

Easy Book Content:

Module 3: Other People's Content

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Introduction

IN THIS WEBINAR...

Other People's Content:

- Private Label Rights Content
- Licensing Content
- Interview Content
- Contributor Content
- And Much More!



Welcome to Module Three of Easy Book Content. The last two lessons were really a lot of fun. In the previous lesson, I taught the basics of using public domain content. In this lesson you are going to learn how you can use other people's content. An example of this would be to use private label rights content. A lot of people disregard the use of private label rights content, and in a lot of cases they should. However, you are going to learn more about some of the pros and cons of private label rights content. Specifically, in this lesson the following types of content will be covered:

- Private Label Rights Content
- Licensing Content
- Interview Content
- Contributor Content
- And Much More!

Of course, the whole purpose behind all of this is to be able to easily create books. That being said, you should know that a lot of the methods that you are learning can really be applied to

the creation of many different types of products, not just books. Books are the primary focus of this course though.

Private Label Rights Content

PRIVATE LABEL RIGHTS...

A Good Idea or Not?:

- PLR – Private Label Rights: Content created by someone else that you can use as sell as if YOU were the original content creator.
- Not ALL PLR is created equal. There is a LOT of just content out there.



There's been a lot of discussion over whether private label rights (PLR) content is good to use or not, especially when it comes to publishing to Amazon. A lot of marketers and other types of experts have been warning people about using it, and for good reason. I know a lot of people that I work with and that I mastermind with are telling their people not to publish PLR to Amazon, and I agree with them for the most part. There are some exceptions to this rule that you should know about, however.

Publishing to Amazon isn't the 'be-all end-all', and quite frankly, there are a lot of different ways that you can handle PLR content. However, I actually have books on Amazon that have PLR content in them, and I haven't been banned and my books haven't been kicked off the site. There's just a very specific way that you have to handle this kind of content, which you will soon learn.

As you probably already know, private label rights content refers to content that was created by someone else that you can use and sell as if you were the original content creator. The reason why it is so appealing is that it saves a lot of time, which is the whole premise of this discussion. So, it's really tempting to use it.

PLR content has been around for a long time. One of the first products that I released was based on some PLR content, and I did very well with it. I had no idea what I was doing back

then, but I still did extremely well with this content that I paid very little money for. I think that I invested about \$10 in the PLR content and made several thousand dollars off of the product. So, there are some definite advantages to using PLR.

The truth is that not all PLR is created equal. There's a lot of junk content out there. I may be rehashed or spun, so you read it and it doesn't even make sense. It's like it was written by a chimpanzee or someone who spoke English as like a fifth language. I buy a lot of private label content, but I'm very picky about where it comes from.

The good news, I guess, is that PLR content is available for most niches, and it's available in many different forms. The types of PLR content that you can generally find are:

- Articles and Reports
- eBooks
- Videos
- Audios
- Powerpoints
- Checklists
- Infographics
- Software

PRIVATE LABEL RIGHTS...

Content Types:

- Articles and Reports
- Ebooks
- Videos
- Audios
- Powerpoints
- Checklists
- Infographics
- Software



The books that are shown in the screenshot above are the first that I had developed using PLR. I bought a package of PLR, which was basically a set of eBooks. I tweaked them slightly, reformatted them, and added my own name and information to them. I also designed brand new book covers for them. I sold these books as a set, and a lot of people bought them. This worked out extremely well for me.

Whether or not PLR content will work for you really comes down to how you process it. You want to get it into your own words. Let me show you a few examples of what I have done, how I have done it, and why. Below you can see the squeeze page for a book of mine called *Amazon Profits Explained*. This book was based upon PLR material. I didn't publish this book to Amazon, by the way. I used it to build a mailing list, and I am still getting opt-ins through this page.

It took some light rewriting to make it my own. I added my own stories and gave it my own feel. I reformatted it and created a new cover for it as well. Another thing that I did was take the basic ideas from the book and turned it into a webinar series. I basically just taught the content of the book.

PRIVATE LABEL RIGHTS...

Examples:

"Discover How You Can Profit from Amazon by Publishing Your OWN Print Books and Kindle Books!"

Amazon Profits Explained

BONUS!

"Publish Your First Book" Video

What We'll Cover in This Webinar...

- The Power of Amazon
- Why You Need to Sell on Amazon
- What Sells and What Doesn't on Amazon
- CreateSpace and Kindle
- Products to Create and Sell
- Content Strategies for Your Products
- Increasing Your Sales on Amazon
- And MUCH, MUCH More!

