

How to Create a High-Quality, 10,000-word Book in <3 Hours...

(Without Writing a Single Word?)

Presented by: **Jim Edwards**

Hosted by: **Jay Boyer**

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Introduction

Create Your Own Unique Kindle Books in 3 Hours Flat

How to get your own unique, original Kindle books - along with Amazon Listing, Author Bio, Sales Page Copy and more - Created (in Under 3 Hours) WITHOUT sitting down to write a single word of it yourself.

(This works even if you HATE writing and never want to know anything about how to format a book.)



Live Webinar Demo will show you the NEW 3 Hour Kindle Book Wizard that actually creates all the pieces of your Kindle books and marketing materials for you.

Create Your Own Unique Kindle Books in 3 Hours Flat...

Welcome to this week's live training! It's really not too surprising to hear that Jay Boyer was an English major in college, but did you know that he really hates to write? This is kind of shocking since he owns a publishing company, teaches people how to successfully publish books online, and writes content every single day for his business. The problem is that Jay procrastinates when he has a writing task to do, and he spends way too much time formatting what he has written.

Does this familiar to you? Do you relate? The irony is that creating high-quality, original content is arguably the single most-valuable thing that you can be doing for your online business. This single activity allows you to provide more value to your subscribers, publish more books to Kindle, and sell more information products in marketplaces like JV Zoo, ClickBank, and Udemy. If you have these sorts of skills, you can get a lot more buy buttons out there than many other people would have the ability to, and basically, generate more income overall.

Content equals money in a very real way, but being able to create original content on a daily basis is easier said than done. The fact of the matter is that each of us only have 24 hours a day. Not only do we have work to do, businesses to build, and family and friends to spend time with, but we also have to find some time to sleep at the end of the day. Luckily, you're about to

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learn some secrets that will allow you to create content on a regular basis without wasting all of your time or breaking the bank. This is thanks to "Content Creation Wizard," Jim Edwards.

When Jim originally presented this material, he began his presentation by sharing a few fun facts about Amazon. Did you know:

- Amazon has 294,000,000 active customer accounts worldwide
- Amazon has a global revenue of \$88.99 billion per year (NET)
 - That's higher than the Gross National Product of 2/3 of all countries on planet earth (Wikipedia)
- Amazon has 73.7% of the E-Reader Market Share worldwide

**** Amazon & Kindle Bottom Line: It's where the customers are and it's where they spend money****

Jim says that it took him four years to write the content of his first book. This was back in the 90's. Now, his most recent book only took him 72 minutes. So, what was the difference? You'll learn soon enough. Jim's goal is to provide you with paid-level quality training, and he feels as though it should be good enough that it would have made you feel good about paying \$97-197 for it.

When you think about publishing a Kindle book/eBook? What concern immediately comes to mind? Here are the answers Jim typically gets:

- Marketing
- Formatting
- Content Creation
- Organization
- Traffic

People are typically concerned about all of these things, but it really comes down to being able to create quality content that someone wants to pay for, and yet be able to get it done quickly. Here are some of the typical reasons why people, just like you, would want to create a Kindle book (or series of Kindle books):

- Make money selling books

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- Financial freedom with royalty checks
- Control over your own time - no boss
- Respect as a real author and expert published on Amazon
- Use to generate leads and "back-end" sales

Jim Edwards

- Self-taught author, publisher, copywriter, and content creator
- Selling online since 1997
- Featured in NY Times, Entrepreneur Magazine, countless other publications
- Spent 10 years as a syndicated newspaper columnist
- International speaker who regularly makes six-figures from stage
- Best Selling Author of fiction and non-fiction
- Have personally done HUNDREDS of interviews for all imaginable types of media, including: TV, radio, print, books, blogs, webinars, teleseminars, live seminars, workshops, and more.
- Have made millions in sales from ebooks, books, info-products, and interviews
- Have developed software to help thousands of authors, speakers, entrepreneurs and "info-preneurs" just like you get results!



Create Your Own Unique Kindle Books in 3 Hours Flat...



If you don't know much about Jim Edwards, he is a self-taught author, publisher, copywriter, and content creator who has been selling online since 1997. He's been featured in the NY Times, Entrepreneur Magazine, and countless other publications, and he's spent 10 years as a syndicated newspaper columnist. Jim is also an international speaker who regularly makes six-figures from stage, and he's a bestselling author of both fiction and non-fiction books/eBooks. Furthermore, Jim has personally conducted hundreds of interviews for all imaginable types of media, including:

- TV
- Radio
- Print
- Books
- Blogs

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- Webinars
- Tele-seminars
- Live seminars
- Workshops
- Much More!

You should also take note that Jim has made millions in sales from eBooks, books, info-products, and interviews. Plus, he's developed software that has helped thousands of authors, speakers, entrepreneurs, and "info-preneurs" just like you get results!



Some of Jim's Kindle books are shown above. All of these have been bestsellers, and most of them were #1 best sellers at one point or another on Amazon. One of his proudest moments was making his zombie book a bestseller because it was placed in a very competitive category. Now that you know a bit about Jim, let's go over what you're going to learn from him today. The topics to be covered are:

- What STOPS most people
- How long does a Kindle book need to be
- Two ways to get it done (The Hard Way vs. The Smart Way)

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- A very cool checklist you can download
- A Live Case Study
- A Demo of a cool new EZ Button Wizard
- Much, Much More!

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Getting Started!

3 Things That STOP Most People With Kindle

1. **Time** to get it done
2. **Effort** it takes to do it
3. **Mechanics** of setting everything up

GOOD NEWS! We're going to FIX all three on this webinar!



Create Your Own Unique Kindle Books in 3 Hours Flat...



According to Jim, there are 3 things that stop most people when it comes to Kindle. They are:

1. Time to get it done
2. Effort it takes to do it
3. Mechanics of setting everything up

****Good News! You'll Learn How to Get Past All of the Roadblocks During this Training!**

It can take you a long time to write a book if you don't have the right strategy, and you can put out a ton of effort for a very low return if you aren't using smarter methods as well. Plus, it takes a lot to set a book up to sell if you are doing all of your promotion yourself. You will be learning ways to counter these problems during today's training.

A common question people ask when they are putting together an eBook is, "How long does it need to be?" This is most often asked in relation to non-fiction books. The reality is that people expected eBooks to be fairly long when he first started publishing to Kindle, but that's not true anymore. Not only have people's attitudes changed when it comes to expecting a

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great long work when they purchase an eBook, but nowadays people actually prefer shorter books.

Most of the time, when it comes to non-fiction, people want you to help them solve their problem, and get them from A-Z, in the shortest way possible. On the low end, this would only require you to have a book around 4,000 words long, and on the high end, about 10,000 words. This equates out to 8-20 pages, if your pages were about 500 words, single-spaced, with 12-point font.

