Create a detailed marketing plan for your eBook.
- Implement the marketing plan and document the results. What works and what doesn't?
- **You're well on your way to becoming a PUBLISHER...**

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You're making the transition...

One Book = Author

Multiple Books = Publisher

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Why do you need to build a system?

- **Speeds up the ENTIRE publishing process**
 - There's less pressure and hold-ups
 - Easy to build up and scale your success
- **Removing yourself from the picture is GOOD...**

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The ULTIMATE Goal...

Turn this into a SUSTAINABLE business!

A business can't be sustainable unless you can easily replace the “cogs” in each part of the system...

Think bigger! You can tap into great writers, researchers, editors, etc. for pennies on the dollar...

To publish MORE BOOKS! (It's easy, right?)

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Your First Publishing System...

Set a Book Launch Schedule!

1. Determine the TOTAL LENGTH of time it will take to publish your book. Include writing, research, and cover.
2. Determine specific release dates for the next 6 to 12 months.
3. **STICK TO THE SCHEDULE!**
4. After each release, ask: **What can make this faster?**
How can I sell more books next time?

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Your Second Publishing System:

Think About Your NEXT Book!

- You should be able to publish AT LEAST 3 to 5 books about almost any given topic. If you can't, the niche is either very small and specific...or you're not thinking hard enough.
- The more books you publish, the more books you're going to sell. Books help sell other books!

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Your Second Publishing System:

Build a **SERIES** of Books...

- In certain niches it makes sense to publish a series of books...for example, fiction books.
- Certain non-fiction books can be built into series, too. Remember, these are **YOUR** books...you can publish them in any way you want.



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Your Second Publishing System:

Books by J.B. O'Neil

[Add more books](#)

Page 1 of 1 (6 items) Sort by Publication Date

-  **Grandma vs. Zombies - Includes FREE Audiobook Version! - A funny action book for kids 9 to 12 (The Family Avengers Series)**
Kindle Edition
Current Sales Rank: #8,227 in Kindle Store
Average Review: ★★★★★ (12 reviews)
-  **Fart Wars: May the Farts Be With You (The Disgusting Adventures of Milo Snotrocket)**
Kindle Edition
Current Sales Rank: #7,077 in Kindle Store
Average Review: ★★★★★ (18 reviews)
-  **Caveman Farts: The Story of the First Stinky Fart (The Disgusting A**
Kindle Edition
Current Sales Rank: #467 in Kindle Store
Average Review: ★★★★★ (36 reviews)
-  **Ninja Farts: Silent But Deadly...A Hilarious Book for Kids Age 6-**
Kindle Edition
Current Sales Rank: #2,924 in Kindle Store
Average Review: ★★★★★ (49 reviews)
-  **The Fart Book: Whiff it, Sniff it, Lay it, Rip it! (The Disgusting Adventures of Milo Snotrocket)**
Kindle Edition
Current Sales Rank: #8,641 in Kindle Store
Average Review: ★★★★★ (49 reviews)
-  **The Booger Book: Pick it, Lick it, Roll it, Flick it! (The Disgusting Adventures of Milo Snotrocket)**
Kindle Edition
Current Sales Rank: #10,846 in Kindle Store
Average Review: ★★★★★ (47 reviews)

Why not keep publishing the same kind of books as long as they are selling?...

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Your Second Publishing System:

11	0	11	35%	2.99	N/A	N/A	N/A	11.55
170	11	159	70%	3.00	0.99	3.00	0.15	317.01
765	3	762	35%	2.98	N/A	N/A	N/A	5.95
11	0	11	35%	2.96	N/A	N/A	N/A	11.41
2	0	2	35%	N/A	N/A	N/A	N/A	0.70
6	1	5				8.95	0.16	30.75
53	3	50				N/A	N/A	22.45
2	0	2				N/A	N/A	2.10
1	0	1				2.99	0.04	2.06
1	0	1				N/A	N/A	3.13
40	3	37	70%	2.94	1.89	2.94	0.28	68.90
								Total: \$ 6056.76

