

How to Write & Publish a **#1 Best-Selling Children's Book** to Amazon (in 7 Days or Less...)

Hosted by: **Kristen Joy**

Presented by: **Jay Boyer**

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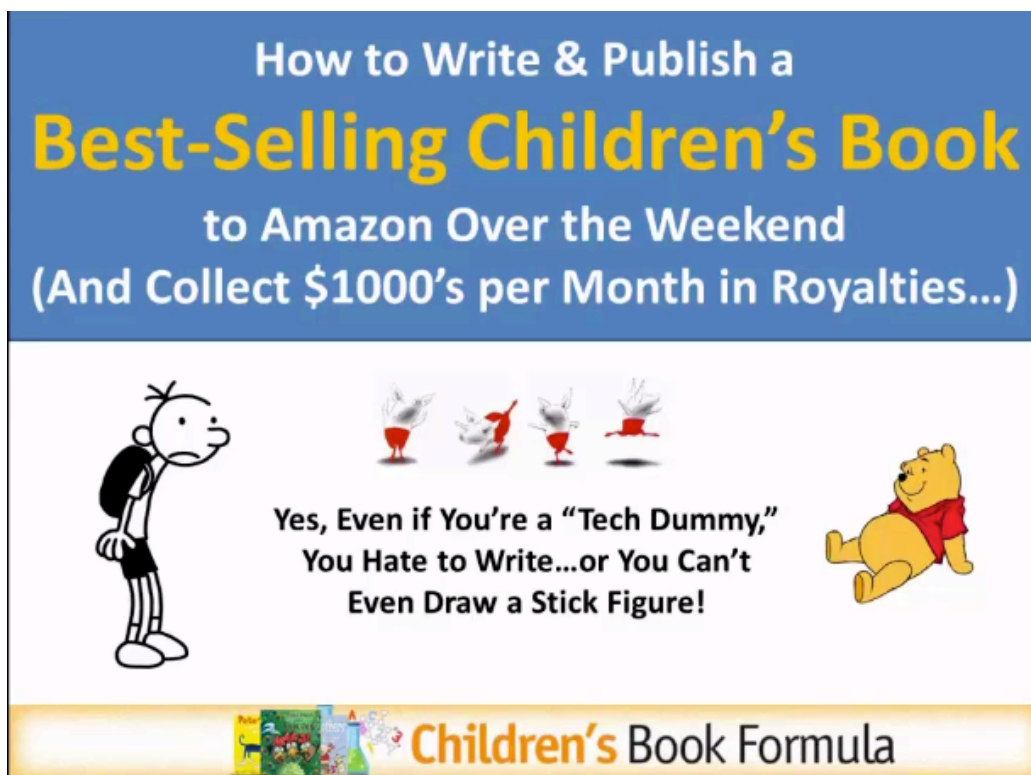
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Introduction



Welcome to this amazing Children's Book Formula training session! The information being presented herein is being shared by Jay Boyer of JJ Fast Publishing. Prior to the training, Jay did a poll and found out that about half the people that will be reviewing this material have never published a Kindle book before. Jay is very happy and excited to be able to help so many people get started.

In this lesson, you're going to learn how to write and publish a bestselling children's book to Amazon over the weekend and collect \$1,000's per month in royalties. That may seem like a "pie in the sky" type of scenario, but you will soon see that this is absolutely not the case. Jay is making a promise to you today. He is going to give you all the information that you need to research, write, and publish a bestselling children's book within 48 hours from right now.

Does that sound like too bold of a promise? Well, the last time he presented this information, people wrote in to him, telling him just how well this worked. Here are some of the responses to the training that Jay received:

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"I started my first children's book 5 minutes after watching the webinar. It took me 2 hours to complete."

- **Joshua Colbert**

"I now know that it's possible to build a residual income from Kindle publishing without wasting time and money. I've already written my first children's book this weekend. I'm so excited!"

- **Gloria Daniels**

At the end of this presentation, Jay is actually going to reveal to you his #1 bestselling children's book niche. You'll probably laugh when you find out what it is. All jokes aside, this is a niche that Jay has been able to sell hundreds of thousands of dollars worth of children's books in via Amazon.com. They were both Kindle eBooks and paperback children's books, by the way.

There are a lot of people that were invited to this training who don't know much about Jay yet. Jay lives in the mountains of Arizona. In the screenshot below, you'll find a picture of Jay with his family. He loves living in Arizona. They have been living there for about two years. One of the reasons that Jay has been able to build such a nice life for himself is because he publishes through Amazon and has taught many others to do so as well.



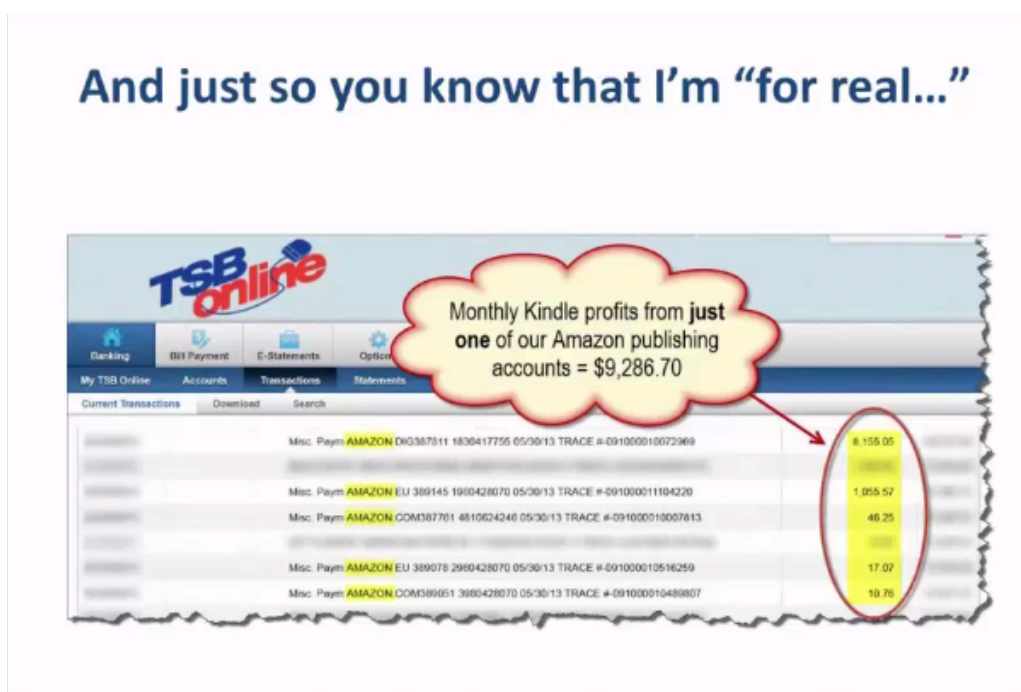
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Jay loves to help people get started in publishing to Amazon and help people who are already published leverage the site for more residual income. He has been publishing to Amazon for five years now, since 2010, and he generates seven figures per year with his online publishing business. He has scored over a dozen, #1 bestselling children's books since he started publishing. You're going to see that 90% of what he has published to Kindle are children's books in a specialized niche.

Jay is also a featured speaker at many self-publishing and online marketing conferences. He has helped thousands of students from all over the world publish their children's books on Amazon. That's what he's the most proud of. Jay is also the founder of Apex Authors. It is the premier Amazon publishing Facebook group on the planet. It has nearly 1,500 members at the moment, and it is by invite-only.

He probably has the coolest "elevator speech" on the planet too. When people ask Jay what he does, he gets to say "I'm a children's book author!" He used to dread the question, but now answering it makes him smile every time. Just so that you know, Jay not only talks the talk, but also walks the walk; some proof of the profits that he generates is shown below. This is a snapshot of just one month of his Kindle earnings. Below that is a screenshot of one month of his paperback earnings. This was from last December.



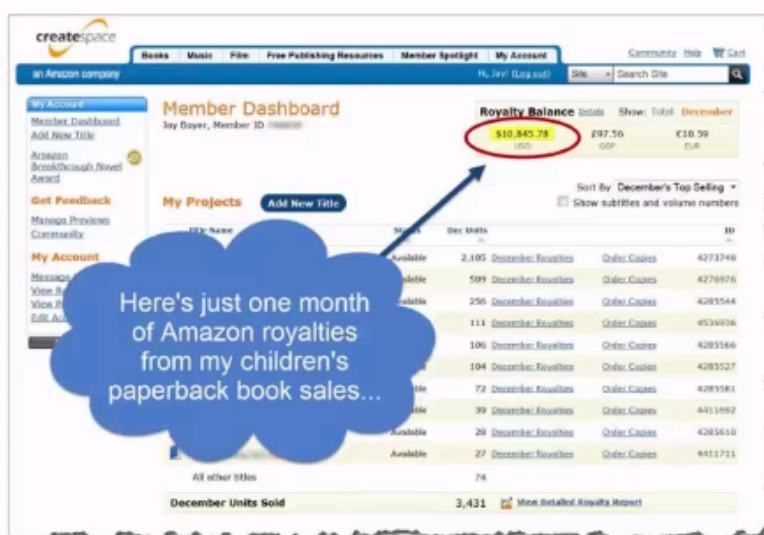
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Jay isn't showing you this to brag. He wants you to know that he really does do this and is able to generate great amounts of passive profits off the sales of his children's books. It's important for you to know that what he is saying is true and that he's not going to lead you astray, and it's also critical for you to see that it is, indeed, possible for you to make a great living publishing to Kindle and, hopefully, doing what you love.

It would be one thing if Jay was the only one that was able to accomplish this feat, but many of his students were able to do so as well. Look at the screenshot below, and you will see a screenshot which demonstrates the success of one of his students. Her name is Ana Davis, and she has a bestseller out titled *Big Day for Baby*. Ana isn't the only one of Jay's students that has been able to generate a bestseller either. Jay has helped hundreds of students reach this goal. This is what makes it all worthwhile to Jay. If he can share some information with you today that will allow you to go on and do the same thing, he says that would make his entire year.

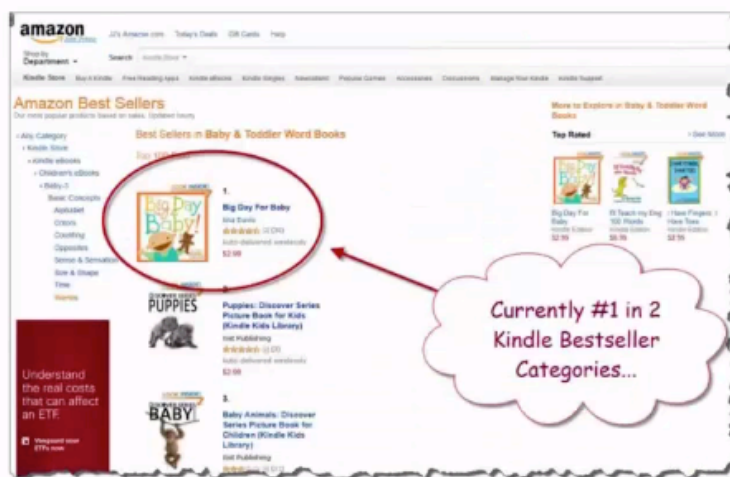
Sure, I'm having success with this system...



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But so are my students, who are launching #1 Best-Sellers and over again!



Jay wasn't always a bestselling children's book author. He used to have a carpentry business in Chicago. He was a carpenter for about 17 years, and he did well until the real estate market crashed in 2008. Jay found himself without any work or any way of supporting his family. While in this dilemma, he started looking on the Internet for solutions. He recalls that the first thing he typed in was "How to make money online". Well, he was hit up with every two-bit shyster that you could imagine. Eventually he did find people that he could model after and that would lead the way.

It wasn't long before Jay began working with Amazon, and then, he wrote his first Kindle book in 2010. It's all been uphill from there. Now, that being said, Jay is required to give the following disclaimer to ensure that he's not misleading anyone. It states:

"You will most likely not be earning thousands per month from the first children's book that you publish."

When Jay first started out, all he was trying to do was cover some bills. He just wanted to be able to pay his mortgage and be able to buy groceries from week to week. You may be in the same boat at this point. You're going to learn how to do this today. You might start out just earning a couple of 100 extra dollars per week, but that could be an extra bill taken care of or maybe even a car payment, right? If this is something that you want to do, there's no reason to hold yourself back. You literally have nothing to lose by moving forward with the pursuit of your dreams.

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Now, you may be saying to yourself, “I’ll bet Jay has published thousands of books through Amazon, and that’s why he’s been able to generate so much in profits.” In actuality, he has only published 16 children’s books to Amazon. So, he didn’t make this kind of income by publishing just one book, but he’s not publishing thousands. Hopefully you can see that this isn’t such an incredible accomplishment that your “average Joe” couldn’t pull this off.

One thing that Jay wants to point out is that if you can generate some passive income, such as the royalties that come in from publications, it will absolutely change your life. This is income that you put the work in for one time and it continues to come in month after month. That’s a beautiful, life-transforming thing. Not only has Jay been able to replace his own income in this way, but his wife, Patty, has been able to quit her job as well and stay home full-time with the kids. Jay really feels blessed, and a lot of the reason why he has what he has is because of Amazon’s publishing platforms.

