

# **Easy Book Content:**

## **Module 1: Introduction and Foundation**

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**Tony Laidig**

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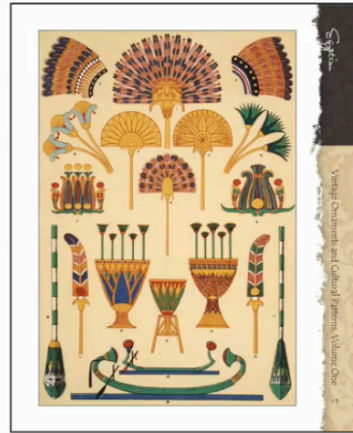
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## Introduction

### IN THIS WEBINAR...

#### **Introduction and Foundation:**

- Not All Content Is Created Equal.
- Content Options and Overview.
- Types of Content.
- Creating Books Quickly.
- Working With an Editor.
- And Much More!



Welcome to the first lesson in this Easy Book Content course! This lesson will serve as an introduction and lay out the foundation of the rest of the course. My name is Tony Laidig, and I am the host of this course. Over the next six weeks we will be diving down deep into all types of strategies and tactics for coming up with content for our books.

It's very exciting for me to be able to share some of my own exports with you. Obviously, if you are reading this, you are interested in finding ways to enhance your book publishing business or learning different ways to come up with content more quickly and easily. Specifically, the following topics will be covered:

- Not All Content is Created Equal
- Content Option and Overview
- Types of Content
- Creating Books Quickly
- Working with an Editor
- And Much More!

First of all, we are going to take a look at why not all content is created equal. Next, we will dig into some of the content options that are available to us. You'll be given kind of a brief overview, and then we will talk about the different types of content as well as why you should or shouldn't focus on them. I'm also going to share a little bit about creating books quickly, but this is something that's going to be covered over the course of this entire training series. Then finally, you'll be given some tips about working with an editor, and I'm actually going to share a new resource that I just found out about as well.

If you follow my training, you know that I don't always use a lot of illustrations. A friend of mine named Felicia always gives me a hard time about that. She's all about illustrations, so when we were working on slides for our Genius Factor training, she said "You know, PowerPoint does come with built-in graphics that you can actually load into your slides right from within the program." I just started laughing. You would think that I would use more illustrations. I'm a very visual and creative person, but I guess I just don't think it's necessary to include a lot of visual media in my presentations.

Throughout this particular course, I will be providing images so that you have examples of things that I've done and things that you can do. The slides in this lesson, for example, all contain clips from books that are published in one form or another. The one in the screenshot above actually contains a clip from a book that I have available on Amazon. I actually have two volumes of this book out, and both of these books consist mostly of images that I have found from the public domain. The majority of the pages look somewhat like the one shown above. So there wasn't a whole lot of writing involved.

One of the primary reasons why I am sharing this information is because we need so much content, and the more that we can produce without having to write day in and day out, the better. That's kind of the central idea of this training. In this course you are going to learn how to produce your content easily in order to cut down on the time that you have to spend writing.

Now, if you're trying to write the next great American novel, chances are likely that you're still going to have to bang that one out. You could create other types of books, however, to supplement your brand, or better serve your customers, or even increase your bottom line. I imagine everybody in this training is going to be inspired to really ramp up what they are already doing when it comes to publishing books.

## The Best Content

### THE BEST CONTENT...

#### **New Perspectives:**

- You need content for EVERYTHING you communicate.
- It is easy to have tunnel vision regarding your content to produce it in the SAME ways every time.
- The truth is there are MANY ways to communicate the same information!
- My goal is to inspire you to think about your book content differently, and from new perspectives!



I really want to provide you with some new perspectives. This is really the premise of all the teaching that I do. We have established that we need content for everything that we communicate, right? In the information age that we're in it doesn't matter if you're talking about publishing books, or your blogging, or you are using Twitter and Facebook, you need content for all of these endeavors. It has to come from somewhere. You may not have to come up with it yourself. There are actually a lot of places where you can find content.

I have found that people generally fall into routine. I, myself, have my own routines. The problem with these routines is that they can make you have tunnel vision with regards to the development of contents. You settle in and start producing it the same way every time because "If it ain't broke, don't fix it." You become comfortable with your own strategies and they work well enough, so you never do anything differently.

You may notice that a lot of my webinars run the same way. They work well, so I rarely change my style. However, I am actually exploring some new ideas concerning how I teach on my webinars. So, you might see some changes in the future. I don't want to just get locked in to doing things the same way all the time. The way I do it now works, but that doesn't necessarily mean that everything needs to stay the same. The same thing goes for how you go about generating content.

The truth is that there are many ways to go about communicating the same thing. That's essentially what we are going to be exploring in this training course. I'm going to break these lessons up so that different types of content are being covered each week, but my real goal is to present it to you with some new perspectives that you can take on. I want you to take away some new ways of creating content that you may have never thought about before. To reiterate, my goal is to inspire you to think about your book content differently, and from new perspectives. Hopefully, I will achieve this goal. I will try my best to anyway.

It is important that you understand that not all content is created equal. On some level, you know that this is true. There has been a lot of upheaval, if you will, within the Internet marketing space in regards to private-label content. Even though Amazon is pretty much put their foot down about using private label content, it seems like there's more of it being produced now than ever.

There are a lot of different ways that you can use private label content. We'll touch upon this further on in the training. The real thing that we want to focus on is quality. However, the overall goal is to produce a large quantity of content that is of a good quality. That's what you're really after.

I've known people who just produce books as quickly as possible to get them up on Amazon and get some income rolling in. So, the quality isn't there in the covers are just kind of so-so. They try to figure out what the minimum number of pages that they can get away with is. Listen, you are trying to build a business. Therefore, the question of "How little work can I get away with doing?" should not even be in your consciousness.

It always seems like I get questions like that. People are always asking things like "How little do we have to change it for it to be considered a derivative work?" or "What's the minimum number of pages that we can have for it to be considered a legitimate Kindle e-book?" There are people out there that are just constantly focused on figuring out ways to cut corners. I'm not a 'cutting corners' kind of guy. Now, having said that there are ways to reduce how much you have to write but still produce a quality product. Your customers are going to expect that from you, and that's really what you have to keep in mind.

Whenever you start producing substandard content of any sort, you're hurting to people. The first is the customer, and the second is yourself because ultimately your customers are going to go away. You don't want to gain a reputation of being a hack artist or anything like that. You want to produce quality products because you're building a business, or creating a brand, or establishing a platform.

You may be multiple niches and you might be writing under a pen name, but if you're producing junk eventually your pen name will get a bad reputation. So that doesn't really mean anything

either. It's important to me, and it should be important to you, for the products that you produce to always be of a good quality. This is going to be a foundational element to everything that we talk about from now on.

Throughout this course, you're going to learn what quality looks like in images, in other people's content, and in public domain content. From the beginning we must establish a standard of quality because your products represent you. There are a lot of different ways to go about handling better quality work.

**THE BEST CONTENT...**

**Commitment to Quality:**

- Understand that not ALL content is created equal!
- Quality PLUS quantity is the answer.
- From the beginning, we must establish a standard of quality. It is representing YOU!!!

**THE PUBLIC DOMAIN CODE BOOK**

**Athens**  
<http://athens.library.utoronto.ca/athens.html>  
Athens references to provide the Internet user with good educational texts, useful databases, accurate information and reliable facts. There are many of examples of this.  
Comments / Notes

**Autorama**  
<http://www.autorama.com/>  
Autorama features completely free books from a variety of different authors, collected here for you to read online or offline.  
Comments / Notes

**Avroon Project**  
<http://www.avroonproject.com/avroon.html>  
The Avroon Project is dedicated to providing access to primary source materials in the fields of Law, History, Economics, Politics, Diplomacy and Government.  
Comments / Notes

**Bibliographical Society of America**  
<http://www.bibliosociety.org/bibliosociety.html>  
A major collection of bibliographical resources from the Bibliographical Society of America.  
Comments / Notes

**Bibliomaniac**  
<http://www.bibliomaniac.com/>  
Free Online Literature with more than 2000 Classic Titles, Literature Book Notes, Author Biographies, Book Summaries and Reference Book. Real Classic Fiction, Drama, Poetry, Short Stories and Contemporary Articles and Interviews. Research Reference Books, Dictionaries, Quotations, Classic Non-fiction, Biographies and Religion Texts.  
Comments / Notes

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**Easy BOOK CONTENT** Tony LaFollette

Look at the page in the screenshot above. This is a page out of my very first product. It was my first physical product and digital product. It was titled *The Public Domain Code Book*, and it was copyrighted back in 2007. So, I produced it seven years ago, but this page is from a revised edition. You can see that this page looks very clean and nicely formatted. I was a book designer for years, so I already have the skills to do this correctly.