amazon Profits Explained

How to Profit from Selling Your Content on Amazon

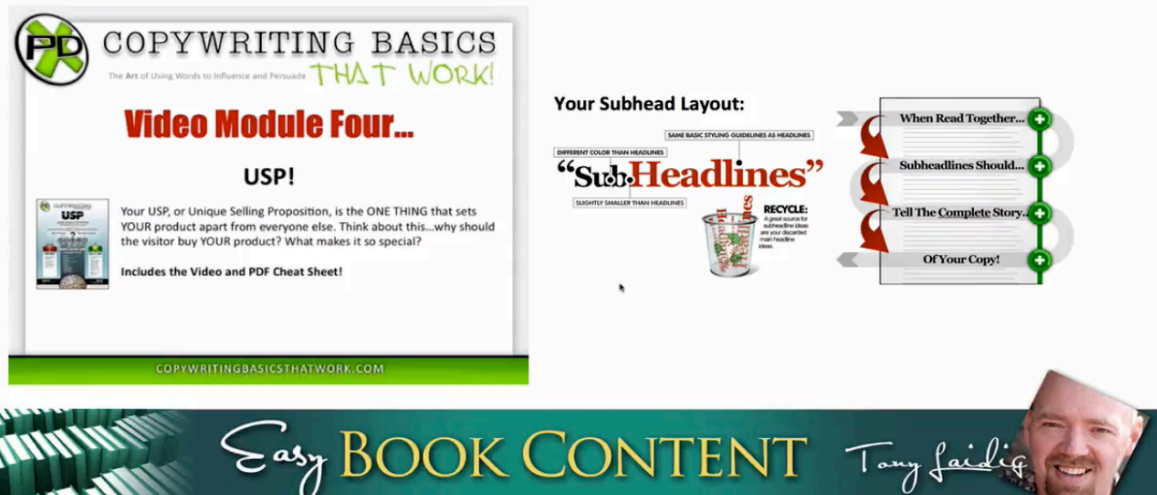
Easy BOOK CONTENT Tony Faidig

I turned this \$2 piece of PLR content into a completely revamped book, a video, and was able to use it to make an incredibly successful opt-in page to build my list with. The people who opted into the page shown above received the book, the video, and a content sales video for a course that I had taught. Again, this worked out really well for me and the PLR content that I used really saved me a lot of time.

Honestly, I could have written this book from scratch. I knew about everything that the book contained. What sounds easier to you: writing something out all by yourself, or tweaking some PLR content in order to make it what you want it to be? Which one would take less time?

PRIVATE LABEL RIGHTS...

Examples:



Another example is now shown above. This was a PLR adventure that I'm really proud of actually. I bought a PLR package a few years ago, and it was actually a group of infographics. These infographics were about copywriting. I decided to break the graphics down into sections and teach an entire course on copywriting. When I did, I used the different sections of the infographic as jumping-off points for my presentation.

This turned out to be an entire webinar series which sold very well, and I have used this same content in multiple ways since then. All I basically had to do was restate what was already in the infographics and then add in some of my own stories and personal knowledge. This worked out extremely well, and the course was really popular. It's been a few years since I sold this, and it's not currently available.

Later on, I took some of the training from this course and used it for one of my Expert Media Show episodes. It was an episode on writing sales letters, and of course the foundation of that came from this very material. Hopefully you are beginning to see how you can shape and reshape content in some interesting ways.

PRIVATE LABEL RIGHTS...

Examples:

Step 5: Sharing Your Infographic

- › Share it across multiple platforms
- › Use 'share' buttons
- › Use a social media manager to pre-schedule share messages
- › Create a pinboard on Pinterest
- › Put it in your blog

HOW TO CREATE BUZZ-WORTHY INFOGRAPHICS FOR PINTEREST, BLOGS & MORE!

INFOGRAPHICS IN 4 STEPS...

Step #4 – Share Your Infographic:

- Share it across multiple platforms. Include 'share' buttons.
- Create a pinboard on Pinterest to include it there.
- Post to your blog.
- Turn into a webinar (Ep. 22).
- Include as a bonus (Ep. 34).

Episode #38
Creating Infographics

YOUR HOST
Tony Laidig

tonylaidig.com/glue



Here's another example. This was part of a private label package that I bought which included reports, checklists, and PowerPoint slides on making infographics. Again, I used this content as a basis for another Expert Media Show episode. I added a lot to it, but if you compare the two slides above, you can see that there are many similarities between them. In the *Expert Media Show* slide, you can also see that I used the infographics from the previous PLR package as an example in this presentation as well.

Multiple forms of PLR were used to create this one webinar. Afterwards, I got this webinar transcribed and now it is all an original work of mine. I'm taught it from my own perspective, and now it is all in my own words.

In the slide above, there is a link that will lead you to a PLR resource that I use often. They have pretty high-quality PLR and it's pretty inexpensive. Just in the last week I have purchased two more courses that are complete with slides, reports, and checklists. I'm not going to reveal exactly what I will be doing with this content, but I am sure that some of it is going to end up in books of mine.

Below you can see yet another example. Some of you may even recognize this because I just mailed something out about it. My buddy James Jones is offering private label rights to some of his material. On the left you will see a screenshot from the lead-in package for one of his offerings. If you want to check this out for yourself, you can visit www.TonyLaidig.com/plr. I'm only telling you this because it is worth investigating.

PRIVATE LABEL RIGHTS...