Jay did this with no previous experience. He began by working on these books part-time. He wrote his first children’s book with his son Joe when the boy was about eight years old. It started out as a fun family project; little did he know that eventually this book series that they wrote together would eventually add up to enough in revenue to completely pay for Joe’s college education one day. If you’re a parent, you can probably understand how happy that makes Jay. If you work at this, and follow Jay’s advice, there’s really no reason why you shouldn’t be able to do this too.

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The 3 Secrets to Publishing a Bestselling Children's Book

OK are you ready to discover the “3 secrets” to publishing a Best-Selling children's book?

- **Secret #1** – How to come up with a **best-selling book idea** in 3 minutes! (even if you've never done anything like this before...)
- **Secret #2** – How to load up your children's book with **amazing illustrations** that kids will love! (yes, even if you can't draw a straight line...)
- **Secret #3** – How to **publish & launch** your children's book quickly and easily (and send it to the Amazon Best-Seller list in less than 48 hours...)

According to Jay, there are three secrets you need to understand in order to publish a bestselling children's book. They are:

Secret #1 – How to come up with a bestselling book idea in 3 minutes! (even if you've never done anything like this before...)

Secret #2 – How to load up your children's book with amazing illustrations that kids will love! (yes, even if you can't draw a straight line...)

Secret #3 – How to publish and launch your children's book quickly and easily (and send it to the Amazon Bestseller list in less than 48 hours...)

A key concept that you need to understand is that creating a bestseller is all about doing good research. This allows you to know how to write a bestseller before you even pick up a pen, and it is the first thing that you're going to learn about. Secondly, you'll find out how you to come up with illustrations which kids will go crazy for. Illustrations will sell your children's books. Take note that Jay isn't just a terrible artist, he's a non-artist. He can't even draw a straight line, but that doesn't matter. You're going to learn how you can source amazing illustrations for

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pennies on the dollar just like Jay has been able to. Finally, you're going to learn how to publish and launch your children's book quickly and easily as well as make it to the Amazon Bestseller List in less than 48 hours. This all is very possible, as you will soon see.

Secret #1

This part of the process is where so many people go wrong because they either don't get this right or skip this step altogether. The barrier to entry into publishing is now very low. Publishing is nothing like it used to be. You no longer have to have a publishing contract with a big publishing firm. Now you can do it yourself, but to be successful, there are some things that you'll need to pay attention to.

Probably the most important thing for you to take note of is that there's no need in reinventing the wheel. What doesn't that mean? If you want to be successful, then you need to model your own children's books after books that are already selling well on Amazon. In other words, you need to follow their lead instead of just trying to create something on your own and in your own manner. Jay has seen many of his students spend time and money needlessly trying to publish a book, and he could have told them from the beginning that it wasn't going to sell. The reason that he knows better is because he's gone through and done the research to know what sells and what doesn't.

How would you go about finding successful books to model after? The best way to do so is to head straight over to Amazon and start browsing through the categories. Another key aspect to researching children's books, and probably a big reason why Jay's book series was so successful, is because he went straight to his target audience. He asked his son Joe, who was eight at the time, what he liked to read and what he wanted to write. Joe told him that he just wanted it to be a funny book. He just wanted to laugh at it with his dad, and show it to his friends, and make them laugh.

So, the first thing that Jay and Joe did together was head over to Amazon and look at the 'Humor' category. Before learning to do all of this, let's discuss what some of the advantages are to publishing children's books in particular. Here are the reasons why this is such a great market to get into:

- It's a huge and growing evergreen market
- It is largely image-based

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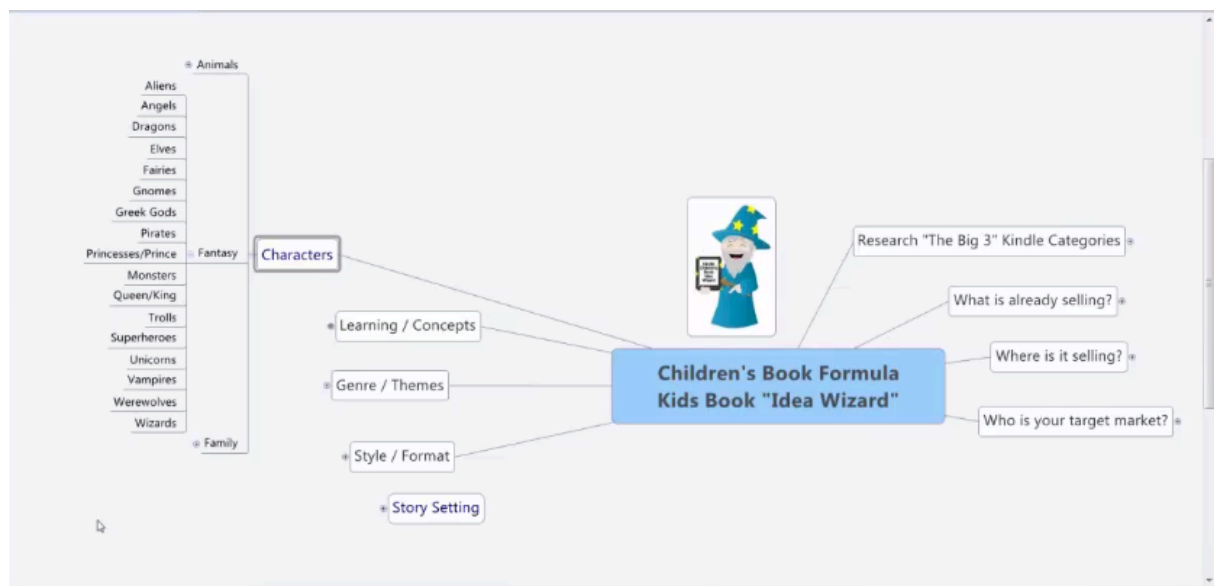
- There's not much "writing" involved
- It's incredibly formulaic
- It can be outsourced cheaply
- It can be easily serialized
- It's a piece of cake to score a bestseller
- It is viewed as "virtual babysitters" by parents
- It is as addictive as candy to kids
- It's super-fun to write and publish to it!

The children's book market is a huge and growing evergreen market. Just last year the children's book market exploded on Amazon and the demand for these books almost doubled. Kids that already have their own Kindle device, or an iPhone, or an iPad, can usually log into their parents' accounts and buy these kids books themselves, or at least browse through and then ask their parents for them.

Another great thing about writing children's books is that they are largely image-based, so these are incredibly easy to put together. For the most part, you're not really even writing either, or at least it's not like you're writing *War & Peace*. To come up with one of these books, you may have to write 5,000 words or so, if that. A lot of the times, these books consist of mostly pictures. Furthermore, these books are incredibly formulaic. In other words, you could follow the same formula and come up with book after book after book.

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Look at the mind map in the screenshot above. This is actually a tool that Jay and some of his students use to come up with book ideas. It's called the Children's Book Formula Kids Book "Idea Wizard". The first thing that you might do with this tool is click to open up the 'Characters' bubble in this mind map to see some examples of characters you might use. There are three different kinds of characters in this mind map. They are 'Animals', 'Fantasy', and 'Family'. In the screenshot above, some different types of 'Fantasy' characters are listed over on the left-hand side. Some of the types of characters listed are:

- Fairies
- Gnomes
- Pirates
- Trolls
- Superheroes
- Unicorns

What about animals? You can look at bestsellers pertaining to all of these. By the way, all of these character types, as well as the other categories in this mind map, correspond directly with the categories within Amazon. That's another reason why this is so helpful. Under the 'Animals' category in the mind map, you'll find character types such as:

- Cats

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- Dogs
- Horses
- Lions
- Monkeys
- Penguins

There are hundreds of elements within this mind map, but you don't have to look into much of it to come up with a book. Aside from the different character types, you have genres, themes, settings, etc, that you can look at, and you can mix and match them to come up with different story lines and characters for your books. For example, you can choose to write a book that teaches kids to brush their teeth with shark characters, and then you can create another book that teaches kids to brush their teeth with bears. On the other hand, you might want to make two or three different books about sharks that teach different lessons to kids. All kinds of ideas and topics can be found in this mind map, and you can follow certain formulas to create varying books, which makes it incredibly easy to do so.

The important thing is that you learn to look at these different categories, get an idea of what you want your story to be about, and then look at the corresponding categories on Amazon. This is to see if there are any books that are to what you want to write about which are doing well on the site. If you are an artist that can create children's book illustrations, that's great. You don't have to be though. You can create the content of your books yourself, or you can outsource the work to other people. Of course, looking at successful book illustrations is going to be a big part of your research too. You'll want to pay attention to the styles and colors that artists are using in their bestsellers.

Another great thing about children's books is that they can be easily serialized. This is critical because if you publish a book and it becomes a big hit, you're going to want to create another book for the same series. Jay has about a dozen books that are in one series. All of these books follow the same style, and they have the same characters. What's great about a series is that you'll have the same target audience from one book to the next. So, often what happens is a person will buy one book, and then they will find out that you have a second book in that series and they will buy the next one. This tends to have a snowball effect on the amount of sales that you make.

Jay puts links to the other books in a series at the back of each book so that they can click through to purchase another. He has found that a lot of his customers will buy two or three of

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them in one sitting. So, serializing your books can be a really great thing. It's also really easy to score a bestseller with a children's book. You'll see why when the different categories are being covered in this training.

Children's books are often viewed as virtual babysitters by parents. You probably already know this if you have kids of your own. Most parents would rather see their kids reading a book than playing a video game or watching TV, and who knows what kids are going to get into if they don't have something to keep them occupied.

That's okay though. Books can be as addictive as candy to kids. Especially when kids get to be about 6, 7, or 8 years old, they really start reading for pleasure. Once they get bitten by this bug, you better watch out for your Amazon account because kids start wanting to buy them like crazy and they begin reading them just for sheer enjoyment. Also, a lot of parents are more than happy to buy their kids books because they are more than happy to see their kids reading so much.

Last but not least, eBooks are super-fun to write and publish. Has it ever been your dream to write a children's book? Most of Jay's students are ecstatic that they can finally follow their passion AND make money at it. Well, there's never been a better time to do this than right now, so let's get started!

There's a certain formula that Jay uses to come up with all of his Kindle eBooks, and like many of the systems that he follows, he has it written out. The steps that he takes are shared below:

1. Find a niche, topic, trend, or character that's already selling well in the Kindle Marketplace (e.g. joke books...)
2. Identify the demographic/age group related to that trend (e.g. 8-10 year old boys...)
3. Combine that with another trend that demographic is interested in (e.g. zombies)
4. "Reverse-engineer" popular books, and create your own children's book (e.g. adding formula elements, your own voice, illustrations, and other secret sauce...)

The reason why you want to find books that are selling well is because books that sell well are proof of what people like and are willing to buy. Too many writers put their books on Amazon without ever checking to see what people are actually interested in and/or attracted too. This is a key factor when it comes to making sure that your book is going to sell.

You'll also want to work to identify exactly who it is that are buying the books in a specific genre or category and learn to write to that person. For instance, a 10 year old boy is not likely

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going to read the same types of books a 32-year-old woman would, and although they might like some of the same books a 10 year old girl would, there are a lot of books that are targeted to young girls that 10 year old boy wouldn't like. It's all about identifying who your reader is and writing directly to that person. This is incredibly important.

The third step is to combine this with another trend that the demographic is consuming. For instance, joke books are a type of book that is selling well in Kindle, but 10 year old boys also like zombies. Zombies are big right now with kids. A lot of kids fight zombies in Minecraft, which is one of the games that's most popular with older kids and young teens right now. Plus, many kids watch the show *The Walking Dead*, whether their parents know it or not.

What if Jay created a joke book about zombies? Do you think that if he did kids in this age group would buy it? It's likely that they would, considering the popular trends that are going on right now. However, you really don't know for sure what will sell until you look at the bestsellers in the Kindle marketplace.

The last step in this process is to do some "reverse engineering". You want to model off what is currently selling well, but please understand that there is a difference between modeling after something and copying it. You want to follow certain elements of what's working well in other books, but you also need to write the book in your own voice, come up with your own illustrations, and find other ways to make it your own.

How else can you identify a hot kid's trends? Jay qualifies all of his ideas on Amazon initially, but you can find out a lot just by paying attention to the world around you. You can find out a lot when you take a close look at games that members of your target audience like, movies and TV shows they watch, and toys they play with. A good way to go about this is looking around Walmart and Target to see what kids are buying.

The very best way to find out what kids are into is to simply ask a kid who is the same age as the children you are targeting with your book. You'll want to ask them questions like:

- What movies do you like?
- What are your favorite TV shows?
- What toys do you like to play with?
- What are your favorite video games?

This is invaluable information that you can be leveraging and profiting from over at Amazon. Again, go to Walmart and Target and pretend you're shopping for a child in your demographic.

