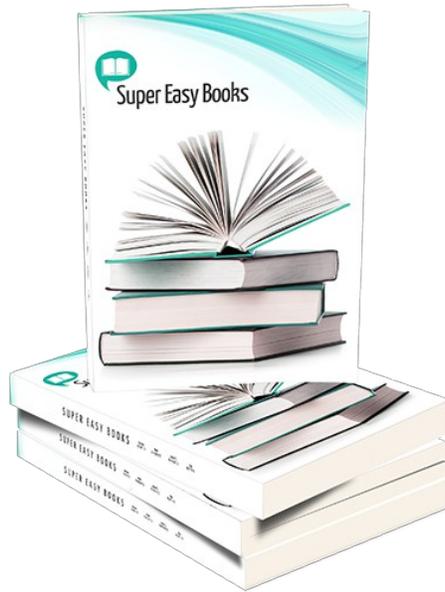


Super Easy Books: Super Easy Book Ideas



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So Many Books, So Little Time

Before we begin, there's an extremely important principle that I need to drill into your brain. It's called **leveraging assets**.

You might know what leverage is, but you should know that you can never have enough of it. The more you produce, whether it's photos, text, research, writing, ideas - the more assets you have to work with.

You can produce content that might not be valuable immediately, but that might be valuable in a few days, weeks or months down the road.

(Note: As a general rule of thumb, whenever I produce content, I try to use it and apply it as quickly as possible. Money loves speed.)

Those 31 cat photos you take can be useful in a variety of ways. Not only can you use them in that "I Love Cats" Book you published, you can get creative and re-use them in a Children's Book, in a "Caring for Cats" book, a "Favorite Animals" book...the list goes on and on.

Always be thinking about new ideas for books that you can create, or that others can create for you, especially with the assets you already have.

And, more importantly, **always be taking action on those ideas**.

If you're smart about the ways you use your content, you can use material from the first 10 books you create to rapidly produce at least 2 to 3 more...

(Maybe even more.)

Super Easy Book Ideas

This is by no means a comprehensive list of all the books you can create.

Instead, you should use this valuable chapter as *only a starting point* to what you can accomplish, build and produce using the power of your imagination.

Don't let yourself get caught up in the minor details - you can troubleshoot virtually *any* stumbling block with a YouTube video or by paying \$5 to someone on Fiverr to fix a problem, format a book, crop and modify an image, etc.

Photo Books

Photo books are rapidly growing in popularity. With the explosion of the Kindle Fire and other tablet devices, you can now have a full book of vivid (sometimes even interactive!) pictures.

Children's Photo Books

Photo Books are absolutely perfect as children's books, especially if you take the extra time to be creative and make the pictures shine. (This is easy - just use the Instagram filters.)

You can use simple photos and illustrations, add a few captions, and you have an instant word and picture association book for young children. Or, you have a story about a house full of misbehaving cats that save the day. What cat loving parent wouldn't want to indoctrinate their children with that book?

If you're writing a story, you can mix in real photography with high-quality illustrated drawings. Not only will your book be viewed as a professional work, you'll be able to fill in elements of a story that might not physically be possible with photography on your mobile phone.

(**Note:** You can find great illustrators on a lot of freelancing websites. The one I use most is [oDesk](#). I've heard good things about [Freelancer](#) and [Guru.com](#) too.)

The possibilities for children's books alone are virtually limitless, but you might be surprised how valuable your pictures really are...

Recipe Photo Books

This is a little-noticed trend that is **REALLY going to catch on**. It will be **REALLY** lucrative for the early adopters.

Our research and experience indicates that some of the best-selling recipe books aren't book that have 100, 200, 500 or 1,000 recipes...

The entire book covers just ONE recipe.

Yeah, that's right...one step-by-step photo book that documents EACH and every step of the process of a recipe.

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All it takes is ONE really great recipe and you have a real winner here. If you have a unique recipe for making a clam chowder that blows your socks off, walk through it, with photo documentation at first, then add simple text descriptions. You can add a “history of the recipe” story or preface to the book if you want to, but you really don't have to.