There are a few things that I want to point out. I didn't write any of the copy on this page. These are all excerpts from the websites that have the links listed. As you can see the content listed contains the website name, the URL, and a description. Sometimes I would need to tweak the description a little, but I did very, very little editing. Then, underneath the description, you would find three lines that people could use to add in their comments and notes.

Nearly the entire book consisted of pages like this. There was some supplemental writing involved, and the end of the book was essentially just a reprint of the copyright laws. These are in the public domain, so I didn't have to write or rewrite that either. This book sold thousands



of copies and people loved it. To this day it's still very relevant. I've had to go through an update some of the links and stuff, but it's still very useful.

From a content perspective, this book didn't require a lot of work. I made it look nice and professional, which took some work, but I really didn't have to do a huge amount of writing. One thing that I want you to consider throughout the following weeks is what you would want if you are buying a book or an information product. What kind of content would you consider valuable and worthwhile? That's really the gage to go by. Would you buy your own stuff?

You might not be as OCD as I am when it comes to appearances and how things are produced. I have a pretty high standard when it comes to my own stuff, and I think that ultimately works in my favor. So, I would like to challenge you to build and create everything from a foundation of excellence whether YOU create the content or not. You might, for example, create a book through the use of contributing authors, but you can still set a standard for their work. If somebody writes a section of your book and you read through it in their grammar is horrible, and it's all fluff and of no quality, then you are going to want to communicate with that author about their work. Just say something like "Listen, my name is going to be connected to this, so we have a standard for quality."

As we go through the different types of content over the following weeks, I will be letting you know what I see is good quality and bad quality. That way you have some things to judge from. You're probably pretty smart, and I'm sure you can figure a lot out on your own. A lot of it comes down to what you would personally expect a good quality book to be.

Now let's talk a little bit about the purpose of our content. This is kind of a no-brainer, but again we are establishing a foundation for this course. Your content can take on a lot of different forms, and it's important to recognize that your content will have a specific job to do. That specific job may be different in each and every book that you create, but your content will always have a purpose.

The purpose of the content of your book or product may be to inform. On the other hand, the job of your content may be to introduce different concepts or ideas to your reader. Another purpose of your content may be to simplify a certain process for people, or your purpose may simply be to entertain. You could also be reporting on the subject. In this case, you would be researching your subject and letting people know what's going on.

Your book could also simply be providing an explanation on a certain topic or subject. In any case the purpose of your content should be to engage your audience, but in some cases that might be the primary purpose. It may also be to inspire. So, here is a list of the different purposes your book may have:

- Inform
- Introduce
- Simplify
- Entertain
- Report
- Explain
- Engage
- Inspire

The purpose of your content may cross over into more than one of the possible purposes listed above. You may be able to think of more yourself. For the most part, however, it should fall into one of these eight categories and you should focus on that purpose throughout the entire book creation process.

Why does it matter that you understand this? No matter what you are doing in life, you have to have a solid reason why. I truly believe that, especially when it comes to matters of business. It doesn't matter what you are doing, you should be clear on what the objective is. People often look at books as a means to an end. I've never seen a book that way and hopefully by the end of this training you won't either.

The truth is that the book is the beginning. It may become a lead generation device for you, or it may become the catalyst that gets you in front of the media and advances you in your field. It may even be the beginning of your own personal empire. From this book, you may be able to create more information products, videos, and webinars. It may become a means of raising money for charities, or you may use your books as a means of teaching children. You could use your book(s) to teach other people in different ways as well, such as teaching people how to get through a troubled time in their lives.

You can really expand what you are doing right now into a ton of different directions. Understanding the initial purpose of the content helps lay a foundation for everything else. That's why it's important to define the reason for your book. It's really easy to get caught up in just thinking "I need to create a book." or "I want to have a couple of books on Amazon." By all means, these are great goals to have. However, I would like to challenge you not to produce the book just for the sake of the book.

I have a book called Street Performers. The current version of it doesn't contain a lot of writing; the content primarily consists of photographs. It's just a coffee table book, but I'm constantly adding to that series. Eventually I want to expand that book out so that it contains more information about street performers, and I would like to add more quotes and things like that. I just haven't produced that version yet because I'm still shooting photos for that series. However, I also wanted to share my content with the world.

That being said, I'm not planning on building a massive platform out of that particular book. That really wouldn't make any sense. I did want to share my photographs, and I hoped to inspire people to appreciate street performers more as artists. However, I don't expect this to become a huge topic for me to continuously cover. The book that Felicia and I are writing, on the other hand, probably will. We are already planning on hosting live workshops and creating additional content for this series. These are the kinds of things that we will be rolling out over the next couple of years, quite frankly. So, we are being very careful about what's going into that book.

A lot of the content for The Genius Factor is not being written by us. We are teaching it, we are speaking it, we are getting it transcribed, and then 'massaging' it. So, even though we are not actually writing it out, I am very clear on what the purpose of that content is.

## THE BEST CONTENT...

**The Purpose for Our Content:**

- Inform
- Introduce
- Simplify
- Entertain
- Report
- Explain
- Engage
- Inspire



FIGURE 28

To export the illustration as a PDF, I clicked on File > Export > PDF Export...

FIGURE 29

Great Smoky Mountains...

To be surrounded by the beauty of nature in the Great Smoky Mountains takes me to a place deep within where I commune with the Creator of all I behold. My quiet thoughts travel to the Cherokee peoples who walked the same paths as I now tread, making gentle, crunching sounds upon the fallen leaves and logs. What must they have felt here in the towering grandeur of this place? I breathe deeply the scents of this sacred sanctuary. The earthy scents of late blooming flowers mingled with decay must have been the same for those early inhabitants.

When I stand quietly, alert to what is happening around me, I hear the gentle pecking of a woodpecker and the trill of birds calling to each other. All seems calm. I touch an ancient tree and feel the roughness of its bark, wishing it would whisper to me the stories of the people who have passed this way before me. A gentle rustling sounds behind me and I look quickly to see a deer bounding away. I'm on the look-out for black bears, but none come my way. This interlude from my busy life, and the respite from people who are it, gives me strength to continue doing what I must.

-Cathy Chapman and J.K. Ingemal



**Easy BOOK CONTENT** Tany Jaidig



Look at the content within the screenshot above. The page on the left is from a book that I produced a while back. This book explained different ways that you could use public domain images; so, this book contained a lot of step-by-step training. As I was producing this line illustration, which was based on a public domain photograph, I took screenshots so that I could

better explain what I did and how I did it. Then, I accompanied these screenshots with brief explanations. The purpose of this book was obviously to simplify a process and explain how to do it.

The page on the left above contains only 15 words, give or take. I did actually have to create the airplane and take the screenshots as I did so. From a writing perspective, it did not take much work. The page on the right took a lot more time to produce. I call this series A Day with the Sacred. This project began with me shooting photographs, but then I was approached by people who wanted to contribute to the writing of it. They started writing their own thoughts based on the photographs that I took.

I have been working on this project for a long time, and you'll learn more about it further on in the training. For now, just know that very little of the writing within this book is actually mine. The photographs are mine, but a lot of the writing was done by other people. Still, my name is going to go down as the author. Of course, the people that contributed will be acknowledged. This is yet another example of how you can produce a book without doing a lot of the writing.

You can't just let people contribute though. You have to maintain a level of quality and a level of focus. I believe that a lot of people will be able to connect with this book when it is finally released. I can't wait for this one to get published.