Examples:

Section 1: Seed Money

Most of the techniques discussed in this ebook require little or no cash to start up but it's always best to NOT go into a new venture without a little walking around money. You need to give yourself room for error and you don't want one small mistake to completely wipe you out or set you back financially.

That's why I want to start this manual with a list of ways you can use to come up with some money very quickly to give you a little breathing room so you can read this material and quickly find ideas that will put some dollars in your bank account immediately.

Heck, even if you're not in imminent financial trouble go ahead and read through these techniques – you're bound to find something that you can put into action to earn some additional money within the next few hours.

Seed Money (noun): A modest amount of money used to convert an idea into a viable business.

We are fortunate to be living in the time we do because with the internet at our disposal we can take a little seed money and quickly multiply and pyramid it into a fortune.

In this section I'm going to show you how you can easily raise all the seed money you need to start building your empire.

I'm going to assume you are starting with absolutely zero money but you have a computer and internet access.

Oh, let's go...

The first thing you need to do is take inventory of your assets. These are things you have that you can quickly turn into cold hard cash.

Your assets could include skills you could offer, physical products you have that you can sell and even software that you can use to provide a service to other marketers.

Here are some obvious and some not so obvious examples of assets:



1. Introduction to Author Central2.mpg



2. Setting Up Your Account.mpg



3. Managing Your Profile.mpg



4. Your Bibliography.mpg



5. Sales Information.mpg



6. Amazon Author Rank.mpg



7. Customer Reviews and Editorial Reviews.mpg

tonylaidig.com/plr



It's a great training on making money quickly. You get the original document and everything. I do not recommend taking this and publishing it as-is on Amazon. They're going to kick you out. However, there is so much excellent content in this package that you should really be able to do a lot with it. I'm not telling you that because I'm trying to sell this too you. I just want you to know that this is some high-quality content. That really is the secret to having any kind of success with PLR materials. It's all about getting the good stuff, and to do that you have know where to go.

There's also an upsale that he offers which is a series of training videos. If you were to buy this package, you would get the private label rights to. Guess what you could do with those videos; you could re-record them, you could have them transcribed, or you could have summary transcripts made of them. Since these videos do not yet exist in written form, getting them transcribed would turn them into original content that Amazon won't gripe about because it's not available in text-form anywhere online.

Once you have taken a video and turned it into text form, it's your own content because it wasn't available in that form before. You should add your own juice to it as well, of course. Now you can take it and do all sorts of things with it like publish it in book form or use it as a part of your own book. You could provide it to people as bonus material for people who buy your book or another product of yours, or you could even offer it for free to people who opt into your list. There are tons of different ways that you can spin PLR material and not have to worry about getting slapped by Amazon.

It's important that you know you should never use PLR content as-is. You should always change it up somehow. The real question that you need to ask yourself is "How can I add value to this material?" You will need to try to find a way to make it better and make it your own. If you always look at PLR content as a foundation to build from, it completely puts a different spin on it.

If you think about it, this isn't that different then how we used to do research papers back in school. If you remember, you would reference portions from a few different books, bring it all together, and then spend a little time putting it in your own words. That's essentially what you are going to need to do with this PLR material. I want you to think about it from that perspective, rather than thinking "How can I create a product with as little work as possible." Your goal should be to create something that would be of value to others. That's what we're after.

Again, if you have videos, you can use screenshots to illustrate what you are talking about throughout your text. When you have the text and screenshots, then you wind up with a step-by-step training book that required almost no writing from you. Since it was originally in video form, and the information has never been provided in a textual manner before, you're not going to get slapped by Amazon because the text isn't available anywhere online. For all they know, you wrote it. This is just one example of how you can go about changing your PLR content into a different form, but it's an example of a very useful method which can help you to create works very quickly.

Licensing Content

LICENSING CONTENT...

Exclusive and Non-Exclusive Deals:

- Access to other people's content for a fee...can be exclusive or not.
- Royalty-free stock content is an example.
- Paying a fee for someone's content to use along with yours.
- Find great (or underperforming) content and license or buy outright.



I have licensed content, but I haven't really used the licensed content of others much. I still felt as though this was worth mentioning because there are a lot of opportunities out there for using licensed content. So, I will share what I know.

When you are using licensed content, you're essentially just accessing other people's content for a fee. These deals may be exclusive or non-exclusive. If it's an exclusive deal, then only you and the creator are allowed to use the content or a small number of people are the only ones that are allowed to use the content. The original creator would still hold the copyrights. So, you have to have their permission to change it in any way.

Royalty-free stock content is a good example of a licensed content. The content creator still owns it, but he or she is licensing the content for you to use. Music, video, and other forms of content are often licensed as well. Another thing that you can do is pay a fee for someone's content to use along with yours. Here's an example. Some of you know John and Jay of JJ Fast. They have licensed some of my content at times to use as bonuses or supplemental information within their own products. We negotiated a flat fee and they purchased an exclusive license from me for that fee.

One thing that I have licensed to them is some of my book cover templates. They have added these templates to some of their training, and I was paid a fee for that. They actually have the

license to use it however they see fit. I have also licensed a number of my photographs in a royalty-free capacity in essentially the same manner.