A preface as simple this would work just fine (*be honest about what makes it special for more effect*):

“This is a recipe that has been passed down for generations in my family. I've never had a better Clam Chowder in my life. I hope you like it.”

Once you're happy with the pictures and text, send it to someone on Fiverr or Desk who can turn each page (or two pages) into a picture with caption, both in Kindle and CreateSpace formats.

Of course, you can do it yourself if you want to mess with formatting, but I personally find it's better to invest a couple bucks to get someone else to do the boring, dirty work for you while you do the “creative stuff.”

Wait a day or two to get it back, and you have a Super Easy book that's ready to make you money. Maybe it wouldn't hurt to throw a few dollars at advertising your book for Clam Chowder related keywords, either...

(There's also no reason you can't pay someone \$50 to cook and document the process by taking pictures with their phone! You can even have them take a video and use the video stills for pictures.)

Instructional Photo Books

Many technical manuals are complex and wordy, with diagrams and drawings rather than actual pictures.

Why not create an actual photo book documenting a common technical process? This would be valuable across a countless number of industries and products, from changing the oil in your car to fixing a broken wheel on a vacuum cleaner.

You could make a fairly substantial profit by visiting a local tradesman or artisan and recording them for a day. Many will be happy to let you record them, especially if you offer them a small fee for the trouble (\$50-\$100, depending on the time it takes).

If it's a friend or family member that happens to be involved in a special trade or that have a unique hobby (even step-by-step knitting pictures would be a

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hot book!) then you probably won't need to dish out any money to start. Just about everyone knows someone who they could photograph.

Of course, you'll need to explain yourself - you can tell them you're a photographer looking for portfolio shots, or that you're looking to publish a book about whatever trade they're involved in.

Don't overthink this. Remember that photo documentation of just about any trade, mechanical or artisan process is extremely valuable, from fixing a washing machine to diagnosing a broken furnace to how to change a tire...

(And take notes as they explain what they're doing!)

Picture Books

This is really a “catch all” category, because you can create a Picture Book of just about anything. Birds, trees, landscapes, food, drinks, cities, towers, water, machines, people...

It's all about how you frame your book. You can publish a book out of pictures in virtually any way that you please.

You could take pictures of the same tree in different light, in different weather, at different times of the day or the year and create a book out of it. Or, you could take picture of all the different types of trees in your local area.

Why not create a picture book about your local town, or the history behind it? Or some of the local rivers, forests or landmarks?

There's no reason illustrations have to be limited to only Children's Books, either. For a “History Picture Book” of your local town or state, take pictures of local historical areas and provide illustrations or stories for some context.

Building “Apps” out of Photos

This is an extremely smart move and a great way to leverage your content if you're willing to invest a little bit (really, just a little!) extra time and money to really make use of your photos.

As I'm sure you already know, there are “app stores” for a large number of devices now. The largest and most popular is the iOS (iTunes) App Store, for iPhones, iPod Touch and iPad devices. The Android App Store, also known as Google Play, is a close second and will likely surpass the iOS store. In addition, there are also Facebook and Kindle Fire App stores.

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For this method, I would focus on producing an app that would work on the iOS, Google Play and Kindle Fire App stores.

Effectively, you are looking to create a “book” out of an app. This would essentially be an app where you can navigate back and forth through pictures, and you can add effects as you see fit. This is great for Children's books, so we'll use that as an example.

You might have 20 pictures in your app, with arrows on the bottom to navigate between the pages. On each picture, there might be an area on the screen where kids or the parents can touch to create a sound or an effect on the screen.

So, if you had a picture of an Elephant, you could have people “touch” the elephant on the screen to have the elephant make a noise with their trunk.

It would be extremely easy to use voiceovers from Fiverr to read an entire book out loud professionally, page by page. Just because it's really a picture book doesn't mean that it can't be its own app that you sell for \$4.99 to \$9.99. You could build one after another.

By the way, don't be intimidated by the prospect of creating your own “app.” It's really easy and the programmers will do most of the work for you - you can spend well under \$100 to have everything done for you and uploaded to the iOS and Google Play store. You don't need to know how it's done, you simply need to know what you want to appear on the screen.