6-week profit from sales of just one of my Children's Book Series

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Managing Your Systems

- **As the publisher, you're the ringleader.**
- Your primary role is to come up with the IDEAS – in other words, you BUILD the system and determine who does what.
- Where do YOU fit in that role? (What do you like?)
- **You need a project manager to do the work...**

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Hiring a Project Manager

- Your Project Manager is really a “**Systems Manager,**” making sure everything is working properly.
- Pay Hourly; Promote from Within
- Most effective Project Manager is an Editor...start by hiring for editing project, then promote to:
 - “**Managing Editor**”

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Why an Editor?

- Editors are detail-oriented – natural managers
- Start with a small editing job, then expand
- Allows you to get someone to manage your publishing process for a lower starting cost
- **\$8 - \$15 / Hour**

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Your Editor's Responsibilities

- Edit for clarity, grammar, spelling
- Add additional information and resources to the book
- Format and/or add content to a book “template”
- **Promote to Manager (+\$1-2/hour)...**
 - Tasks: Report progress, assign tasks, buy content

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Starting “The Big System”

- Start by doing the research & ToC yourself
- Outsource all necessary content/illustrations via Fiverr, oDesk, Textbroker, etc.
- Gather all content, send to editor, and provide instructions on how you want the book organized
 - Did that work? Cut yourself out! **All** e-mails to editor...

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Cut Yourself OUT!

- Did the Editor do a good job of pulling everything together? If yes, AWESOME.
- If not – don't worry! Provide more specific instructions, tell them what was right, and try again.
- Once you're ready, send ALL e-mails to the Editor!
 - **Create a separate Gmail account...**

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Then, Manage Progress

- Work with your Editor and explain how each piece of your book creation process works over 3-4 weeks. (The more you grow, the clearer this will become to you...)
- Allow them to put together **entire** books for you...
- The research and the marketing is “your little secret”
 - **Remember, most people want the paycheck!**

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Building Marketing Systems

- As you grow, the book publishing process becomes easier and easier. More editors, more writers, more illustrators means more books published.
- The **MARKETING** of your books is important...
- Every sale you get today helps accelerate future sales and moves you up in rankings...**snowball effect.**

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Best Tools for Book Marketing...Email!

- E-Mail Marketing is CRUCIAL for your business. It doesn't matter who you are or what stage you're at.
- Automatic follow-up e-mails, instant blast of e-mails, e-mail filtering...
- Prospect-to-Customer E-Mail Automation



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Best Tools for Book Marketing...Email!

