

Easy Book-A-Day Weekly Training: Week Four

Tony Laidig

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Table of Contents

Introduction.....	4
Kerry's Update	6
iBooks Author: The Basics	9
Tony's Road Trip Book	13
Lessons Learned	20
Questions & Answers	26
Discussion & Conclusion.....	34

Introduction

IN THIS MODULE...

Weekly Training...

- Kerry's Update...
- Using iBooks Author for Book Design
- Lessons Learned: An Overview of What Worked and What Didn't for Publishing a Book-a-Day
- Q&A
- And Much More!



Welcome back to Easy Book-A-Day's weekly training. This is week four, and the last training session for this particular course. A lot of information will be provided in this lesson. Specifically, the following will be covered:

- Kerry's Update
- Using iBooks Author for Book Design
- Lessons Learned: An Overview of What Worked and What Didn't for Publishing a Book a Day
- Q&A
- And Much More

So, this lesson will begin with Kerry's update. Kerry is doing some really cool things with her newest book. She sent some photos in to present. You are sure to enjoy hearing of her latest adventures. Next, Tony is going to go over how to use iBooks Author for book design. This is at the request of many different audience members. Tony realizes that this is a Mac-only program and that a lot of the courses members only use PCs, but he says that he is doing this in the hopes that you will someday join 'the dark side', jokingly of course. Then, he added that this is

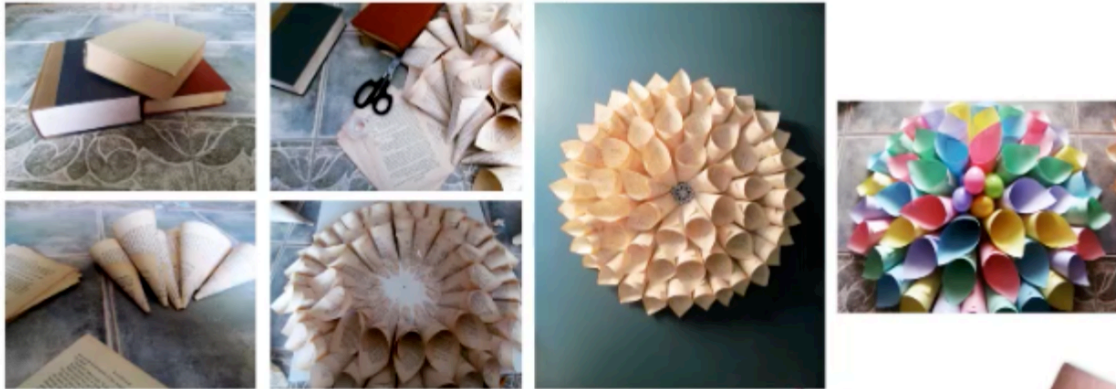
good training to have under your belt anyway. Remember that you will be able to refer back to this information in the future if you need to.

After these topics are discussed, Tony will go into what he has learned over the last four weeks. In other words, he will do an overview of what worked and what didn't work for publishing a book a day. As you probably already know, Tony is pretty transparent when it comes to how he approaches these types of things. You are sure to find this information useful in the future. Finally, there will be a Q&A session at the end of the lesson, and as always, much, much more!

Kerry's Update

KERRY'S LATEST BOOK...

Wreathes From Old Books...



You will get, once again, to learn from Kerry's adventures in Bookland. The picture above depicts some of the pictures from Kerry's latest project. In her new book, she demonstrates how to make wreathes from old books. Tony jokes that when he said that he wanted her to join his book-a-day project, he meant that he wanted her to create a book a day, not destroy a book a day, but to each his own. She demonstrates how you can repurpose other materials for crafts in this book as well. In her presentation, Kerry began by saying:

Kerry: This was a lot of fun, this past week...I really enjoy crafts, and I like creating...and so it was a lot of fun doing it. The one thing I learned is that it is very different teaching someone how to do something verbally as opposed to putting it in text, and writing it, and taking pictures. You actually have to show movement with the photos as you're going. So, you have to actually take step-by-step photos as you progress in the project...so, it was...that was something...the photos were easy...it was matching the text...because I had written the text first and then done the photos, so I had to go back and redo my text and lots and lots and lots of details...I had to pretend that somebody didn't know anything about what I was doing to put all of the details in place, and like I said, I had to show movement with the pictures, step by step of how to get from just a book to a wreath. So, that was a little bit of my struggle.

The next thing I have to do is...all my pictures are done...I've done Photoshop, I've done my Word document, and I've got all my text...the last thing I need to do is merge the two together, and then this book will be completed...which will be my third book. [I'm] hoping to get one more book in before the weekend is over...but then I decided, while I was doing this, that just a plain old wreath...really wasn't enough. So, that's when I came up with another idea that added value to the book...so then I came up with the Easter wreath, which you can see on the screen...and I can also repurpose that as a baby wreath for either a bridal shower or a baby room...and I'm going to put in the book, also, different things...to use music paper...to use different types of paper to create different looks...to kind of add value to the book.

Tony: That's kind of cool. So, I don't know how many of you on the webinar have attempted to do a step-by-step book before...and some of you caught the bonus training that I did on turning videos into Kindle books...where we're taking screen captures from videos and transcribing the audio and all that kind of stuff, which does kind of help the process a little bit, but as Kerry pointed out...[there are] a lot of details...you know, it's one thing to do it yourself, especially if you know how to do it...it's another thing to explain to somebody who has never done it before...

I'm very familiar with that process because of teaching webinars so much. It's something that I've had to learn and relearn how to do over and over again because I realize that...like whenever I'm demonstrating something, in Photoshop for instance, I've been using it for 20 years...and so I can zip through stuff pretty quickly, and I probably still do...especially for some of you...where I go through it really quickly rather than explaining exactly what I'm doing...step-by-step. So, it's a pretty cool process and approach for creating a book...and I would actually really encourage all of you to think of different types of step-by-step photo books that you can create. It doesn't have to be a craft book like Kerry's doing...I mean it can be anything...like mine was a cooking type of thing...making pizza for my pizza book...and it could be something like that. It could be...how to repair stuff.

I think one of the folks in the class had a really cool idea on...home repair and showing step-by-step how to fix a facet and all of that kind of stuff. You know there's a lot of value in that. A lot of people learn by having the photos...and you know...that form of learning. So, I'd encourage you to think about, and potentially create, a book that will allow you to do that. Is there anything else that you wanted to share about this Kerry...your experience and all that? One thing I would like you to share...and you were telling me this before the webinar...is your total cost for the project.

Kerry: To make the wreath...the wreath that uses the book...I think probably cost me under \$5. The Easter wreath was a little bit more expensive because I had to buy the paper...[there was

another wreath] that I used stuffed animals for the center instead of Easter eggs...I just took the Easter eggs out...that [wreath] probably cost me under \$10.

Tony: Right...and so...you got the book at like Goodwill or something didn't [you]?

Kerry: I did. I went to a thrift shop, and I got the book, and it was a book that was falling apart...so I didn't...it was already in tatters...I didn't ruin a good book.

Tony: What's the book about, by the way? Is it like a novel or something?

Kerry: Yeah [laughs]...I didn't even read [it]...

Tony: You might want to do that; it might be like some love/passion hookup thing.

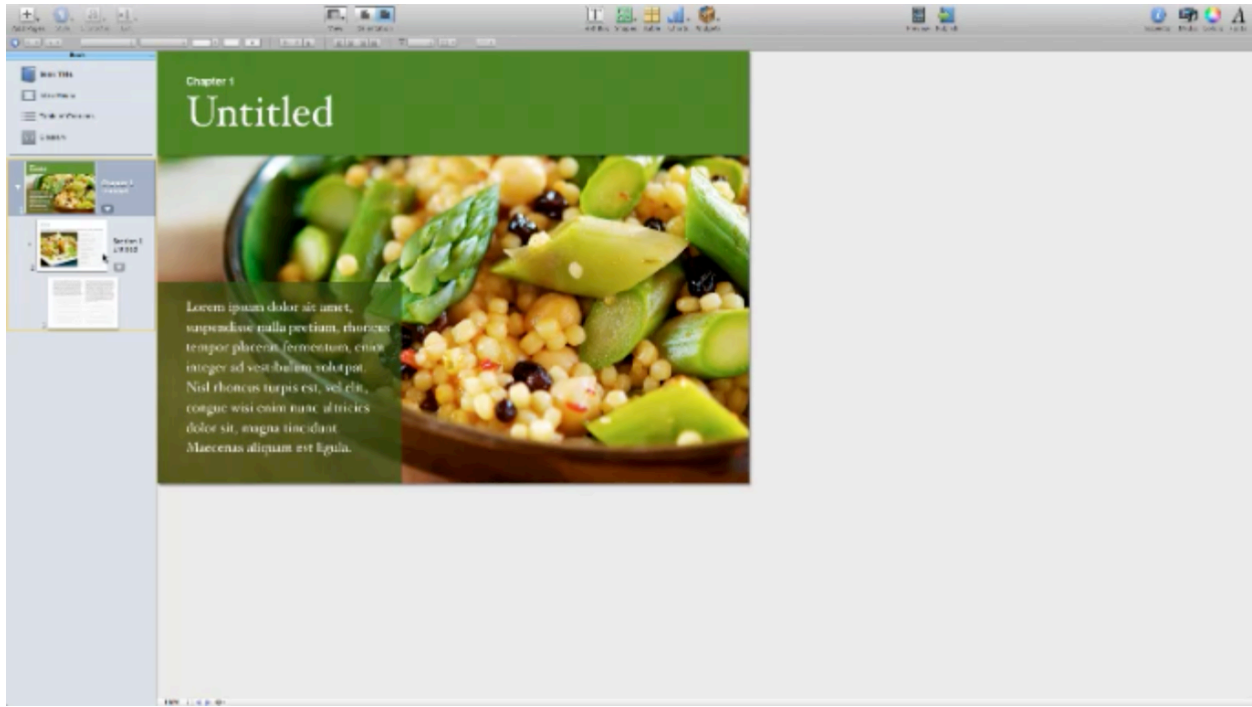
Kerry: I bought three books, so I can make a whole bunch more wreaths.