Of course, on the last page you can link to all your other products, books, etc. too!

(Note: I would recommend incorporating this into your business model consistently if you plan to follow this model, simply because there's a \$99 per year developer's fee. This might sound like a bit but it's very modest considering the extra sales you'll generate.)

Taking Great Mobile Photos

The most essential feature to creating a great photo book is the ability to take a great photo. Believe it or not, most modern cellphones (built within the last 3-4 years) should have a “good enough” camera to take great photos, especially if you follow some basic rules and proper formatting. You also want to make sure you keep these rules in mind so that you have to edit and backtrack as little as possible.

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- Use JPG Format

Kindle eBooks require that you use pictures in JPG format only, so this is generally the recommended output. If you can't pictures in JPG format for some reason, have no fear! Do a simple Google search for a conversion program that will convert your pictures from whatever format to JPG.

- Kindle Maximum File Size: 50 MB

When dealing with a lot of photos in an eBook, you need to be aware that there is a 50MB limit. That means there is a direct correlation between the size of your images and how many images you can put into a single book. If you exceed the file size limit, you will need to remove pictures, reduce picture sizes, or reduce photo quality to stay within those limits.

- Recommended Photo Resolution: 800px-1,000px width

The photos that you produce shouldn't be maximum size, for the reason that we mentioned above. So, to fill the page and make sure the picture is high enough quality, you will generally want your pictures to be approximately 800 to 1,000px in width.

- Photo Compression: 50% is fine!

Whenever you work with any Photo Editing program, and with JPG, "compression" comes into play. Effectively, the program is asking you how much you want to reduce the quality of the image in exchange for making the end picture smaller in size, so that you can fit more into a single book.

Middle-of-the-road compression - somewhere around 50% is just fine. With that balance, the picture will still appear to be high quality, but the size will be drastically reduced so you don't have to worry about the 50MB limit.

- Let natural light do all the work for you!

One of the "secrets" of photographers is that the light actually does most of the work for them. More skilled photographers are generally better at manipulating light and being at the right angle to take pictures. They do this with large lights and shades, usually.

However, natural lighting is really your best friend. The sun's natural light provides more photogenic pictures than even the most high-end lights and shades. For that reason, it's best to take pictures with your camera at dawn and dusk, 1-2 hours after sunrise, and 1 hour before sunset.

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- Use filters (but do not over-use!) to add image effects

This is an important, growing trend as of late, particularly with the growth of Instagram, a photo sharing and filter tool. You can add some very cool effects to your photos with the click of one button with filters like those provided in Instagram.

I won't recommend particular filters due to the fact that it's a fairly subjective topic - which filters look better - but you can add effects and produce great photos with the use of filters.

- Do you really want to get serious?

If you want to take good photos - and I mean REALLY good photos - you might want to take a look at a camera rental company.

The best and most convenient that we've found is a small company called LensProToGo. They rent out high-end cameras and camera lenses for whatever set period of time that you need. They are relatively inexpensive - we rented a very high-end camera and two high-end lenses for under \$400 for one week.

(This might sound expensive until you truly see the results. **Incredible.**)

Now, the photos produced are large in size and will need to be converted for the purposes of putting them into a Kindle book - but you will have breath-taking photography and quality in your book.

You easily can take enough pictures in one week to help you write dozens of books over the course of a year. You can also rent video equipment too.

- Leverage, leverage, leverage...

Keep in mind, there's no reason that you can't use images on Shutterstock and iStockPhoto to build your own picture book from scratch. You'll want to use a membership instead of paying for each individual picture to save money, especially if you're looking to build multiple books.

Also keep in mind there is no reason you can't SELL the photos you create on iStockPhoto and Shutterstock. Leverage!

Tips & Tricks Books

Tips & Tricks Books, and other types of “compiled content books,” are very easy to put together and **even easier to outsource**. You simply compile information about a topic from different sources, add value and put it all together into a book. You can add value by including other relevant information, adding interactivity, or otherwise enhancing the reader’s experience.