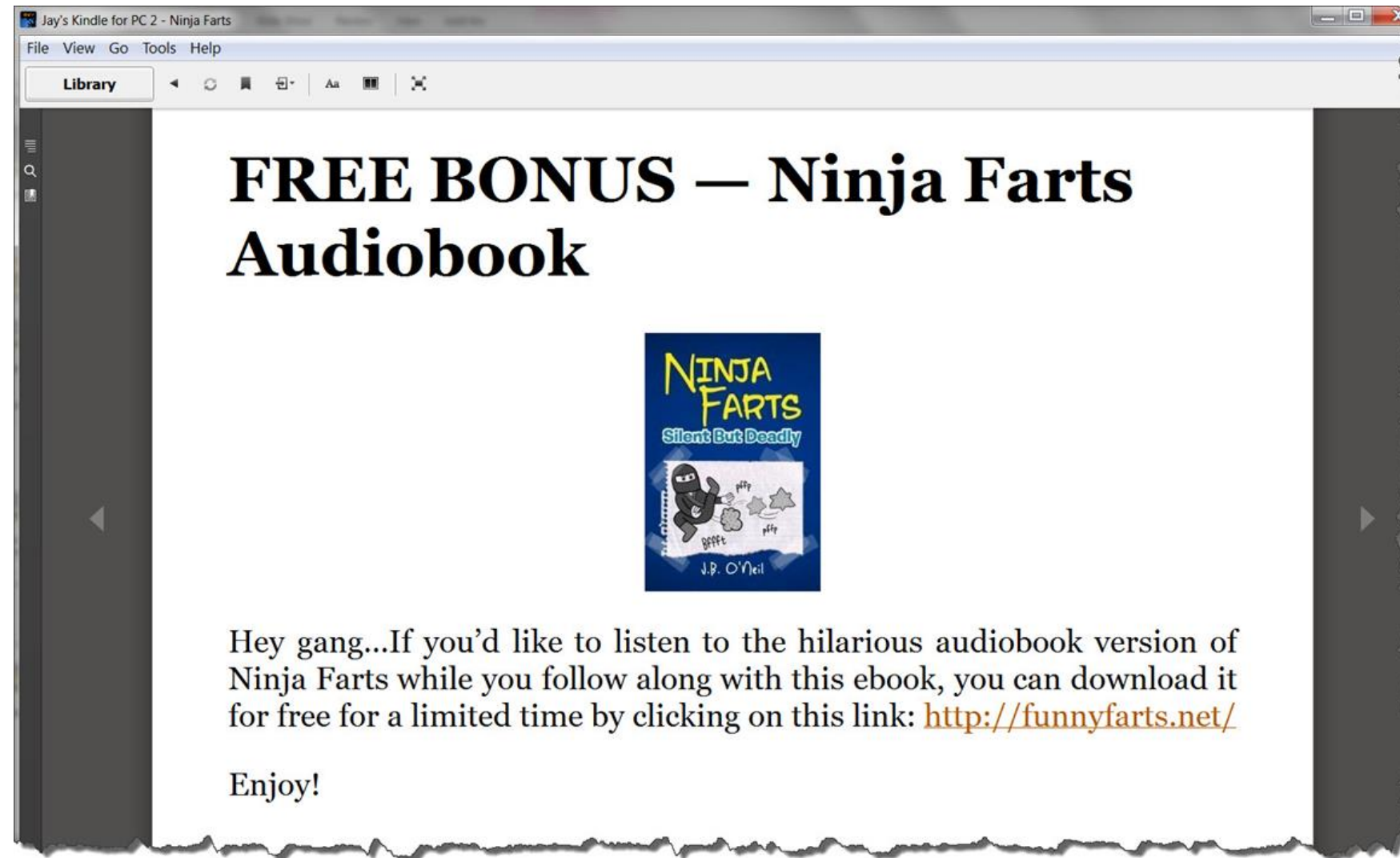
EXAMPLE:

Here's one terrific way to build a list using your Kindle ebooks...

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Best Tools for Book Marketing...Email!



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Best Tools for Book Marketing...Email!

So...Do You Think Farts Are Funny?

Me too! Hi I'm bestselling author J.B. O'Neil, and I'd love to send you a FREE audiobook version of my hilarious new book called "Ninja Farts."

Here's what readers are saying about my side-splitting, bottom-burping Fart Book Series:

- "This book had me giggling and I can't wait until my daughter is old enough to understand the jokes so my wife will stop thinking I'm weird for picking up books like this for myself!" ~ **Blaine Moore**
- "I'm a 22 year old man, and Milo Snotrocket had me splitting my sides! I can't wait to sit with my nephew to read Ninja Farts again and again." ~ **Sam B.**
- "Both my 3-year old son and 6-year old daughter LOVE Ninja Farts. In fact, my wife heard us all laughing at it... she came in, started giggling...then SHE burst out laughing, so hard she cried. This is pure magic. Great pictures too!" ~ **J. Rhodes**

This mp3 audiobook currently sells for \$9.97, but you can access it instantly and listen to it right now (you and your kids will love the stinky sound effects!).

Just enter your name and email address in the box to the right (so I know where to send it), and I'll deliver this hilarious "Ninja Farts" audiobook right to your inbox!



Name

Email

[Download Now](#)

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Best Tools for Book Marketing...Email!

The screenshot shows the AWeber dashboard for the 'wsoxray' list. It includes a navigation menu, a subscriber search bar, and a 'List Stats' table. A callout bubble points to the '1000-farts' list, which has 1,153 subscribers.