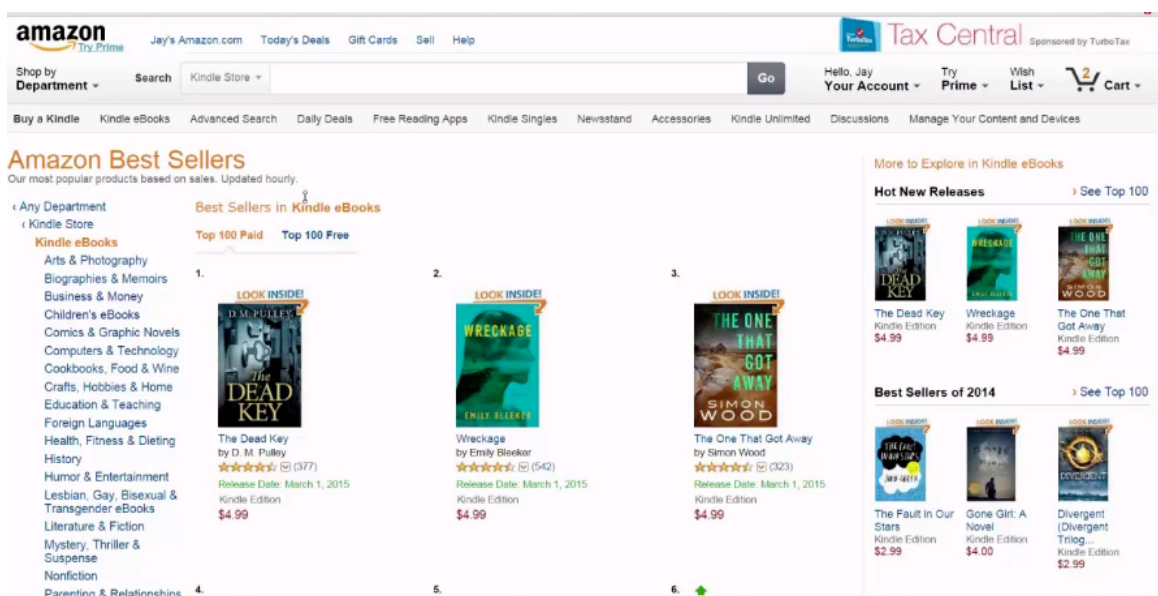
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What would the sales person recommend to you? What toys do you see on the end caps of the aisles? What kind of brand new toys are staring you in the face? There are reasons why these toys are being featured. The toy manufacturers have already done a lot of the research for you.

Jay noticed that when a Jackie Robinson movie came out a couple of years ago, and a lot of Jackie Robinson books also came out on Kindle. A lot of them were biographies that were directed at kids, and many of them hit the bestseller list directly after that movie was released. Keep your eye out for trends like that too. As you find out different things, or have ideas, head over to Amazon and qualify them there. Again, you can do that by looking at what's already selling or about to sell.

You might have already decided what to write, and that's fine. Within the boundaries of what qualifies a book, you can be incredibly creative and original in your children's eBook. Just remember that you are going to provide the most value to kids and their parents by giving them exactly what they are looking for in the first place. In doing so, you're selling a lot of books and becoming mildly rich.



The Amazon Best Sellers marketplace is shown in the screenshot above. This is “ground zero” for your Amazon research. What you’re looking at right now is what Jay refers to as “The Big Dog List”. These are the top-selling Kindle eBooks, period. You’re usually not going to find many children’s books here because, although they can be very popular, they are often not as popular as some of the romance books and other types of adult books that are out there. That’s part of the reason why it’s so easy to get a bestseller with children’s books though.

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Once you get to the page above, you're going to want to dial in a little more by clicking on the 'Children's eBooks' category that's within the categories list over on the left-hand side of this page. Of course there are other categories that you could look into such as fiction, nonfiction, etc. but 'Children's eBooks' is really the best place to begin.

After you go into the 'Children's eBooks' category, you'll notice that there are a ton of different sub-categories within this category. This list contains everything from 'Fairy Tales, Fold Tales, & Myths' to things like 'Geography & Cultures', 'Activities, Crafts & Games', and even 'Comics & Graphic Novels'. Comics & Graphic Novels tend to do very well, by the way.

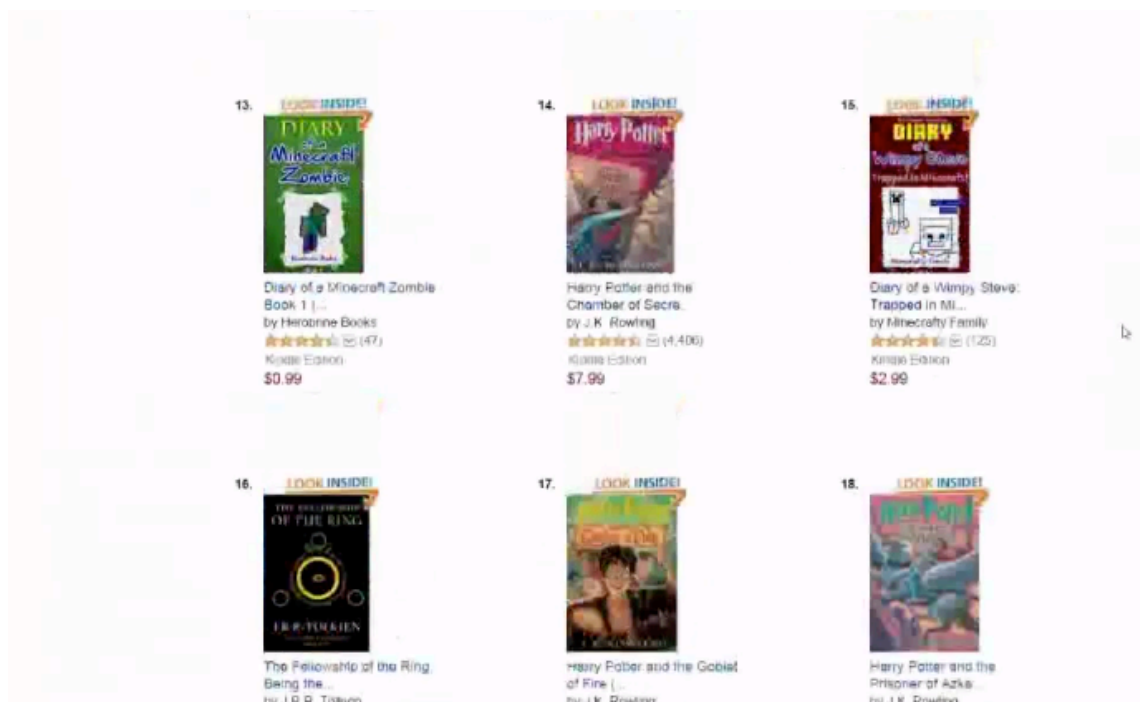
The first thing that you'll want to do is look at the top 20 books for all of 'Children's eBooks'. If your book is one of the top 20 here, you're definitely doing something right. Of course, this is where you are going to find some of the most popular children books out there. For example, this is where you'll find Suzanne Collins' *Mocking Jay* and books from the Harry Potter series. You'll also find books from the Diary of a Wimpy Kid series.

You'll also find books that are similar to these incredibly popular books but that are published by other publishers. For instance, there is one titled *Diary of a Minecraft Zombie*. These are likely published by self-published Kindle authors. You don't have to be another JK Rowling to compete as an author anymore.

You can find yourself hanging with her and authors like her in the Kindle marketplace. That's because of the freedom to self-publish that platforms like Amazon have provided. Around 35% off all the bestselling titles on Amazon are by self-published authors just like you, Jay, and the rest of his students. That is super-exciting to Jay, and it should be to you as well. This has completely democratized the entire experience of book writing and publishing.

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In the screenshot above, you'll find a book titled *Diary of a Minecraft Zombie*, which was just referred to. You'll also find *Diary of a Wimpy Steve: Trapped in Minecraft*. Both of these books were created by students of Jay's. They started publishing these books a couple of years ago, which was when he first shared his tips and tricks on publishing to Kindle.

Both of these books are imitating after *Diary of a Wimpy Kid*. You probably noticed this right off the bat if you know about that book, and you would surely know about this book if you've been around any kids at all in the last couple of years. It has been one of the most popular books out there among children for some time now. This is what Jay is talking about.

You want to model after what's already working. You can add your own secret sauce and come up with something completely original, but still make it similar to something that the market can't get enough of. That's why these books are on page one of the best seller list. They are original books of Jays, but they include certain elements of other books that Jay's audience prefers.

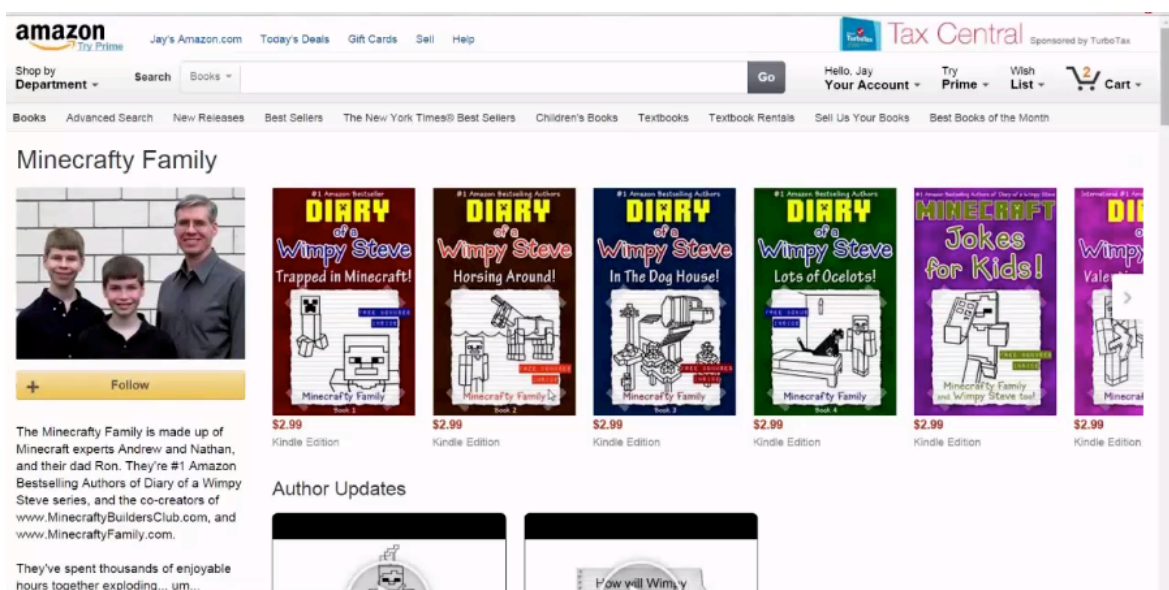
The book *Diary of a Minecraft Zombie* is currently ranked #269 paid in the Kindle store. It's selling for \$0.99. Jay would recommend raising the price to \$2.99. That could make a big difference in the money that this person is making. When you sell a book for \$2.99, you're getting 70% royalties. That would be about \$2 profit for every book that you sell for \$2.99. On the other hand, when you sell a book for \$0.99, you're only getting 35% in royalties. This guy is

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probably getting about a quarter a sale after the delivery fee. So, if this was your book, you would need to raise the price of it to \$2.99 and start making the money that you deserve.

In any case, *Diary of a Minecraft Zombie* is selling well and it's getting great reviews. The other book, *Diary of a Wimpy Steve*, is selling well too. It is ranked within the top 20 of the 'Children's eBooks' category. That means that this author is selling hundreds of copies every day. So, this person could be making almost \$500 in profit every single day with just this single Kindle book. How's them apples? Now think about what would happen if he had a series. Well this author does. This book series is actually created by several family members who are working as a team. They call themselves the "Minecrafty Family" and their author's page is shown below.



From looking at this, Jay estimates that these people are bringing in at least \$1,000 a day in profit just with this one book series. Not many people have the advantage of making four figures in profit every single day. Again, this should give you some idea of the power that comes from taking one popular trend (Diary of a Wimpy Kid) and adding another popular topic (Minecraft) to it.

This kind of thing is incredibly easy to do. You can do it too. Your book doesn't have to pertain to Diary of a Wimpy Kid and Minecraft, by the way. There are a lot of other popular niches out there. This is just a good example of what's working for somebody right now. Jay's bestselling book series models after the Diary of a Wimpy Kid series as well, and there's nothing wrong with that. There are a lot of other things that you can do differently with your own books. Again, you want to model after something that works because that's how you know for sure that's it's going to sell, but that doesn't mean that you can't be as creative as you want to be.

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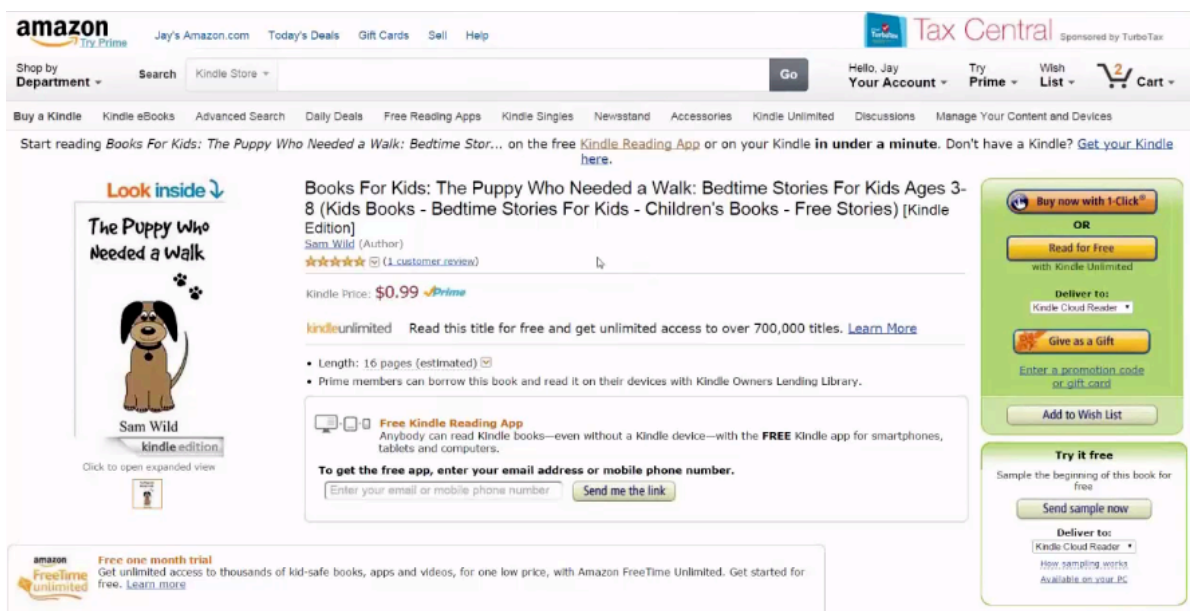


The next thing that Jay did during his presentation was click on the 'Animals' category. There were many different sub-categories listed under this as well, but under the 'Animals' category was *My Crazy Pet Frog*. It is another self-published book. The illustrations in this book are great, and that's one of the reasons why it has sold so well. This book is shown in the screenshot above. You're going to learn how to get illustrations like this very inexpensively.