Now let's take a look at the different types of content that are available. This is just going to be an overview of what we're going to be digging into as we move through the training. Obviously, your book is going to contain written content. That stands to reason, right? Written content can take on so many different forms, and we are going to explore a lot of them.

You can sit down and write your book yourself. I actually write a lot of my stuff out by hand rather than using my computer or my iPad. Most of the webinars that I write content for start off this way. For me, there's a different experience that happens when you're writing with your hand and your brain sees your hand writing it versus just typing something out on a computer. I challenge you to try writing things out in a notebook and then typing it in just to see if it feels different to you than just typing it in. I feel like I connect with the content differently when I do.

One of the things that we will be looking at in the weeks to come is if you have the ability to write or whether it's better to use content that other people have written. Written content can include contributions from other people. So, you can have various authors submit content for your book.

You can also generate content by interviewing people and having the interview transcribed. Again, you can have any type of audio or video transcribed or summarized. Then, of course,

you can find content through the public domain, or through PLR (private label rights) materials, or even through licensed materials. Written content can also take on many different forms. Data would be one example, and I will cover more examples further on in the lesson.

Another form of content that you may include is photography. I use a lot of photographs in my books. Of course, there are a lot of different ways that you can include photographs and a lot of different ways in which you can utilize them to accomplish your book's purpose. You may want to use photographs to demonstrate a study of a given topic, for instance. Right now I'm doing a photo-study of the sky. It's called Sky 365 because I'm taking a picture of the sky each day. I actually do a lot of photographic studies.

Photographs also work well in how-to books. You could create a book on how to make your own little action figures, how to make cookies, how to install long headers on a Mustang. These are just a few examples; you could make a how-to book about essentially anything.

As you probably know, technology is changing pretty rapidly when it comes to the business of photography. There's one particular change that's happened which I consider pretty significant. There are new cameras coming out, such as the Panasonic G4, which shoot 4K video. This is considered ultra high-def. If you've been to Best Buy, you've probably seen 4K televisions. I'm pretty impressed with them; the quality of the picture is just unreal. A lot of the industry hasn't really shifted that direction yet.

The Panasonic referred to above shoots video in 4K, but it also shoots regular photographs. Why do you think this is a big deal to me? In a 4K video, nearly every single frame is nearly nine megabytes. So, you can literally shoot a video of yourself working on a project with a 4K camera and you'll be able to extract images that best demonstrate the process you went through. This makes it very easy to layout the step-by-step of a particular process in a how-to book. I'm really excited about this. These types of cameras have actually been out for a while, but now you can get them for less than \$2,000.

You can also use illustrations in your book. Illustrations work best in children's books and comic books, but of course you can use them in many other different ways as well. From a content perspective, illustrations are awesome because most people are very visual. A lot of people learn best by looking at illustrations. Also, when you use illustrations or photographs, you don't have to write near as much. Photographs and illustrations can really fill up a book quickly, and people love it when you include them in your content.

Let's say that you decided to write a book on Cherokee Basket Weaving without using any photographs or illustrations. Do you think that would be easy or hard? Your writing would have to be extremely descriptive. You could probably explain it, but it would likely be very

frustrating for the reader to try to follow. It's much better to show someone how to do things if you can, and photographs and/or illustrations allow you to do that.

A picture really is worth a thousand words. So, not only do photographs and illustrations allow people to take information in more quickly and easily, they save you from having to do a ton of writing. I like illustrations a lot, and I use them all the time in my work.

The next form of content that you might consider is graphical content. A lot of people would group this along with photographs or illustrations, but in my opinion, this describes content that really can't be described as a photograph or an illustration. Say, for example, that you create a daily journal and at the top of each page you have a little illustration along with the date. To me, that's graphical content. This is a valid form of content, and there are a lot of people that use graphical content to better explain the points of their books. Of course, graphical content can take on a lot of different forms, which we will touch more upon later.

Music content may be one form of content that you haven't yet considered. This doesn't pertain to music that plays from your book; I am referring to scores of music that you could add to your book. You might want to create some kind of book that contains songs to be played or sung. This works really well for certain types of children's books. You might want to add music to an interactive workbook as well. Depending on what market you are in, adding musical scores to your content could make sense. This is yet another example of the type of content that you could add that doesn't require any type of writing at all.

List content is obviously written content, but I thought it best to single this type of content out primarily because lists cannot be copyrighted. Even the US government doesn't consider list legitimate written copy. There are some really creative ways that you can use lists. You'll be shown some examples later on.

Think of the example you were shown earlier from my Public Domain Codebook. That was essentially a list. This list consisted of URLs that anyone could find, but when you get right down to it, most people would be unwilling to spend 100 hours gathering that list like I did. That's where the value comes in. I may charge a lot for my book, but I saved you the hours it would have took you to find this information.

Anything that will save people a lot of time and effort would be beneficial to your consumers and therefore worth money to them. So, a list can be a very viable form of content. On your end, the cool thing about providing lists is that there is very little writing involved in most cases. Of course, this depends on the type of list you are compiling.

# THE BEST CONTENT...

## Types of Content for Our Books:

- Written Content
- Photographs
- Illustrations
- Graphical Content
- Music Content
- List Content



In the center of the screenshot above, you can see a page from a book that I produced several years ago. This wasn't published on Amazon; it was a book that I produced for my customers. As you can probably tell, this is a word search puzzle. This page was part of a puzzle series that I have, and there are actually clues embedded in this word search.

The text on the page is kind of faded as are some of the other elements. This was done by design. You may also notice that there is some Cherokee on the page, mathematic equations, and hieroglyphic code. A lot of the information around the puzzle and the words in the word search are clues for solving a bigger puzzle.

I think that you'll probably agree that lines of letters don't really constitute as written content. They are a little more graphical, but in spite of that, this book still holds value for people. Something like this is still makes good content for your books.

On the far right, you can see another page. It was part of a project that I was involved in with a business partner of mine. We did go on to produce calendars and other items surrounding this idea. Anyway, this is a good example of a list. It is a list of holidays around the world. This page contains those which occur in August. We bought this data. It's actually in the public domain and we could have assembled it ourselves, but we got a really good deal on this. So, we bought the data set, imported it into a book format, and then I added some relative contextual photographs, partly to help take up space.

This book in particular required no writing on our part. Well, that's not entirely true. I had to type in a couple of URL and I had to write in the month and the year. So, all I really had to do

was format these pages. We sold tons of these books. We sold them to a Fortune 500 company, cultural diversity initiatives, and schools and universities that were focused on cultural diversity. Again, this involved very little writing, which was awesome.



## Content Time Warp

Now let's talk about some content strategies that can speed things up. We are going to be talking about this over the course of the next six weeks. In the introduction to the course, I gave you three different methods of producing content without having to write it. I thought that I would also provide some different ways for you to speed things up in this lesson as well. Out of all my testing and experimenting, I have found that there are really only four different ways that you can speed up this process. They are:

**Summary Transcripts from audio or video.** This is one of the methods that I talked about in the introduction to this course. In some form or another you record yourself speaking and then have a summary transcript produced from that. Understand that summary transcripts are different from regular transcripts. In a summary transcript, the person who is transcribing it is putting it in their own words from a first-person perspective. When they do this, they remove all of the irrelevant content and just boil it down to the focused information so that all of the 'ums' and 'ahhs' in your speech are not included. That means that, in essence, they are editing it while they are transcribing it.

The beautiful thing about working with a transcriptionist who does this is that you can take that transcript and format it into a book with almost no work at all. Basically, by the time you get your manuscript, the transcriptionist has already done all of the heavy lifting for you. On the other hand, if you are using a raw transcript, everything that you say is going to be in there whether you meant to say it or not. Furthermore, it's going to be in there the way that you said it, which is something that has to be fixed because we talk differently than we write.

I wouldn't consider myself a master-level speaker, but I do okay. I'm pretty well-spoken most of the time, but in my literal transcripts it takes a lot of work to edit my words into a readable form. A summary transcript is a completely different animal because my words are thought out by someone and filtered in a way that they make sense to a reader. So, please understand that there is a very distinct difference between the two.

Further on in this course I will be sharing some resources with you on people that will create these summary transcripts for you. They are out there. The woman that I used to work with is no longer available, and another person that I was working with doesn't do them anymore. So, I'm always looking for people to produce summary transcripts for me because it's so valuable to me.