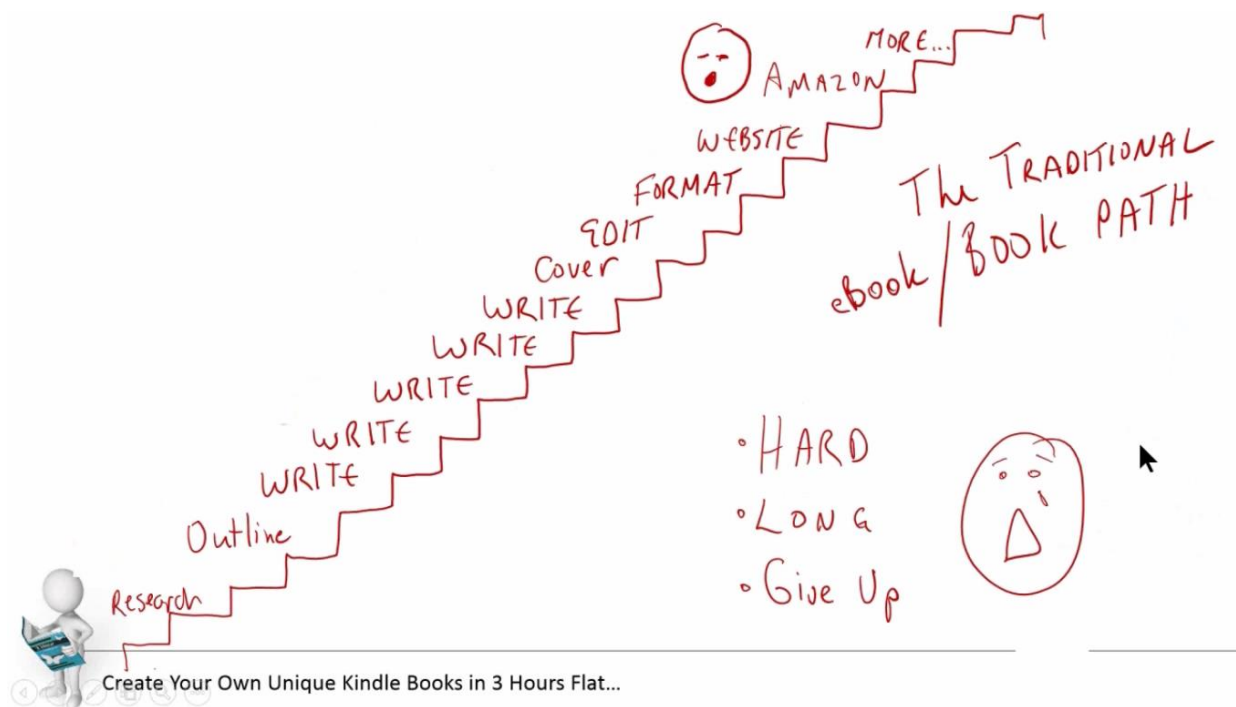
There are two different ways that you could go about creating a Kindle book, an eBook, or really, any book at all. There's the hard way, and there's the smart way. Learning the difference really requires most people to shift their mindset a bit. What you need to do is think about the difference between writing and creating your book's content. In other words, you need to stop thinking in terms of "writing" and all of the mental hang-ups that come along with it. Instead, start thinking in terms of "creating". Specifically, this refers to creating the content that will go into your book.

The reality is that most people can type between 40-50 words per minute (wpm), on average. In other words, some people can type 10-15 wpm while others can type 100 wpm or more. A major problem people have is that their brain will often outrun your fingers when you are trying to compose at the keyboard. So, it becomes a real chore to get all of the content out of your head while you're formulating them. That's one of the reasons why it takes so long. You're trying to write, type, and edit all at the same time.

The average person speaks 110-150 wpm on average. The cool thing about that is that 60 minutes of speaking equals out to somewhere between 6,600-9,000 words. That just happens to be the sweet spot for how long a Kindle book should be. That enables you to do something very, very cool.

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Jim refers to the hard way of creating a book "the mountain climber process". This is the traditional way of creating an eBook/book. He says that he thinks of it as climbing a mountain or climbing a giant set of steps. This is demonstrated in the screenshot above. Let's say that you got excited about writing a book. You would probably begin the process with a little research, and then maybe you would create an outline. After that, you would begin writing that book. This would be the longest part of the process.

When you are finally done writing, it would then be time to create a cover for your book and then editing and formatting the text. The work doesn't end there. You would then have to put up a website, put it on Amazon, and the list goes on and on. This is such a long process that most people just give up. This obviously isn't where you want to be, but this is the process the majority of people follow or feel like they have to follow.

The easy way, Jim refers to as the "bobsled run process". He thinks this is the smart way to do it, and considering how many books he has published, he's probably right. Think about one of the bobsleds they use in the Winter Olympics. What's cool about this process is you would be the one in the driver's seat. You would be the first one to jump in the sled, and your team is going to do all of the heavy pushing (Not You!).

It's all about picking up speed and building momentum. Eventually, the momentum will take over and before you know it you're at the bottom of the hill. Your book is done and published. This strategy really is as easy as 1-2-3. You just follow these steps:

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1. You do a 60-90 minute interview to create the book's content
 - It's assumed YOU are the expert (though you can interview others)
2. Have the interview transcribed
3. Have the transcript turned into a book

****If you're an author, speaker, coach, professional, entrepreneur or "info-preneur," this process was MADE for you!**

The important takeaway here is that this process is all about momentum. When you can get this momentum started, the book is as good as done the instant you start. Jim calls this method "The 3-hour Kindle Book Process". That's three hours of total work by you, not three hours in a row. You're about to see how this all fits together and how quickly this process can be if you just follow the steps.

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The 3-Hour Kindle Book Process



STEP 1 - Define your audience

- **Who** are you creating the book for? (Audience)
- What will you create your book **about**? (Topic)
- What do people **want**? (Payoff)
- **KEY: Solve a pressing, painful problem they really want and need to solve immediately**



Create Your Own Unique Kindle Books in 3 Hours Flat...

Step 1 - Define Your Audience

First and foremost, you need to decide exactly who it is that you're creating your book for. Who is your audience? This is the most important step because you have to know who will be buying your book. Next, you'll need to decide precisely what your book is going to be about. What's the topic going to be? Then, finally, you'll identify what the people buying your book would want. What is the payoff?

The key to any non-fiction Kindle book is to solve a single pressing, painful problem that people really would need to find a solution for immediately. It's no more complicated than that. Jim says, "I like to think of it in terms of someone being in a serious chainsaw accident. They aren't going to ask the ambulance driver, 'How much is this ride to the hospital going to cost me?' No. They would want you to solve the problem and get them to the hospital super-quick, as opposed to someone that has a hangnail and goes to Walmart, and while they are sipping on some coffee, they are comparison shopping some Band-Aids and Neosporin."

The key is to identify a pressing, painful, urgent problem. That's what people buy. It only takes approximately 10 minutes to do this. You know who your audience is, you know what they

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want, and you know their problems. So, as soon as you have identified this and wrote it down, you can move on to Step 2.

Step 2 - Prepare the Interview

This is where a lot of people get lost. They are confident that they can do an interview, and then they just let it fall to the wayside. There are two key parts to this, which are the angle of the interview and the questions you ask. The most important part is the angle of the interview because as soon as you know the angle, the questions pretty much take care of themselves. These are the angles that work the best for writing a non-fiction book:

- Beginner's Guide to X
- Critical Skills needed for X
- Frequently Asked Questions (FAQ) About X
- How Did You Get Started with X
- Mistakes People Make with X
- Myths & Misconceptions about X
- New Idea or Technique for X
- Rules of the Road for X
- State of the Union for X
- Step by Step Roadmap for X
- Tips, Tricks and Secrets for X

