

NINJA

PUBLISHING SECRETS



a step-by-step
plan to turn the
tables on
publishers

with Kristen *Joy*



Who is this Ninja?

- Started over 50 publishing companies.
- Published over 200 books.
- Multi best-selling author.
- Multi award-winning blog.
- Trained over 9,314 authors since 2003... in 54 different countries.
- Real-life ninja.



NINJA PUBLISHING SECRETS

with Kristen



THE
BOOK
NINJA



What to Expect Today

- How to handle your influx of ideas...
- Step-by-step what you need to know about book creation, publishing and printing...
- How to avoid the Amazon “slap...”
- How to make book marketing more FUN, engaging and much more profitable...
- And much, much more!



NINJA

PUBLISHING SECRETS

with Kristen



THE
BOOK
NINJA



Is this Why You're Here?

Heck
YES!



NINJA PUBLISHING SECRETS

with Kristen



THE
BOOK
NINJA 

Help! I have Idea Overload!

Control your idea influx:

- Keep ideas in a box...
 - Physical
 - Virtual
- Organize source material...
 - In folders (computer)
 - In bins (writing space)



NINJA PUBLISHING SECRETS

with Kristen



Help! I have Idea Overload!

Control your idea influx:

- Choose ONE idea...
 - Focus on it.
 - See it through to the end!
 - Organize new ideas via the previous methods.



NINJA PUBLISHING SECRETS

with Kristen



THE
BOOK
NINJA 

Book Creation: Using Quotes

The quote I want to use is...

- Published after 1964
- A song lyric
- Poetry
- Probably not "Fair Use"
- I need to get permission (if ANY of the above is checked)



NINJA PUBLISHING SECRETS

with Kristen



THE
BOOK
NINJA 

Book Creation: Using Quotes

The quote I want to use is...

- Published before 1964 and copyright not renewed
- Rewritten using my own words
- A title (song, book, article, etc.)
- A link to a website
- Fair Use
- I do NOT need to get permission (if ANY are checked)



NINJA PUBLISHING SECRETS

with Kristen



THE
BOOK
NINJA 

Book Creation: Ghostwriters

I want help with...

- Back cover copy
- My book description for Amazon
- My author bio(s)
- Writing my book interview-style
- Compiling my material into a book
- Getting my story out of my head



NINJA PUBLISHING SECRETS

with Kristen



Book Creation: Prepare!

Book Cover Design...

The Basics:

- Keep the cover simple.
- NO copyright info or websites on front cover.
- Use high resolution images.
- Put ISBN on back of PRINT covers only.
- Contract a professional (if necessary).



NINJA PUBLISHING SECRETS

with Kristen



Book Creation: Prepare!

Book Cover Design...

- Software to try:
 - Microsoft PowerPoint
 - Apple Keynote
 - Canva
 - Adobe Photoshop
 - Adobe InDesign



NINJA PUBLISHING SECRETS

with Kristen



Book Creation: Prepare!

Book Interior Layout...

The Basics:

- Brand the interior to the cover.
- Include a Title Page, Copyright Page and About the Author Page.
- Use high resolution images... in black and white.
- Contract a professional (if necessary).



NINJA PUBLISHING SECRETS

with Kristen



Book Creation: Prepare!

Book Interior Layout...

- Software to try:
 - Microsoft Word
 - Microsoft PowerPoint
 - Apple Keynote
 - Canva
 - Adobe InDesign



NINJA PUBLISHING SECRETS

with Kristen



Book Creation: Prepare!

Kindle Book Creation...

The Basics:

NO ISBN NEEDED! (Yay!)

Include a Title Page, Copyright Page and About the Author Page.

Use high resolution images... in black and white &/OR color.

Contract a professional (if necessary) to convert it.



NINJA PUBLISHING SECRETS

with Kristen



Book Creation: Prepare!

Kindle Book Creation...