Another approach is to find really great content or underperforming content. You can license or you can buy it outright. To do this, you can scour the Warrior Forum, or ClickBank, or JVZoo, or other places like that. If you run across some content that isn't doing that well, but it's in your niche. For example, you may run across some really great content that just hasn't been marketed well by its creator. In this case, you would want to go through the content and then make them an offer.

If you think someone else's content may be a great supplement to your work, don't be afraid to approach them and say "I saw that you're not really doing a lot with _____. I was wondering if you would be interested in selling it." Just see how they respond and make them an offer. Don't let too much on about what you're planning on doing with it because it's going to tip them off to charge you more. You may have to make some negotiations. Remember, that you can also get an exclusive license instead of just buying the material outright. This will allow them to keep marketing their own product, but you could also make the content part of your own.

Below you can see some of the book templates that I have licensed to others. In the screenshot, you can also see some of my royalty-free photos. I think I provide 15 of these photos within each pack. I am still the copyright owner of all of this material, but those who have purchased those packages have the ability to use these pictures in their book covers and so on. It's still mine, but they are using them in their books. So, this works out for both of us.

LICENSING CONTENT...

Example:

The image displays a variety of content available for licensing. On the left, a collection of book covers is shown, including titles like 'Organic Cooking Secrets', 'Farm Ghost Stories', 'Classic Cars', 'Rabbit Preurs', 'The Secret Behind the Battle of Gettysburg', 'Meditation', '7 Secret Strategies for Uncovering Alien Spacecraft', and 'Ancient Ruins in America'. In the center and right, two grids of royalty-free photos are presented, labeled 'SHOTS 1' and 'SHOTS 2', both from 'LIGHTDREAM Photography'. The bottom of the image features a banner with the text 'Easy BOOK CONTENT' and 'Tony Jaidig', accompanied by a photo of a man.

Interview Content

INTERVIEW CONTENT...

Interviewing Experts (and Vice Versa):

- Find an Expert (<http://www.findanexpertonline.com>)
- Article Directories (<http://ezinearticles.com>)
- Amazon (Related Books)
- Social Media (Facebook, Twitter, LinkedIn)
- BlogTalkRadio
- Podcasts



I am going to go into more detail about this because it is a fun way to generate content. It's not just about interviewing other people. Other people may also interview you. It's a lot easier sometimes for other people to get the information in our head out of us through an interview. I discovered that very early on in my career.

I once held a training that was based upon a series of interviews that I did with a buddy of mine. My friend Mike had been one of my customers, and we wound up being great friends. We ended up creating a course that was centered on questions regarding the Public Domain. He would ask the questions, and I would answer them to the best of my knowledge. This became the basis of our course.

You may also want to interview experts that are knowledgeable about the topic you are covering. If you don't know where to find any experts on your own, you can always find an expert online by visiting <http://www.findanexpertonline.com>. I'm not saying that everyone you find there is going to want to be interviewed by you, but it is one place to look.

Once you find an expert or series of experts to help you cover your topic, you can interview them and have that interview or those interviews transcribed. Then, after you have the interviews in written form, you can format their explanations to turn it into a book. This saves you from having to write out all of the content yourself.

You can also find experts in article directories like EzineArticles.com (<http://ezinearticles.com>). Additionally, you can look on Amazon for books that are related to yours and contact the authors. People love to talk about topics that they are knowledgeable about, and they love talking about the books that they have written and the experiences they have had. For these reasons, interviewing experts is actually one of the easiest ways to generate content that isn't directly coming from you.

Many experts also have a presence on social media sites such as Facebook, Twitter, and LinkedIn. I'm not saying that you should become a stocker or anything like that, but if you want to interview someone, take some time to get to know them. Visit their websites and buy their stuff. Don't just be a random stranger and reach out to them; when you finally do, be sure and be professional about it.

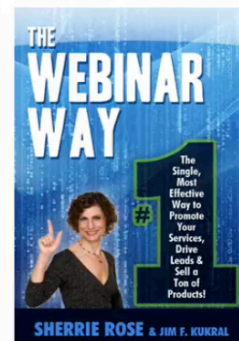
Another place in which you can find experts is BlogTalkRadio. You can actually use this site in a number of different ways, but it's a great place to find experts because if they have a radio show about a given topic that means that they most likely enjoy talking about it. You could also take another approach. You can have your own radio show and invite experts to your show so that they can talk to you about whatever they have been up to.

If you are going to use this interview in your book, you will need to let them know that you are conducting the interview so that you can use it as a contribution in your book. You don't want to hide anything from them. You want to be upfront and ethical about it all. There are a lot of different experts that will do this for you; you just have to let them know what you're doing.

INTERVIEW CONTENT...

Interviewing Experts (and Vice Versa):

- Use an Ask Campaign to garner questions and then answer them all LIVE.
- Interview multiple experts with the same questions.
- Request ONE strategy on a given topic.
- Who are your inner circle peers?