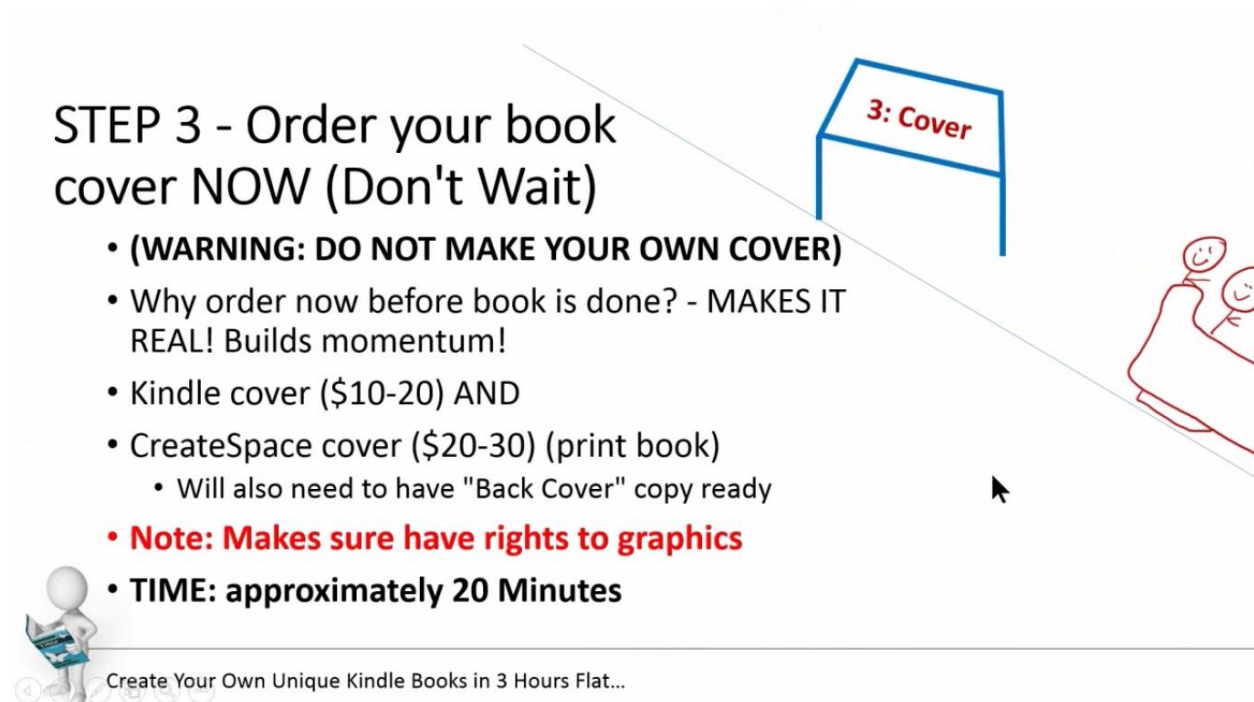
All of these create really great tracks for your "bobsled" to run down. You can create book-length interviews, report-length interviews, or anything else you want, large or small. After you decide on your angle, you can begin creating questions for your interview. Remember, an interview should consist of three different parts:

1. Intro
2. Body
3. Conclusion

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The intro should consist of questions about the person you're interviewing and the topic at hand. Secondly, you have the body where you are asking questions related to your angle. At the conclusion, you ask questions concerning what people should do next. It should take you about 20 minutes to put all of this together. Once you know the angle, brainstorm the questions.



STEP 3 - Order your book cover NOW (Don't Wait)

- **(WARNING: DO NOT MAKE YOUR OWN COVER)**
- Why order now before book is done? - MAKES IT REAL! Builds momentum!
- Kindle cover (\$10-20) AND
- CreateSpace cover (\$20-30) (print book)
 - Will also need to have "Back Cover" copy ready
- **Note: Makes sure have rights to graphics**
- **TIME: approximately 20 Minutes**

Create Your Own Unique Kindle Books in 3 Hours Flat...

Step 3 - Order Your Book Cover NOW (Don't Wait)

In the screenshot above, you can see that Jim provided a warning, he hopes that everyone will heed, and that is "Do Not Make Your Own Cover". Do not make your own cover in Microsoft Paint or something like that in a way that people can tell you made your own cover. In fact, you shouldn't even attempt this unless you are a professional graphic designer, and even then, Jim recommends that you don't. Keep in mind, the point is to get through this process quickly, and there are people out there who will do this for you for \$5-10.

The reason why you want to get a cover made before the book is done is that it will make it more real to you, which will help to build your momentum. You're not going to create your content and wait around for the cover to be made. If you get the cover done in advance, that's truly encouraging, and it makes you more aware that what you're doing is really happening.

The cost of your Kindle eBook cover (or any other sort of book cover) is going to depend on who you hire. Jim estimates that a Kindle cover will cost you around \$10-20, and a CreateSpace cover is going to cost \$20-30. The cool thing is that if you hire someone on Fiverr to do a

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CreateSpace cover for you, let's say, a lot of times they will create a Kindle cover for you as a part of that gig.

Now, if you know that you're going to turn your Kindle book into a physical book as well, it's important that you have your back cover copy ready as well. Obviously, the designer is going to ask you what you want it to say on the back. Jim provides another big warning here too, which is that you need to make sure that you have the rights to any graphics that you use. The last thing that you need is a lawyer contacting you and saying that you are illegally using a graphic on your cover. So, make sure that you know whether you have the rights to the graphics or not and that you know where they came from.

It takes about 20 minutes to finish this part of the process. You need to have an idea of what you want your cover to look like, and you need to be able to communicate that with the person that's making it for you. Once you get your cover created, you can move on to Step 4.

Step 4 - Record the Interview Using Your Phone

There are lots of different ways you can go about recording an interview, but Jim recommends using your phone. This is another place in the process where people get bogged down, and mostly it's because of snags in using technology. Everyone can talk on the phone, and that's why you should use your phone for this. Don't try to use Skype or anything else. When you do it this way, it's just like calling up a friend. Even if you know how to use another type of technology, the person you are interviewing or the person interviewing you might not.

Supposing that you are the expert, you would simply have a friend or colleague interview you. They do not have to be an expert on the topic at hand in order to interview you. In fact, sometimes it's better if they aren't because then they can ask the types of questions that someone who doesn't know much can relate to.

Also, remember that if you make mistakes during the interview, you can keep going. You can always edit out any mistakes made when you get the transcript. The cool thing is that you can't really make mistakes when you're doing this because you're the one providing value. You are answering the questions from your brain and your heart, and so you can't really go wrong, particularly if you know a lot about a certain topic.

In any case, you can just jump on the phone and start answering questions. Jim recommends a service called FreeConferenceCall.com. It's free, and it has been around forever. The service will provide you with a phone number and a pin code. When you jump on the phone, you can

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literally just hit the "record" button, answer the questions as they are asked, and then download the MP3 file. That's it.

The time it takes to do this is approximately 60-90 minutes because that's how long your interview is going to be. So, it's not like you're creating any extra work, and again, there are no costs involved. Furthermore, Jim advises that you use the MP3 audio of your interview as a lead magnet for your book. Specifically, he recommends creating an audio book version of your book.

Most of the time, people will create their book first and then create an audio book version of it. When you do it the way you've just been taught, the audio book is pretty much already done, and if you use it effectively, you'll also already have an upsell and/or a lead magnet. You already have a reason for people to head over to your site, and you have essentially just reversed the process that so many people follow, and in doing so, taken the easy route.

Step 5 - Send MP3 to Rev.com to Have Transcribed

The next step is to have your interview recording transcribed. Jim recommends using Rev.com, which he calls "The Walmart of transcription services". They charge \$1 for each minute of audio that they transcribe, which is actually a lot cheaper than most of the other transcription services that are out there. So, if you send in a 60-minute interview to be transcribed, that's only going to cost you \$60.

If someone were to ask you what your hourly rate was, or how much you charge an hour, on average, what would you say? Let's say that your time is worth over \$100 per hour. If that were the case, why would you spend hours upon hours trying to transcribe your own recording. The reality is that you wouldn't. When you look at it this way, you realize that paying Rev.com \$60 is nothing, and in fact, you're actually saving tons of money when you do this.

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Create Your Transcription Order

1 Add Files 2 Sign In 3 Payment 4 Order Placed

ADD FILES PASTE URL

File Name/URL	Minutes	Cost
jim-fast-ebooks.mp3 (11 MB)	13	\$13.00
SUBTOTAL	13 min	\$13.00
<input type="checkbox"/> Timestamping (+ \$0.25/min) Include timestamps every 2 minutes. Example		
<input type="checkbox"/> Verbatim (+ \$0.25/min): Include filler words (um, ah), nonverbal communication, and false starts. Example		
Special Discount		(\$10.00)
ORDER TOTAL		\$3.00

TOTAL \$3.00

CHECKOUT

Support/Help with Order

support@rev.com

888-369-0701
(Open 9AM - 9PM ET)

Have a large, recurring need & want invoicing? Establish an Enterprise account »

FAQ

- How do you keep my information secure?