**Picture Books using Blurb.com or a similar site.** I usually use Blurb.com for this. Their prices are high, but they have a book smart interface that's gorgeous. The site is really easy to work

with and you can use it to produce beautiful print books. At the same time, they also give you the ability to download PDF versions of your books so that you can publish it digitally. You can also submit your books directly to the iBookstore from this site.

## CONTENT TIME WARP...

**What Content Strategies Can Speed Things Up:**

- Summary Transcripts from audio or video.
- Picture Books using Blurb.com or similar.
- Previously Prepared Content (blogs, reports, etc.).



Picture books are great because they are primarily made up of pictures, so there's not a lot of writing involved in their creation. The page in the screenshot above is out of a book that I made a couple of years back called *Mexican Cultural Festival*. Every year the Smithsonian in Washington D.C. hosts a cultural festival where they have different cultures of people come in and hold a festival. They have food, performers, and cultural items to look at and buy. I simply photographed the event, and the pictures turned out really well, so I assembled them together in a book.

There is some writing in this book, but just a couple of paragraphs. The page shown above is a full page which includes no text whatsoever. If you want to create books quickly, picture books are definitely the way to go. You don't have to publish these books through Blurb.com. You can publish picture books on CreateSpace and on a number of other different websites. Blurb.com does create hardcover books for you, however.

**Previously prepared content.** This is an option that's often overlooked. I don't know if you blog or write articles at all, or if you share any noteworthy content on Facebook or other social sites, but if you do anything like this, you can reuse the work that you have put into these things to produce books. I have literally built my business on this concept, especially early on. It was the end of 2006 when I first got into internet marketing, and back then 'seven-dollar'

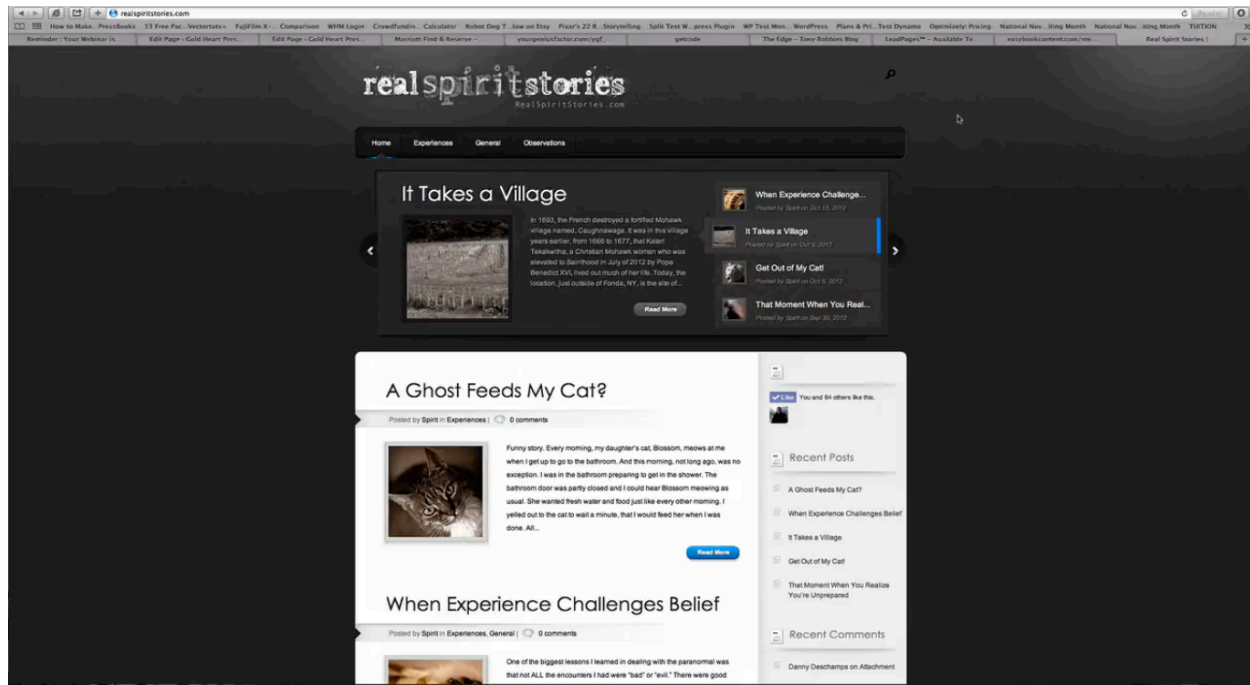
reports was a big thing. Whenever you sold or promoted these seven-dollar reports, the seven dollars from the sale would go directly to your PayPal account.

At the time, I didn't really have a presence online. So, I jumped in on this bandwagon and produced a bunch of seven-dollar reports on the Public Domain. I did this for quite a while, actually. Later on, as my business began to grow, I began to look for ways to increase my exposure and develop higher price-point products. Quite frankly, you have to sell a boatload of seven-dollar reports to make ends meet. My first goal in my business was to make \$100 a day, and it took me a couple of years to get there. However, this was mostly because I was messing around with selling other products. Nowadays, I would probably be in a panic if I only made \$100 in a day.

The beautiful thing about this is that it was never a waste of energy because most of the reports that I had produced became part of later courses that I created. I rewrote some of this content, but I left a lot of it as-is. I always added a lot onto it, however. Anyway, a lot of those reports are now built into some of the training courses that I have. Do you see? I didn't waste this work; instead I used this previously prepared content to further my business and bring in more income.

The same is true for the content that I produced for my public domain blog. I haven't been adding much to it lately. Several hundred posts can be found on [PublicDomainBlog.com](http://PublicDomainBlog.com). In fact, I think I've made somewhere around 350 or 375. A year or two ago, I actually had my daughter go through and pull all of the content off of this blog. Then, she assembled it by theme so that I could use it to create books, information products, and other such things.

Granted, I was the one to do the writing initially, but now I can go through all of this content and pull from it information that I need to produce a book. This really requires a minimal effort, so it speeds up the process immensely. The work has already been done, so now I can basically just put it together in different ways in order to recycle this content. You can do the same thing with any kind of information or articles that you have been producing over time.



Above you will find a screenshot of one of my blogs. I haven't contributed to this blog in about a year and a half, but I'm planning to begin working on it again soon. This blog is titled "Real Spirit Stories". At first, I was really hesitant to share this project with my major audiences because these stories are true and because they were part of my family's life. If you are into the paranormal and stuff like that, you will definitely want to read this because some of the stories in this blog will probably freak you out quite a bit.

Anyway, I'm writing this blog purely with the intention of turning it into a book. The content is being built over time, but whenever I feel like it's time to produce this book, I won't have to sit down and write the whole thing. I can just start sorting and compiling the information within this blog whenever I want to and format it into a manuscript. I may even have my kids contribute because some of these experiences are their own. It won't take me long to format this information, edit it, and publish it to Amazon. Do you see how this is speeding up the process for me even though it has been taking form over a long period of time?

I use this type of chunking method in pretty much every area of my life. You may have heard the joke "How do you eat an elephant? One bite at a time." Obviously, you can't eat a whole elephant all at once, but you can finish it one bite at a time. I follow this premise a lot, and honestly, that's how I get so much done. You would be amazed at what you can get accomplished by just adding to things a little each day.

**Publishing Comics or Step-by-Step books to Kindle.** This is a subject that we have touched upon a few times. It's definitely a content strategy that speed things up. The reason why this

strategy works so well is because, for the most part, you are able to replace words with photographs or illustrations.

You have probably noticed that the real key to most of these strategies is to avoid writing a lot of words all at once. There's just no way of speeding up the process of writing 40,000 words. It simply takes time to write out all those words. Now, if you're getting them from somewhere else, that's another story. Public domain content helps sometimes, but it doesn't always speed things up because sometimes you have to rewrite it. In fact, in some cases it can bog you down quite a bit.

You may have been part of Easy Book-A-Day. At that point I was exploring a lot of different options, and out of everything that I experimented with, these four were the ones that worked the fastest. That's why I wanted to share them with you now. As we go through the remainder of this training, we are going to talk about these options as well as other options from a very applicable perspective.