Tony: Oh, okay...That would actually be funny. I mean you have literal Easter eggs in your wreath there on the right, but...Easter eggs are when you hide messages in stuff. It would be kind of funny to create wreaths with books that have messages on the pages...if people actually paid attention. I would actually do something like that...just for grins and giggles. Anyway, is there anything that you want to add here before we move on?

Kerry: I think that the last thing I want to add is that I was able to use a lot of the skills that I learned from the first book and the second book....With the second book, I used Photoshop. On the first book I really got to know Microsoft Word. So, I was able to take the two of them and keep building my skills as I go...that is something I wanted to add...it is getting much easier as I keep practicing.

Tony: Right...very cool...Alright...awesome, I appreciate you sharing your experience there...So, it's kind of cool...and I'm glad that she's been able to come and share her experiences with all of you because, like I've said previously, she knew absolutely nothing about any of this kind of stuff at all...and so it's been cool for me to see her making progress...she's never shot progressive photos of making crafts before. I mean she's made crafts before; she has a craft business...but she's never taught anyone how to do it and demonstrated it in book form. So, you know...yet another new experience, and now that she's gone through that process...she has that skill now...that she can do it again, and again, and again...just like the rest of you, okay? So, I thought that was really cool and valuable to share.

iBooks Author: The Basics

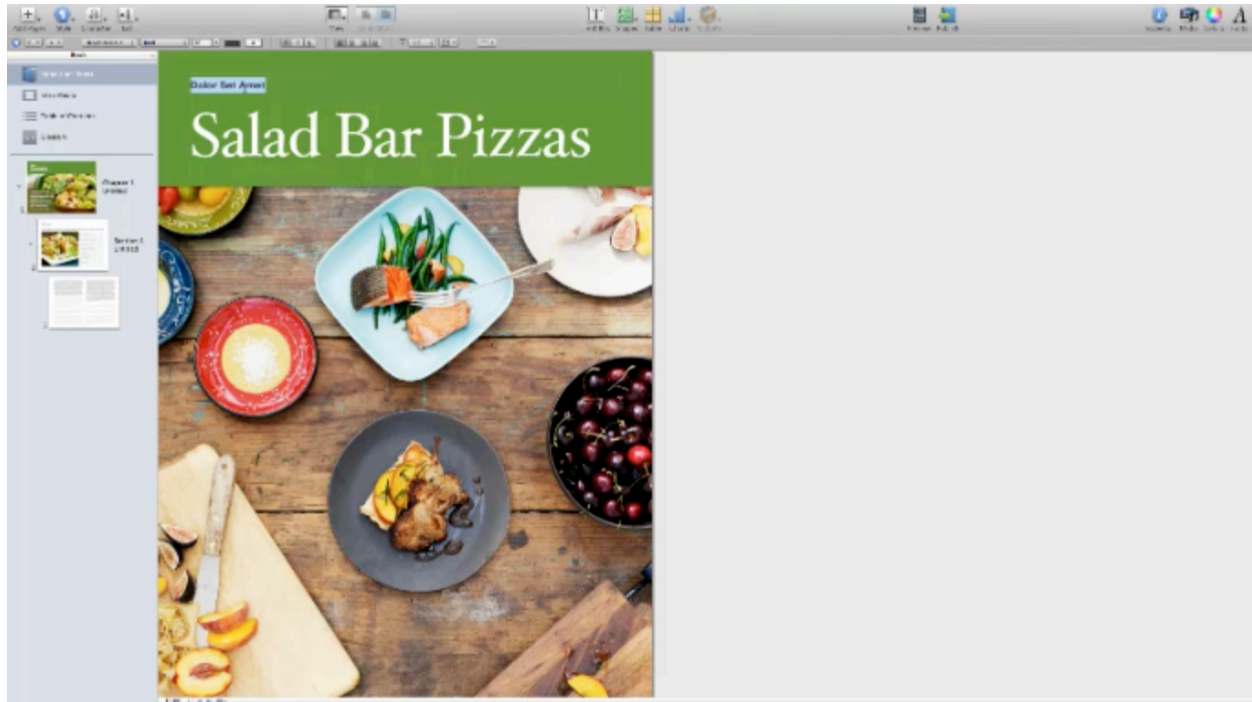


In this portion of the lesson, you are going to learn the basics of using iBooks Author. Later on end the lesson you will learn more about using templates, adding text really quickly, using style sheets, inserting photos, and adding interactive content. Above, you can see a screenshot of what iBooks Author looks like. Again, this is a Mac-only program. So, unfortunately any PC users who want to use this will have to pony up the cash to buy a Mac. They have recently dropped the price on a few models though, according to Tony.

Anyway, Tony slapped a book together really quickly for this presentation. Before getting into this, however, Tony covered some of the basics of iBooks Author. First of all, you can open a new document in the program by clicking on 'File' and then choosing 'New', just like with most other programs. Tony says that he normally works with the 'Template Chooser', which isn't surprising when you consider how Tony feels about templates.

So, you can just start by choosing 'New from Template Chooser'. When you do this, a window will appear, inside of which there are a number of templates that you can choose from. These templates are categorized as landscape, portrait, or both. A 'Landscape with Portrait' template will adjust when your readers turn their tablets. The program itself gives you a number of templates, but you should know that you can purchase more if you like.

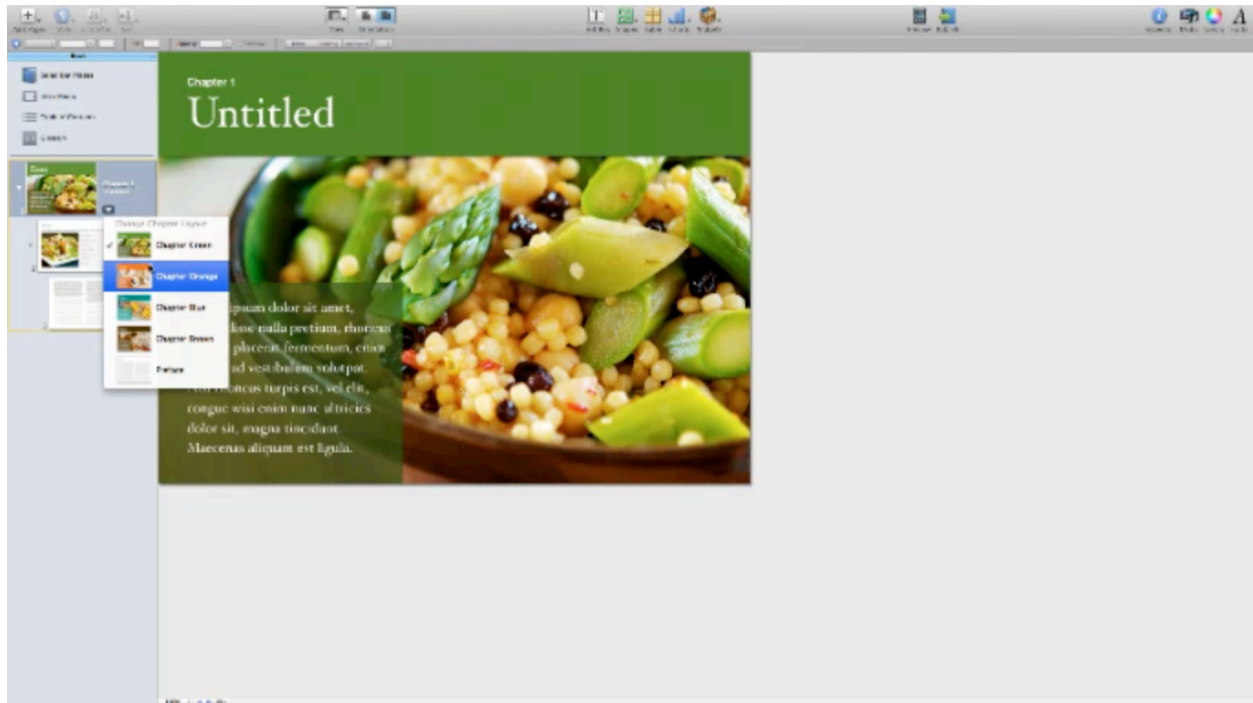
From within the window, all you have to do is click on the template to select it and then click 'Choose' to open it up. You can see the cookbook template that Tony chose in the picture below. He maximized the window, by the way, simply by clicking the corner and dragging it outward.



There are a few things about the templates that aren't readily apparent. If you look at the bottom of the left-hand column, you can see that there are thumbnails for the first chapter, the first section, and then a text page. Up at the top you can select 'Book Title'. You can change the text of the book's title just double clicking. During his demonstration, Tony just put in the title to the pizza book that he's been working on, which is *Salad Bar Pizzas*.