Above you can see a book by my good friend Sherry Rose. It is titled *The Webinar Way*. She used the exact methods being presented in this lesson to create this book. Since she wanted to produce a book on webinars, she identified a bunch of leaders who were having success with webinars and interviewed them. She compiled all of this information, rewrote it, and published this book.

Another one of my customers, named Lawrence Clark, is essentially doing the same thing. He interviewed me, Daniel Hall, and a bunch of other related experts about how to make money with webinars. He is processing all of this content now and doing the final edits for his book. He's also going to do a webinar series and things like that.

He did some writing for his book, but most of the content came directly from me and other related experts. He has also asked us if we would mind promoting his book to our people because we all have a part in it. The funny thing is that Lawrence has done very few webinars, and yet he's writing a book on the subject. That's the beauty of this particular process.

When Mike and I were working on our project, we used an Ask Campaign. This is a method that was initially developed by Alex Mandossian, and in this method you invite people to ask a single question. Afterwards, you gather all of the feedback together and then hold a webinar or a teleseminar in order to answer all of those questions. This places you in a position where you are the interviewee, and it's a great way to collaborate with others to make the process of writing your book easier. Since it is your customers asking the questions, they have a vested interest in what you have to say. So, this method works extremely well.

Another method you could use is to interview multiple experts with the same questions. So, you could line up 6 or 8 experts, and ask them the same four or five questions. Then you take this body of opinion, rewrite it, and turn it into a book. Similarly, you could request one strategy on a single topic. This is one of the things that Sherrie did. She asked her experts to describe one strategy pertaining to webinars that has worked extremely well for them. She also asked me some other very specific questions, but the primary thing that she wanted to know about was that one strategy.

If you interview a number of expert contributors, you can produce a really high-quality book with great content. You should also think about who your inner circle of peers are. If I were producing a book like Sherrie's, I would interview some of my friends because they are experts in some of the topics that I would generally like to cover. I realize that I am more placed among experts than perhaps some of you are, but everyone has their own circle of friends that are interested in similar topics. Reach out to people that you feel could share a significant amount of knowledge about a topic you are interested in writing about.

There are experts out there in every single market you can think of; so, this process works no matter what market you are in. There are so many different ways that you can use this type of process to create your book. So, I recommend that you explore this method as an option.

One of the ways that you could go about using this method is to use a teleseminar service. I recommend using FreeConferenceCall.com. The one that I am using right now is a lesser-known one, but I'm probably using it more out of habit because I have been using it for a few years now. I'm not saying that it's necessarily better, but it has some features that I really like. The site is ConferenceTown.com, and one of the reasons why I like it is that it has decent web controls which make it easy to control all of the different aspects of your meeting, including the recording of it.

Of course, you can also conduct your interview(s) over Skype. You can record a Skype call just as you can record webinars and teleseminars. Google Hangouts is a very good choice as well. I have participated in expert-level Google Hangouts where several different experts are invited to speak on a given topic one at a time.

You can, of course, use webinars to do this as well. You can invite guests to interact with you, or even predetermine questions or basic bullet points ahead of time so that it's a much guided process. That's one of the beautiful things about this method, in fact. Your interview can be very controlled and yet still have an element of free-flow to it just because of the natural dynamic of the interview process.

Another great tool to use for conducting an interview is Google Voice. This is a method that I use quite a bit. You know, if you have a Google Voice call, you can direct it to any of your phones. Once the call is live, you can hit the number 3, and your call will be recorded. Then, whenever you hang up, your recording is saved right to your Google Voice account. So, you can just go there, download it, and then do whatever you want with it. This is a very clean, easy-to-use method for catching audio content. As always, once you capture the audio, just have your interview(s) transcribed or summary transcribed.

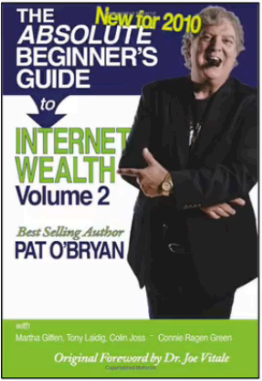
Contributor Content


This last method is to allow other people to write your book by allowing them to contribute content to it. In a manner of speaking, you could say that interview content is one form of contributor content. However, you are going to learn about a completely different approach in this portion of the lesson.

CONTRIBUTOR CONTENT...

Have Other People Write YOUR Book:

- Request a chapter on a topic.
- Have contributing writers.
- Submitted stories.
- Paid author inclusion.
- Blog Posts from others.





In the screenshot above, you'll see a book that I contributed a chapter to. I, of course, was not the only expert in my field to contribute to this work. A number of different experts contributed, and yet Pat O'Bryan was the one that is primarily listed as the author. He probably only wrote the introduction and maybe a chapter or two.

You can utilize this method simply by reaching out to experts and/or friends, and request a chapter on the topic that you want your book to be about. This doesn't necessarily have to be something that they have to write fresh or from scratch. They might have a chapter already written on a similar topic within one of their own books. So, maybe they can just take an excerpt out of their book and give it to you as a contribution. This would be an optimal scenario since you really don't want to take up very much of a person's time.