Part of making things move quickly is taking a look at what really matters when it comes to content. First of all, you definitely want to strive for the BEST presentation of your content possible. We have already talked about how you want to use the highest-quality content possible. The 'best-practices' portion of the lesson really extends beyond that, however. You are going to want to use an editor for your content if at all possible.

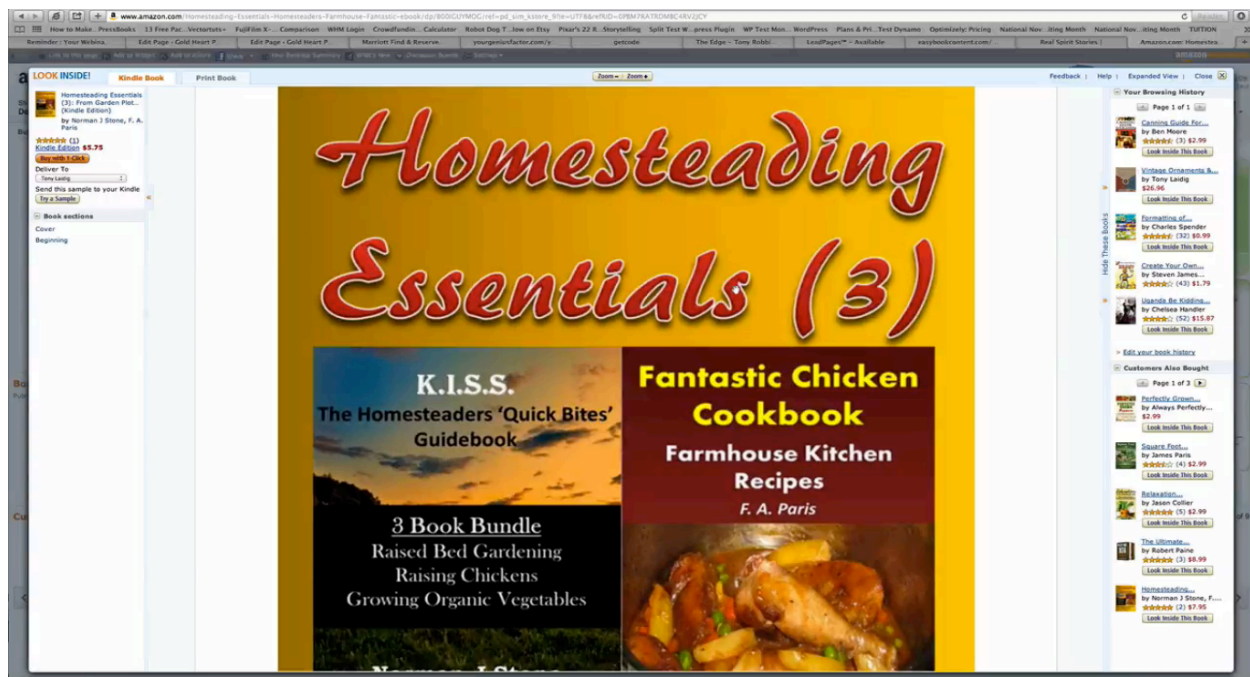
Right now, I am testing an experimenting with an editor right now from [SmashingEdits.com](https://SmashingEdits.com). This site has great rates, quite frankly. The person that I found there really knows what they are doing, which is awesome. They have 20+ years of experience. I might let you check this person out, and there are going to be more as we go along. Editing is an important part of this process.

Most of us would like to think that they have great command of human language, but the truth of the matter is that most of us don't. Comma placement and sentence structure is a problem for most people. Things like document organization and things like that are people that people fall short on when it comes to formatting their books. Luckily, there are people that know how to spot things like this and make your manuscript work the way that it's supposed to. I really like people that can keep your 'voice' and ideas intact, yet keep the structure and grammar.

Even if you're just producing children's books, using an editor can make a big difference in how your content comes across to the reader. It's also a no-brainer to use professionally-designed covers. You would be amazed at how many people actually don't. To me this is the equivalent to sending your kid to school in his underwear. Would you send your kid to school like that? Well, a lot of people do essentially the same thing with their book. A book is really judged by his cover. Remember, it's not just about the content. This comes down to how people see you.

I have taught pretty extensively on what qualifies as a good cover, so I'm not going to spend a lot of time doing that in this training. I will try and provide a video training that touches on this a little more because it is very important. I will just put it in the member's area as a bonus. In any case, you really want to get an idea of what professional covers look like.

It's actually not hard to design a great cover, but there are a few key things that you really need to know. Most of the time I just head over to Amazon and look at covers of the bestselling books there. Normally, bestselling authors actually spend money on their cover's design. In other words, professional designers are designing these covers in most cases.

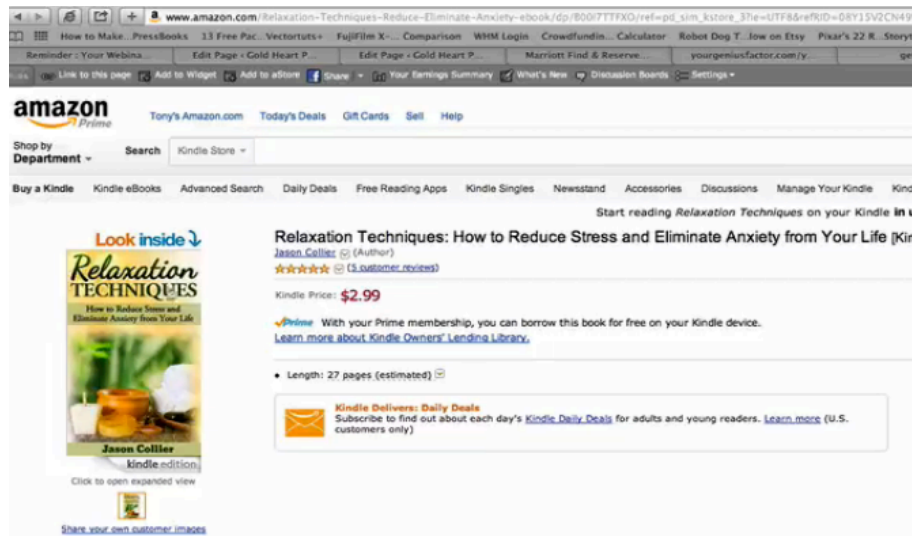


The cover on the left above is one that I don't like very much at all. Do you see how the subtitle is stretched out and taking up extra space? Plus, all of the type is kind of bunched together and the photograph isn't very good. This is an okay cover. I mean I have seen a lot worse, but I wouldn't consider it a great cover. Another example is shown on the right. These homesteading books are actually selling really well, but they don't have the best covers. The font is about as "1970's" as you can get.

There are a lot of covers on Amazon that look great. The cover shown below, for example, is really awesome. Although I wouldn't have chosen the font used for the word 'Relaxation', I have to admit that it looks really clean. The cover also contains a very professional-looking image.

If you're not sure how to create an effective design, hire a designer or use professional templates. However, you really can just come to Amazon and see what the top selling books

look like. Try to take note of how they are handling their fonts and how they layout the words on their covers. After looking at these for a while, you are going to begin to notice patterns that are repeated over and over. Try to use these same patterns in your own design.



You'll also want your book layouts to look professional. So, it's not just about the content; it's also about how you go about sharing it. I teach all of these types of things extensively in Easy Book Publishing. I can't really explain all of this in any depth within this course, but you need to know that there are basic rules that you need to follow when you are laying out books. For instance, the first line of each paragraph should be indented to '.25' and the text block should be justified both on the left and on the right. Also, you should know that there shouldn't be any space between the paragraphs. Furthermore, your chapters should always begin on a right-hand odd-numbered page, and you shouldn't use four or five different fonts in your body text.

There are just basic rules that you need to follow. Readers are very savvy, and so if you don't follow these rules people you are going to end up looking incompetent. If your readers can't get past how your layout looks, they may never read your content at all. It really won't matter how good your content is if people can't get past the cover, or if they look at it and see it to be unreadable or challenging at all to read.