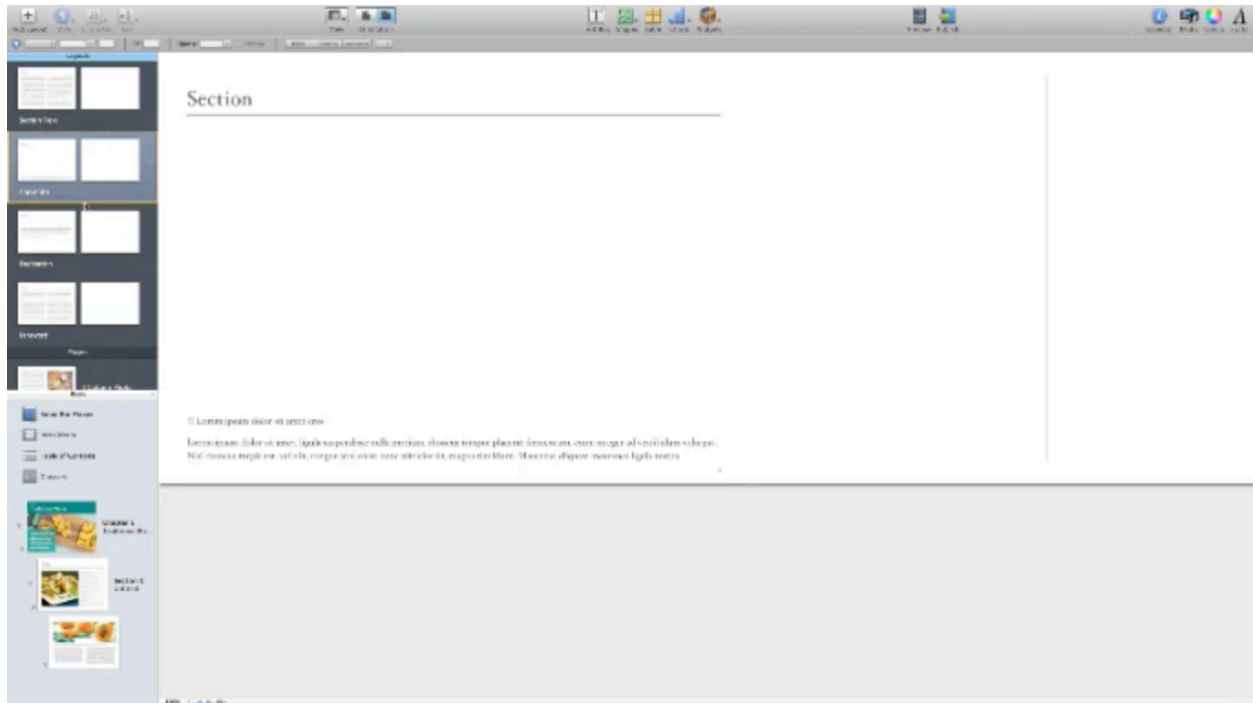
The next thing listed is 'IntraMedia'. You can insert an image, a movie, or any other form of media here. You can also select 'Table of Contents' from this column. The program creates this table of contents on the fly. This is table of contents is dynamic, and it does so automatically. So, you don't have to worry about linking anything up. The program figures it out on its own.

Remember how some of the templates are both landscape and portrait? The template that Tony used was one which goes both ways. Up at the top of the program, you will find the option to change the page's orientation. The page will automatically reformat, and you can use this feature to see it both ways. Finally, you can choose 'Glossary' from the left-hand column in order to create a glossary. You don't have to use this, but it's available if you wish to.



Another cool thing about this program is that the templates also come loaded with other choices. In the picture above, you can see that if you click on the dropdown menu to the right of a thumbnail, you will be given some color choices. So, if you click on the 'Chapter 1' template, you can change the title of it. Again you can change the text simply by double clicking on the template's existing text. Underneath this template, there is a 'Section 1' template. This would be used if you wanted to make a subsection within the chapter. Again, you click on the dropdown menu next to the thumbnail image in order to choose from different kinds of subsections.

You can change the layout of each template as you go along. The thumbnail underneath the 'Section 1' template is laid out for your normal pages. At first it is set up to only include text, but if you click on the dropdown menu, you will see that you can set these pages up to include pictures as well.

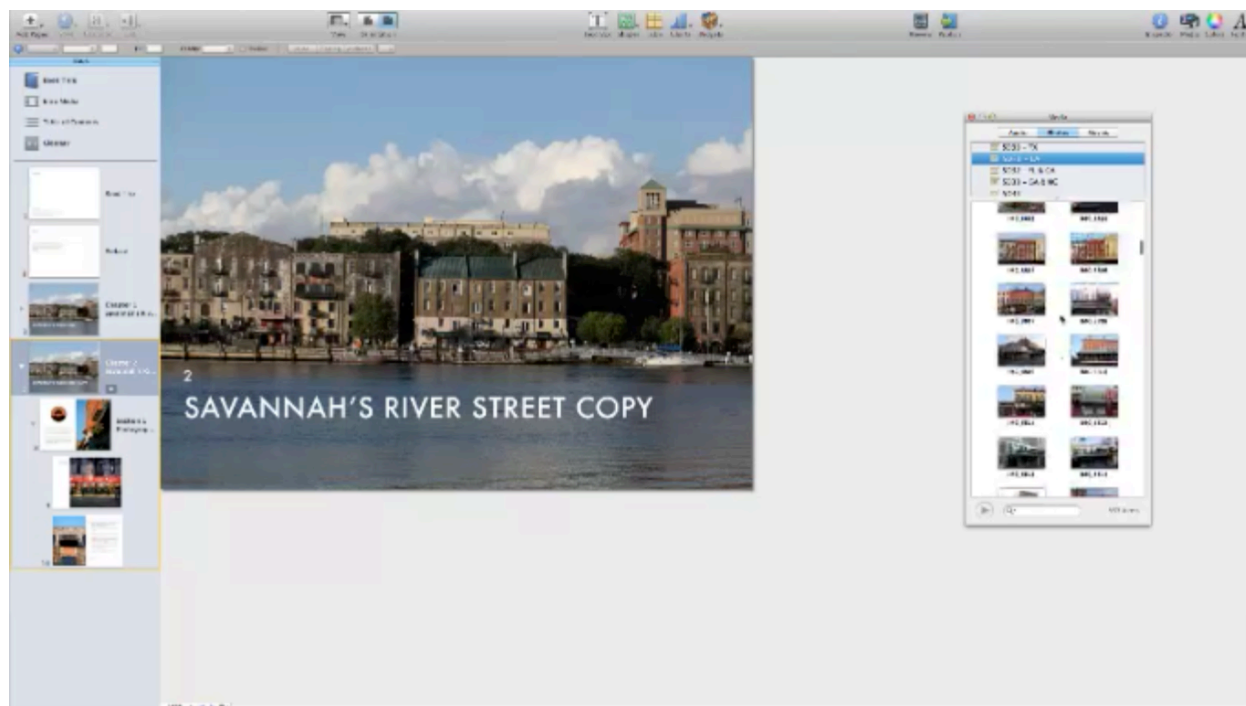


Tony points out that you can choose these different layouts from these dropdown menus. However, if you click on the menu bar, where it says 'Book', and drag it down, you will find that there are templates hidden underneath this column as well. You can see this demonstrated in the picture above. There is a 'Copyright' template that you can choose within this menu, which you will probably want to use for your Kindle book. When you find it, you can simply click and drag it into the 'Book' column, and then drop it right above 'Chapter 1'. There is also a 'Forward' template that you might want to include before your first chapter as well as a number of other templates to choose from.

You can use these templates as they are meant to be used, or you can just choose one and change it to something else. For instance, all you would have to do to change a 'Forward' template to an 'Introduction' template is to change the title of the page. All of these templates are completely changeable and customizable, in other words. As Tony was adding these pages to his book for presentation purposes, the table of contents was automatically being put together by the program. Even when he changed the forward of the book to an introduction page by re-titling it, this change took place in the table of contents as well.

Those are the basics of the program. As you can probably tell, this program is not complicated at all to use. The program begins to be discussed in a more in-depth manner in the following section, as Tony begins to talk about his 'Road Trip' book.

Tony's Road Trip Book

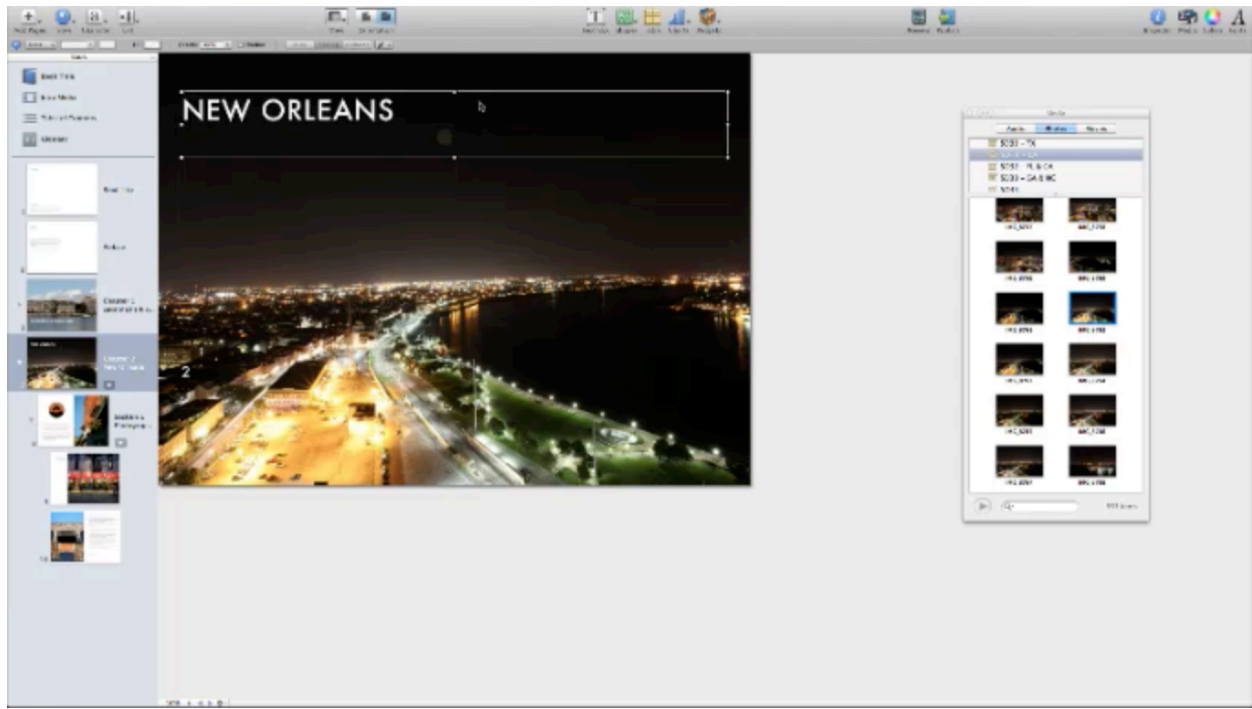


As mentioned above, Tony threw together a book to use in this presentation. It consisted of pictures that he had taken on a road trip. You can see his book, partly laid out, in the picture above. In creating this book, Tony simply followed the same basic method described above, except in this case he inserted a couple of his own photos as well as changing the headings and adding some basic text.