A venture like this may be worth an expert's time, however. A lot of times they are able to include contact information and things like that within their contribution. In other words,

contributing to someone else's book like this is a great way to draw attention to yourself, to other works of your own, or even to products and services to yours.

Another way that you can handle this is to actually have contributing writers. This is different than requesting a chapter on a topic. I'm about to show you an example of how I am using this method for one of my current books. For now, just understand that with this method, you essentially just gather a staff of writers and have them write articles based on a particular theme. A lot of times people will do this in exchange for acknowledgement in your book and things like that.

You can also have people submit their stories. This is the method that is used to create all of the *Chicken Soup for the Soul* books, and they have sold tens of millions of copies of their books. It's all user-submitted stories. These stories are touched up and edited, of course. Still, for the most part Jack Canfield and Mark Victor Hansen didn't have to write out all of these books. They have a team of people that just accept submissions, and anyone can submit to the books. So, these guys aren't writing these books and yet they are still collecting royalties off of them. It's a pretty brilliant approach.

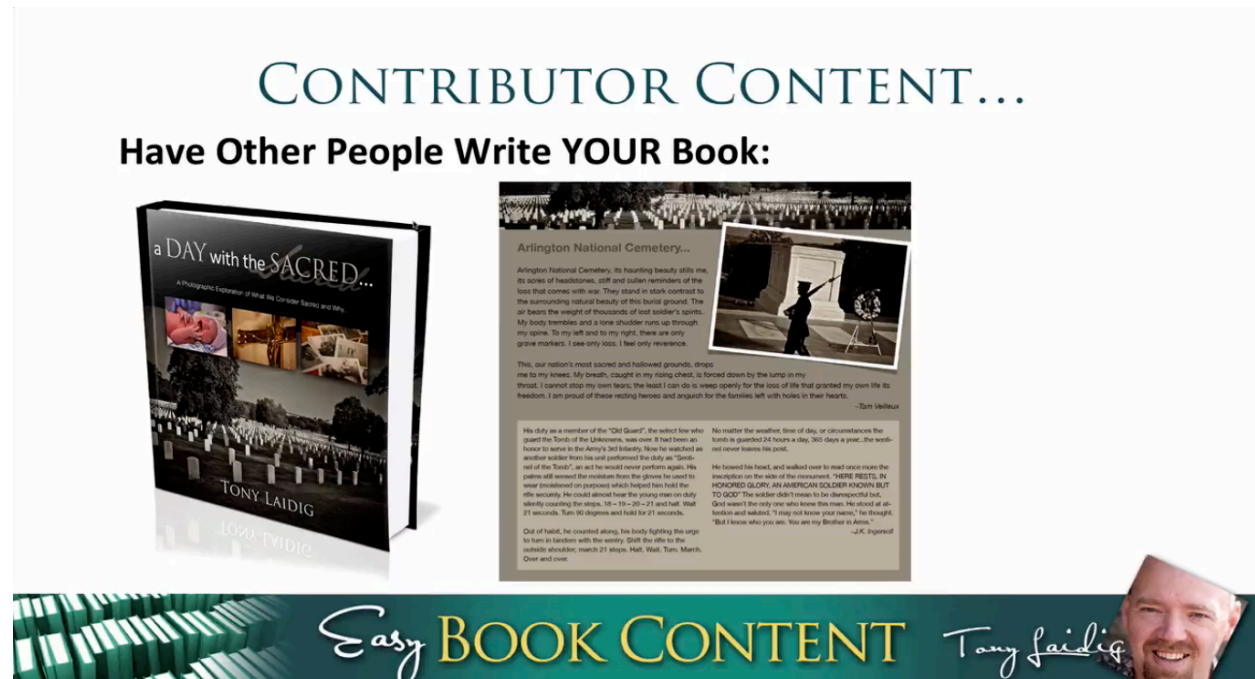
Another model that needs to be mentioned is called 'Paid Author Inclusion'. I'm not a big fan of this method, but it is a viable option. In most cases, to use this method you are going to need a platform that has a lot of reach, both socially and otherwise. So, you have to have some pretty heavy marketing behind you, but then you can produce a book and have people pay to be included.

Joel Comm has a book out titled *So What Do YOU Do?* He used a paid-to-be-included model for his book. This model works a lot like the first one, where you're requesting a chapter, except that people are paying to be involved. There are actually a number of people that use that model. There is a real benefit in using it. When using this model, you get to leverage their notoriety, their market reach, their marketing ability, and their platform. If you are an up-and-coming author especially, this can work in your benefit when it comes to jumpstarting your career.

Another thing that you can do is derive the content of your book from other people's blog posts. If you find blogs that are related to a topic that you want to write a book about, you can reach out to the authors and say:

"I'm _____, and I'm writing this book on _____. I came across your blog post and I found it to be really excellent. In fact, it would fit perfectly with what I want to communicate to my readers. Would you consider allowing me to use this blog post as a chapter in my book? I would be happy to link back to your blog from it and accreditation for your work."