# CONTENT BEST PRACTICES...

## What REALLY Matters With Your Content:

- Strive for the BEST presentation of your content possible.
  - Use an editor for your content (<http://smashingedits.com>).
  - Always use professionally designed covers.
  - Make sure your book layouts look professional.



Above you can see an example that came out of a page of a book that I once created. This is a page from a workbook section of this book, and if you look, you can see that each line looks exactly the same except for the number on each line. Obviously, this didn't require much writing at all. I just created the first one, copied it, and pasted it over and over on the page.

Whenever you are working on your projects, be careful not to over-commit to yourself or to others. Most people do this at one time or another, especially when they are first starting out. I still tend to do this at times. Ultimately, having five books 75% done and zero books 100% done isn't going to help you any. It makes a lot more sense to start a book, finish it, and then repeat the process. If you get ideas for new books along the way, jot those down in a journal so that you can forget about it and then go back and finish the book that you're working on.

It's really easy to lose interest about ¾ of the way through a project, especially if you are doing it all yourself and your doing something that you feel a little clumsy at. It's not really exciting to do things that you fumble through.

Back in 1993 I was a book designer. I designed nearly 600 book covers and a lot of book interiors, and it wasn't until 10 or 12 years later, whenever I was freelancing with a number of different publishing companies, that I had a sudden epiphany. I really hated designing books. Actually, I loved designing the covers, but I didn't like designing the interiors because the work is really monotonous. In fact, it's mind-numbingly boring, and sometimes it feels like someone is scratching their fingernails across a chalkboard to do this work. I can do it and I'm good at it, but I'd just really rather not.



When I'm working on my own books, sometimes I try to avoid the things that aren't so fun. So, I end up moving on to another project. You have to be careful of that because it's really easy to get distracted, especially if you're in the part of the project that you don't really want to do. You have to stay on task, to a certain degree, so that you can complete your books.

You really want to develop a system for working with your content. It also makes it easier to work out a process for outsourcing your books. Here's an example. My business partner, Daniel Hall, currently has 2,500 books on Kindle. Do you think that he wrote all of those? Of course not. He outsourced it all. He has a team of people who develop those. He established a system of how to produce books quickly and easily, taught his team how to follow that system, and turned them loose. You can use the same methodology, and it makes the most sense to do so.

My daughter works for me part time, and I give her assignments. Once I explain how I want something done, I just let her go and do it. She's learned to follow my instructions well enough that I know when I get the content back it is going to be the way that I wanted it. This obviously saves me a lot of time.

I would rather pay her \$10 or \$15 an hour to do it and get it done than for me to have to do it. My time is more valuable from a business perspective. I don't mean that I see myself as more valuable than my daughter, but when it comes to running my business, I need to be the content creator. It is better for me to let someone else do the formatting and other medial tasks so that I can concentrate on the growth of my business. My time and effort, therefore, is mostly spent producing content. That's what I'm good at, and that's what I enjoy the most anyway.

You'll want to develop a system for creating books so that you can produce more. This is especially true if you're working with clients. This needs to be a very clear system. I had the advantage of learning all of the systems that I was involved in when I was in publishing. Every time I passed an agent a book, designed a cover, or whatever else, I followed ridged systems that worked best for me and saved me an optimal amount of time, yet still allowed me to produce quality work.

# CONTENT BEST PRACTICES...

## What REALLY Matters With Your Content:

- Don't overcommit with too many projects.
- Complete your books!
- Develop a system for working with your content. It makes it easier to outsource when needed.



Above you can see a few more examples of my work. The one on the left is a page from a summary transcript of mine. The person who wrote this transcript wrote out what I was saying on the webinar and then took screenshots of the slides where applicable and added them to the document. So, I didn't have to write any of it. All I had to do was teach. Whenever I got this document back from my outsourcer, I only had to tweak it a little. It may have taken me 30 minutes to go through the entire thing, and most of that time was spent just formatting the chapter titles so that I could create a dynamic table of content.

The page on the right is a list of holiday dates that a friend and I created for a different product. One of the things that we did was produce the same content in multiple forms. We used this content in calendars, posters, different kinds of books, and books of various sizes. We released a pocket edition and a desktop edition, for instance. You may notice that the formatting is different from that of the page you were shown earlier in the lesson. However, it's still the same content.

Again, this list was already compiled and I had to do no writing whatsoever except adding a little to the top of the page and typing in the word 'March' in order to make a tab at the edge of the book. Tabs such as this are very helpful to your reader because they help them navigate through your text more easily. You always want to make your books as organized as possible and as easy to sort through as possible.

## Questions & Comments

### **Should I buy into PLR database sites or look to the Public Domain for my content?**

In this case, I would go for using public domain content. I'm not necessarily opposed to PLR, but Amazon makes it difficult to use it. There are some ways to get around this. You'll learn more about these strategies further on in the lesson. If you are going to use PLR, don't use it in its pure form. Incorporate it with your own writing or rewrite it. Remember, there are lots of different ways to process different materials so that you can call it your own.

I'm not a big fan of buying into PLR databases that have thousands of articles because most of them are usually crappy. I have tens of thousands of those articles on my on hard drive, and I have never used them. That's because most of them are pretty useless.

### **Where do reviews fit in with this all-purpose content?**

I'm really glad that you mentioned this because ultimately that is going to reflect the quality of your content. If your work is of a bad quality, the book cover looks bad, your formatting is off, or your grammar is bad, people are going to point these things out in your reviews. Bad reviews can dive-bomb your book fairly quickly.

Your reviews are kind of like the thermostat gage, and bad ones will let people know not to purchase your book. I always read reviews. I'll leave the top positive review first and then I will read the top negative review. So, I'll read the best and the worst. Sometimes you'll get negative review when people your book is not targeted for buys it. Negative reviews can give you some insight on what you are doing right and what you can approve upon.

### **Can you shoot print-quality photos with a regular bridge camera?**

In a lot of cases you can. Many of the more recent cameras shoot high-def video. High-def video is 1920x1080. Obviously, this would be enough resolution for publishing to Kindle. If you were to divide 1920 by 300, you would end up with 6.4 inches. If you used screen capture from a high-def video frame, 6.5 inches would be the maximum that you could use. The cool thing about that is that if your book is a 6x9 book, a picture that's 6.5 inches on one side is more than enough. This would even work in an 8x10 book.

If I made a book with a list of websites that show people where they could get something for free, would that be against Amazon's terms of service? I'm not linking out to any affiliate link or anything.

It really depends on how you handle it. You saw the page from one of my books that links out to different websites. It has never been kicked off of Amazon and they approved it. I have a couple of books on Amazon like that actually. I wouldn't really stress about it because it's still valuable information. It would be one thing for it to be just a list of links, but if you add descriptions or your own thoughts it will be perceived as valuable content.

### **Where can I get Public Domain Codebook?**

Keep in mind that this is an older book, but I'm going to add it to the member's area because it will really complement next week's training. So, you don't have to run out and buy it. It will be provided to you.

### **How do you find a good transcriptionist?**

I'm actually going to discuss this further on in the training.

### **Do you use Blurb.com only for photos or also for illustration or comics?**

I've used it for most image types. I've not done comics there yet. They have the ability to do magazines and stuff like that too. Quite frankly, they have a lot of templates that you can use to create cookbooks, text-based books, and many other types of books. I really want to encourage you to check on Blurb.com and play around with the software they provide. It's pretty neat how this all works. I love using this software, personally.

### **Do you need to get releases from your subjects?**

It depends on where they are, who they are, and what they're doing. Obviously, it's impossible to get releases from everyone, and in most cases you really don't need to. This is especially true if they are in public. I'll give you some examples.

Some of you watch the news regularly. If you do, then you know you are likely to see video footage of people in different situations. Do you really think that the reporter chased down

each of these people and got a release? It would be impossible, right? Chances are likely that you have read a newspaper that has photographs of people in it. Do you think that they got a release? No, they never did. The same goes for magazines; in most cases, they never get releases.

There are certain rules which protect photographers who have photographed a person or persons in public as opposed to a private setting. For instance, it may not be acceptable to take and use a picture of someone's kid if it were taken in a private setting, but it might be okay if you had taken the picture at a public place like a park.