According to Tony, the text was very easy to import and to add, and so were the photos. You will learn just how easy this process is in just a moment. First, he wanted to point out something that is really cool. Chapter 1, also shown in the picture above, is about Savannah. Now, say that he wanted the second chapter of his book to be about New Orleans. You can simply right click on the thumbnail of the first chapter, then choose 'Duplicate'. This way you can use the same layout over again. He said that you can do pretty much the same thing by using 'Copy' and 'Paste'. When you use duplicate, it actually duplicates all of the pages within that chapter as well. So, it makes it easier, when you are doing things in a specific way, to follow suit with the same basic layout.

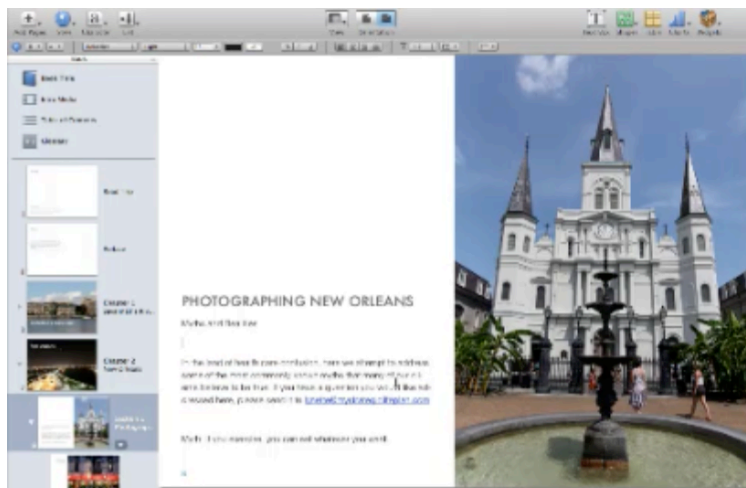
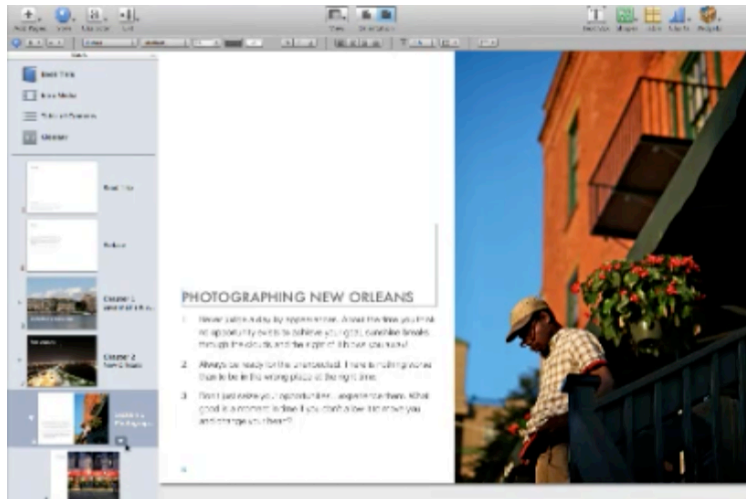
If you notice, on the right-hand side you have a menu which contains three tabs. These are 'Fonts', 'Colors', and 'Media'. Under the 'Media' tab, Tony had some photos from his trip loaded up. Just like in BookSmart, you can just drag and drop the photos from this menu to the

template. Once you drop your new picture in, you can just double click to change the text and you have a nice new opening page for your chapter. You can see this demonstrated in the picture below.



When Tony replaced the picture of Savannah to the picture of New Orleans and changed the text, the white text was hard to see. So, instead of changing the text color, he simply moved the text box up to the top of the page, where you can see it better. He simply had to click and drag the text box to change this as well. He did the same thing with the other text box that marked the page as chapter two.

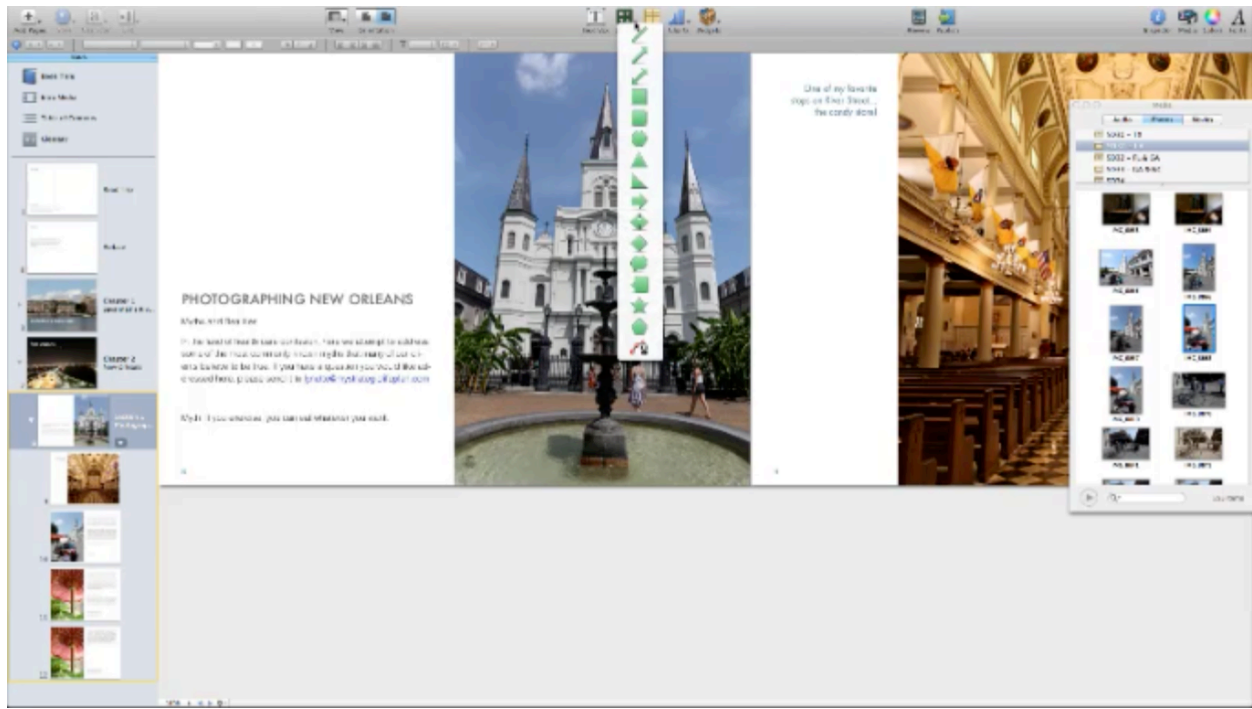
Now, as far as the rest of the pages go, it's just a matter of replacing the text that's already there and replacing the pictures. Don't forget that if you don't want the chapters to all look the same, you have other choices. Again, you can just open up the dropdown menu next to each thumbnail to change the page's layout. You can even come up with a layout that's completely new if you like. In the case of Tony's book, he just wanted to make sure that the beginning of each section was pretty much the same. By looking at the pictures below, you can see how Tony used the same template to make the beginning of the first two sections look similar in style.



To replace the text on the page, Tony simply opened up a Word document, copied, and then pasted the text into his new page in iBooks Author. In Word, this was a long document. When he pasted it in iBooks Author, the text spread over several pages automatically. These pages did not exist before. So, the program actually added pages in automatically, based on the templates that he used before.

Another thing to take note of was that the program automatically stripped out all of the crazy formatting that Microsoft Word adds. In other words, it brought the text back to a basic format. One thing that was not removed was the hard returns though. By the way, you can change the formatting up if you need to. There are style sheets that you can use in this program as well, and you can format them in any way you would like. In other words, all of the styles are fully editable in this program, just like in every other program that has been covered. These styles can really help you to speed up the process of formatting your book, and so it is highly recommended that you use them.