Looking at the bestsellers in this category, dogs seem to win out overall. You can do well with other animals though. You remember discussing how formulaic these are. Anyway, there's a dog book in this category, which is a bestseller, that's only 16 pages long. Its ranking is only #3,483 paid in the Kindle store. It is shown below.

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This is another book that is only \$0.99, and they could be making a lot more if it was priced at just \$2.99. That's what Amazon is trying to tell you through their royalty structure. They want you to charge between \$2.99 and \$9.99, and that's why they give you 70% royalties in that price range. You might start out at \$0.99 cents just to make your book take off, but there's no reason to stay there. This dog book is probably doing quite well in spite of it being priced at just \$0.99. Jay estimates that this book is likely making \$500-\$700 profit per month. That's not bad at all when you consider that it's just a 16-page children's book with just a couple of basic illustrations in it.

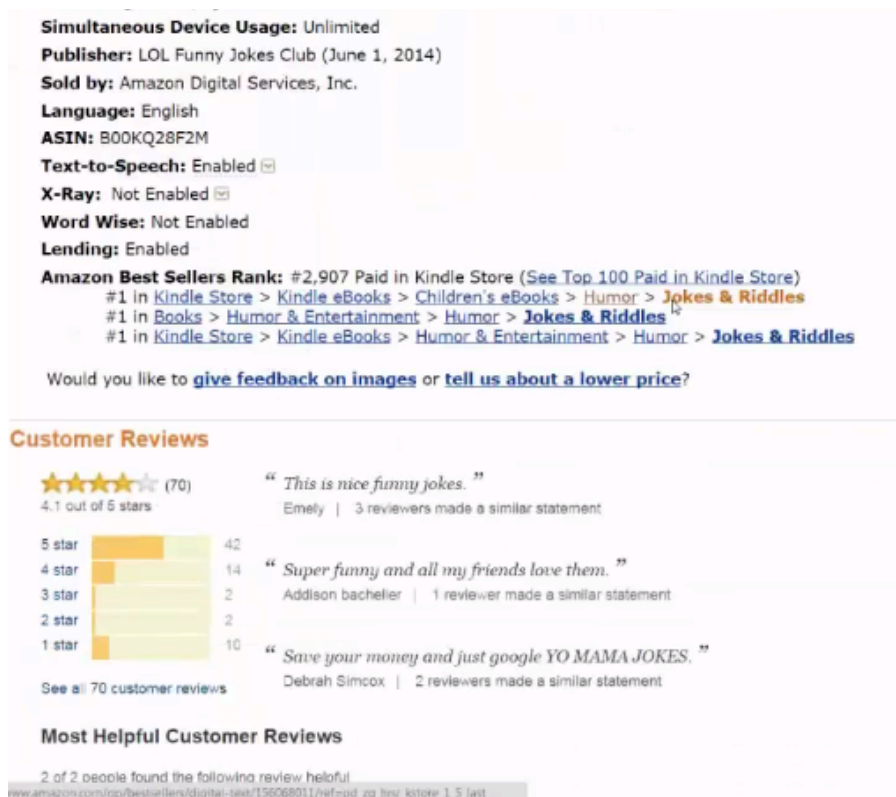
Next, Jay headed into the 'Humor' category. Again, this is where he and his son first went when they decided to write a children's book together. When they arrived at the main page for 'Children's Humor Books', they found lots of different joke books. Jay says that he has been looking at Kindle for about four years, and believe it or not, it's only been about a couple of years since these types of books started popping up. You would think that this would be an evergreen market that had always been present.

'Knock-knock' joke books and 'Yo Mama' joke books are some that you will find topping the list in this category. You'll also find some books from the Messy Mason series. In any case, you can do very well with joke books, and you could probably find some public domain jokes that would make it easy to put a book like that together. These types of books sell like gangbusters inside of the Kindle marketplace. The 'Yo Mama' joke book that Jay ran across is ranked at #2,907 in Kindle, for example. This is shown in the 'Product Details' section of the book's listing, which is

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where you will find yourself if you clicked on one of the titles in the Kindle store. This section of the listing is demonstrated in the picture below.

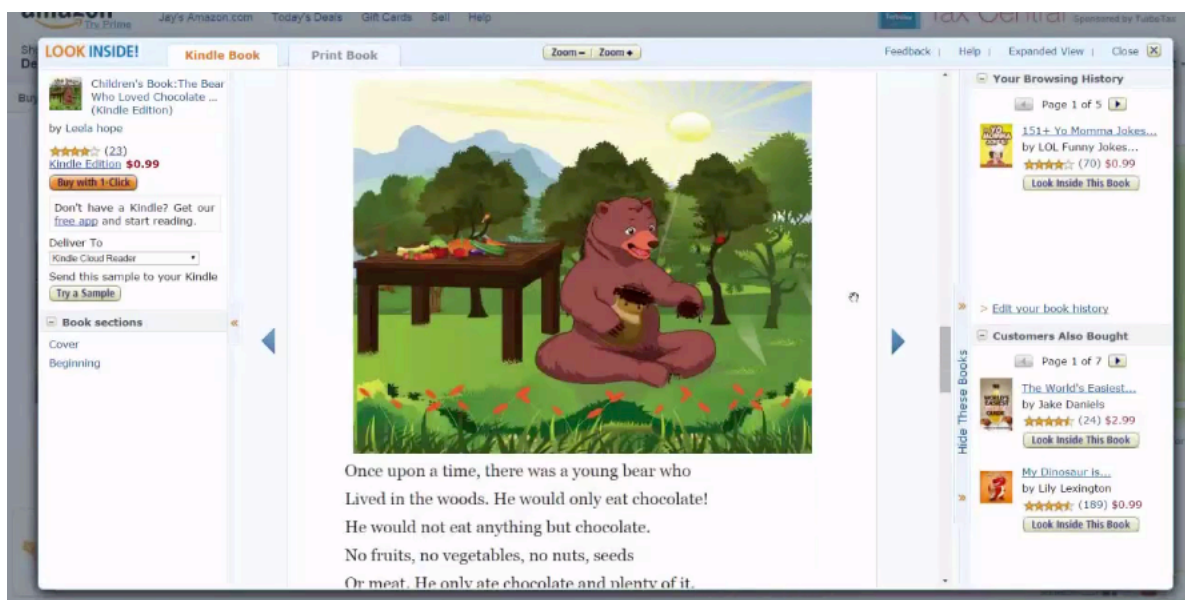


The 'Early Learning' category is another that you'll find some very popular books in. Here you'll find a story book for *Frozen*, the popular children's movie, and you'll find a Dr. Seuss book or two. The book *Not a Box* is listed there too, which is a really great book. It's another classic. There are a lot of commercial, name brand types of books here, but about half of the books to be found here are by self-published authors. In fact, the book topping the list is *How to Catch a Monster* by Michael Yu. Jay knows him to be a self-published author. His target market is kids from the ages of 4-6 that are first learning how to read.

One of the books that stuck out a lot to Jay as he was doing his research was *The Bear Who Loved Chocolate*. This is an example of a book that's largely image-based, as you can see in the screenshot below. You have to have eye-catching, attention grabbing images to be successful with a book like this, but the number of words that you would need to include is extremely low. All you would need is a very basic story line and a good artist to come up with the illustrations, which is a lot easier and less expensive than you would probably imagine.

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Again, you can't have half-hearted images for one of these books, but these books basically write themselves. The entire story is basically told by the story and each page just contains a few lines of text, as shown above. This is another example of a book that can be laid out in a very formulaic fashion. You could very easily make this a learning concept book, for example, about a bear that didn't brush his teeth after eating all that chocolate, right? There are a lot of different directions that you could take a story like this. Just take a look around these categories, get some inspiration, and start coming up with some formulas of your own based on what you've seen. The crucial point to take away from all of this is that you need to base your own books on what you know to be working for other authors already.

Secret #2

If you remember, the second secret to having a successful Kindle book is to load it up with amazing illustrations that kids will absolutely love. You really can get incredible, professional-looking illustrations for pennies on the dollar. Jay usually looks no further than Fiverr.com. If you have never heard of Fiverr before, it's a site where you can get most anything done for five dollars. As far as illustrations go, you would be amazed at the quality of pictures you could have made for your book for just five dollars apiece.

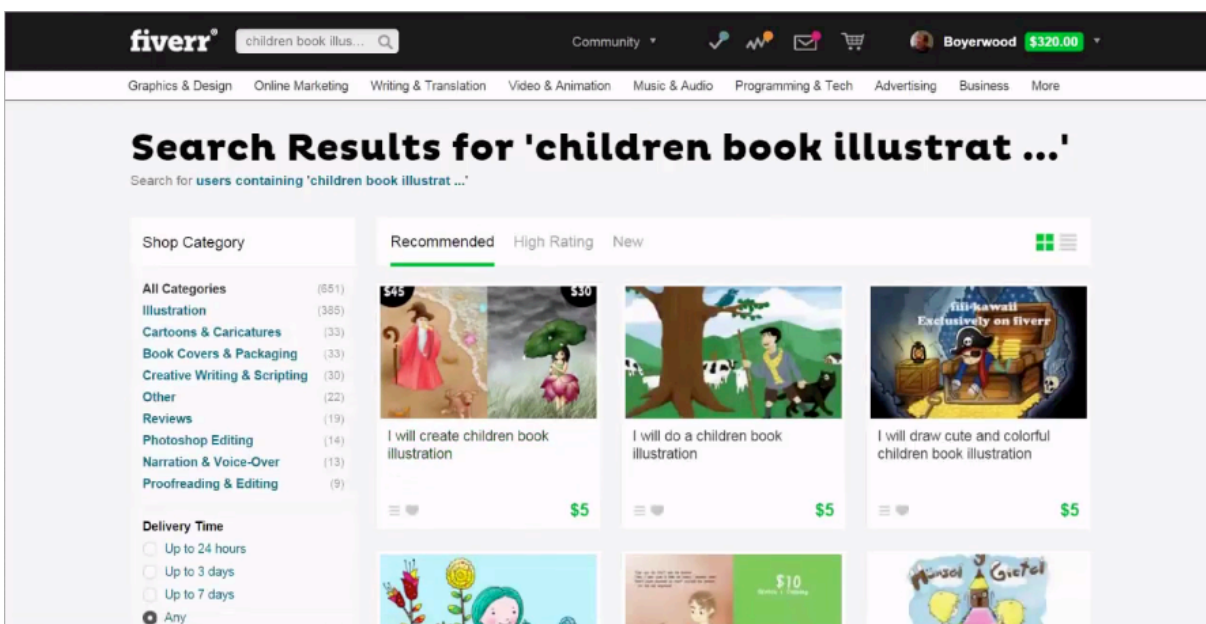
Let's say that you wanted to create a book that was very similar to the bear book that was discussed in the previous section. You could simply take a few screenshots of the book's illustrations to one of the artists on Fiverr, or send them to the book through a link, and basically say "I want my book to look something like this..." You could even send them to a

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couple of these books, saying “I want my illustrations to be in this style, but I want the duck in my story to look kind of like this...” Does that make sense? The artist is going to have an idea of what you have in mind, but they will end up creating illustrations for you that are completely original and fresh.

When you get to Fiverr, you’ll discover that there are all sorts of tasks that you can get done through the site. You can have social media campaigns run through here, you can have your site’s ranking boosted through SEO, you can get press releases written and videos made, and you can even find programmers other types of tech professionals here. Jay primarily uses this site to find illustrators, and he does so simply by typing ‘children’s book illustrations’ into the search bar on the site. When you do this, a whole slew of job posts will appear in which artists have offered to do a certain amount of work for \$5. These are called gigs, by the way.