Optional Information:

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Requesting to have your audio transcribed on Rev.com takes about 10 minutes. All you do is sign up for a free account and upload your MP3. When you do, the site will measure how long it is and automatically generate an order total for you, as you can see in the screenshot above. Now, the file that Jim uploaded, in this case, was only 13 minutes long because all he needed was a lead magnet. You might also note that he had a "\$10 off" coupon, so all he ended up paying for this 13-minute transcription was \$3.00. As soon as your order total comes up, you can click the "Checkout" button and pay for your audio to be transcribed.

Rev.com will send you a receipt after your payment is made, and you can check the status of your transcription anytime you like. When it is ready, the service will send you a notice via email. Jim says that it's never taken more than 24 hours to get his transcription back when using this service. The screenshot provides an example of what a finished transcription from Rev.com looks like. All in all, the 13-minute interview that Jim submitted came out to be over 2,000 words of content.

Step 6 - Light Edit

After you get your transcription back, you can just edit it lightly to make it more readable. You'll need to keep your momentum going and not let this part of the process stop you from achieving your goals. So, when you edit your text, you just need to concentrate on spelling and punctuation. You do not need to rewrite everything in the transcript. If you would rather not

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mess with this at all, you can hire someone on Fiverr.com to do your light editing for you. For just grammar and punctuation, you can typically get this done for between \$30 and \$60.

The key to this part of the process is to acknowledge the fact that the written word is much different than the spoken word. In other words, we write differently than we talk. That means if someone buys a book and they don't know that the text was originally derived from an interview, they will be thrown off by it because it will read kind of funny. However, if you will tell the reader, right up-front, that what they are reading is based upon an interview, then that's enough to make them realize what's happening and this eliminates the problem. So, you just add a cover letter, letting your reader know this, and you will be fine.

Another thing that you will want to do, as you are lightly editing, is make sure that you add a call to action which will drive people to your website and offers. This entire process shouldn't take you more than about 30 minutes. Of course, this depends on how long your transcript is.

Step 7 - Get Formatted for Kindle at Fiverr.com

Do not format your book yourself. Even if you can do so well, it's not worth your time. It turns into a 2, 3, or even 4-hour job because this isn't something that you do a lot. Now, what if you want your book to contain chapters and not just be published in the transcription format? The easiest way is to take each of the main questions that were asked and turn them into the main chapters of your book.

When you get your book formatted for Kindle, it's going to cost you approximately \$10-\$20 if you get this done on Fiverr. Jim says that he always pays a little extra to get the formatted docx file back. That's because this type of file can be opened up in just about any type of word processing program. So, while it's great for them to send you a .mobi file or an ePub file that you can go ahead and upload to Kindle, you will need to get that docx file because it's likely you're going to need to have it sometime in the future.

Getting a book formatted for CreateSpace will cost you just about as much. In either case, it will take about 10 minutes for you to get this part of the process accomplished. That's because all you're doing is hiring someone to format your book and uploading it to send to them. Then, you just wait a little while for them to send it back. Again, are you doing \$100 an hour tasks or \$10 an hour tasks when you do your own formatting? This is something someone working for \$10 an hour would do, and that's why this isn't worth your time.

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Step 8 - Upload

The last step is to upload your book to Kindle, and this is actually very anticlimactic. Basically, all you do is copy and paste in your title, your description, and your tags, and then you upload the book file that someone else formatted and the book cover that someone else made. After that, you just confirm that it's your original content, which you know to be true because it's your original interview. Then you'll move on to the next page, where you will basically tell them how to price the book in all of the various marketplaces around the world, click on the button to finish this process, and you're done.

It takes around 5 minutes to complete this part of the process. If you are publishing to CreateSpace, it takes just about as long. This is a bit longer of a setup process, but it still takes just about as long as publishing to Kindle. Once you are done, you can move on to celebrate because you are now the author of a unique, original, published Kindle book!

Process Checklist



Create Your Own Unique Kindle Books in 3 Hours Flat...

The 3-Hour Kindle Book Method Checklist

- ❑ STEP 1 - Define your audience
 - a. Who are you creating the book for? (Audience)
 - b. What will you create your book about? (Topic)
 - c. What do they want? (Payoff)

KEY: solve a pressing, painful problem they really want and need to solve immediately

10 Min
- ❑ STEP 2 - Prepare the interview
 - a. Choose an Angle for the interview
 - b. Create the interview questions (Intro, Body, Conclusion)

WARNING: this is where a large chunk of people fall down in the process "Interview Prep"

20 Min
- ❑ STEP 3 - Order your book cover NOW from Fiverr.com
 - a. Kindle cover (\$20-25) ([specific.asp](#))
 - b. CreateSpace cover (\$20-30) (print book) ([specific.asp](#))
 - i. Will need to have "Back Cover" copy ready

KEY: Order now before book is done - MAKES IT REAL! Builds momentum

20 Min
- ❑ STEP 4 - Record the interview for FREE using phone
 - a. Ring app (iPhone or Android)
 - b. [FreeConferenceCall.com](#)
 - c. Download mp3 audio file of the interview

KEY: Everyone can talk on the phone - don't try to do with Skype, etc. - PHONE!

60-90 Min
- ❑ STEP 5 - Send MP3 to [www.Rev.com](#) to have transcribed
 - NOTE:** I like Rev because it's easy

10 Min
- ❑ STEP 6 - Light edit on the transcript when you get it back
 - a. Spelling & Punctuation
 - b. Break up "chunky" paragraphs
 - c. Add Cover Letter, Author Bio, Call To Action

WARNING: Don't forget cover letter about Live Interview Format

30 Min
- ❑ STEP 7 - Get it formatted for Kindle at Fiverr.com
 - a. Kindle Formatting ([specific.asp](#))
 - b. CreateSpace Formatting ([specific.asp](#))

TIP: Make each main question a "Chapter" in the formatting of the book

10 Min
- ❑ STEP 8 - Upload & Publish
 - a. [Kindle](#)
 - b. Optional - CreateSpace
 - c. Optional: Your own website

5 Min

Total time: Approximately 3 Hours TOTAL Effort

Congrats - you are now a Published Author with a NEW, Original Book!

The 3-Hour Kindle Book Method Checklist

Jim had an entire checklist created for you to help you follow along this process, and this document contains resources and links to people that Jim recommends who can take care of these sorts of tasks for you. For instance, he actually gives a link to the woman that does all of his covers for him. He says that one of the things he likes about her is that she actually includes a license to stock images, and she gets them from a reputable source. So, he feels really

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confident because he knows exactly where the images they use come from, and according to Jim, she does a great job each and every time.