Notice, I did not say to copy directly from one source, paste it into document and call it a day. You **MUST** create a book that is unique and not just content converted from one format to another. Hopefully you understand that by this point in Super Easy Books. :-)

Look in the Amazon Store and you’ll find a LOT of examples of these “tips” books. That’s because they work for just about any niche market, even “weird” niche markets, like Vampires or Stress:

Here are some examples:

Kindle Tips, Tricks, and Shortcuts
101 Tips for Traveling with a Vampire
World's best stress-busting tips
101 Make Up Tips
iPhone Ultimate Tips and Tricks
100 Beauty Tips
101 Best Tips To Boost Your Metabolism
101 Amazing Facts About Harry Potter

I ALWAYS outsource the production of these kinds of books because it’s so simple and easy. I recommend having your writers follow one of the following processes to write a Tips & Tricks Book (depending on the subject):

Process 1:

- 1.) Go to Google and search for your subject plus one of these keywords: tips or tricks or ideas or mistakes or questions.
- 2.) Research until you come up with 50 or more tips, tricks, ideas.
- 3.) Put one tip on each page and write a couple paragraphs about each tip, trick or idea.
- 4.) Add relevant images and resources. (optional)

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Process 2:

- 1.) Break the subject down into 15 - 20 topics.
- 2.) For each topic come up with 5 - 10 tips, tricks or ideas.
- 3.) Format the book so each topic is a chapter.
- 4.) Add relevant images and resources. (optional)

Notes:

You can outsource all or part of this system. I use <http://odesk.com> for most of my outsourcing. I've used and recommend <http://needanarticle.com> for this type of book.

NAA charges a small monthly fee to gain access to their writers but its well worth it for the quality they produce. The links I have provided are NOT affiliate links. I recommend oDesk and NAA because I use them and they are the best in my humble opinion.

Of course, you don't want to always have "Tips" and "Tricks" in your title.

Instead of the word "Tips" try one of these words in the title of your Tips Style eBooks:

Tricks
Ways to
Secrets
Ideas
Techniques
Tactics
Strategies
Plans
Mistakes
Shortcuts

F.A.Q. Books

This topic is very similar to creating tips and tricks books, but instead of tips you will answer common questions about the topic.

Here are some examples of Question and Answer books in the Amazon Store:

Colic Solved: The Essential Guide to Infant Reflux
Your Thyroid Problems Solved
Asthma Solved Naturally
Tinnitus Problems SOLVED!
Hangovers Solved
ADD & ADHD Answer Book
Answers to Questions Boys Find Hard to Ask
100 Questions & Answers About Attention-Deficit Hyperactivity Disorder

Process is similar to the Tips Style eBooks:

- 1.) Go to Yahoo Answers and find 20 - 25 questions about your topic.
- 2.) Write a 250 - 300 word article for each question. Each article should answer the questions in depth.
- 3.) Each article becomes a chapter in your book.
- 4.) Add relevant images and resources. (optional)

You can see that this type of book is well-suited to very pressing questions that people need answered about a topic. Medical-related questions make very popular Q&A style books, and would especially valuable if you personal experience living with or beating a certain type of cancer or health problem.

Question and Answer eBooks are also very easy to outsource using oDesk and NAA. It's generally recommended you break the chapters down into individual articles (or series of articles) to keep costs low.

To find additional questions on your topic simply do a search in Google for: “I have a question about” + “Your Topic” OR “Yahoo Answers” + “Your Topic”

Public Domain Books

Public Domain is little understood, but it's extremely easy to profit from existing materials. Effectively, you can use existing works that are copyrighted before a certain date (1920's) to produce your own content, which you can then copyright and own the sole rights to.

There is a wealth of information available for free out there about what kind of Public Domain materials you can and cannot use, and so on, so I won't cover the very basics.

Instead, I'll point you to www.Gutenberg.org

Some of the books available on that website are Public Domain works, but pay close attention before you swipe a book and start making changes to it.

Amazon does not generally like to publish Public Domain books unless substantial value is added to them. Luckily, **adding substantial value is easy.**

Like just about everything else, this can be outsourced. To add value to a public domain work and get it published on Amazon, you can...