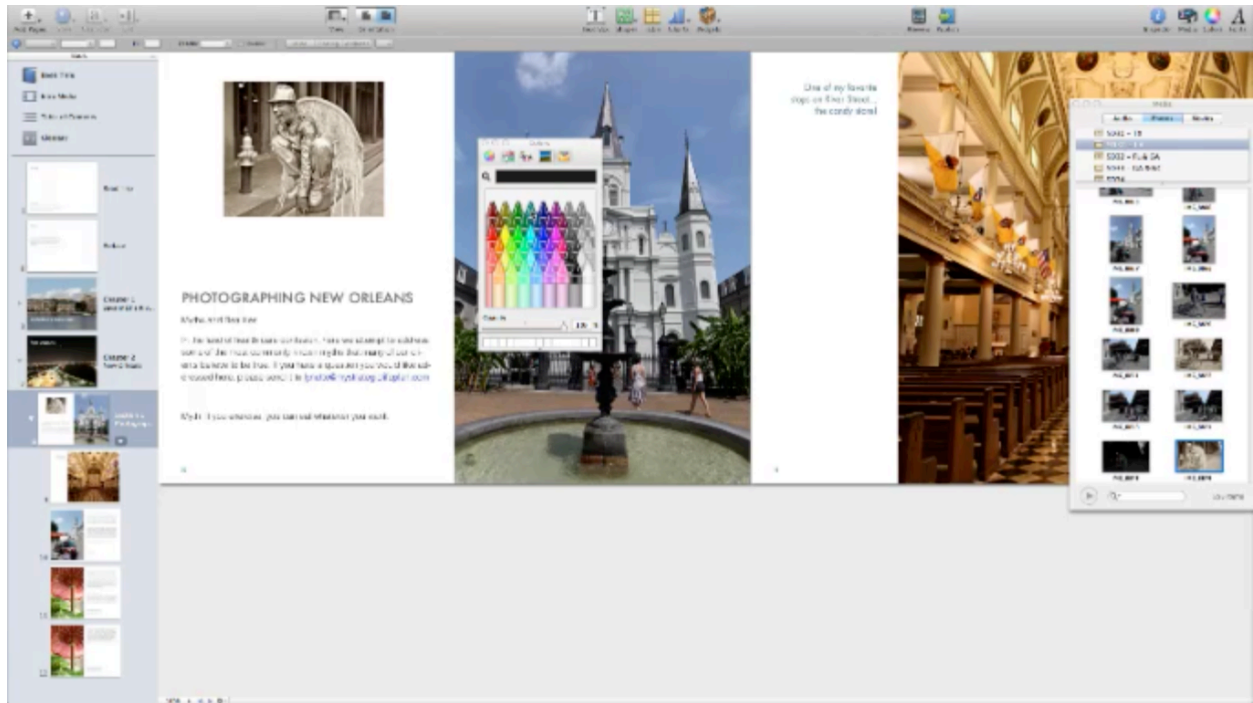
You can continue to go through each page, adding in text and photos in any way you prefer. For the most part, the creation of your book is just a matter of dragging and dropping in the text and photos that you want to include. The entire process is pretty straightforward.



So, what if you were using a template like the one above, but you wanted to add a photo to the blank portion of the page? This is very easy to do. At the top of the program, you will see a 'Shapes' menu from which you can choose what shape you want your picture to be in. In his demonstration, Tony chose a square shape.

Once chosen, the shape that you chose will appear on your page. Now, if you drag this over your text, you will notice that the text will wrap around your picture box automatically. You may also notice that the program automatically shows you the dimensions of this square. You don't have to turn anything on to have it do that. It will also show you how far this picture box is from your text box, which helps you make sure that everything matches up from page to page the way that you want it to. In other words, the program helps you to maintain a level of balance throughout your book.

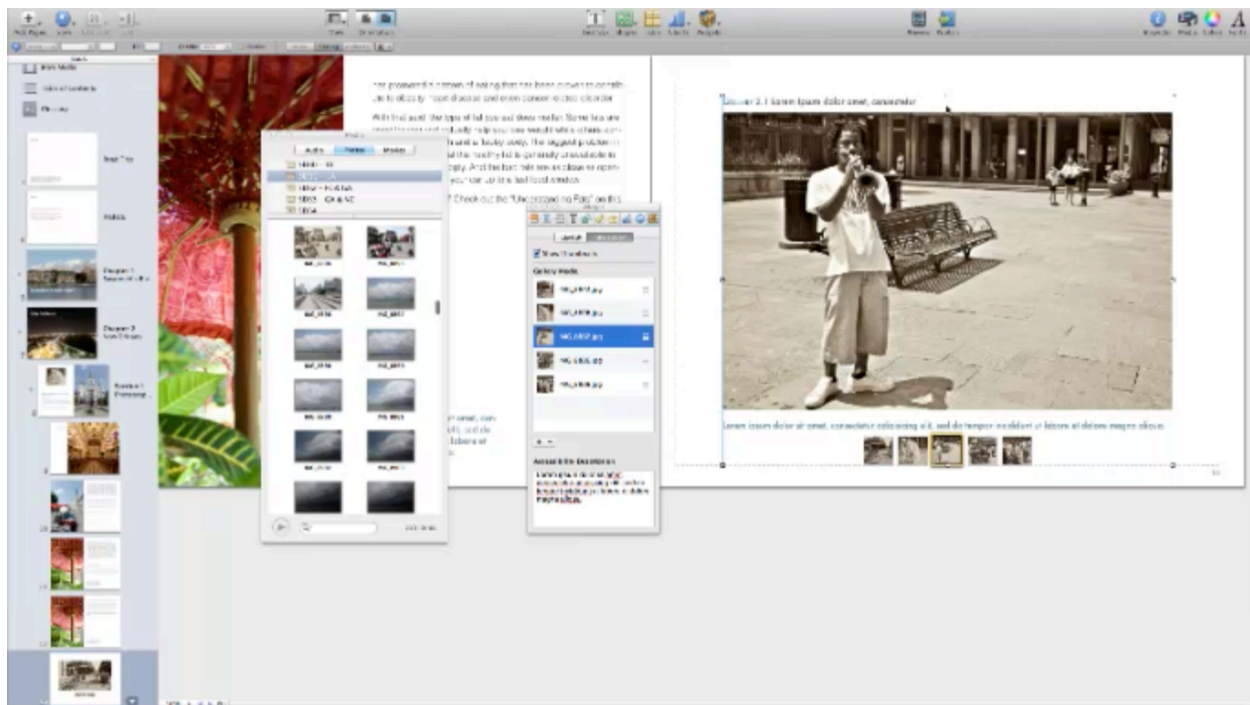
When you drag a photo into this box, it may not fit automatically. So, what you would want to do is click 'Edit' and then 'Mask' to fix it. This will allow you to see the whole photo. Then all you would have to do is scale it down to the size that you wanted it to be. When you have made the photo fit the way that you want it to, you can just click on 'Edit' and then 'Mask' again to set your changes.



Now you can just click and drag this picture around. So, you can center it or you can make it overlap the other photo. Essentially, you can do whatever you want with it. Once again, this program is very easy to work with and experiment with.

Now, let's say that you want your heading to be a different color. You can click on 'Colors' up at the top. You have different kinds of colors, depending on what you like to work with. Tony used the crayon box, as you can see in the picture above. Then he selected a teal color that he liked. After that, all he had to do to change the color of the text is left-click on the color and drag it onto the type.

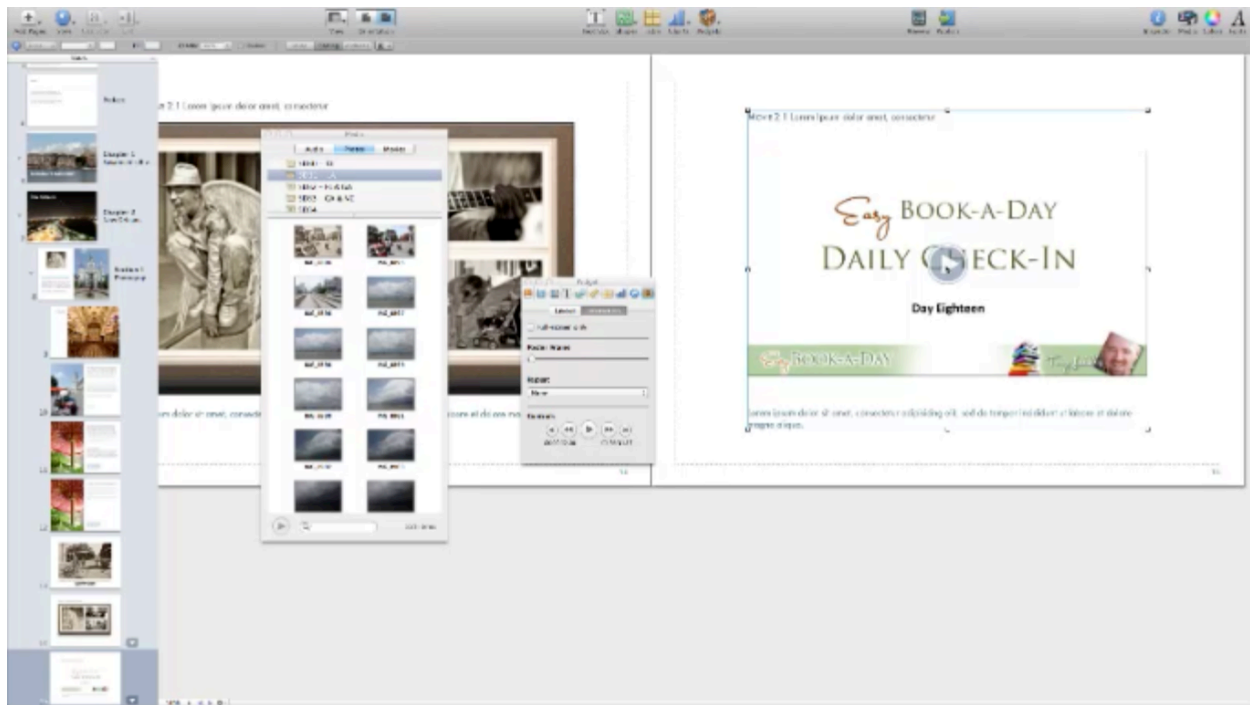
What if you wanted to create a new blank page? All you have to do is right mouse-click in the left-hand panel, and choose 'Insert Page'. Then, let's say that you wanted to add some interactive media. At the top of the screen, you will notice that there are some buttons centered at the top. These buttons will allow you to add a text box, shapes, tables, charts, and widgets. When you click on the widgets button, you will see that there are all sorts of things that you can add such as a gallery, a Keynote presentation, video, reviews, interactive images, and so on.