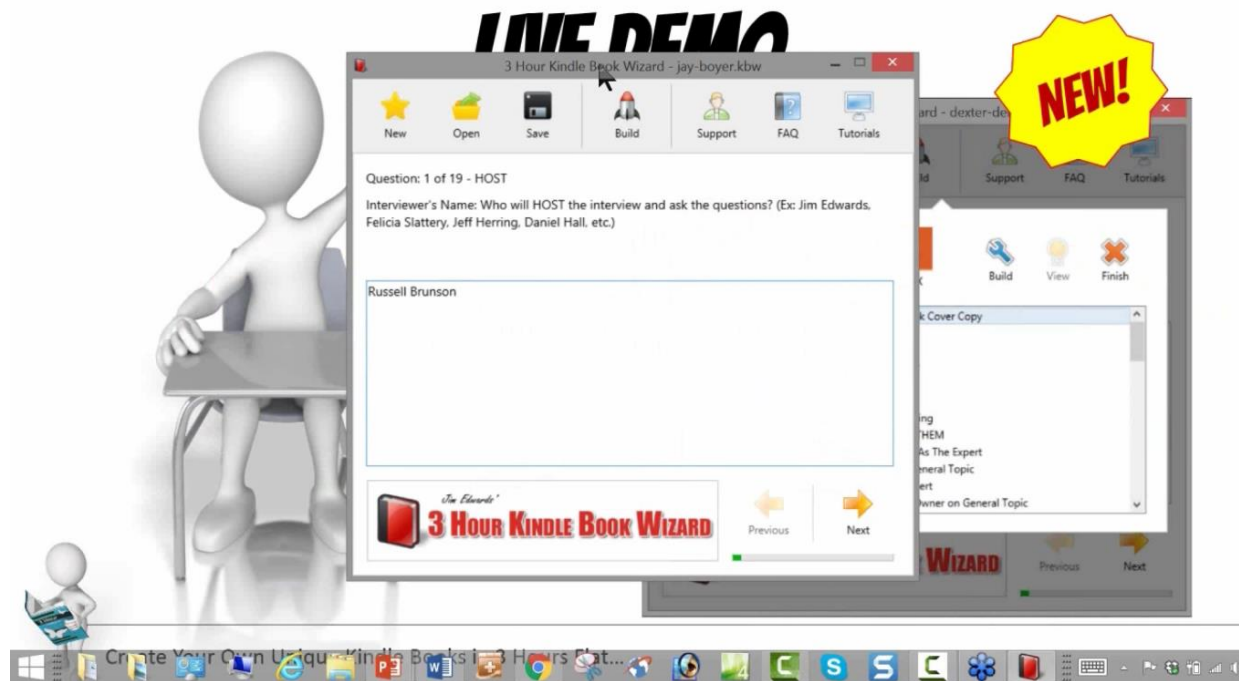
This checklist also contains links for getting your formatting done. Everything that you might need is included on this one page, even the link to go upload your book on Kindle. This is a free gift that Jim is providing as a thank you for your time and attention.

Click here to download Jim's Checklist: <https://s3.amazonaws.com/jj-docs/3-hour-books-checklist.pdf>

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Introducing: The 3-Hour Kindle Book Wizard



Now it's time to learn how you can make this process even easier. Jim has a tool that he has named "The 3-Hour Kindle Book Wizard". This is downloadable software that works on both PC and Mac computers. Basically, the software asks you a series of questions in order to customize all of the different types of interviews the program can generate.

As you can see in the screenshot above, the program consists of a simple interface. At the top, you'll find a number of different options that allow you to save your answers, open up a tutorial, etc. Then, beneath this, you'll find the question you need to answer, and then finally, there's a text box that you can type your answer into. This software asks a total of 19 questions, and the answers you provide will help you to write your book.

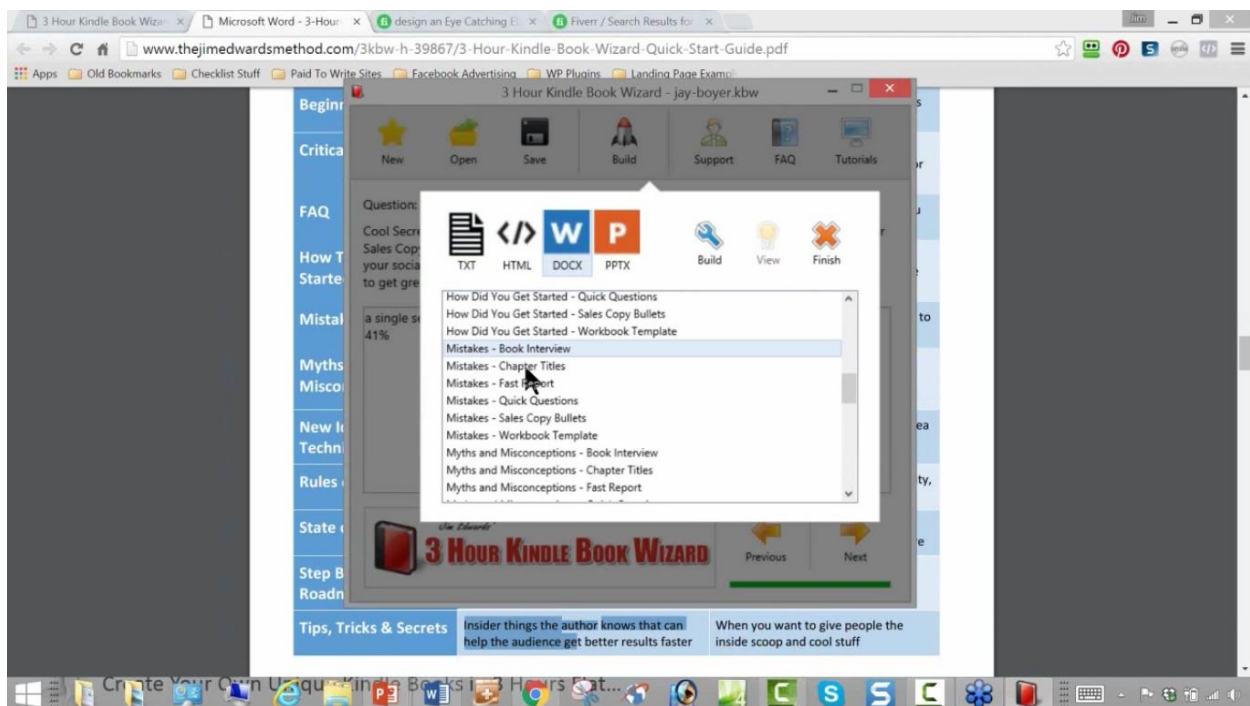
You'll need to figure out what book you want to write and who you want to ask you the questions during your interview. Typing your answers into the tool should take you no longer than about 20 minutes. It's when you click the "build" button that the magic begins. You see, the software generates interviews in a number of different styles, including:

- Beginners Guide
- Critical Skills

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- FAQ
- How the Expert Got Started
- Mistakes
- Myths and Misconceptions
- New Idea/Technique
- Rules of the Road
- State of the Union
- Step by Step



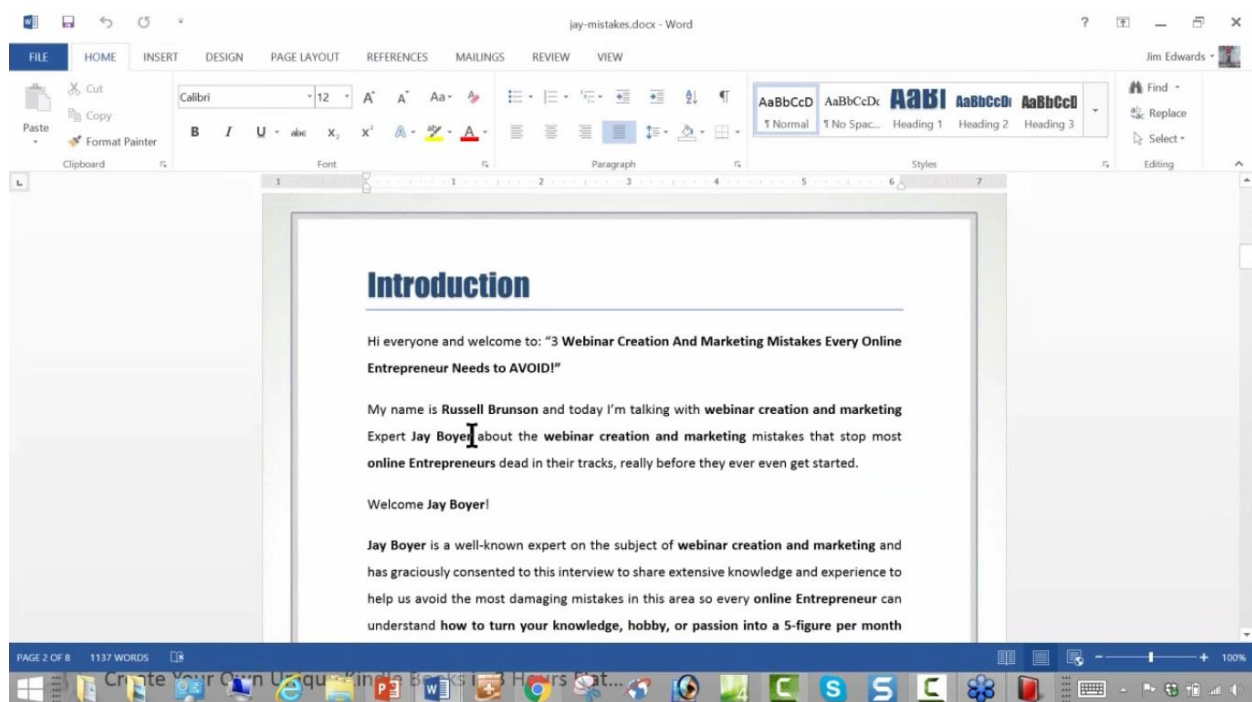
The program outputs in txt, html, docx, and pptx. Once you choose the type of format you want your document created in, you can choose the style. For instance, Jim decided he wanted a docx file, and he wanted the style of interview to be "Mistakes". However, there are a few different kinds of "Mistakes" interviews to choose from as well, and in the picture, Jim is choosing a "Book Interview".