Software to try:

Scrivener

Kinstant (KristenRecommends.com/kindle)

Adobe InDesign (with a plugin)



NINJA

PUBLISHING SECRETS

with Kristen



Book Publishing Goals

These are important to me:

- An advance
- Status of being with a “publisher”
- Some marketing help

If any above are checked:

- Research Traditional Publishing



NINJA PUBLISHING SECRETS

with Kristen



Book Publishing Goals

These are important to me:

- Control over my project
- Immediate & ongoing royalties
- My rights
- A pre-established team of experts to do stuff for me

If any above are checked:

- Research Self-Publishing Services companies



NINJA PUBLISHING SECRETS with Kristen



Book Publishing Goals

These are important to me:

- Control over my project
- Immediate & ongoing royalties
- My rights
- 100% profits

If any above are checked:

- Research Independent Publishing (start my own imprint)



NINJA

PUBLISHING SECRETS

with Kristen



THE
BOOK
NINJA



Avoid the Amazon “Slap”

I have double-checked...

- Amazon’s Terms of Service
- My Kindle book is not violating TOS
- I know what the Kindle Select program is about
 - Yes! Join Kindle Select
 - Nope, not right now
- My book is not PLR or public domain



NINJA PUBLISHING SECRETS

with Kristen



Book Printers

I want to...

- Have my books listed on Amazon
- Not have to deal with printing thousands at a time
- Not have to sell directly to customers/readers
- Not worry about taking credit cards or shipping

If any above are checked:

- Research Print-On-Demand printers



NINJA PUBLISHING SECRETS with Kristen



Book Printers

I want to...

- Have my books listed on Amazon and everywhere else
- Get specialty printing (embossing, color inserts, etc.)
- Print full color glossy pages
- Print board books for young children

If any above are checked:

- Research "Offset" printers



NINJA PUBLISHING SECRETS

with Kristen



My Book's Cost

I need to budget for...

- Editing (8-14 cents/word)
- Book cover design (\$300-1500)
- Book interior layout (\$400-4500)
- Kindle/E-Book programming (\$15-200)
- ISBNs (\$250-600)
- Printer setup (\$0-50)



NINJA PUBLISHING SECRETS

with Kristen



My Book's Price

To calculate my book's price...

My book is Kindle format

\$2.99-9.99 My price: _____

My book is in print

Number of pages: _____

Size: _____

Calculate royalty at KristenRecommends.com/calculateprice

My price: _____ (I'm making at least 20% of retail.)



NINJA PUBLISHING SECRETS

with Kristen



Color Printing

Color is necessary for my book because...

- It's a kids' picture book
- It's a cookbook
- It's a photo journal

If any above are checked:

- Research IngramSpark
- Research "offset" book printers



NINJA PUBLISHING SECRETS

with Kristen



FUN Book Marketing!

My goals are...

- Measurable
- Specific
- Realistic
- Clear
- Written down



NINJA PUBLISHING SECRETS

with Kristen



FUN Book Marketing!

Ways I can Market My Book Online...

My own website

Facebook

Page

Group

Twitter

Pinterest/Instagram



NINJA PUBLISHING SECRETS

with Kristen



FUN Book Marketing!

Ways I can Market My Book Online...

- LinkedIn
- Podcasts
 - My own podcast
 - Interviews
- Guest blogging
- Goodreads



NINJA PUBLISHING SECRETS

with Kristen



FUN Book Marketing!

Ways I can Market My Book Online...

- Video
 - YouTube interviews
 - YouTube (my own channel)
 - Skype
 - Facebook Live
- Press releases



NINJA PUBLISHING SECRETS

with Kristen



FUN Book Marketing!

Ways I can Market My Book Offline...

- Book Signings
- Tradeshows
- Conferences/Workshops
 - Speaker
 - Sponsor
- Festivals



NINJA PUBLISHING SECRETS

with Kristen



FUN Book Marketing!

Ways I can Market My Book Offline...

- Magazines
 - Write articles
 - Interviews
- Bookstores
 - Sales with returns
 - Consignments



NINJA PUBLISHING SECRETS

with Kristen



Did I Deliver?

Or...

Did I DELIVER???