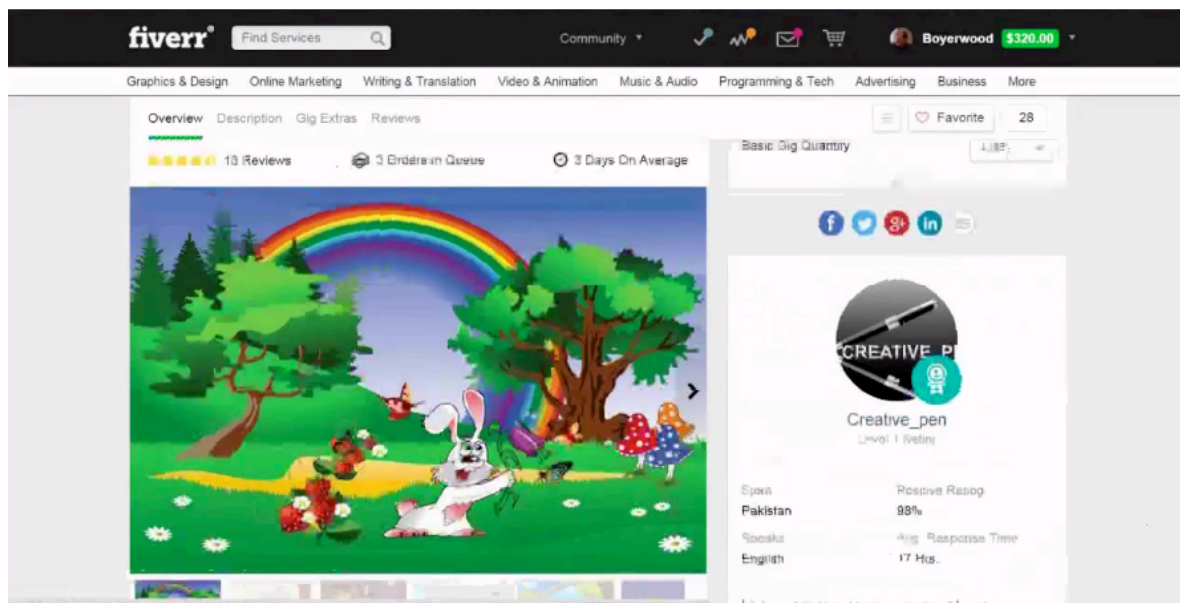
The result of Jay’s search is shown above. One of the reasons why Jay checks here first is that he can tell really quickly, in most cases, which artist can create the quality and style of illustration that he wants for his book. Remember, the style of illustration that you have created by an artist needs to fit the type of book that you need to write, and it has to be one which would be appealing to your audience and your particular demographic. It will need to fit your book’s genre, in other words.

Look at the screenshot below. You could have a very colorful and eye-catching illustration just like this made for just \$5. Isn’t that amazing? Would you hire this person to create yours? Jay says that he would. This is what Jay meant when he said that you could get your illustrations made for pennies on the dollar. If you had a 16-page children’s book with images this good,

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don't you think that you could probably get it to sell well in the Kindle marketplace? A book with 10 illustrations would only cost you about \$50 to have made.

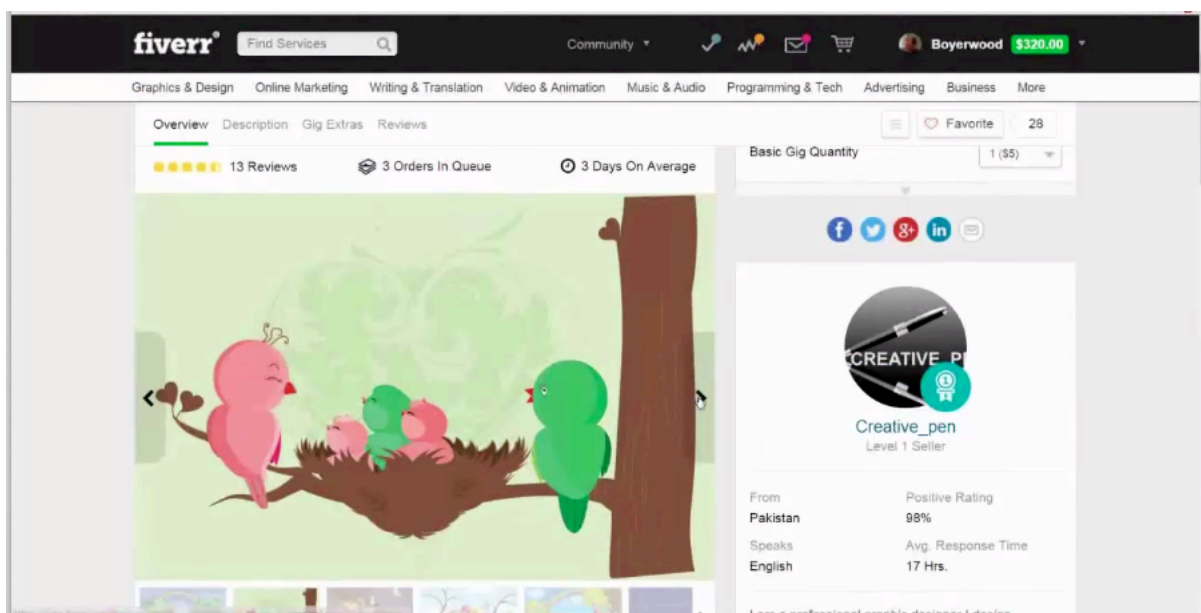


You will want to take the time to look a person over before hiring him or her. These artists are reviewed for their work and they receive a star ranking. The artist that did the picture above was ranked well and he only had three orders in queue. That means he is available for work, and his page shows that it takes him about three days to finish a job on average. That's important. You don't really want to go with someone that has like 47 jobs in queue because you don't want to have to wait for months to get your illustrations done.

Another example of one of this artist's illustrations is shown below. This one is a little bit more stylized. Hopefully, you can see that the illustrations that you can get done on Fiverr are as good, if not better, than those you find in some of the bestselling books on Amazon. Does that make you excited? Are you starting to think, "Oh, my gosh! This is something that I can do even though I'm a terrible illustrator."? You can do this inexpensively too. You could even outsource the writing of the book if you wanted to, but you really shouldn't have to. It's pretty easy to write out a story when you're only going to have 16 pages or so that mostly consist of pictures. You kids could probably write a book like this.

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An early learning book, made for little kids, would be fairly easy to put together once you had your illustrations done. Now, Jay typically writes for older kids. Again, his target audience consists of boys that are in the age range of 8-10. So, his books are a little longer, but not much. They may be 5,000-7,000 words long. Jay wrote the first few books of his with his son, but overtime he started outsourcing the writing of his books on oDesk.com. You can find writers on Fiverr.com, but you'll usually find higher-quality writers on oDesk.

Things work a bit differently on oDesk. In this case, instead of you scouring through people's work and reviews to find the right person to hire, you put up a job posting and people come to you in response. In his job postings, Jay will usually provide an example of a book he wants written and then he asks people to write him 150 words or so in a style that reflects that. This makes it easy for him to find a writer that can create a story in the style that he needs it written in.

Keep in mind that your books are going to be written differently when you are targeting different age groups. For instance, a book that's meant for a 4 or 5 year old is going to contain simple words, short sentences (if any at all), and lots of pictures. On the other hand, a book for an 8 or 9 year old is going to have a lot more words, more complicated sentences, more complex concepts and ideas, and fewer pictures. So, finding the writer that you choose is going to make a big difference in how your book turns out, but most creative writers have a grasp of what's appropriate for each age group. Therefore, the choice you make will really just come down to whose story fits the style that you want your book to have the best.

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Now you know that you could really just outsource the entire process of creating a book for pennies on the dollar, and this might be something that you're considering. Again, Jay enjoyed writing his first few, but it quickly became apparent that it was easier and a lot more lucrative just to have the creation of his books outsourced. If you're considering this, your next thought might be "Well, if I spend \$50 on illustrations, and \$50 on the writing, I can get a book made, but if my book flops, won't I lose money?" Jay says that even his worst selling books have paid for themselves within three month's time. After that, it's all profit. That should give you some perspective.

Secret #3

This is "where the rubber hits the road", as they say. You're about to learn how you can publish your book quickly and easily, and then get it to the bestseller list in less than 48 hours or less. Now, not every book is a success, but many of Jay's students have found this sort of success, and if you get Jay's system down pat, you can find your books on the bestseller list every single time you launch one. Truthfully, there's really no secret to scoring a #1 bestseller. You just follow these basic steps:

1. Pre-qualify your hot book niche at Amazon
2. Find an amazing illustrator at Fiverr (cheap!)
3. "Write" the book (sort chapters!)
4. Put the best illustrations on your cover

"You do your research and you pick your categories," Jay says. He likes to pick a competitive category and a less competitive category; that way, when he launches his book it will show up on the best seller list of that less-competitive category. You can always change your book categories too, by the way.

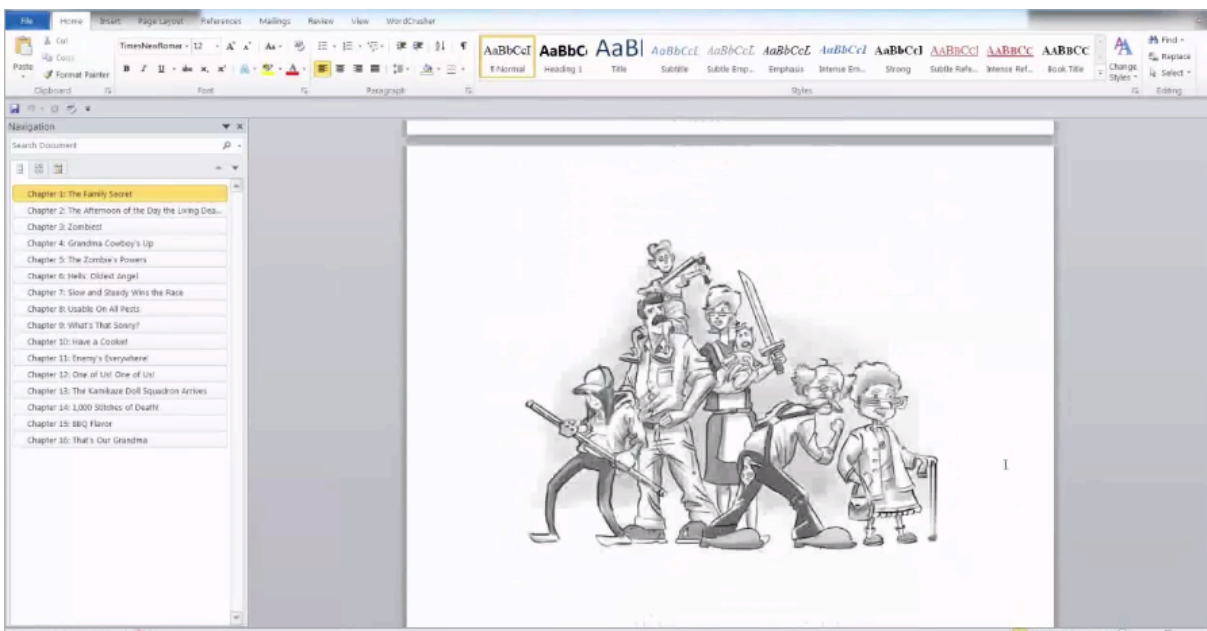
It's important that you identify a hot niche. There's no reason to reinvent the wheel, right? After you know what type of book you want to model after, send some examples of what you want done over to an artist and get your illustrations done for cheap! Whether you are writing the books yourself or outsourcing the work to oDesk, remember to keep your chapters short. You're not trying to write *The Hunger Games*. If you want to create bigger works later, that's fine, but until you find success, try keeping things simple. That's why Jay advises that you keep your chapters short and sweet.

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You'll want to choose the best illustration that you have and use it as the cover illustration. That makes sense, right? That's what Michael Yu did with his book, *How to Catch a Monster*, for example. He just used one of the illustrations from inside his book, put it on the outside, and added his title and his name to it. Another thing that you could do, especially if you've decided to model after someone else's cover, is send an example of that over to your artist and have them create a special cover for another \$5. For instance, you might want to model after the Diary of a Wimpy Kid covers, which have a very distinctive style. So, you might get something like that specially made.

Before continuing on, you need to know that most of the strategies Jay is about to share are very basic. Some of them are advanced, but all of them are doable for you when you publish your first children's book. First of all, you can assemble your book inside of a Word document or in Pages. In other words, you don't need any special software for this, just a normal word processor.



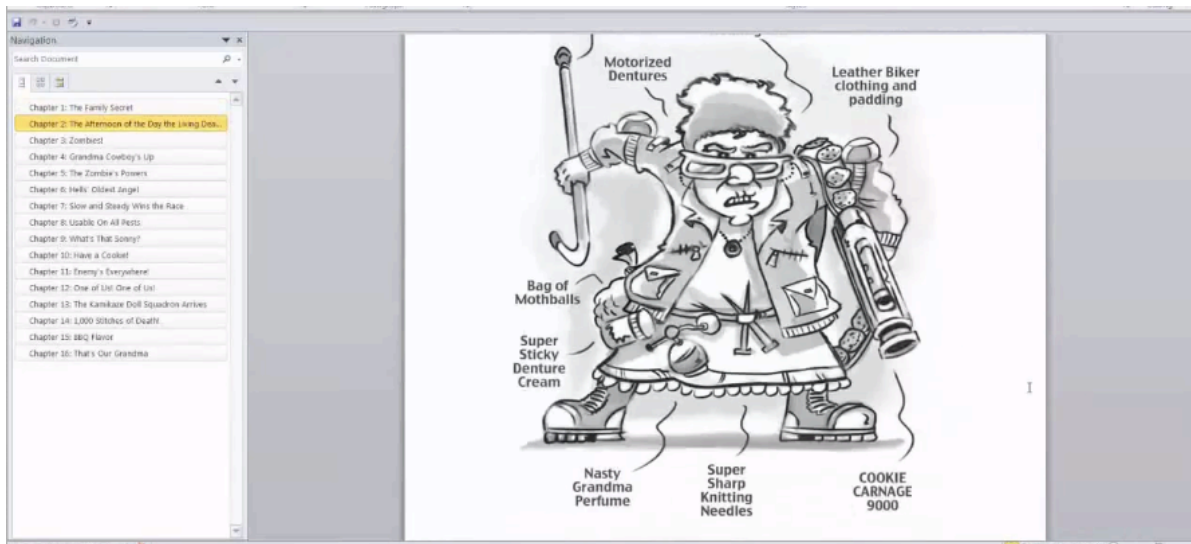
A page of one of Jay's book is shown In Word in the screenshot above. He had been watching a show in which ancient Vikings were put up against ninja's to see who would defeat who. This gave Jay the idea of pitting normal family members (mom, brother, sister, grandpa, etc.) against monstrous characters like zombies and vampires. You can kind of get the idea from the picture above.