- Add a forward and editor's notes throughout the book that give more context to the materials discussed in the book.
- Add footnotes or create an entirely new book using pieces of public domain content pulled from multiple individual books.
- Add related images (!) that pertain to the content of the book.
- Any combination of the above!

You can create extremely valuable books out of "old hat content." Update the language, add value and use your imagination, and you won't have any problem making a profit the next time someone searches for "The Wealth of Nations," "Huckleberry Finn," and so on...

(The potential for this idea alone is limited only by the number of public domain books you can find!)

Fact Books

Fact-style books are extremely similar to Tips & Tricks Books and Q&A Books. Instead of looking for specific questions or tips on a particular topic, you're merely looking for direct "facts" about a subject instead.

Use your imagination here - Fact-Style books will appeal to people in just virtually any industry. From dieting, exercising and metabolism to ghosts and UFOs, you can create a fact book on just about any topic.

The process of building your own Fact Book is simple:

- 1.) Break down your topic into 15 to 20 "sub-sections." A ghost facts book might break down into sections such as types of ghosts, locations sighted, "proof" they exist, etc.
- 2.) For each sub-section, come up with 10 to 20 facts or pieces of evidence.
- 3.) Format the book so each sub-section is its own chapter.
- 4.) Add resources and images as you see fit. (optional)

"SparkNotes" Books

One of my favorite types of books when I was back in school was called a "SparkNotes" book. This is effectively a book that summarizes the main points of another (much longer) book.

There are other companies out there that produce SparkNotes style books, but SparkNotes was one of the first that I was aware of when I was in school, so that's why I call them that.

Teachers would always complain that SparkNotes books didn't cover many of the basic story elements and overlooked some of the major points, but it seemed that most of the kids that used SparkNotes books were just as effective (if not more effective) than those who actually read the book. :-)

So, why not produce your own SparkNotes style book? Look at the existing titles out there and produce a summary-based version of the book, writing in some of the elements that might be important.

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SparkNotes used this method for literary works rather than technical training manuals and instructional books, but there's no reason you can't use the "summary method" for just about any book.

Of course, you should definitely be outsourcing this method:

- 1.) Go through each chapter and summarize the main points.
- 2.) Once the main points are summarized for a chapter, add your own words and explain what's happening in the manual/story.
- 3.) One chapter in the book = one shorter chapter in your own book.
- 4.) Add relevant images and resources as needed.

Expert-Focused Books

This is another great method for rapidly producing your own Super Easy Books, as it's probably one of the most effective and least time-consuming methods.

With this technique, not only do you get to borrow from the credibility of others on the book topic that you're creating, the experts are doing most of the work for you.

There's three ways to work with experts in your industry...

#1: Compile Expert Analysis & Opinion

For expert compilation work, you will likely want to outsource the work and break the project down into two tasks:

- 1.) Researching to find the blog posts.
- 2.) Contacting the authors.

You will be able to easily find one person on oDesk who is capable of doing both of these tasks for you, but if you're weary of sharing your secrets with others, or of someone copying the process (generally not a concern), then you can simply have two separate people do the job for you.

Here are some examples of Expert Compilation books:

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Lessons in Yoga: 21 Experts Look At the Bikram, Vinyasa, Pranayama, Iyengar, Kripalu, Ashtanga, And Pilates Disciplines

Insomnia Symptoms, Treatment, Drugs, And Cures: 21 Experts Discuss How To Use Natural Sleep Aids To Beat Sleep Deprivation

|

Ten Lessons to Transform Your Marriage: America's Love Lab Experts Share Their Strategies for Strengthening Your Relationship

50 Things To Do When You Turn 50 (Fifty Experts on the Subject of Turning Fifty)

Finding experts to use with this method is very easy:

- 1.) Search in Google for “Your Topic” (in quotes) + the word Blog, Expert, PhD, university, professor, or teacher
- 2.) Make a list of the best blog posts and articles.
- 3.) Contact the author of the posts and tell them you are writing a book about the subject and that you would love to include their blog post or article. Tell them you’ll credit them as an author in the book and provide a link to their blog or website.
- 4.) Shoot for at least 20 positive responses and convert each blog post and article into a separate chapter for your book.