Now, I'm not a big fan of photographing children in public because I think it's just weird. I love kids and I have photographed some in public, but you should know that you really want to be careful with that. It is, however, legal to photograph people in public without getting a release in most cases.

I carry an app on my phone called Easy Release. If I really see the possibility of using a photograph in a lot of different ways, I may go up to the person that I took the picture of and say "Hey, listen. I just got this great picture of you. I will be more than happy to send you a copy of it. I was thinking about using it in this upcoming book that I'm working on, and I was wondering if I could just get a signature on a release." All the information that you need is right there on the app. They fill out a couple of things, they sign it, and you're done.

If you're selling images of people on stock photo sites, you absolutely have to have a model release. The only exception would be editorial, and you don't really want to go down that road. Hopefully this explanation has provided some clarity for you.

### **You mentioned publishing to iTunes. What steps do you have to take to do that?**

Actually, I was referring to the iBookstore. iTunes is primarily audio-based. So, you would use this for podcasts and things like that. The iBookstore is a totally different. You still have to have a developer account to publish to the iBookstore, and there is an application process that you have to go through, but it's fairly simple and the site walks you through it. It honestly takes them longer to approve your account than for you to fill out the information. Really, it's not that much different than what Amazon requires; the iBookstore's approval process just takes longer.

If you use third-party options, like Smashmouth, then you don't have to have a developer license. Blurb.com will publish directly to the iBookstore, for example. You can use these third-party options to get your books published not only in the iBookstore, but on other online

platforms as well. I will be providing you with more resources like these further on in the lesson.

**I'm having trouble with my audio. What do I do?**

Every so often people will have trouble with the audio on my webinars. This really has more to do with your own personal internet connection than anything else, and in most cases it's not my internet connection because ultra high-speed internet. If the audio ever drops on you, just log out and log back in again. Usually that's enough to reset it. Sometimes you may actually have to reboot, but that doesn't happen often. This is one of the weaknesses of GoToWebinar. It just doesn't handle audio very well. I usually will record my webinars directly to my hard drive; that way I don't miss any audio.

**I write screenplays. Can I turn them into books in screenplay format and publish them to Kindle or CreateSpace?**

Absolutely. I can't see any reason why not. I would imagine that there would have to be a market and that people would love that. You might even want to add a section on how adapt the screenplay to be used for live performances and so on. I don't really know what to tell you because I don't write screenplays, but I can't see any reason why you couldn't do that. I think that would be kind of cool, actually.

**How did those spirit encounters affect you as a person?**

It messes with you a bit. Whenever you have paranormal encounters, it really doesn't matter what you believe. You can say that you don't believe the sky is blue, but there it is, it's blue. You can say that I don't believe in ghosts or sprits, but that's a little harder to say when one appears in front of you. At that point, all bets are off. A lot of people, especially people in our church, thought our experiences were weird or they didn't believe them. That's okay; we were the ones having them. I didn't really like these experiences necessarily. It just was what it was.

**Do you have someone help with your cover design?**

No, I don't. I am a graphic designer with 20 years of experience though. I have been designing book covers for a long time, so I really don't need any help with this process in particular. I

recently created a series of cover templates called Kindle Cover Templates. I used my own templates for this. If I'm in a hurry, I'll just use one of those. That way I can turn out a "brand new" cover for my book in less than 10 minutes.

I have designed over 600 book covers in my career. Some of them have been for New York Times bestselling authors. A lot of these books were in the Christian Marketplace. I don't design book covers for people that much anymore. Occasionally I will for one reason or another.

### **Why is it becoming more difficult to find people to do summary transcripts?**

Marketers are finding them and locking them in as full-time employees. That's what I intend to do when I find the right person as well.

### **What are the rules about using recipes? If they are not in copyrighted books are they available to use? How about those on the web?**

The ingredient list in a recipe cannot be copyrighted because it's a list. That means that you can pick up the newest cookbook that's out on the shelves, take the ingredient list, and do whatever you want with it. It cannot be copyrighted. The photographs and the descriptions on how to put a dish together can be copyrighted, so you can't copy these things. So, you can use someone else's ingredient list and just write your own instructions.

In some cases there are only so many ways of saying something. Can you think of ten different ways of saying "Preheat Oven to 450"? You probably could only think of a few. So, obviously you can use that. Therefore, it's the descriptive part that you really can't use. People use some creative ideas to get around that sometimes.

Several years ago, one of my customers emailed me with a book that she was about to publish. She had found some recipes for lobsters. This was before Kindle took off, and cooking wasn't as big then as it is now. I was actually pretty skeptical, but I didn't discourage her at all when I emailed her back; I just told her that I couldn't wait to see her end result. When she sent me the end result, it blew me away. What she had done was brilliant.

The recipes that she used came right out of a book in the Public Domain. Along with the recipes, she included a back story which presented these recipes as though they were family recipes. She also renamed a lot of recipes things like "Uncle Fred's Lobster Bisk" and then made

up a story about how Uncle Fred would cook it when he would visit. She also had cartoons drawn of these family members drawn and things like that. It was awesome.

She ended up selling thousands and thousands of copies of this book. It was so unique that she ended up on television, radio, and so on. I really had to eat my own words because I had almost told her not to do it. Of course, now I'm glad that she did. As you can probably tell from my story, there are a lot of different ways that you can handle these kinds of materials.

### **Are blog posts by readers (text and photos) the blogger's property?**

This really depends on your terms of service stated on your website. To me, if someone just comments on your post, that's fair game. However, if you have guest bloggers submitting articles to your post by pay, invitation, or otherwise, I would ask their permission to publish them in some other way aside from on your blog site. I'm a big fan of giving credit where credit is due, but if someone is just commenting on something you wrote, I feel like that's a completely different scenario.

### **I use a well-known celebrity name inside my book title. Can this be a problem?**

It really can, and as a matter of fact, most editors would tell you to remove it right away if they are worth their weight at all. The reason why this is a problem is because you are using their name to endorse your product, even if you aren't meaning to. That crosses the line into privacy rights, so a scenario like this can be very iffy. For instance, let's say you were writing about finances and you referenced Donald Trump. That's a bad idea in most cases, unless you're a close, personal friend and he okay's it.

Most editors would suggest that you dance around this issue by saying something like "A finance billionaire with a popular TV show...." You know, you want it to be obvious who you're talking about but you don't want to name any names. That way, you're covered because you're not profiting from their name. That's what I would recommend as well. In fact, I would recommend avoiding this kind of stuff like the plague.

### **What about taking a seminar and/or webinar and turning the material into a report?**

I absolutely think you should.



**How do you copyright yourself?**

You can form your own personal publishing company, which can consist of just you. For instance, you can name your company Rising Sun Publishing on Amazon, and no one will know it's just you. From then on, you can type "Copyright 2014 Rising Sun Publishing" right into your books. You, of course, would be the owner and all of the different authors publishing under you could be you as well. Of course, no one would know that because you would be using different pen names.

**Can you publish the same books to different platforms such as Amazon, iBookstore, and others?**

Yes you can. You can put them anywhere you want. The only exception would be if you publish to Kindle and you use their Elite Program. You see, whenever you first start out with a Kindle book, you can select the option to make it part of this program. If you do, your book will be part of Amazon exclusives for 90 days. When the 90 days is up, you can put it anywhere you want. If you don't use that program, then you can put it on other platforms right away, such as on Barnes & Noble and the iBookstore. For promotional reasons, sometimes it makes better sense to join the program, and sometimes it doesn't. That's just up to you.

**What's the URL for your free weekly training?**

[www.ExpertMediaShow.com](http://www.ExpertMediaShow.com)

**What was the 4K camera that you mentioned again?**

It's the Panasonic Lumix G4. This is an awesome camera, and I can't wait to buy it.

**Do you use any pennames?**

Yes I do. I have both male and female pen names, but I'm not going to tell you what they are.

**How many books do you have published?**

I have a couple of dozen. Honestly, I don't remember exactly how many. I don't have 2,500+ out like Daniel Hall. I have produced all of the content in my books, with the exception of a few that contain mostly public domain content. If you were to look up my Author Central page on Amazon, you will find 11 listed there. That's not all of them though.