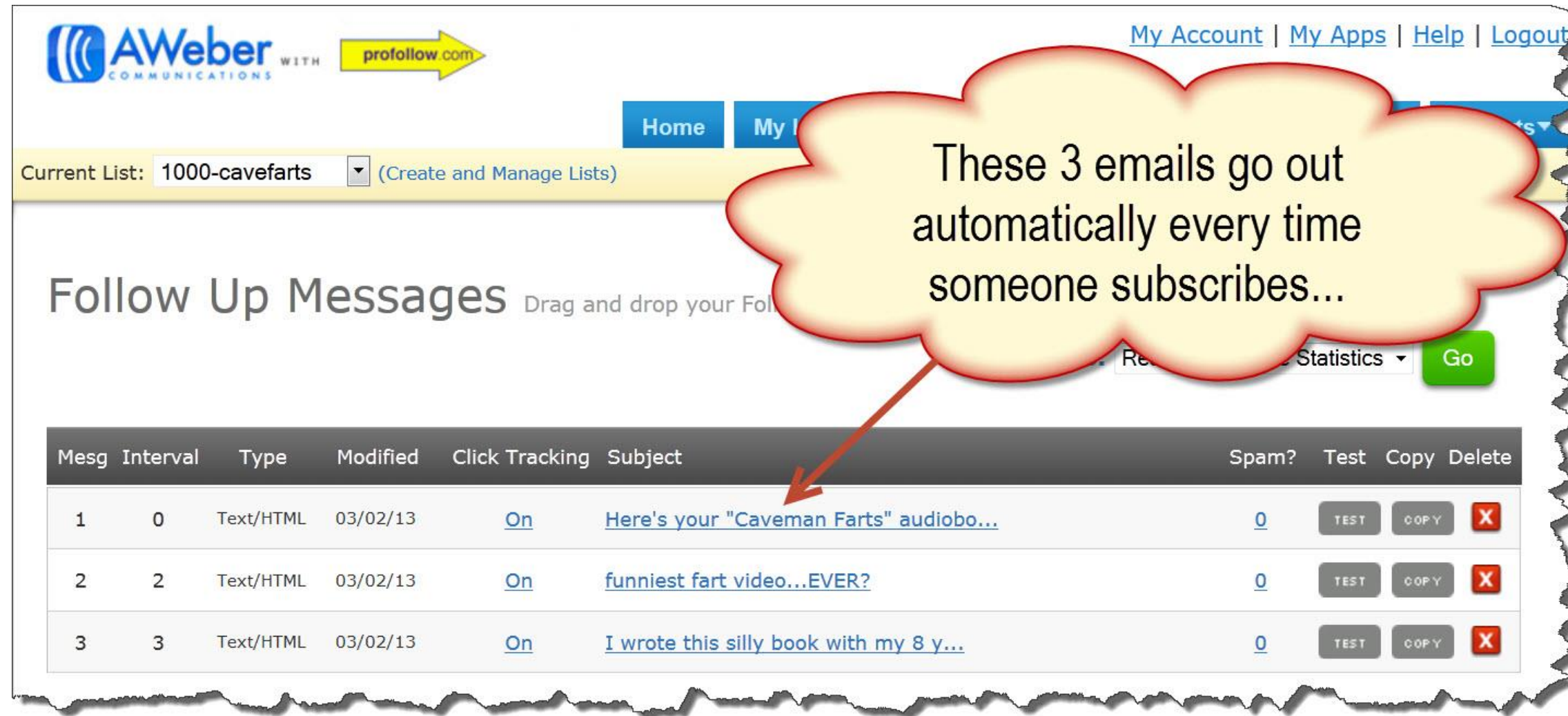
Listname	Today	Yesterday	Subscribed	Unsubscribed	Gr...
1000-cavefarts	28	3	385	73	458
1000-farts	8	12	1,153	261	1,414
1000-fartwars	1	3	186	35	221
1000-zombies	23	73	176	7	183
amazon teachi...					30

I've added almost 2,000 buyers of these books to my list in just 8 weeks!