Each one of the chapters in this book is very short. They consist of only about 150 words each. At the end of each chapter he included another illustration. Again, this process can be very

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formulaic. The picture shown below is what ended up on the cover. Jay says that he loves this. She's the ultimate bad-ass grandma, with motorized dentures and a cane with a "titanium core sheathed". Anyway, the point is that you can put this all together in a Word document or a similar word processor.



You don't have to have a special piece of software to create a book, as previously stated, but it sure would be nice to have what Jay has. He had a piece of software created to help him quickly and easily format his books. It's called WordCrusher, and it's a plug-in for MS Word. This allows him to completely format his books for Kindle at just the touch of a button, and then it spits out an html file, which is really the type of file Kindle wants you to upload. This is really all push-button simple, and it saves you tons of times because formatting can be a difficult process. If you use a Mac, Jay has a solution for this that's just as easy. You'll find out how you can get access to these further on in the training.

This is where things kind of get advanced. The screenshot below depicts a free offer that Jay included inside of one of his Kindle books. He will often put something like this at the beginning of his books. The reason why it's pixilated is because he doesn't want everyone reviewing this material to go out and buy this right now; he wants you to follow along. So, everyone who buys his book gets a bonus. It's an audiobook version of the book.

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All Jay did was get his business' media guy to read the book and add some cool sound effects, and it ended up being a 20-minute recording for a 5,000 word book. This wasn't very difficult to do, and it's something else that you could easily get done on Fiverr as well. You should really consider doing this with your own books. Jay says that this special offer is one of the major reasons why he has so many buyers. That's because when someone clicks on the link inside the eBook, they are directed to the page shown below.

The page below is what's referred to as a 'squeeze page'. In this case, people can enter in their name and their email address in order to receive their audiobook file. The way this works is once someone enters in their information and clicks on the button to download and email goes out to them automatically, delivering the file. This email is set up in Jay's auto-responder. He uses a service called AWeber for this. There are free auto-responders that you could use to do this. AWeber is one of the leading services for this, and it only costs about \$19.99 a month.

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Taking them over to a landing page...



Jay has created an email list each one of his books this way, and he now has thousands of them. Now, every time he creates a book he has the email addresses of buyers to notify that a new book is coming out soon. A lot of times big publishers will ask 'up and coming' authors if they have a platform. In other words, they will ask if the author has an email list or a Facebook page with a lot of followers. You don't need to be hired by one of these big publishers though. You are a self-published author. If you follow Jay's method for generating a list of fans, you'll have your own audience to promote to every time you come out with a new book. Amazon will never give you these contacts, by the way. It's against their terms of service.

This is a very powerful thing to do. You need to understand that the people you have on each list are people that have already proven themselves to be willing to buy your work. They know, like, and trust you, and they are the most likely people in the world to buy more books from you. This is how you build a real business of your own. If Amazon disappeared tomorrow, Jay wouldn't care because he has huge lists of buyers to fall back on. Again, this might seem a little technical at first, but if you have a system to follow on how to do this, it's really not that difficult at all.

Okay, so let's back up a moment. Let's say that your book has been created and you're ready to publish it. You're going to go to KDP, which is Amazon's Kindle publishing platform. That's where you're going to upload your file, and that's where you're going to go publish and track all of your book sales. When you launch your book, you'll need to get 3-5 honest reviews. That means you don't want to outsource this part of your business. That's against Amazon's terms

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of service, and they will close your account for doing that. However, what you can do is pick up the phone and call your three best friends and send an email out to your family members asking them to pick up your book and leave you a review. All you'll need is a few honest reviews right after your launch to get Amazon's attention.

Do you look at the reviews when you make buying decisions over at Amazon? These absolutely influence people's decision, and these reviews are a lot of the reason people go to Amazon in the first place. These rate you against similar books to yours, and that's why this is so important. If you can get a few reviews like this right after your book's launch, it's going to help your books to scale up the rankings and get it seen by more people. If more people see your book, more people are going to buy it, and that opens up the door for it to climb the rest of the way up the list.

Of course, if you already have a previous list of buyers that's a great way to send traffic to your book so that you can get buys and reviews. Kindle publishing group is another way of getting these initial reviews for your book. This is Jay's preferred way of doing so. You may remember that Jay is the creator of the Facebook Apex Authors Facebook group. This is how he and many of his students get their first reviews when they launch a book. You can simply make a post letting people know that you have a book coming out and provide a link they can use to go leave your book a review. If you have your book priced at \$0.99 or for free at first, people usually don't mind doing this for you at all. They are willing to help you because you will do the same for them when their books are released, right?

There's a free way to promote your book on Kindle, and this can really help its sales. This is called the Kindle Select program, and an entire training could be made on how this program works. So, that's beyond the scope of this training. For now, just know that it:

- Creates dozens of Amazon backlinks to other books
- Gives your book massive exposure (1,000s of downloads)
- Generates even more book reviews
- Builds your email subscribers via your free offer
- Gets you book a boost in bestseller ranking

After you come off of this free book promotion, keep a close eye on the categories. Very likely you're going to hit page one, if not the top 20, if not #1 very soon. If you don't, that's okay. You can always change your sales page up and tweak your book's title. You might also play

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around with the demographics, the pricing, and even try new images out for your cover. There are lots of things that you can do to try and get your book selling better.

If your books a hit then congratulations! Start publishing sequels to bring in more and more passive revenue. This is how fortunes are made and how you become a bestselling author. To reiterate, the three secrets to publishing a successful book on Kindle are:

Secret #1 – How to come up with a bestselling book idea in 3 minutes! (even if you’ve never done anything like this before...)

Secret #2 – How to load up your children’s book with amazing illustrations that kids will love! (yes, even if you can’t draw a straight line...)

Secret #3 – How to publish and launch your children’s book quickly and easily (and send it to the Amazon Bestseller list in less than 48 hours...)

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Introducing: Children's Book Formula

At this point, you might feel like you've been hit with a fire hose. A lot of information has been covered throughout this training. Hopefully, you feel more like the little girl in the picture above. Are you getting excited about the possibilities of publishing to the Amazon marketplace? Whether you want to take this to the moon or whether you just want to make a couple of hundred extra bucks a month, you can make it happen and you can start today.

Jay is currently enjoying success with the passive royalties he's making with off of his books. This shouldn't be all about money, of course, but with this economy, how great would it be to have a passive income stream like this? This can be a real game changer for you. It definitely was for Jay. What he's the most proud of his the success that his students are having. Take Ana Davis, for example. She is currently #1 in two different categories within the Kindle marketplace. Jay recently asked her how that book has done, and she said, "I published this book at Christmastime, and it earned \$213.25 in only five weeks."

You're not going to make a million dollars off of this in your first month. It starts out just like this. Most people would love to have just an extra \$200 a month of passive income that they could use to pay off some of the bills that are pressing down on them. Again, that's not much, but it could really help, right? Well, what if you had five books like this? What about 10 books like this? That's exactly how you scale a business like this up. Another author reached out to Jay, leaving a comment for this presentation. Her name is Kally Mayer, and she said:

"I have always dreamed of writing children's books, and when I saw Jay was offering this course I jumped into Children's Book Formula around two years ago. The training was easy to follow, and support was just and email away. Today I'm generating between \$5,000 - \$6,000 per month from my children's book sales and am thrilled to be able to do something that I love! If you have a passion for kids (and a child-like mind) then don't hesitate to invest in this training. It could change your life like it did mine."

If you could plug into a proven system that thousands of other folks have already had success with, and have a mentor that you trust be there to help you at every step along the way, do you think that you'd be able to follow instructions and simply model what's already working to create a successful result like that for yourself? If so, you are at the right place at the right time.

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Above you'll find the member's area of Children's Book Formula. Jay has been working on this for almost three years now. It consists of training, systems, and software, and you're going to be able to take advantage of this to do what Kally did and what Ana did. Let's start by talking about the training. When you get access to this, you're going to find 43 over-the-shoulder videos and PDF guides. A lot of students of this training are avid readers who enjoy consuming this information via the written word. Other people enjoy learning by watching videos. You have both options available to you in this training. You could even print out the PDF and highlight certain parts as you watch the video if you wanted to.

And please note: you do not need to watch all 43 of the video in the training to get your first book published. All you have to do is watch Module 1, which consists of 13 videos that walk you through the process of creating and launching your book step-by-step. This core training alone has a total value of \$475.00. Jay has programs that cost four or five times this that consists of less training, and considering the success that his students have had, and knows that this is a steal.

You'll also get the "Idea Wizard", which is the tool that you learned about earlier. This is an exclusive database of best-selling book elements. This is going to allow you to unlock the "secret ingredients" that kids love in a book. Just think of it as the DNA of your book. You're going to be able put all these different elements together to make a rockin' children's book that's brand new, that's fresh, that's original, and most importantly, that's all your own. This tool carries a value of \$150.

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You'll also be going to get "Quick Start" book templates. These are the very same templates that Jay uses for his own children's books. They are "cut and paste" simple, he says, and they will help you to stay organized. By the way, he doesn't just use them for his children's books; he uses them for all of Kindle books. These are worth \$97 by themselves.

#4 – WordCrusher Formatting Software

Instantly convert your children's book manuscript into a Kindle-ready .html file...

(Don't worry...this push-button tool takes care of all the techie stuff!):



The program also includes Jay's WordCrusher formatting software. This program instantly converts your book manuscript into a Kindle-ready .html file. You can use it to create all kinds of Kindle eBooks, not just children's books. You don't have to worry about formatting your text or file formats. All of this technical stuff is taken care of when you use this software. Jay has valued this to be worth \$197, even though he actually paid a developer nearly \$4,000 to create it for his business. He's never sold it outside of Children's Book Formula, but if he did, he would charge at least \$200 for it.

You're also going to get access to Jay's "Amazon #1 Best Seller Case Study". In this case study, Jay reveals his #1 bestselling book, and you're going to be able to watch over his shoulder as he researches, writes, publishes, and launches a #1 bestseller in this training. He did this in just 7 days, by the way. With this case study at your disposal, you're going to be able to reverse-engineer this process in order to launch your own #1 bestselling kid's book. This case study has been conservatively valued at \$325.

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...to generate Kindle royalties like THIS:

Monthly Kindle profits from just one of our Amazon publishing accounts = \$9,286.70

Transaction Description	Amount
Misc. Paym: AMAZON DK0387811 1830417755 05/30/13 TRACE #091000010072969	8,155.05
Misc. Paym: AMAZON EU 389145 1900428070 05/30/13 TRACE #091000011104220	1,055.57
Misc. Paym: AMAZON COM38781 4810624246 05/30/13 TRACE #091000010007813	46.25
Misc. Paym: AMAZON EU 389075 2980428070 05/30/13 TRACE #091000010516259	17.07
Misc. Paym: AMAZON COM389051 3880428070 05/30/13 TRACE #091000010489807	10.70

These are the very same systems, templates, and software that Jay uses in his own business to generate Kindle royalties, like the ones shown above, month in and month out. You're not only going to get access to this, you'll receive lifetime access with all updates that Jay will be adding to the member's area in the coming months.