After choosing the option that you prefer, you'd click "Build" and the program will allow you to choose a place on your computer to save it. So, you'll name your new file and save it to a particular folder. Once you have it saved, you can click the "View" button within the program's

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interface to open up the file. You can see the document that Jim and Jay were able to generate using the software in the screenshot below.



As you can see, this automatically creates an introduction, letting people know a bit about the interviewer, and the interviewee, as well as what the interview is going to be about. Then, if you were to continue to scroll down, you'll find the questions that the interviewer is to ask. These are listed in a logical order, beginning with introductory questions, followed by the heart of the material being covered, and then finally some questions to conclude the interview with. If these aren't enough, you'll find some supplementary questions down at the end of the document that you can add in as well.

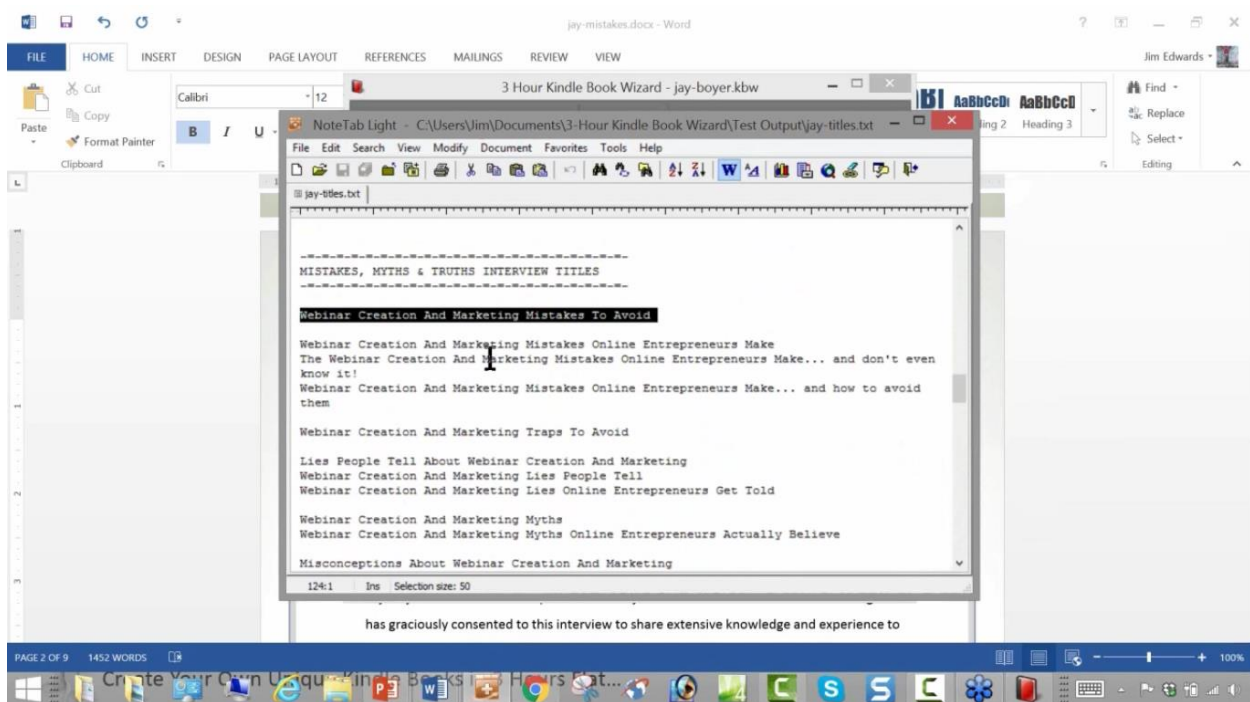
At the very end of the document, you'll find a conclusion section. So, you won't have to write this part out yourself either. So, essentially, this creates the first draft of a really good interview. All of the different interview tracks that the software allows you to choose from are based upon the types of interview styles that people are most interested in. Jim knows this from his experience as a journalist and author. Also, take note that each of the documents that you create are completely customizable.

Another thing the software can do is generate over 100 different titles for you, and you can choose the one that best fits the style of interview that you are doing. You can see in the screenshot below that there are a number of different titles shown for an interview on mistakes that online entrepreneurs make. You can go with any of these, or you can just stick with the

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title that the software originally generated for you. If you change the title, you'll want to change it in the software as well, so that each of the documents you create has the same title.