Tony chose to insert a gallery. When you select this, a box will be inserted into your page. It will have sizing boxes on the side. At this point Tony opened up the media panel again, as you can see in the picture above, and he began dragging and dropping pictures from the media panel to the 'Gallery Media' panel (the panel located in the center of the screenshot above). If you select 'Show Thumbnails', thumbnails of the images in your gallery will be shown at the bottom of the gallery box. Once again, you may have to choose 'Edit' and 'Mask' to resize and reposition your photos individually, or you can resize the whole gallery box for all the images if you like. It really just depends on how you want to handle it.

You can title this if you like. By default, it will be called 'Gallery'. You can leave it named as that and just add a title above your gallery. For example, Tony titled his 'New Orleans Street Performers'. You can even add a description to this if you like. When your readers view your book in the iPad, they will be able to look at the different pictures in your gallery by simply swiping their finger across the picture.

Next, Tony inserted another blank page in order to insert a Keynote presentation. For those of you who don't know, Keynote is pretty much just the Mac version of PowerPoint. So, you can insert an entire slide presentation into your book if you wanted to. Again, when you choose this widget a box will appear on your page. You will then be able to browse for the presentation and insert it. You can scale this box so that it is bigger if you like, and you can add a description in as well. Once again, all the reader would have to do is swipe their finger to view the different slides.



You can also insert videos. Again, a resizable box will appear on the page that you can insert your media into. You can just drag and drop your video file into this box. The video will take a moment to optimize and then it will be ready to play. This entire process is very quick and incredibly easy. Surely, you can tell by this description how powerful this program is for creating, not just books, but interactive books.

The entire process revolves around clicking and dragging for the most part. If you click once inside of the picture box, you can move the entire picture box. If you double click it, the program will allow you to edit the contents within. This is pretty much the same thing as clicking 'Edit' and 'Mask', as was referred to above.

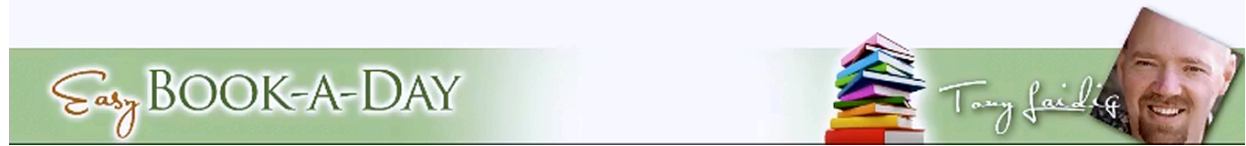
There are a lot more features that Tony could have presented. However, there are a lot of other things that he wanted to cover in this session. He felt that it was important to introduce members to this process because, as he puts it, it is definitely some of the most viable product creation software that is available, and the best part of it all is that this software is free! Another cool thing is that you can actually publish books into the iBookstore for the iPad with this software, but you can also save the books as PDFs. Tony isn't sure if you can upload these to CreateSpace or not. He wanted to point that out because someone would be sure to ask about it later if he didn't.

Lessons Learned

LESSONS LEARNED...

Publishing a Book-a-Day...

- What took longer than a day (with other responsibilities)?
 - Books based on editing transcripts
 - Books requiring extras (writing, photography, etc.)
 - Books with larger page counts (over 50 pages)



Tony has enjoyed his book-a-day adventure. However, the time has come for retrospection. He began this by asking: What worked best for publishing in a day? Over the last month, Tony has created a lot of different types of books. He has been able to finish the majority of these books in a day. Some of them took a little more time to do. So, the question is, if he actually wanted to create a book a day, what would work best?

Tony did well in trying to accomplish this endeavor. However, the fact of the matter is that you would have to work like a machine to actually publish a book a day. One of the things that he found worked best for him was working with summary transcripts and putting them to Kindle. One of the reasons why this worked so well for him is because it left him with very little work to do on his end, but other people did this work. Whenever he received a transcribed document, all he essentially had to do was import it into InDesign, finalize the formatting, create a dynamic table of contents for the book, and then create the cover. He says this ended up being just a couple of hours work on his end for each book.

This worked very well for him. Of course, that is because he didn't have to do all of the heavy lifting. His transcriptionist(s) did that. However, this is a strategy that he will probably continue to use in his publishing efforts.

Tony also created several Blurb books. This worked well too. You may remember the BookSmart software being presented in one of the previous lessons in this series. Several members, including Kerry, did go on to make books with Blurb. Again, because they are so template-driven, and very often photo-based, these books are very easy to make quickly. If you remember, Kerry spent a couple of days just driving up and down the coast with her son. They took pictures as they did so; so, when she got home, she just tweaked them a little in Photoshop, loaded them all into BookSmart, added in a few quotes, and she was done. Any of us can do that if we ever wanted to or needed to, which is really cool.

Previously prepared content is also very useful when you are trying to publish books rapidly. Some of the books that Tony created were based upon content that he already had prepared. In other words, he used a lot of the information from his blog posts, from PDF documents that were created some of his own courses, and reports that he already had.

All he had to do was place the content of these documents in a Word document and assemble everything in a logical fashion. Then he would add in his photos. Of course, he had to make sure that these photos were all in line with the text and format the text so that everything was uniform. Again, this was a fairly simple process for him because he used the style sheets. This also made the dynamic table of content easy to create.

If you remember, at the beginning of this adventure, Tony mentioned that you should try to write as little as possible. Tony found this to be very true. He said that it certainly sped up the process immensely for him to have this previously prepared content available. Public domain content would qualify in this as well.

Another thing that Tony mentioned as working really well was creating comics for Kindle. He says that this creates a lot of opportunities for publishing. His comic book did take him a little bit longer than some of the other ones, he says, but only because he had trouble deciding what style he should use for the images. So, that took a little while. However, if you really think about comics, they are really image driven. There is text within them, but even if you were to type it out yourself, it's really not going to take you that long. So, you could definitely convert a comic story into a Kindle book in a day. Tony feels that this would probably only take you three or four hours, tops.

The thing that would cost you the most time in publishing comics is working with the images. Tony doesn't dispute the point that this process takes up a lot of time, but he does feel that you could still do it in a day if you keep at it. If you work a full time job, it may take longer. Keep in mind that Tony does work from morning till night each day. He states that he works 14 hour days, just to keep his business going. So, he does understand what you are up against when it comes to time constraints. He says:

“There haven’t been too many nights that I didn’t get to bed much before midnight, and I was usually up by 6:30 or 7, ready to work. The good news is that I love doing what I do, so that makes it kind of easy.”

LESSONS LEARNED...

Publishing a Book-a-Day...

- What took longer than a day (with other responsibilities)?
 - Books based on editing transcripts
 - Books requiring extras (writing, photography, etc.)
 - Books with larger page counts (over 50 pages)

Easy BOOK-A-DAY



Tony Fairfield



So, what took longer than a day? This is a hard task to undertake, especially if you have other responsibilities. That is just part of operating in the real world though. Very rarely can someone devote all of their time to a project like this. There are often times where people have a couple of days in a row in which people can focus on projects like this. You should take advantage of the extra time that you have and use it to knock out a book or something because more books mean more money. There are a couple of things to keep in mind whenever you are creating these books, however.

Even though having audio transcribed saves you time. There is no question about that. However, written English and spoken English can often be two totally different things. So, editing transcripts can take a huge amount of time. Kerry learned this lesson first-hand. You may have tried this and experienced the same thing. Tony has had his experiences with this as well. The process of editing and formatting a transcription can definitely slow you down. It depends on how long a document is, of course, but in most cases, it’s very unlikely that you will be able to fix a transcription in less than a day.

It’s okay if you can’t publish a book in a day. This challenge was really set up to be a learning experience meant to push the people involved into getting as many books out there as they could in as little time as possible. However, no one is holding a stop watch and this isn’t a

competition. It is great if you are able to accomplish a feat such as this, but there is nothing requiring you to do so. This is just meant to be a challenge, nothing more.

Books that require extras also take a little more time. So, if you have a book that needs freshly written text or new photographs, it's going to take you more than a day to get this out in most cases. For example, when Tony was creating the cookbook out of his mom's old recipes, it took a little extra time for him to type these all out. There were times when she did not list out the ingredients either, so he had to take time to figure these types of things out. His pizza book is another example. Even though there were only 10 different recipes in this book, he took photographs of the process of making each one as he went along. So, that took up a lot of extra time.

Processing the images that you want to include can also take up a lot of your time. For instance, there ended up being 50 illustrations in Tony's basket weaving book, and they all had to be processed in Photoshop. So, this is just another thing that you would need to look out for when trying to publish books quickly because this can take up a lot of your time.

Books that have a large page count, such as books that are 50 pages or longer, are going to take you more time because there is more content to deal with. It is as simple as that. If you focus in on it and really strategize how to get this done, you might be able to create 50 pages or more in a day. However, you have to consider the extra processes that you have to go through such as formatting, creating your cover, and editing pictures. Now, you might still be able to get this all done, if everything goes the way it's supposed to. The longer the book, the more details you'll have to deal with. So, if you're really trying to publish fast, then the shorter the book, the better.

LESSONS LEARNED...

Publishing a Book-a-Day...

- What saved the MOST time?
 - Planning Ahead
 - Templates
 - Finished Content



The next thing to consider is: What were the things that saved the most time? Tony knew from the start that certain things would save him a lot of time, but there were some things that he also discovered along the way. The first thing that Tony listed, of course, was planning ahead. He had many of the books that he wanted to create listed out ahead of time. In fact, he already had a list of 20 before the project began.

At first, he thought he had it made. He had sent audio files out to his transcriptionists. Several of the books that he wanted done were based on those transcriptions. So, he thought he was working ahead from the start. The problem is that they didn't get them done. One of the transcriptionists, for example, had a death in the family and other work to be done. So, the project that she was working on is almost done, but not quite yet. So, this made Tony have to come up with other book ideas. Planning ahead definitely saves time though. Most of the books that he had on his list got checked off. So, planning ahead is definitely something that you need to do.