Most of the time, the author will reply with a 'yes'. Why would they say 'no'? This would get them more traffic and more exposure. Chances are also likely that they will promote the book for you when it finally comes off the press or it's released on Amazon. So, there are a lot of benefits to using this model as well.



Above you can see one example of how I am using this particular model. I'm in the process of completing a book titled *A Day with the Sacred*. I have actually been working on this book for a little over two years, and I use the term "working" very loosely because I've only been able to devote small pockets of time to it. I am extremely focused on getting it finished now. I want it done because it's a great book.

This all began when I was shooting a photo series a couple of years back. I was taking pictures of people, places, objects, etc. that people generally consider sacred. The text within the book points out the different things that we consider sacred and gives a little explanation of why we do. This isn't a religious book; it's more of a study of humanity.

When I was shooting the photo series, I was approached by writers who said that they would like to write about each of the photos that I had taken. I agreed to let them, and before I knew it, I had a team of six or seven writers choosing pictures to write about. They did an amazing job. They wrote some beautiful pieces about the photographs that I had taken. This was a great collaboration, and I wound up with some really great content that I could turn into a book. Everything is finished now aside from the book's design, which is what I am working on now.

There are a couple of things that you need to keep in mind when you are working on this particular model. You are definitely going to have a managing editor or a lead writer to help ensure consistency. In other words, someone needs to coordinate the work and make sure that it all falls together well. Preferably you'll want to get someone else to do this, but remember that even if someone else does the work, the final outcome reflects directly on you.

When I was working on the book above, I had a managing editor. She interfaced with the writers, and I gave her a lot latitude and authority. If a question came up that she couldn't answer, then she would come to me. She did a good job of managing most everything on her own though. I would hold webinar meetings because I wanted to make sure that everyone understood the vision that I had for this book.

You wouldn't necessarily need to take things to the level that I have, especially if your contributing writers are writing chapters for your book. However, I felt like this project required me to do so. That may or may not be the right way for you to go about putting together a book with other writers.

One thing that you do need to do is set time deadlines. A lot of people will tell you that they want to contribute to your book, but then you never hear from them again. You'll need to secure a deadline, and you need to have your managing editor (or whatever) follow up with the writers and help to make sure your deadlines are met. You don't really want to make your deadlines flexible, but you want to make them generous. If you are aiming for your book to be finished by a specific date, be sure to have your deadlines set to allow for some extra time.

Let's say that you really want to have your book finished by May 1st. In this case, you should tell your writers that you need to have their contributions in by April 1st. This requires a little extra planning, but things really do work out a lot better if you set your deadlines early and allow for extra time.

It's also a good idea for you to set up approximate word counts. You don't want one of your chapters to contain 1,000 words and another to contain 7,000. This not only would make your book seem imbalanced, but it also makes it harder for you to predict the size of your book. I recommend that you make your book something like 176-192 pages long. A novel may need to be a little longer, but non-fiction books aren't usually that long.

Let's say that you want your book to contain 12 chapters. You are going to write two of them, and you have other writers working with you to contribute the rest. If each chapter were around 3,000 words long, your book would come out to be 36,000 words long. That's a decently-sized book. By my estimation, that would come out to be about 160 pages. You can use this as a guide if you need to.

You may have noticed that I am using very specific numbers. That's because in the industry book page counts are usually set in increments of eight or sixteen. So, for example, you will want to aim for page counts like 144, 160, 176, and 192. Those are all increments of 16. When you self-publish, you can usually even break the pages down in increments of four. In any case, you'll want to set some sort of word count requirement for each person; that way, you'll have some control over what you end up with.

Be sure that you include contributor information in your book. You want to give credit where credit is due. Also, you'll want to work out how you are going to go about this ahead of time. This should be part of the initial conversation you have with your writers; it is not something that should be discussed after the fact. You may have to do a little bit of legwork yourself to gather the information that you need for this, especially if you are working with higher-level experts and authors.

You are going to need to line out what information each writer wants you to include. They may want their names mentioned, or they may want a link placed in the book that leads people to their website, etc. You can make things really easy sometimes by just asking if they have a bio that you can look up online. The more legwork that you do for your contributors, the more they will appreciate it. Also, this will make it more likely for them to meet your deadline.

A lot of times people won't have a bio on-hand or they will be too busy to put anything together for you. That's why it's important for you to try and figure out as much as you can on your own. You can usually find the information that you need by visiting the person's website and pulling information of a bio off of there. In any case, everyone is busy and people will be more willing to help you out if you are willing to do a lot of the legwork.

Keep in mind that you can use other contributors in your promotions. First of all, you'll want to acknowledge them. For instance, if your book comes out and you had a lot of people contribute to it, then tag them in your Facebook posts. That way the book's release shows up on their wall as well. This will make it more likely that they will promote your book as well. So, you're going to want to make sure and include them as part of the process.