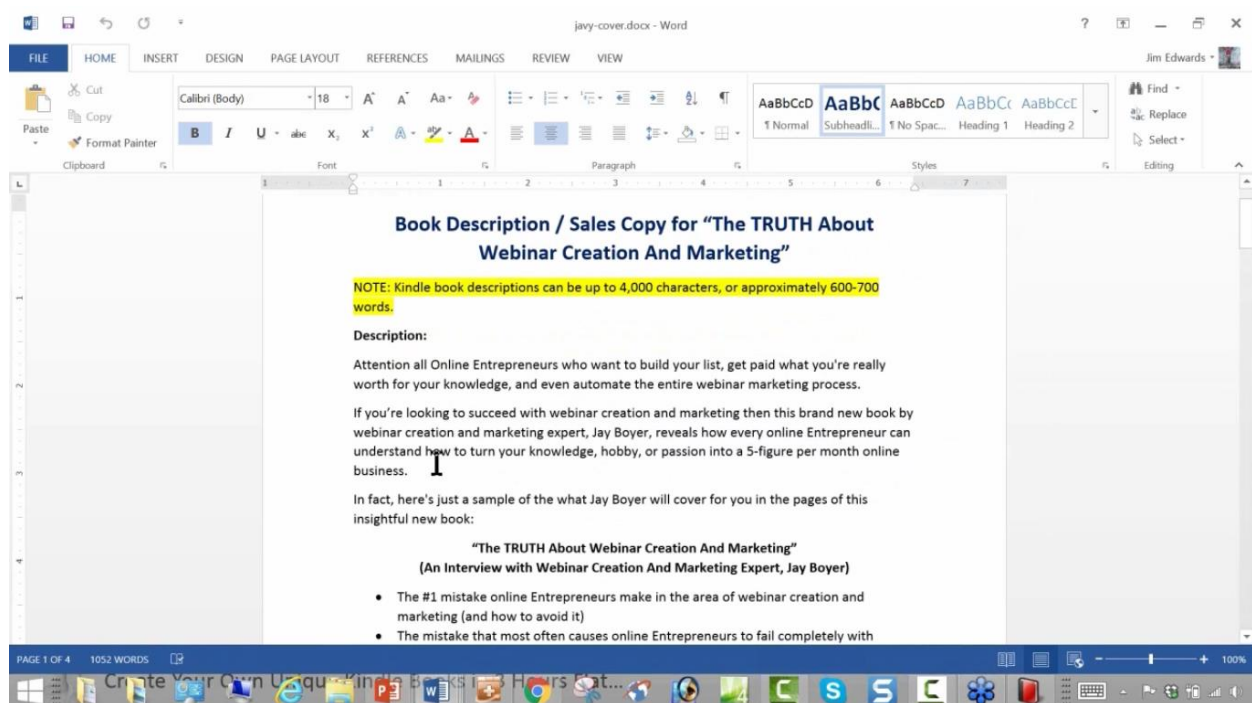


Another thing that you can do is use the tool to generate sales copy bullets from the questions in your interview. Jim says that you're not going to want to use all of the bullets that are generated. Instead, just pick five or six of the best ones to use within any sales copy you may have. The program will compile these in a Word document and in a txt file, and truth be told, it's actually easier to copy and paste from a txt file. Jim uses the txt versions of the documents he generates the most because it keeps him from having to strip the formatting that comes along with using Word.

After using the program to generate these bullets, Jim pasted them into the program's interface underneath the question that asks for the sales copy bullets. Then, he save his changes, and went on to create a "Book Listing Description and Back Cover Copy," which is an option that you'll find in the program as well. This creates a whole lot of copy that you can pick and choose from to use in marketing your book. The sales copy that Jim was able to generate is shown below.

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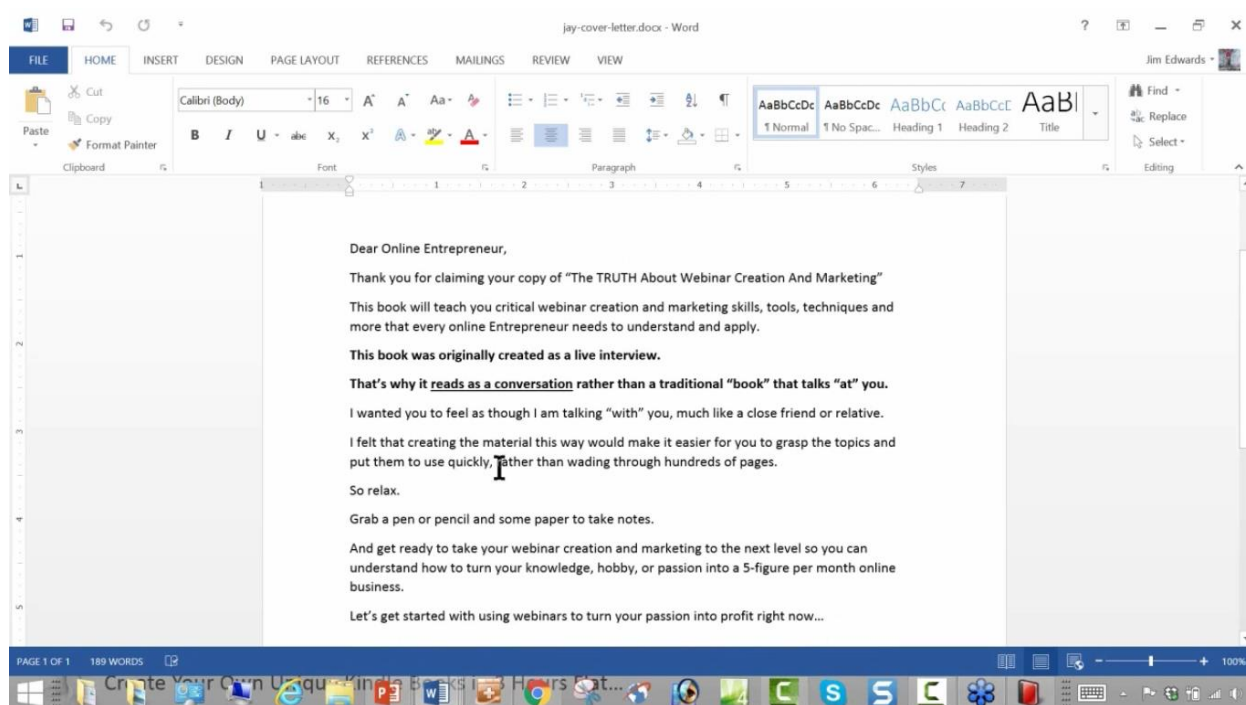
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You can use sales copy such as this on your website, on your Amazon page, etc. You definitely will have all of the copy you will ever need for the back cover of a book too. In fact, the amount of sales copy that the program generates is overkill because you probably will never use all of it. Jim admits that he probably made you a bit of a disservice by providing you with so much, but that's not really a bad thing since it's easier to cut stuff away than not have everything you need.

Another bit of documentation you're going to need is your cover letter which explains the content of the book and that it was originally derived from an interview. The one that Jim was able to generate is shown below. As you see, it addresses the reader directly and incorporates all of the details you would have entered into the software. All of these different drafts were generated within minutes during Jim's presentation, by the way.

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It may have taken Jim and Jay 15-20 minutes to answer all of the questions in the interface, but once done, you really can generate all of the content you would ever need to create not only a number of different books, but all of the sales copy, titles, and other text you would ever want as well. Another document that Jim was able to whip up is a paid sales letter that a person could put right into their WordPress website. This program writes the entire sales letter for you, and it even writes the guarantee. You may have to fill in certain details, such as the price of your offer, but it shouldn't take you more than 15 minutes to do so with any of these documents.

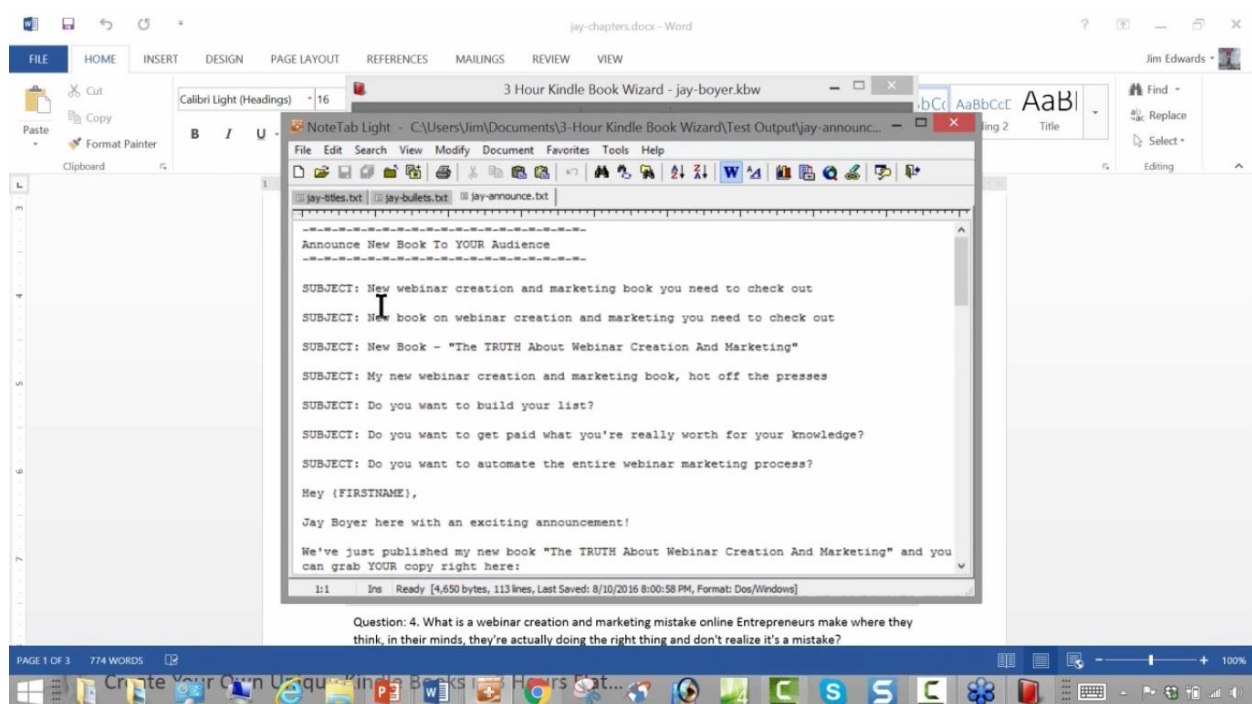
When you are making your table of contents and the chapter titles for your book, you can use the questions that are generated, as mentioned previously. The software takes care of this for you too. For instance, in the demo, the question "What's your background with webinar creation and marketing," was turned into the chapter title "How Jay Boyer Helps You Avoid Webinar Creation and Marketing Mistakes". Jim created a document that generated chapter titles for him simply by choosing the "Mistakes - Chapter Titles" document.