Using templates is something else that saves an immense amount of time. You could go into iBooks Author, for example, and just use blank pages and set up the layouts all yourself. It really wouldn't take that long to do that, but doing page after page in this way is going to add up to a long process. It takes a lot less time just to choose the layout that you want and then just fill in the blanks, so to speak.

Imagine having to design your own book cover from scratch. There are so many things to consider, even if you understand what elements are essential, that it would take you a long

time. However, you have the advantage of using Tony's templates. These templates guide you in your design, so this makes it to where you can essentially throw one together in 10 minutes or less. Tony even uses his own templates when he creates his book covers, because even though he knows why they are designed the way they are designed, it's much easier to just start with something that is already partly set up than to start from scratch.

Finished content can also save you a huge amount of time. For example, you might be able to save a lot of time by sending your content to an editor to be finished up. It's also easier to use content that already exists. For instance, it is going to take a lot more time to create a picture book from scratch than it would to create one out of pictures that you already have, especially if the pictures that you have are already edited. You can derive a lot of content, in most cases, just out of articles that you have already written and old blog posts. Also, if you're working with someone who can provide you with finished content, you are going to be able to produce a lot in a short amount of time.

Of course, formatting with style sheets is going to save you a lot of time. Formatting a manuscript can be a long, drawn out process, especially if you want everything to look balanced and uniform. Therefore, it can save you tons of time to decide on the various styles you want throughout your manuscript and set them up ahead of time. That way you only have to think about it one, set it up once, and go through your manuscript to make sure everything is uniform once. You can be sure that everything is the way that you want it because it was designed to be that way from the beginning. Furthermore, having things set to a particular style is going to make it so that the formatting doesn't change much, if at all, when you convert your file to a MOBI file.

When you set up your styles ahead of time, then it's just a matter of putting your cursor in the sentence that you want to change and clicking the style that you want to use. This is a lot faster than highlighting the sentence, clicking 18 point, and clicking bold. This doesn't take a long time in itself, but these little extra moments add up when you're formatting an entire book. Not to mention that sometimes you forget exactly how you did it before, so you have to go back and check to make sure that everything matches up right. All of the page layout that he did for years for publishing companies were done with style sheets. In fact, the very first thing that he did was set up the style sheets. Why did he do this? It saves a lot of time. It's as simple as that.

Questions & Answers



Can you make a Kindle book in iBooks Author?

Tony says that he doesn't believe that you can do anything with iBooks Author and convert it over to Kindle. He doesn't believe that you can do this when using the BookSmart software either. This is because of the terms of use.

What font do you have your name in on the screenshots?

It's a font called 'Satisfaction', and Tony says that he is almost certain that you can find it for free.

What is the closest equivalent to iBooks Author for PC users?

The closest equivalent is Blurb's BookSmart. That is why it is demonstrated as well.

Can you use an iPad to create books on any of the sites?

That's a great question. Tony says that he is pretty sure that you can use Bookify, which is Blurb's online editor. He doesn't think that iBooks Author is available on the iPad, but it may be. Another member later checked, and found out that iBooks Author is not available on the iPad.

Tony is undertaking a new project with his friend Daniel Hall on how to create products only using your iPad. Of course, this would apply to smart phones as well. They already have some pretty neat ideas underway, he says. So, while on the subject, he wanted to mention this.

What is the URL for iBooks Author?

If you have a Mac, you can just go to the App Store and download it from there. By the way, you can buy templates and various themes for your book through the App Store as well. There are external websites that you can purchase these templates from too.

Does iBooks Author automatically resize your photos?

Yes.

What kind of camera did you use to take your pictures?

Tony has several, but he says the primary one that he uses Cannon 5D Mark II. He also uses a Cannon 40D quite often. He says that he is probably going to buy a Cannon 5D Mark III soon as well. Right now, they're pretty expensive though, so he's watching the prices. The Cannon 5D Mark II is 20 megapixels, and a lot of fun to use, according to Tony. He says that he likes this camera a lot.

What is the minimum number of pixels needed for taking good pictures?

Probably 12 and maybe even 10 megapixels would work, according to Tony. He says that his Cannon 40D is a 10 megapixel camera, and he has taken some pretty decent pictures with that camera.

Is iBooks Author only for electronic format books and not transferable to print?

Yeah, that's its primary function. However, you can use it to create PDF files. Obviously, the slide shows and the movies would not translate in this type of file conversion. Tony states that he is unsure whether or not you can upload this PDF to something like CreateSpace.

So, if you buy a Mac, you can get the iBooks Author program for free?

Yes, absolutely.

Are pictures taken on an iPad 3 good enough for these eBooks?

Tony says that, if he remembers correctly, the cameras in the iPad 3 are 5 megapixels. So, this would be fine for taking pictures for Kindle books. He states that you probably wouldn't want to use it for print, however.

Can you model BookSmart templates in iBooks Author?

Yes. You could create or modify the templates in iBooks Author to match the ones in BookSmart.

Will we get a copy of the pizza book?

Yes, you will.

How acceptable are public domain works on iBooks?

Their rules are very similar to Amazon's. Apple has a rule that says 'no public domain', but what that really means is 'no public domain as-is', essentially. There's public domain content already in the iBookStore. All you really have to do is add value and create a derivative work. Tony is doing this with the comic books. He is completely refreshing the design and the look of the original illustrations. He is also updating the text.

Tony says that when he was working one of his comic, it had a picture of a girl looking into a toy box. In the comic, it just said 'I'm scared.' However, whenever he typed that out, Tony wrote "'I'm scared' Mary Jane said as she looked into her toy box." So, he kind of restated the obvious, but since he was translating it from a comic into a regular story, it was important to

add in that description. So, by doing things like that you can make it your own, and you can make a derivative work out of a product, which qualifies for copyright. So, in that type of case, you're fine.

How do you check the content of a book that you have outsourced to be sure that it's not PLR or junk text?

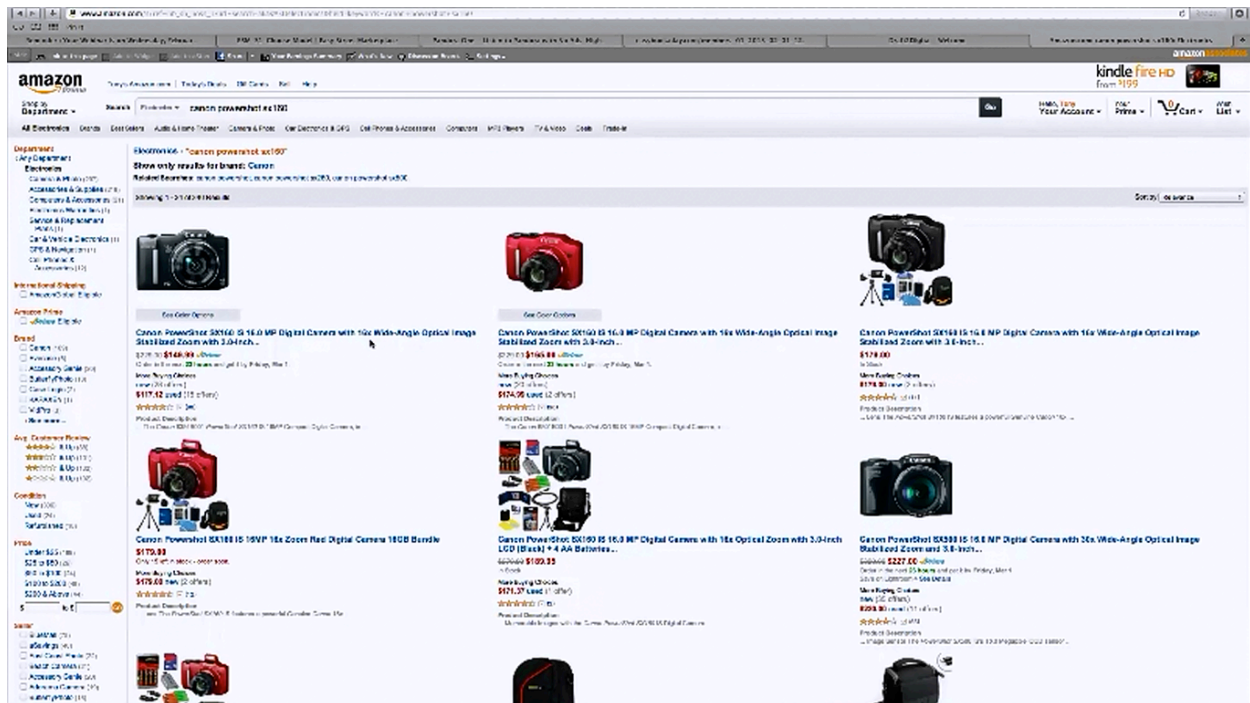
That's a great question. First of all, you should probably know who you're working with. You know, get some writing samples and that kind of thing. The next thing you can do is check to see if you can find your text online. You take a sentence or two out of the text that they wrote for you and perform searches on it (placing the text in quotes) on Google in order to see if it shows up anywhere.

What book publishing platform would you use if you were doing an autobiography?

Tony says that he would probably publish it on Kindle and CreateSpace at the very least.

Have you used Draft 2 Digital yet?

Tony said that he has not checked it out yet. However, in his presentation he immediately pulled up the site and bookmarked it so that he could check it out. The website says that you can use the site to sell through four of the industry's largest retailers, and it lists Kindle, Kobo, iPad, and Nook. So, it is something that may be worth investigating. You can check it out by clicking on the following link: www.draft2digital.com.



Can you suggest a good point-and-shoot camera that takes decent pictures?

Tony says that he is a big fan of Canon. So, all of his point-and-shoot cameras are Canon cameras as well. He just bought his daughter a Canon PowerShot, but he doesn't remember what model. She has been getting pretty good results out of that though. It all kind of depends on how much money you want to spend.