Finally, you are going to want to leverage your content in multiple ways. This really applies to all of the methods that we have talked about so far. For instance, you can place excerpts from your book in your blog and then link out to your Amazon page. You could also use your books content to make videos, and from these videos you could link to your book's website. The point is that you should leverage your content in as many different ways as you can.

Questions & Answers

So, did you buy the PLR infographics by themselves or were they part of a bigger PLR copywriting course?

The package that I purchased was just a set of infographics. I cut them up in Photoshop, and I assembled those pieces into a linear form as a PowerPoint presentation, and then I added some bullet points. It didn't make sense to use some of the infographics as a graphic in my presentation, so sometimes I just typed out the content that was on them. I ended up with a good combination of images and words, but the majority of the content for that entire course came from those infographics.

Where would you sell your first PLR publications if you don't have any lists to start with?

Unless you are a complete social media shutout, you have a list. It's a really good idea to build a list, and if you don't have an auto-responder, you really need to get one. AWeber is the top one right now, but there are plenty of others you can use such as MailChimp and GetResponse. So you will want to set that up eventually, but quite frankly, if you are on Twitter and Facebook, I would just start there.

You could also start driving people to a landing page so that you can collect their information. I have used a lot of PLR to tempt people onto my list. At some point you will probably want to start doing the same.

How can I get my MP3 content transcribed into a Word document or PDF for my review?

There are a lot of people out there that do transcription work, and they can be found on many different sites. Simply perform a search using the word 'transcription', and you'll be able to find them. One very useful site that you can try is oDesk.com.

Do the contributors that you use expect to be compensated?

About 95% of the time they don't. If they do, find someone else. There are plenty of people out there who want to share their information. I've never been a part of any scenario where people expected to be paid, and that even includes my own contributions. The 'pay' that most

contributors receive is exposure which can really outweigh any monetary payment in the benefits that it brings.

Wouldn't a contributor-content book be flagged by Amazon if one of the contributors had submitted something they had previously published?

Not necessarily, and even if Amazon did flag it, you could simply send them a note saying "Listen, this is a brand new book compellation." They should be fine with your explanation, and have never actually heard of Amazon flagging books like that. I have a lot of friends that have used a lot of these exact methods, and I have never heard of any of them having a book flagged for this reason. I have built my business using these methods, and I have never been flagged either.

How did you compensate your managing editor or lead writer?

She actually volunteered to do it. She was one of the contributing writers, so she will get credit for what she did. When you post your book to Amazon, you have the ability to list contributing authors. That's really the easiest way to handle this.

What do you think of using whiteboard animation?

I have one of those accounts, and I have done some stuff with this. You can do some really cool things with it, so I don't think that's a bad idea at all. I might even touch on this when we start talking about image-based content.

Where do you find your PLR materials?

CoachGlue.com is one great source. Another one that I use occasionally is Source Code Goldmine. Some of their content is really good, but this service is not available on a regular basis. I get a lot of my graphic content from PLR Graphics Monthly.

Can you give us more info on how to do a pre-recorded webinar?

I broke the process down pretty well in the intro webinar, so I recommend that you go and watch the replay of that.

I bought some PLR and it said that I didn't have permission to sell the PLR rights. How much processing would I need to do in order to make it my product and be able to sell the resale rights?

It really depends on the license. These days I almost never buy content to resell with PLR rights. I'm not interested in reselling it. You can make money buying the PLR rights and selling it again, but you can make a lot more money if you use that content to supplement and make your own products.

What's a good price to have a transcription made?

I would say \$60-\$65 per recorded hour is the norm. I used to pay around \$80-\$85 for my transcriptions, and the service was good but then I found out that there are a lot of transcriptions services out there for less.

You can find affordable transcriptionists on oDesk.com. The gal that was doing my summary transcriptions was found on that site. One of my friends picked her up as a fulltime employee, so I can't use her services anymore. This has happened to me again since then. So, I'm actively shopping on oDesk again right now.

What about translated works?

That's another great way to expand your existing content. I'm not covering this in my course, but you can take the content that you have and translate it to another language and sell even more copies of your books and other things that way.

Is using a spinner to modify PLR content usually sufficient for publishing on Amazon?

I would say no. I'm not a big fan of spinners, and I have used some of the best ones out there. In most cases the content comes out all wrong. You are better off rewriting it yourself. You could, I guess, spin it and then rewrite it yourself.

I have a question about the bonus that I got when I purchased this training. Can you help me?

If you are talking about the bonus from JJ Fast, you'll have to contact their support. I don't have access to their bonus. You can contact them through Support@JJFast.com.

Why isn't that webinar services don't ever provide you a list of questions which are asked during the webinar? Wouldn't that be helpful?

The ones that I have transcribed do have those Q&A's at the end.

Is it easier or harder to sell an audio book on Amazon than a digital book on Amazon?

It's pretty easy to get an audio book listed on Amazon if you go through their ACX program. Then, the marketing would be pretty much the same with either type of book. Of course, if you have a digital, physical, and audio version of your book, you could easily cross-promote them.