;-)



NINJA PUBLISHING SECRETS

with Kristen



THE
BOOK
NINJA



**Take this training
to the next level...**

**...and REALLY gain an edge on Publishing
Giants AND your competition!**



NINJA PUBLISHING SECRETS with Kristen



INSTANT SELF-PUBLISHING

with Kristen

Joy

THE
BOOK
NINJA



NINJA

Module 1

- 3 life-changing sessions
 - Idea Generation & Management
 - Mind Space & Project Vision*
 - Draft Your Book*
- Over 4 hours of hard-core expert training
- EVERYTHING you need to get your book out of your head!



NINJA PUBLISHING SECRETS

with Kristen



THE
BOOK
NINJA



INSTANT SELF-PUBLISHING

with Kristen

Joy

THE
BOOK
NINJA



NINJA

Module 2

- 2 hands-on sessions
 - The Book Creation Plan*
 - The Book Creation Process*
- Over 4 hours of hard-core expert training
- 11 “live” demos
- EVERYTHING you need to get your book designed!



NINJA PUBLISHING SECRETS

with Kristen



THE
BOOK
NINJA



INSTANT SELF-PUBLISHING

with Kristen

THE
BOOK
NINJA



NINJA

Module 3

- 3 essential sessions
 - Publishing Models
 - Avoid Legal Pitfalls*
 - Pricing & Printers*
- Almost 3 1/2 hours of hard-core expert training
- 3 "live" demos
- EVERYTHING you need to PUBLISH and print your book!



NINJA PUBLISHING SECRETS

with Kristen



THE
BOOK
NINJA



INSTANT SELF-PUBLISHING

with Kristen

Joy

THE
BOOK
NINJA



NINJA

Module 4

- 2 actionable sessions
 - Your Marketing Strategy*
 - Your Simple Marketing Plan in a Box
- Almost 3 hours of hard-core expert training
- 2 “live” demos (One of these will CHANGE your marketing life!)
- EVERYTHING you need to get your book in readers’ hands!



NINJA

PUBLISHING SECRETS

with Kristen



THE
BOOK
NINJA



Your Options:

- Do all of this on your own... and spend YEARS trying to figure it out and making costly mistakes.
- Hire a self-publishing services company to do it for you... at the cost of between \$1,230-7,200 *per book* (100 pages).
- You can learn to do it *yourself* at a *fraction* of both these costs... in only a couple of days!



NINJA PUBLISHING SECRETS

with Kristen



THE
BOOK
NINJA 

INSTANT SELF-PUBLISHING

with Kristen *Joy*



TheBookNinja.com/dvorah

~~\$997 ... \$497~~

WITH THIS WEBINAR ONLY \$297!

Promo Code: authors200



NINJA PUBLISHING SECRETS



What Your Classmates are Saying...



Donna Woody

2 hrs

So much information! No, let me change that - so much GREAT information! This has helped me so much and I know I'm going to go back to the course and review my notes again when I get farther along in the process.

I really like the work backward from a goal idea. I tend to look at everything and get overwhelmed. It's hard to know where to start. So, I'm going to do the backward goal setting and also take baby steps.

My priorities are to get the book written, get a cover done, start working on marketing (maybe???) while I'm doing that, then get it published. Everything else can come after than.

I know I'll be coming back, not just to this course but to other courses Kristen has, again and again.

Thanks for absolutely great training!



NINJA PUBLISHING SECRETS with Kristen



THE
**BOOK
NINJA** 

What Your Classmates are Saying...

“You deliver what others won’t at a great price and 1,000x better. I thank the stars that you are into publishing!!!! NO one tops YOU!”

~L. Bridges



NINJA PUBLISHING SECRETS

with Kristen



What Your Classmates are Saying...



Cathy Moody Kristen Joy

You need to increase it even higher than \$497. It is such a great class and you give so much in it. It is power packed with everything anyone needs to get their book out there. I'm just saying 😊



NINJA PUBLISHING SECRETS

with Kristen



INSTANT SELF-PUBLISHING

with Kristen *Joy*



TheBookNinja.com/dvorah

~~\$997 ... \$497~~

WITH THIS WEBINAR ONLY \$297!

Promo Code: authors200



NINJA PUBLISHING SECRETS