Jay wants you to have every advantage in the world with this system. That's why you're going to receive each of the following with your Children's Book Formula membership:

- CBF Core training (Value: \$475.00)
- Children's Book "Idea Wizard" (Value: \$150.00)
- "Quick Start" Book Templates (Value: \$97.00)
- WordCrusher Formatting Software (Value: \$197.00)
- #1 Bestseller Case Study (Value: \$325.00)

Total Value: \$1,244.00

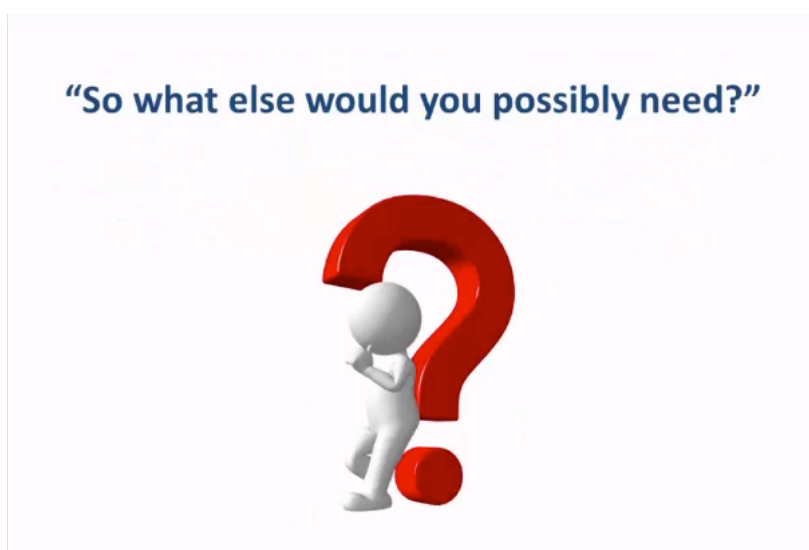
If you're ready to get started, you must take action now. That's because this is an extremely time-sensitive offer that will disappear at the end on the weekend. Click here to lock in this exclusive special offer (while it's still available): <http://jjsnip.com/cbf-kj>

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How to Access Jay's Exclusive \$1,588.00 Bonus Package

In addition to all of this, you're going to be given another \$1,588.00 worth of BONUS tools, training, and resources to help you get off to the fastest start possible. What else could you possibly need? After all, you've got the "full monty" with the materials that are already included. In spite of this, Jay has included several bonuses in this package. The first is access to his Apex Authors Private FB Group. Not only will this allow you to get book reviews at your book's launch, but you'll be able to connect with other Children Book Formula members.



There are people in this group that have been around for three or four years. You'll be able to connect with Jay, launch your books with a bang, and chat with like-minded people, and help each other out in the creation and launches of your books. Jay's never sold access to this. The only way that you can get access to this group is through one of Jay's training programs. If he did sell access to this, he would choose at least \$197.

What else might make a difference to you? How about some personal help from Jay? With this package, you're going to get eight weeks of live group coaching. You'll be able to log in and get all of your questions answered 1-on-1. If you get stuck on something, if you get frustrated, if you have a burning question, you're going to be able to ask Jay and his team. Jay's also going to hold hot seat sessions every other week where he will critique people's books personally.

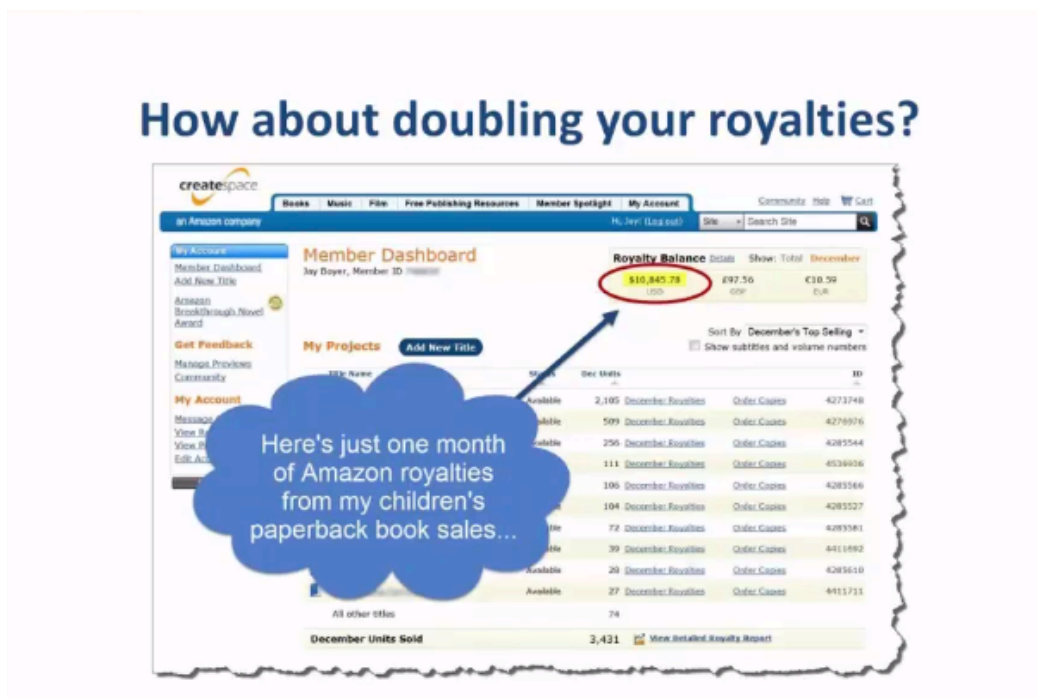
Jay usually charges \$500 an hour for his coaching sessions. He's giving you 8 weeks of his time. So, a value of \$500 for this is more than a fair estimate. Another thing that would help you

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immensely would be having a real plan for scaling your book profits. Don't you agree? For this reason, you're going to receive the "Go Pro" Children's Book Training as your third bonus. It's understood that at this point many of you are just trying to get a book up and out there, but this training is going to be there waiting for you, and you can start using it whenever you are ready to build a real business out of publishing to Kindle and start making a full-time income from it. You'll be able to move from one level to the next at whatever pace you would like to. This alone carries a value of \$197.

What else could you need? Well, how about guaranteed book buyers? It's super-important to build a publishing platform for your books. It doesn't get any better than that. This is how you launch your book time after time, getting hundreds of sales within the first 48 hours, and drive your book to #1 in any category that you want. That's the value of this training. You're getting an entire course on how to do this. It's called Azon List Explosion. Jay is folding it into the Children's Book Formula membership. This training has sold for \$197 by itself.



Last but not least, how about doubling your royalties? Jay actually sells more paperback versions of his books than he does Kindle versions. The screenshot above shows the royalties Jay has made in just one month through CreateSpace. This is Amazon's platform for publishing paperback books. You're going to learn how to do this just like Jay because you're going to receive his Paperbacks Made Easy course. If you're not ready to move on to publishing on this platform too right now, no worries. This is going to be waiting there for you.

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This truly will allow you, in most cases, to at least double the royalties that you make off of the same book you have published to Kindle. In fact, Jay says that his paperback versions actually sell sometimes seven or eight times more than his Kindle eBooks. Once you get good at converting your Kindle book to a CreateSpace book, it really only takes about 30 minutes to do so. This training will show you exactly how to do all of this. If you were to go to the Paperbacks Made Easy sales page, you would find that it actually has a real-world value of \$497.00. You are getting it for free though when you purchase this amazing package today. To reiterate, you are going to get each of the following when you purchase this package today:

Here's Everything You'll Receive:

<div style="color: #c00000; font-weight: bold; font-size: 1.2em;">➔</div> <p style="color: #0056b3; font-weight: bold; margin: 5px 0;">CHILDREN'S BOOK FORMULA:</p> <ul style="list-style-type: none"> • CBF Core Training System • Children's Book "Idea Wizard" • "Quick Start" Book Templates • WordCrusher Formatting Software • #1 Best-Seller Case Study 	<p style="color: #c00000; font-weight: bold; margin: 5px 0;">Value = \$475.00</p> <p style="color: #c00000; font-weight: bold; margin: 5px 0;">Value = \$150.00</p> <p style="color: #c00000; font-weight: bold; margin: 5px 0;">Value = \$97.00</p> <p style="color: #c00000; font-weight: bold; margin: 5px 0;">Value = \$197.00</p> <p style="color: #c00000; font-weight: bold; margin: 5px 0;">Value = \$325.00</p>
<div style="color: #c00000; font-weight: bold; font-size: 1.2em;">➔</div> <p style="color: #0056b3; font-weight: bold; margin: 5px 0;">AND THESE BONUSES:</p> <ul style="list-style-type: none"> • Apex Authors Facebook Group • 8 Weeks of Group Coaching • "Go Pro" Children's Book Training • Azon List Explosion Course • Paperbacks Made Easy Course 	<p style="color: #c00000; font-weight: bold; margin: 5px 0;">Value = \$197.00</p> <p style="color: #c00000; font-weight: bold; margin: 5px 0;">Value = \$500.00</p> <p style="color: #c00000; font-weight: bold; margin: 5px 0;">Value = \$197.00</p> <p style="color: #c00000; font-weight: bold; margin: 5px 0;">Value = \$197.00</p> <p style="color: #c00000; font-weight: bold; margin: 5px 0;">Value = \$497.00</p>
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="color: #0056b3; font-weight: bold; font-size: 1.5em;">Total Value:</div> <div style="color: #0056b3; font-weight: bold; font-size: 1.5em;">\$2,832.00</div> </div>	

Just the paperback version of Jay's worst-selling children's book this year sold 131 units. This made him about \$300 in profits. Hopefully this puts some things into perspective because this was a complete dud, but it still brought in some extra money that he could pay a bill or two with, right? Even if all this did was help you to publish a single best-selling children's book, generate multiple streams of passive Amazon royalties for years to come, and fulfill a life-long dream of becoming a children's book author, wouldn't it be worth it to jump in today?

Remember, Kally was able to start generating \$5,000 - \$6,000 per month with this very same program and without even some of the bonuses you are getting. Jay is so happy that he was able to help people like her change their lives. Kally was also kind enough to let Jay know that

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she was in the Kindle Publishing Newsletter as one of their featured authors because she is one of the most successful children's book authors now. Jay is very proud of her, as he is of many of his students. Another successful student of Jay's was able to make over \$400.00 in just 7 days with his book, and it was a #1 bestseller. His name is Antoine Cameron, and he says:

"I became a student Jan 2, 2013 and published my first childrens book Jan 21 made a little bit over \$400.00 first 7 days in Amazon profit. #1 best seller."

Jeff Rivera is another successful author and student of Jay's. He's been able to sell 1,931 copies of his book since he published it on December 24th. He says:

"Within a week-and-a-half of publishing I had over 126 reviews from people including an endorsement from Stan Lee and Jackie Collins. Oh, and I had a literary agent chase me down to represent the books as well".

This is possible for you too. Some people have asked if this works outside of the US. It absolutely does. Jay has two students from Australia that partnered up, and they are currently enjoying tremendous success publishing to the Kindle children's book market. One of them said:

"We have published almost 40 books on Amazon and are making up to \$10k per month...You taught us how to do it!"

- **Karen and Katrina**

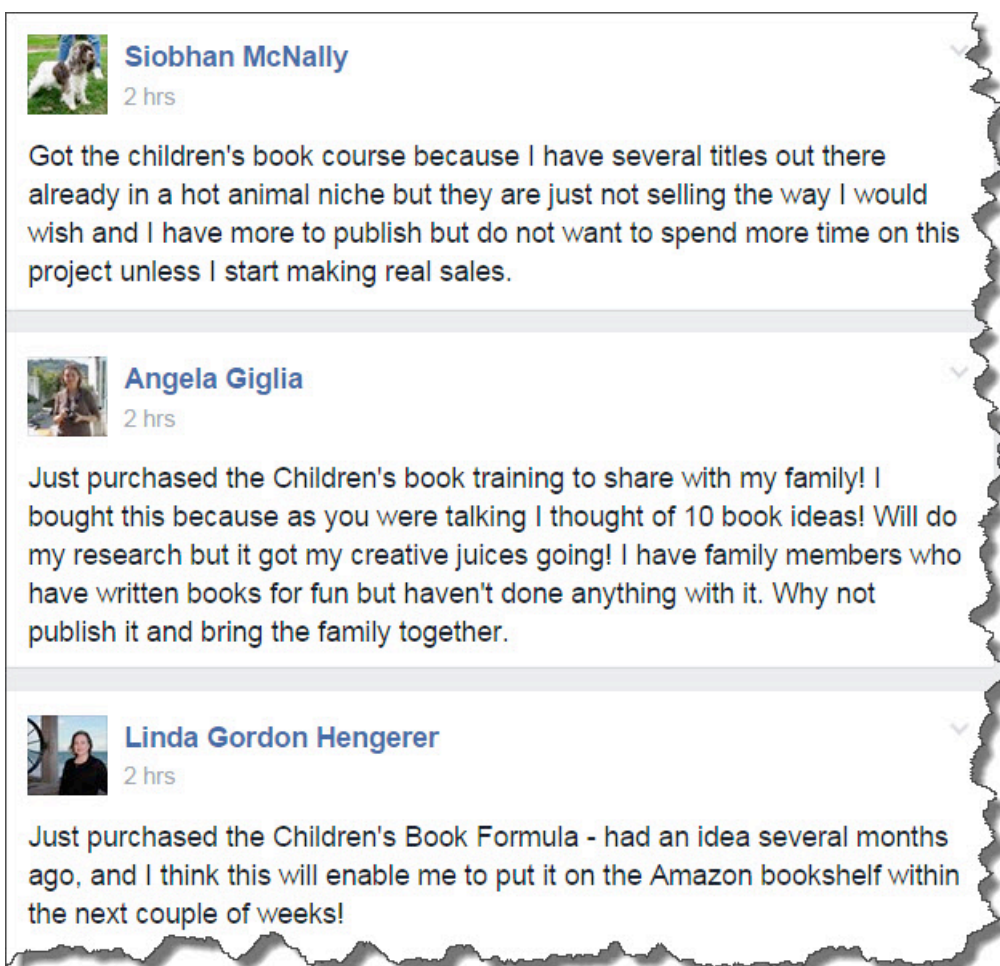
If you know that you're ready to jump in and get started, you must take action right now. That's because Jay will be closing the doors to Children's Book Formula at midnight Sunday, Pacific time so he can focus on helping new students get off to the fastest start possible with this system. Click here to secure your spot (and lock in Jay's incredible \$1,588 bonus package): <http://jjsnip.com/cbf-kj>

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What People Are Saying About Children's Book Formula

Jay has received a virtual avalanche of positive feedback from brand new Children's Book Formula Members. And it's really no surprise why...this is powerful business model that really WORKS (and Jay's got literally hundreds of member success stories to prove it, since 2012!). It's fun, it's "newbie-friendly," it's family oriented, it's something that you can absolutely do in your part time, and a fantastic source of passive monthly income! Just have a look at what new CBF members had to say about this amazing system:



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Sandra Papke

14 hrs

Just bought Jay's Amazon Children's Book Workshop because this system solves the learning curve for self publishing, I can now focus on writing instead of expending time and energy figuring out the publishing process. A great head start for a new author.