**Would you recommend Fiverr.com or a similar site if you can't afford an expensive book cover designers or editors?**

Sure. I've had some great experiences with Fiverr, by the way. I usually don't use the designers there, but I often use the workers on the site for behind-the-scene type of things such as back-linking. I use them for voice-overs sometimes too. I still use them for illustrations, although I have moved a lot of my outsourcing to oDesk.com or to private artists.

If you are looking for designers or even editors, is to perform your search and then sort your results so that the workers with the best feedback come up first. I recommend that you take some time to really look at the reviews and all of that. That way you only end up working with the best of the best.

**How is content from talking different than writing it out?**

It really depends on the individual who is doing it. For me, I think it's easier to talk because I'm a talk-a-holic. I enjoy writing. However, I speak about 60 or 75 words a minute. If you were to multiply this out by 120 minute, which is the length of most of my presentations, that comes out to be around 9,000 words. It would take me much longer than two hours to type out 9,000 words. So, this works for me.

Now, the difference between the two is that if I'm typing it out by hand, I'm not going to include phrases like 'you know' or any 'ums' or 'ahhs'. So, my sentence structure is likely going to be better. Transcripts include everything that you speak, unless it's a summary transcript where the grammar is fixed along the way. Anyway you go about it a manuscript is going to get written. It's just up to you to choose what works best for you, and for me it's a lot faster and easier to speak my thoughts and have them written out for me.

**I want to change 100 year old books that contain ethnic language that is politically incorrect. Would people consider this plagiarism?**

I wouldn't consider it plagiarism at all. First of all, the copyright is expired, so by law you can do whatever you want with it. It may not be your original words, but you're still adding value to it. As long as you give credit where credit is due, like on the copyright page, this kind of gets you off the hook as far as plagiarism is concerned.

This issue comes about, I think, when you rip-off what someone is doing and it's protected by copyright, yet you claim it as your own. That's a different animal. Since the works you are redoing are no longer protected by copyright because they are in the Public Domain, but even if you have your name on there, I do think you should give some accreditation. However, I wouldn't consider what you are doing plagiarism at all. Some people may argue with me, but that's what I think.

### **I heard that Dragon Naturally Speaking has to learn your voice?**

That's true. The newer versions are getting better and better. I don't have the newest version, but I'm thinking about upgrading just to see how accurate it is. In the version that I have, they give you a set progression of stuff to read, and as you read it, it learns your voice. I've heard that you don't have to do that with the newest versions though and that it even interprets punctuation without you having to say "comma" and things like that.

### **I would like to try to record myself speak, but I'm not much of a talker. Any suggestions?**

You might be surprised by how good you actually are. I recommend that you have someone that you feel relaxed with help you to come up with some questions that would help you to get your specialized knowledge out of you. Then, just record yourself answering the questions for that person. Just have a conversation like you normally would. This may seem a little awkward at first, but if it is someone you are used to talking with, you'll become relaxed.

You may not have the greatest command of the English language, but that's okay. The important thing is to get your ideas down and to get the various concepts down which you would like to point out. All of the extra stuff that you say, or things that you have trouble saying, can be shaped up by editors later on.

**Will you be talking about modifying the way that you design content based on intended audiences? For example, intended content to be consumed by teenage girls would be different than for 55+ male engineers.**

Yes, I am going to be talking about that as we go along. It definitely makes a difference.

**Do you create an avatar with your intended audience and instruct your outsourcers to reflect that in content creation?**

I always do that. Whether I am teaching a webinar, or I am producing content for books, etc, I have a person in mind that represents the ideal target for my content. This person changes depending on what I am working on. For instance, when I am working on my children's book, that avatar is like a six year old child, and if I am teaching something business-related, my avatar is going to be much older. In the former case, I might picture myself speaking to a business professional or somebody like that.

**Will there be another public domain toolbar?**

Yes. We are in the final beta testing phase right now. It's not going to be a toolbar though. The thing is that toolbars are a pain because anytime a browser is updated or certain kinds of virus software updates its list, a toolbar has to be revised. That means that you have to constantly update the toolbar's IDs and other such things, and that's why I have shelved it for a while.

I realized that there was a really great platform that I could use for developing software. It's called Adobe Air. It will run right off your desktop, and if you are internet connected, you can do callouts straight to the Internet. So, I had the whole public domain toolbar completely reprogrammed in Adobe Air and it works great.

Now we are just fine-tuning the process, making sure that all the sites are cool, and making sure that all of the searches are doing what they're supposed to do. We are also developing training materials to go along with it and adding some final touches to make it look pretty. That's where we are right now. I have tested multiple beta versions, and a couple of other people have tested them as well. Everything seems to be coming along well, so hopefully within the next two months it will be finished.

**Do you have any recommendations for cover design?**

Not off the top of my head, but you may want to go to [www.KindleCoverTemplates.com](http://www.KindleCoverTemplates.com). These are templates that I have created, and they work really well. There are some new ones on the site (marked 2.0) which are designed to work in PowerPoint and Keynote. In other words, I

actually use PowerPoint as a design tool. However, I also provide my original Photoshop PSDs if you want to go that route.

The introductory price was \$97, and I never changed it, so you would actually get a discount if you purchased right now. The webpage also contains some examples of some book covers that aren't very well-designed. You can look at these to sort of get an idea of what not to do.

### **Where can we find your material on 'Easy Book Publishing'?**

You can visit [www.EasyBookPublisher.com](http://www.EasyBookPublisher.com)

### **How can I get in touch with you directly?**

You can private message me through Facebook or you can send an email to [TonyLaidig@gmail.com](mailto:TonyLaidig@gmail.com).

### **How do I become part of the Facebook group?**

There is a link inside of the member's area that says 'Dedicated Facebook Group (Register Here)'. When you click on this, you will be brought to a new page, and on that page it will say 'Join Group' or something to that effect; all you have to do is click on this to request to join the group. Soon after I will see your request, and I will add you.

### **Will you talk about ISBNs and how they apply to Kindle as opposed to BIP?**

The last lesson in this training is going to cover publishing to Kindle and similar topics. So, that's when information will be provided about ISBNs and such.

### **Where can I get the Easy Release app you referred to earlier?**

I know that's available for the iPhone, but I don't know if you can use it on Android devices. In any case, you should be able to find it by searching for it in the App Store.

**Have you done anything on Udemy.com?**

No, I have not.

**Can I just copy a list from a book or off the web and use it as my own?**

I'm not going to lie; I've done it before. A list is a list. You can't copyright them; that's the law. If you can't copyright it that means it's in the public domain, and that means that you can use it whenever and however you like.

**If I say that I learned something from a Tony Robbins book, can't I mention his name as the author of the book?**

You can, if you do so in a correct manner. First of all, you can use a direct quote. In this case, you could use his name, but you have to have the statement you are referring to in quotes and footnoted. Secondly, you can summarize what he said and then say something like "A very popular mentor in the personal development space once said..." In other words, you will want to summarize what he said without mentioning his name.

**How many pen names can you use?**

I don't think that there's a limit, quite frankly.

**Do you use your photograph on all your male pen names?**

No, I don't. There's a lot of different ways that you can handle this, by the way. You don't even have to use a photograph at all.

**Are you now charging for Expert Media Show?**

It is still free to watch the current training, and if you are a Silver member, you should be able to watch about a month's worth of replays for free. However, to have access to all of the replays of the past and the current training, you do have to pay. You can pay \$9.99 a month, or a one-time fee of \$147 (or something like that) for lifetime access.

**I don't understand pen names. Do you just use them to write books that you don't want anyone to know you have written?**

It's kind of like that. For instance, I might use a pen name if I wanted to write a book in the Erotica market. I mean, I wouldn't necessarily want the professional business people that I work with to know that I wrote something like that, especially since I am starting a children's book publishing company. I'm not saying that I have been doing this; I'm just using this scenario as an example.

**What's the best tool to use for capturing dictation?**

It would probably be Dragon Naturally Speaking.

**I am compiling a book on public domain info. Would this be considered a list and therefore not in violation of any copyright laws?**

If the information is already in the public domain, using it would certainly not be in any violation of any copyright laws. Otherwise, it really just depends on how you're handling it.