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Automate the process with follow-up emails



The screenshot shows the AWeber interface for setting up follow-up messages. At the top, the AWeber logo is on the left, and navigation links for 'My Account', 'My Apps', 'Help', and 'Logout' are on the right. Below the logo is a yellow arrow pointing to 'profollow.com'. A navigation bar contains 'Home' and 'My Lists'. A dropdown menu shows 'Current List: 1000-cavefarts' with a link to '(Create and Manage Lists)'. The main heading is 'Follow Up Messages' with a subtext 'Drag and drop your Follow Up Messages'. Below this is a table of messages and a 'Go' button.

These 3 emails go out automatically every time someone subscribes...

Mesg	Interval	Type	Modified	Click Tracking	Subject	Spam?	Test	Copy	Delete
1	0	Text/HTML	03/02/13	On	Here's your "Caveman Farts" audiobo...	0	TEST	COPY	X
2	2	Text/HTML	03/02/13	On	funniest fart video...EVER?	0	TEST	COPY	X
3	3	Text/HTML	03/02/13	On	I wrote this silly book with my 8 y...	0	TEST	COPY	X

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What else can you e-mail your subscribers about?

- New book launches
- New YouTube videos, blog articles, Facebook posts
- Excerpts of Upcoming Books
- Special discount promotions (\$9.99 to \$2.99!)
- Affiliate Promotions (Clickbank, Nanacast, etc.)

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Success Builds On Success

- Your book business is SUPER-Scalable. There are an almost infinite number of things you can do to create AND promote your books.
- Just remember – everything builds on itself. More e-mail subscribers means more Facebook page fans means more YouTube subscribers means more **BUYERS...**

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Your Marketing Systems Grow...

- As you find more ways to promote and advertise your book, you'll naturally earn more search engine traffic.
- You can push the process along by publishing Press Releases (WebWire), with YouTube FAQ's Channel, publishing your own blog, and using your keywords!

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Even Simple Promotion WORKS!

- Cross-promote all of your other books via email & ebooks



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Build a BRAND with your books...

Constant exposure and promotion...go where everyone is!

OPTIMIZE FOR: YouTube, Facebook, Google (SEO)

How? Build a niche blog, create a Facebook group and YouTube channel about the topic, or for your brand.

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Think: “One-to-Many”

- **People want to connect with the author! Go on “Virtual Tours” - Skype for Educators**
- Send an e-mail to your list, FB group, YouTube channel, Reddit, etc. and have them join you
- GREAT to do around the next book launch time...(you can even PRE-SELL your book...)

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“Renting” YouTube

The image shows a screenshot of a YouTube video player. The video is titled "Cat Hiccups and Farts at the Same Time" by user zachary961. The view count is 2,620,959, which is circled in red. A yellow callout bubble with a red border contains the text: "This super-targeted YouTube video has over 2.6 million views...and it's linking out to my book!". A red arrow points from the callout bubble to the view count. Another red arrow points from the callout bubble to the video player. A third red arrow points from the callout bubble to the URL "http://funnyfarts.net/" in the video description, which is also circled in red. The video description includes the text: "Uploaded on Jul 11, 2010. Ok, if you think cat farts are funny...check THIS out: http://funnyfarts.net/". The video player shows a cat sitting on a blue surface. The YouTube interface includes the search bar, upload button, and user profile "Jay Boyer".

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Remember, your publishing systems
not only produce books...

*...but “raw content” that can
be used for ANYTHING!*

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Use and re-use content wisely...

Use as “teaser” excerpts for videos, e-mail

Combine multiple series books into a compilation book

Break large books/stories into smaller, focused books

Create an infoproduct or training course...

(Use content as starting points for outline, videos)

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And, don't forget...

Publish your book to MULTIPLE channels!

Use Smashwords to put your book into the
iBookstore, Barnes and Noble, Kobo and a
lot more...



Make sure you don't violate KDP Select Terms!