Diana Leigh McCullough Ward Exactly!

14 hrs · Like



Anne Gallagher sounds like a very good course

14 mins · Like



Sherry Fraser Snider

11 hrs · LaFayette, GA

Why I joined CBF tonight? First, I joined the webinar on the recommendations of Tony Laidig and Daniel Hall. Since these are the gurus who taught me how to write, compile, structure, format, etc., I figured CBF must have some additional elements.

Yep. I can tell already. I can write, illustrate, format, and publish already. What I can't do well is market and sell. I can't wait to dig in and apply the Bonus membership in the Apex Authors Facebook group, 8 weeks of coaching, and advanced sales and marketing training.

Of course, the price was just right, too. ...literally \$4 shy of blowing my limited budget...and with a 30 day money-back guarantee, my trust button's on green. 😊 ...'bout to log in and get started now.



Melanie Reyes

14 hrs

I just joined the Children's Book Formula. I have thought about writing children's books but not sure how to get started so now I can learn!! Excited!

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**Levi E Burdick**

2 hrs · Berryhill, GA

Very convincing presentation of an easy, fun, and lucrative system to make a profit off of something you love! Great job Jay Boyer!!

**Sandra Papke**

21 hrs

Just bought Jay's Amazon Children's Book Workshop because this system solves the learning curve for self publishing. I can now focus on writing instead of expending time and energy figuring out the publishing process. A great head start for a new author.

**James Mitchell**

2 hrs

I joined Children's Book Formula to share as a project with a particular special family member.

**Simon Dobinson**

2 hrs

Just purchased the course because I have lots of stories inside me from years of living. Want to write funny books and link them to a range of soft toy animals that I currently sell on Amazon

**Debbie Ray**

2 hrs · Carrollton, GA

I just purchased the Children's book training too to learn more about doing this 😊

[Comment](#)

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Charles Kacirek It is exciting. i love all Kindle stuff Jay is teaching. It is great that he has done it himself. No esoteric talks about hings which could be done if one transform himself one way or other. Actionable is the buzz word. Although I do not know nearly enough about it I was able to publish three books based on his info. I need to learn more about marketing them and I hope that there is more material in this course. Just listen to the webinar tonight gave me idea for series of books. Amazingly, in the first half I thought that "No way, I have no idea" but then it started to come. When I get that done I will for sure pay for this course.



Kay Morgan

14 hrs · Maryborough, Australia

Thank you, Jay. I have at least 5 books planned but stopped because I was frightened of all the tech stuff. Motivated to start now, today ❤️ Kay



Greg Noland Go for it Kay, and with Jay's help I'm sure you'll be a success. We can also all help each other. Always good to run some ideas past another set of eyes. My email is info@thebumgun.com if you would like to connect.

13 hrs · Like



Jean Meyer

2 hrs · Raleigh, NC

I joined Children's Book Formula because writing a children's book has always been on my bucket list and this system will take out all the guesswork.



Barbara Buntin

2 hrs

My little brain gets excited when I work on my books. I need the extra info to get on with it



Janice Robinson I want to be write and this seems to be a great way to start and be successful



Jorge Rodriguez

2 hrs · Bogotá, Colombia

just joined, 'cause I didn't want to let this opportunity pass me by... and besides, it looks like a great way to make children laugh and learn... looking forward to it

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**S.t. LeGray**

2 hrs

I'm excited to see Jay's training on Children's books. I'm especially ready to see how WordCrusher software makes my life easier! 😊

**Joanny Liu**

2 hrs

I'm new to the "Children's Book Formula & Paperbacks Made Easy" program. I'm doing it because it's going to be FUN! I want to make learning FUN for children. I want to combine my love for children and animals together and this sounds like a perfect fit.

**Monica Roseberry**

2 hrs

Very excited to add children's books to my writing! This will add a whole new dimension and audience to content I can't wait to share.

**Sheri Garland**

14 hrs - Stockton, CA

The reason I jumped on board today to your Children's Book Formula is because for once, this is something I can not only do myself, but I can also pass this on to my kids. I got my tax return and was wondering how I could invest it rather than blow it. lol I'm buying a fishing pole instead of a fish. Thanks so much. I will keep you updated!

**Jennifer Macklin**

14 hrs

I just joined the Children's Book Formula because I've always wanted to write a children's book and have an idea about my first one. I hope it's on the best sellers list cuz I'd really like to do it. 😊

**Maria M Leyden**

14 hrs

Hi Jay,

I joined to build another stream of income that I really enjoy.

Thanks [Maria M Leyden](#)

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**Marti Owen**

14 hrs · Granada, Nicaragua

Just got the Children's Book Formula and have several other courses from JJ Fast. The information is always timely, delivered very clearly and efficiently. Already have three children's book written ... just need to illustrate them and learn how to market them. Can't wait to start the course!

**Gary Wittmann**

14 hrs

i have been a member for a long time. I am excited to reinvestment in myself. You are awesome Jay.

**Marcel Audant**

14 hrs

I just joined the Children's Book Formula. I am looking forward to learn from Jay and apply what I will learn to create an additional source of income as I am enjoying retirement!

Like · Comment

**Preston McCracken**

14 hrs

I joined Children's Book Formula today and am looking forward to the training.

I have published 4 children's books but nothing is selling. I believe in my material but need help with the marketing & discoverability.

I love doing children's books because I love creating the images.

Thanks for this opportunity.

**Dor Mass**

14 hrs

I also joined the Children's Book Formula, I have always wanted to write children books. Now is my chance!

**Judy Dove**

14 hrs · Rome, GA

Excited about this. Joined because I've dreamed of writing children's books AND for the income!

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**Donald Spanitz**

14 hrs

I purchased Jay's Children's Book Formula tonight because I've been looking for a course that covers this subject in depth. Not only did I get a great course, I ended up with a complete A to Z Kindle book publishing package with amazing bonuses that are worth way more than the purchase price. Thank you Jay! I'm looking forward to putting this training into action.

**Cindy Craton Martin**

14 hrs

I joined because I love to write children's books and I have always wanted to try to have them published.

**Julia A. Royston**

14 hrs

I joined because I am a 30 year veteran Librarian. I love books and want to see more quality books for children.

**Greg Drebert** great workshop Jay Boyer, thanks for all you do for us!

14 hrs · Like · 2



Greg Noland Great event Jay. Thank you. Why am I in? To educate the world that bidet sprayers are far more hygienic than toilet paper, but most of USA, UK, Canada, Australia etc are still living in the past with nasty toilet paper. My books will help educate the benefits of improved hygiene from an early age, resulting in massive health benefits for the kids and the environment. Greg, www.thebumgun.com. Can't wait to get started on my kids' books, as I have over 30 awesome characters already, just need to get started.

**Andrei Jablokow**

13 hrs

I joined Jay's Children's Book Formula and I am excited to learn the details. We are a family of writers and have often talked about publishing children's books. This will be a great kick start to an additional revenue stream.


**Lisa Conner**

14 hrs


I just joined the Amazon Children's Book Workshop and am so excited to learn as much as I can as fast as I can. The workshop and the site are phenomenal and worth hundreds more than the initial investment.

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Diana Leigh McCullough Ward
14 hrs

I always wanted to write children's books but never had the funds to hire an illustrator, and can't draw. I was thrilled to hear your presentation and find out that I could solve that problem. I'm an avid Kindle lover and have been planning to start writing for Kindle anyway. I'm also a live in home schooling grandmother of two little reluctant readers, so I'm going to get my grandson to help me write the first one, ASAP. I have never bought from webinars, just glean the free info I can, but I did jump in for this, and I plan to make the courses my major focus for the near future.



Conrad Tiu
14 hrs · Los Angeles, CA · Edited

I joined because I am excited to learn more about writing children's books beyond the awesome information I got today!


Charles Ormsbee
14 hrs

I purchased the Amazon Children's Book Workshop. Jay gave a very professional and well delivered webinar tonight. He has created a course that looks very comprehensive. He has been very successful in this area and it always best to model someone who knows what they are doing.

I have always wanted to write children's books and I'm absolutely sure Jay will be able to make this happen for me.


MyLinda Butterworth
14 hrs

I jumped on your offer about producing children's books for Kindle because this is the first webinar that someone said something that makes sense and is a process that I know I can follow.

By now, you've seen the Children's Book system in action, and you know that regular folks that have never done anything like this before previously are experiencing incredible success with this fun and proven business model. At this point, you can probably feel whether this is right for you or not. Jump in right now before Jay closes the door to new CBF students at the end of the weekend.

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Now is the time to take action if you're ready to get started...click here to enroll in Children's Book Formula right now: <http://jjsnip.com/cbf-kj>

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Questions & Answers

Can you tell me a little about writing under a penname?

Jay does write under a penname at times, especially to this children's book market. He actually has a couple of books that he has published under his own name. Jay has a couple of businesses, and Amazon publishing is just one of them. If he is publishing to his expert niche, which is in some sense internet marketing, he uses his true name for that. That's one reason why he doesn't put his own name on his children's books.

Jay does recommend that you use a penname or several, especially if you're going to be publishing to different niches inside of Kindle. This would be a good thing to do each time you publish a different book series, as a matter of fact. It would be odd if you published an early learning book under the same name as a financial book that you published for adults or something like that, right?

What auto-responder should I use?

AWeber is a great one to use. A basic package will allow you to get up to 10,000 leads for just \$19.99 a month. There are free options available, but Jay believes that AWeber is the most reliable service out there. It gives you the best value. You can grow with it too. Jay now has around 80,000 people on his lists within his AWeber account.

How many words do you usually target for your reluctant reader niche?

Jay tells his students that if they are writing more than 5,000 words, it's too long. Those books are usually anywhere between 3,500 word to 5,000 words long. Of course, the older the age group you're targeting, the more words you're going to have. However, there's really no need to write more than 5,000 words.

How often should we publish sequels?

Jay published all of the books within his most popular series within a timeframe of about sixteen months. Jay recommends setting a goal for yourself. It may take you a month or six

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weeks to get your first book out, you're going to find that it's really easy to publish your second one, your third one, your fourth one, and so on. That's because you've got the experience under your belt now. You've put a book together, you've found quality outsourcers, and you've gotten the reviews that you need. So, if you decide that you want to publish one or two books a month, you're going to be able to do that.

Jay's goal, initially, was to publish one sequel per month. This not only gave his readers time to digest the work, but it gave him more time and space when it came to building up his list. During this time, however, there were people that were contacting him and asking him when he was going to publish the next book in his series. He simply let them know that he was going to publish a book once a month and told them when to expect it. Anyway, one book a month is certainly often enough. Besides that, if you set this goal like this for yourself, imagine where you could be year from now.

The big thing is that you stay consistent so that your customers know what to expect, and hold your own feet to the fire. What you might want to do is find an accountability partner in the Apex Authors group, so that you can hold them accountable and they can do the same thing for you. That can really help sometimes. It really comes down to you keeping to your commitments though. Don't disappoint yourself like that, and don't let your customers down either.

When will the group Q&A sessions be held, and will you be making suggestions for out books during those coaching calls?

You're going to be able to submit your questions via the 'Support' tab within the member's area. Be sure to specify in the subject line that your question is for the group coaching session so that they can flag it. Your question is going to end up on a Google Doc that the team uses to queue up all of the questions. You will be able to ask your questions live on the call as well.

These sessions will be held on Wednesday afternoons typically. If you can't make one of these calls, don't worry. These sessions will be recorded. So, you can send in questions even if you're not going to make it on the live call, and then you can just watch the replay to find out the answer. You can also send in a link to your book, and the team can look it over and review it live on the call. Again, if you can't make it live, you can just watch the replay to find out what you needed to know.

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Do I have time to do the training?

That's a great question. When Jay first got started publishing to Amazon, he had a full-time job. Plus, he has a family, so he would be cooking dinner, taking the kids to soccer practice, etc. You probably know what a schedule is like when you're working full-time and you're a parent. It's not easy to carve out time for any extras, but Jay just put aside 90 minutes a day every day for this.

Jay found the best time to be after dinner and after the kids went to bed. He went to the home office that he set up for himself, he shut the door, and he focused in on building his publishing business. That's really all that you need. You can also do it on a Saturday afternoon. Jay refers to people who do that as "weekend warriors".

Don't cheat yourself. It's okay to give yourself time too. Jay recommends just giving yourself five hours a week to devote completely to building your business. The rewards are really worth it in the end, and really, what else are you doing with your time? Jay said all he really had to do was stop watching *Survivor* after the kids went to bed as well as Monday night football. He started using that time to build his business, and it's really paid off.

[Click Here to Access Children's Book Formula \(and Lock in Jay's \\$1,588 Bonus Package\)](#)

This Offer Will Disappear on Sunday, May 1st @ Midnight PST