The one that Kerry is using costs around \$99. It was a Canon PowerShot SX150 that she used to take her beach pictures. Tony said that he once had one as well. The new version, which is the SX160, costs around \$150. It is a 16 megapixel camera.

There are a couple of things that Tony looks for when he buys a point-and-shoot camera. He usually aims for at least a 12-megapixel camera, but a 16-megapixel camera is much better. Optical zoom is a big deal to him because digital zooms will degrade your picture. He also checks to make sure that a camera has manual controls before he buys it. The Canon SX160 has an image stabilization feature, which is even better, according to Tony. So, this would be a good camera to start out with.

I heard you say that you can't use Blurb's templates and publish to Kindle, but if you have a published book on Blurb, you can have a Kindle book at the same time of the same book if you don't use the same templates. Is that right?

You are exactly correct. So, you can publish on both platforms. However, you can't publish it on blurb, using the blurb templates, and then publish the book to Kindle. There's really a lot of grey area where this is involved, but Tony is basing this on what he has read. He says that it sounds like you can't so he would rather play it safe and encourage you not to.

Tony also states that he has learned Blurb is expanding their software to include more options, so he thinks that before long they will allow you to publish to Kindle, but he can't say anything for sure at this point. Honestly, it would be smart for them to do that, and of course that would totally rock for all of us.

I love the Farmer's Market concept. Would you use the idea of shooting local monuments and places to make a book?

You definitely could. Something like that could do well. Like, for instance, this year is the 150th anniversary of the Gettysburg battlefield. Now, the only caveat to that is a lot of national places are starting to require that you have a license to take commercial photos or video. Now, the license only costs around \$50 bucks. However, they still have the right to tell you 'No.'

You definitely could do that though. Tony says that he has even thought about stopping at roadside markers, and shooting some of those markers together with what they're marking. That could be fun, and there would be some different stories he could tell and so on.

Does the pricing of your iBook work in a similar way to pricing your book on Blurb?

Yes. It's pretty much the same thing. They take a cut.

What does the Easy Book Illustrations course cover?

Essentially this course was created to solve a problem that a lot of writers, especially children's book writers run into, and that is getting illustrations for their books. In many cases writers don't know how to create their own illustrations, don't know how to get them made, and it can be extremely expensive. Of course there are other sources for illustrations as well, like the public domain. There are other problems that they run into as well.

Tony has been experimenting with different ways to create illustrations from photographs for years. So, Tony created a course to show people how to make illustrations out of photographs and by other means, using a variety of programs, both free and paid. The course also teaches

people how to composite photos together in order to create the types of illustration that they would want to produce. For example, you could buy little dinosaur action figures and composite these with a landscape photo in order to create the illustration that you need. All of these sorts of things are covered within this course.

People who purchased this course ended up wanting to know more. So, Tony recently created an advanced version of this course as well. These are really fun courses, and they are very informative. Don't hesitate to check them out if you are interested.

I found a nice children's book from the 1920's. It wasn't on Google Books or any similar sites. It is listed on Amazon as a used hardcover book. I want to create the first Kindle version with original text, but I will colorize the line drawings. The text sounds very normal for a book that old, and I just want to change around a couple of words to make it work. I want to list the original title and author with my name and the original illustrator's name. Do you think this sounds acceptable for Kindle?

To this Tony replies "Yeah, I don't see you having any problems at all with that."

I have an Easyshare 14 megapixel camera with optical zoom. I'm not sure if I'm going to like it. The batteries don't take a full charge, and I'm not sure if it's the camera or the batteries. Do you think that this would be a good camera or should I try something else?

Tony replies to this question as follows:

"I'm not a big fan of Kodak cameras. You know, they make great film, but the cameras, not so much...because Easyshare is Kodak right? I'm pretty sure...Right now the only cameras that I consider...I mean Cannon's good and Icon usually is good...Fuji film is coming out with some really nice ones. I didn't use to be a fan, and I'm becoming quicker and quicker a fan. I just bought one of their mirror-less cameras...the XE1?...and it freakin' rocks. I mean it's an awesome camera...It's expensive though...it's like \$1,400, but it's an awesome camera..."

"Samsung has a new camera out that's based on their Galaxy smart phone, and it has 3G built in and...you can run apps on it and all that kind of stuff, but it's a camera...and it's getting really good reviews. I've been looking at that, but again, it's expensive. It's like \$500, \$600...So, Cannon, you can't go wrong with Cannon...I've always been a big fan...and they haven't given me a reason not to be."

What's a reasonably priced Mac for starting out? I need one that will do what you taught us.

Any of them should work. You might be able to pick up one of the smaller MacBook Airs for around \$1,000. Tony says that the last Mac that he bought, a month or two ago, 13" MacBook Pro. It cost him around \$1,450, plus tax.

I want to create a Kindle book that previews some of my eCard images. I'm just not sure how to go about this, or if I even can. Can you help?

Think of your eCard images, not as eCard images, but as photographs or just regular illustrations. Then, you can simple assemble them together in Microsoft Word the same as you would with any other kind of illustration. You may want to have a little description underneath, such as writing the text that is in the eCard out, just like you would have a caption under a photograph. Then, continue to draft your entire book out in this manner. "That is what I would do." Tony says.

I cannot get 'Satisfaction' to type lowercase letters. Is there a secret to that?

Tony replies "I've never used the free software for that font. I bought it. I think I paid \$20 for it, or something. I don't remember where I bought it...but...the paid version has the lower case...no problem."

Are you offering the basic Easy Book Illustrations course or the advanced course only?

Tony has already taught the course, but you can still get the basic version. Tony has placed a link in the Facebook group that you can access in order to get the original introductory price if you are interested. Everything has already been taught. So, you can just go through and watch the videos at your leisure. There is also a link provided for the advanced course. So, you can purchase that as well, if you like. Again, since you are a member of this course, you can get these at the introductory price.

Discussion & Conclusion

A member named Kathy makes a good point in the following comment, and Tony was glad that she made it. She states:

“Time-wise, on the plus side, at least we are responsible for ourselves...not working within a huge publishing company where a book of 100 pages would take a couple of months with batches, and stages of proofs, etc. We just need to plan, and be careful, and figure out how to achieve what we want.”

Tony replies to this, saying that he worked in the book publishing world for years, as you probably already know. So, he knows from experience that the process takes a long time. One reason why it does is because most of the time these publishing companies are juggling many different books at the same time, especially if they are a large company. This also depends on how many writers, editors, etc. they have on staff.

Tony was part of a small publishing company, but it was a company that cranked out a lot of books. He started out when they were first starting to bring design in-house. So back then, he was it. He founded the graphics department in that company. He remembers, in the first year or two, that there were times that he was juggling 50 book covers and a magazine as well as all of the promotional materials. So, he was doing all the design for this magazine as well as 50-60 book covers at any given time. “It was crazy” he states. He also says that he only remembers having two other artists working with him, at the most.

Just because of that process alone, it took a lot of time, he says. According to Tony, the typical processing cycle for a book can range from anywhere between 3 months to 16 or 18 months. So, the fact that we can now do this in a couple of days or even in a week is amazing. Hopefully you realize that. Tony says that it’s especially amazing to him because he knows what it really takes. So, keep that in mind.

Tony really wanted to really give you an edge on how to really get it done because a lot of people don’t even know that this opportunity exists. If they do, they really don’t realize just how quickly you can potentially put these books together. It’s like a Jet Ski versus a cruise ship, as Tony puts it, where the publishing companies represent the cruise ship and you represent the Jet Ski. “You can turn on a dime and you can do flips in the air if you want” he says, jokingly.

Another member made the comment that his first publishing job was setting hot type. Tony says that this is a funny comment to him because the publishing company that he managed for

years, back in the late '80's and early '90's, was still setting hot type back then. He said that at the time he had taken his girls to the Smithsonian and some of the old presses that they had in the Smithsonian were newer than the ones they were using at the print shop. He said that they just used it for certain things though, like business cards and stuff like that.

This was before desktop publishing, or actually when desktop publishing was just getting its start. Tony was really pushing for desktop publishing back then, and he remembers the company's owner telling him "That's never going to amount to anything." To this man's credit, he was really old school. He was in his early 70s, and his father had started the company back in 1923 or so. Still, the call that he made was totally wrong.

One member, named Kathy, very sweetly stated:

"I was working in publishing companies from 1993-2009 as a designer. I just want to tell you how much I appreciate your classes and how much they fit together with the larger picture...no pun intended."

In reply to this, Tony states:

"That's really cool. That's awesome. I mean that was my life for a long time."

Another member stated:

"I started in publishing in 1971 and left in 1987. I got left at the bus stop with digital publishing."

To this Tony replied:

"Yeah, everything changed really quickly...well, not quickly...it changed pretty dramatically...like around 1990, 1991...You know, Photoshop was introduced in...I think 1991, or somewhere in and around there...because I started using it in 1992, and it was in version 2.0 I think...and...QuarkXPress was...it was either in 1.0 when I started using it or pretty close to that, the original version. So, yeah...if you didn't get in early on...there definitely was a pretty steep learning curve...especially if you went from type-setting into digital publishing. Holy cow! That was a huge shift."

Thank you all for joining in. Hopefully you came away from this training with some helpful tips. If you have any additional questions, feel free to ask those. Tony wants you to know that he is thinking about launching another Easy Book-A-Day course, but that it will be structured differently the next time around.

He hopes that next time he will be able to have longer webinars which cover more, instead of short, quick daily webinars. So, he's thinking about doing this all over again because there was

a lot of software training and things like that which he would like to have more time to dive into. Everyone that was a part of this training will definitely have the opportunity to join the next one at a discounted price if he decides to launch another Easy Book-A-Day training course down the road. Anyway, keep an eye out for that, and hopefully you will join in again as well. For now, thanks again. Have a great time and good luck!