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Repurpose Your Kindle Book Content...

The screenshot shows the Udemy course page for "Self Publishing Secrets" by Jay Boyer. The course title is "Self Publishing Secrets" with the subtitle "How to Publish a Print on Demand Book to Amazon For Free Using CreateSpace". The price is \$47. The page includes a video thumbnail with the text "SELF PUBLISHING SECRETS" and "How to Publish a Print on Demand Book to Amazon Using CreateSpace". Below the video, there are social media sharing options for Twitter (2 tweets) and Facebook (3 likes). The course description states: "Although Kindle ebook publishing is all the rage these days (and for good reason), paperback books will absolutely **never** go out of style. In fact, many paperback books listed at Amazon.com outsell their ebook counterparts by a margin of 2 to 1. And thanks to print-on-demand publishing via CreateSpace, it has never been easier than right now to get published! In fact, it can take as little as 60 minutes to publish an existing manuscript for free as a paperback book to Amazon...even if you've never done it before. You simply need to know how to format and submit your manuscript correctly, and you can be making sales at Amazon in as little as 24 hours." The page also shows that 69 users are already taking this course and an average rating section.

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Go from \$.99 cents to \$99.00 dollars...

The screenshot shows the Udemy instructor dashboard. At the top, there's a navigation bar with 'Jay' profile, 'My Courses', 'Create a Course', the 'udemy' logo, 'Discover Courses', and a search bar. Below this is the 'Payment Report' section. It includes filters for 'Payment Time' (set to 'Show All') and 'Course' (set to 'Self Publishing Secrets'), a 'Show' button, and a link for 'Show My Next Payment'. Below the filters is a 'Summary' section with a table:

Type	Number	Instructor Share	Total Amount
Instructor Coupon Sales ?	47	\$1,078.65	\$1,269.00

A yellow callout bubble with a red border points to the 'Instructor Share' value of \$1,078.65. The text inside the bubble reads: 'I've earned over \$1K in profit by transforming this Kindle ebook content into a high-value information product!'.

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Your Most Valuable Resource to Grow FAST...

Do you know what it is?

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Other Authors!

- You can talk with them as peers since you're an author too
- Stay in contact, ask for advice, give suggestions
- Partner with them and offer help on future books/projects
- Ask smart questions that show you're knowledgeable
- Don't ask or expect to get into their books immediately

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Helps You Pinpoint Opportunities...

Becoming more involved with a market, and talking with and partnering with authors/leaders of that market will not only turn you into an expert...**you'll see opportunities!**

Will help give you ideas of potentially profitable information products, training courses, books, videos, etc. that you can sell (e-mail!) to your **existing customers**

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Final Thoughts...

You guys have done a GREAT job with your books.

More well-written, well-illustrated and well-published books than we could have imagined when we first started!

MAJOR improvements...leaps and bounds.

We LOVE your success stories. Send 'em in.

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Persistence Pays Off...BIG!

- **Everyone fails sometimes...**
- Some books will flop, some will do OK, some will do great, and one might eventually make you rich...
- The odds are **AGAINST** you if you only publish one book. It's fast and easy – why stop at just one?
 - If your book fails at first, don't worry, **try again...**

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Book Recovery Checklist

- 1.) **Change Title**
- 2.) **Change Cover**
- 3.) **Change Keywords**
- 4.) **Change Description**
- 5.) **Change Categories**
- 6.) **Change Price**
- 7.) **Add/Remove Content**
- 8.) **Change Angle of the Book**

You can change ANYTHING about your book at ANY time.
It's your book!

You've already done the work...keep tweaking it!

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Session 5 - Your Homework

- Start PUBLISHING your next **two** titles...
- Research and write ToC yourself, outsource the rest
- Tweak your books that are not selling well (allow 4-6 weeks)

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Session 5 - Your Homework

- After your 3 books published, hire Editor
- Promote to Managing Editor when you see fit
- **Write out your publishing system** – what will you do yourself? What will you outsource? Topics? Branding? Marketing? Schedule?

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