But, there's another method you can use, too...

#2: Expert Interview Book

Like the previous option, interview based books allow you to use other people’s knowledge to create books. The difference is instead of using blog posts as the basis for your content you’ll interview the experts and transcribe the interviews to use for your books.

Follow this process to produce your own interview based books:

- 1.) Follow the same process as above to find experts in a particular field, industry or topic.
- 2.) Contact the author of the posts and tell them you are writing an book about the subject and that you would love to interview them for 20 minutes about the topic. Tell them you’ll credit them as an author in the book and provide a link to their blog.

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- 3.) Shoot for at least 3 - 5 positive responses.
- 4.) Create a list of the major questions people have about the topic. (Use Yahoo Answers and Google to find these questions.)
- 5.) Conduct the interview using the questions you compiled.
- 6.) Have the interviews transcribed. On Fiverr.com, you can have someone transcribe 20 minutes of audio for \$5. A twenty minute interview will be about 5 - 6 written pages.
- 7.) Depending on how many interviews you do, you can compile all the interviews into one book with a different section for each interview. Or, better yet, you can create a series of books that each cover different areas of the topic or industry.

Keep in mind...

You don't need any fancy recording equipment since only you and the transcriber will hear the interview. It just needs to be clear enough for the transcriber to understand. I use my cell phone with the speaker on and Audacity running on my computer. You can also use Skype and Camtasia, just make sure you have "capture system audio" checked in the options.

Audacity is a free downloadable audio recorder and editor. You can download from: <http://audacity.sourceforge.net/>

While recording be sure to have your cell phone on speaker and have the phone close to your microphone.

Important: At the beginning of the call be sure to tell the interviewee that the call will be recorded and get his verbal consent on the recording.

#3: Consumer Experience Interview Book

This is an extremely powerful way to create highly-valuable books for a very small amount of money, and have social proof that your methods work as well.

Here's how it works...

You interview end users or consumers about a product they have used, or a problem they have solved, or an experience they have had. You conduct a telephone interview just like you would with an expert.

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Again, this works on just about any topic, from weight loss to travel. You could ask someone about their experiences vacationing in a certain destination, or a certain resort, or a certain activity...the list goes on. **There are endless books you can create** just from this Super Easy method.

Here's the process for Consumer Experience Based Books:

1.) Post an Ad in Craigslist or Kijiji for the type of problem, experience or product you are looking to interview people about. You can use any Craigslist city to place your ad. However, some larger cities charge for ads in the JOBS section. If this is the case place your ad in a different Craigslist city.

Here's an example for a weight loss book:

--- --- ---

I'm looking for women who have lost weight fast and have kept it off for at least 6 months. I'd like to interview you and include your story in my upcoming book. I'll pay you \$20 if your story is selected to be included in the book.

Instructions:

Step 1.) Fill out this brief survey about yourself: [LINK](#)

Step 2.) I'll contact you and setup a 15 minute telephone interview if your story is selected.

Step 3.) I'll Paypal you (or mail you a check) \$20 as soon as the interview is complete.

--- --- ---

2.) In the ad link to a survey that qualifies the prospect. Here's a link to a survey I did for an eBook about losing weight:

www.surveymonkey.com/s/XDFQK5C

SurveyMonkey.com is free to use as long as you limit your surveys to 10 questions or less and 100 responses or less. This is plenty for most projects.

3.) Contact the best prospects.

4.) For this type of interview, try to get at least 7 - 10 interviewees.

5.) Create a list of questions using your survey results and the most common questions that you find on Yahoo Answers and Google.

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6.) Conduct the interview using the questions you compiled.

7.) Have the interviews transcribed.

Depending on how many interviews you do you can compile all the interviews into one book with a different section for each interview. Or, create a series of Books that each cover different areas of the topic you're exploring.

Now, as you can tell...

You can find a virtually unlimited number of Super Easy Books to produce with very limited effort. You simply need to use your creativity and imagination to target a niche, industry or topic that you want to cover, and then take action on the book components that you choose.

Also keep in mind that you can combine any of the methods above to produce a super-valuable book. It's all about providing value (or entertainment!) to your users and readers.