The chapter titles that are generated by the software are pretty compelling, and all of them are completely different across every single interview. Further, all of the questions are different and they are all completely customized based on your market. So, you could literally use this software one time and generate 11 different books with it, complete with all of the back cover copy and sales copy that you would need for each one.

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Once you have your book complete, you're going to want to mail out to your list. You might spend five months creating a book, but then you only spend five minutes crafting the email you end up sending out because you are so exhausted at that point. What good is that? You just end up shooting yourself in the foot that way. One thing that this software does is write your announcement email for you. Just to give you an idea, look at all of the tactful subject lines the program generated in the screenshot below. It doesn't end there, though. There are four or five emails to choose from, each containing bullet points and signatures, and you can just pick the most compelling ones.



You also have choices pertaining to whether your book is an eBook or physical book. Each of these emails also contains a call to action and the final notes to include as a P.S. There's just a ton of stuff that you can generate with this program, and really much more than Jim could have ever possibly covered during his live presentation. Another thing that he pointed out was that you could use the interview documents it generates to conduct interviews via webinar and then just add the screenshots from that webinar to your book.

You can literally take an interview and turn it into a customizable slide deck. From there, it would be very easy to conduct an interview via webinar. All you would have to do is generate a slideshow with the software and then walk through each of the slides with either the person you're interviewing or the person interviewing you. It may take some simple editing, and of course, the slides don't have any graphics to them at first, but you could just apply a PowerPoint theme to them that you like, if you wish. Just like any other presentation, you can

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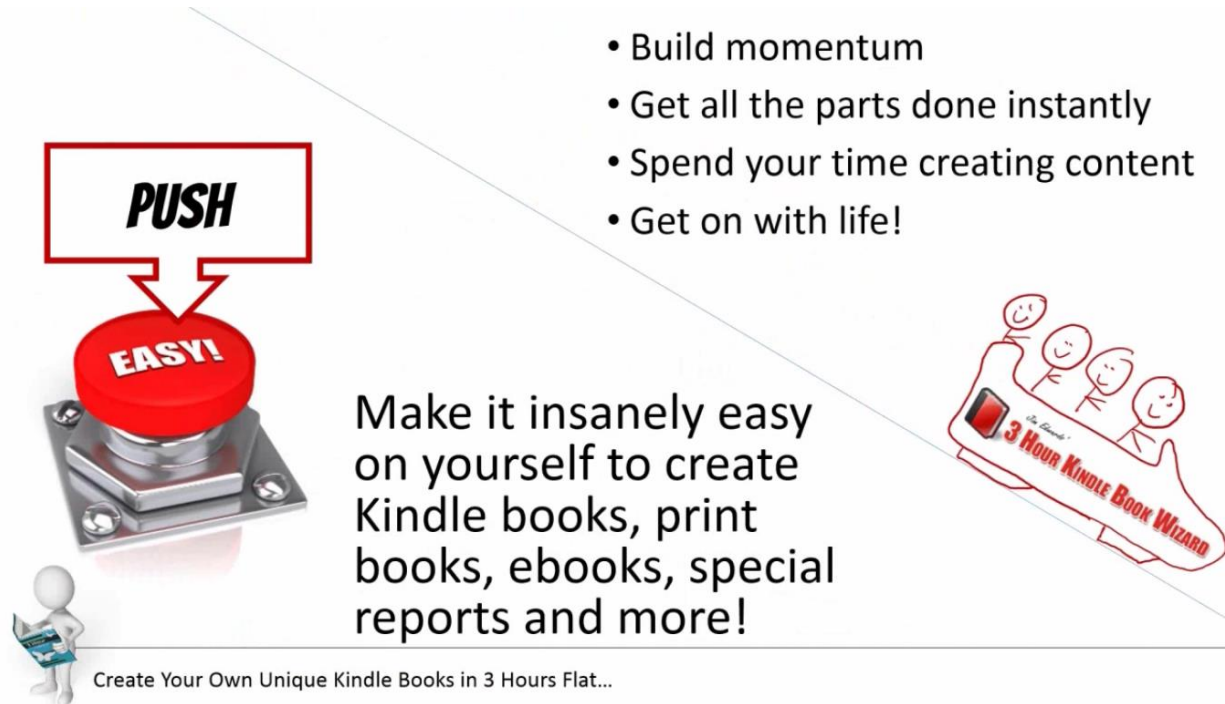
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add whatever pictures you want as well. With this software, you could have a presentation that's ready to go in a matter of minutes!

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How to Make this Work for You



- Build momentum
- Get all the parts done instantly
- Spend your time creating content
- Get on with life!

Make it insanely easy on yourself to create Kindle books, print books, ebooks, special reports and more!

Create Your Own Unique Kindle Books in 3 Hours Flat...

The 3-Hour Kindle Book Wizard Software creates all your book material, including:

- Creating 11 different 100% customized interview tracks
- Creates entire PowerPoint slide decks of every interview if you want to deliver content as a webinar to record
- Creates 100+ Customize Book Title Templates
- Creates all your Custom Chapter Titles for you
- Creates full Book-length Interviews
- Creates shorter "Report" Style Interviews
- Creates Custom Interviews of any length you choose

Plus... This software creates all your sales copy and marketing materials, including...

- Writes your Book Listing Description for Amazon (or any other book site)

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- Writes your Back Cover copy for your physical book
- Writes all your Custom Sales Copy Bullets
- Writes your book Cover Letter
- Writes your Author Bio
- Writes your PAID Sales Letter to sell your book
- Writes your FREE Sales Letter for lead generation
- Writes your Stealth Closes to use in your content marketing

“3 Hour Kindle Book Wizard” Software

Writes all your emails, including:

- Writes your **Announcement Email Teaser** to your own list
- Writes the **Announcement Teaser For Your Affiliates**
- Writes your **Email Asking Someone To Interview You**
- Writes your **Email Asking Someone To Let You Interview Them**
- Writes your **Email Asking People For Referrals** to list owners or others who can promote your book
- Writes your **Interview Confirmation Email**
- Writes your **Thank You Email**
- ... and much, MUCH More!



Create Your Own Unique Kindle Books in 3 Hours Flat...



**(Works on
PC & MAC)**



Plus... It writes all your emails, including:

- Writes your Announcement Email Teaser to your own list
- Writes your Announcement Teaser for Your Affiliates
- Writes your Email Asking Someone to Interview You
- Writes your Email Asking Someone to Let You Interview Them
- Writes your Email Asking People for Referrals to list owners or others who can promote your book

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- Writes your Interview Confirmation Email
- Writes your Thank You Email

... and Much, MUCH More!

The 3-Hour Kindle Book Wizard Software carries a total value of \$497, and if you were only getting the software, it would be worth every single penny. However, Jim also wanted to include training and tools that would help to ensure your success. First of all, he's throwing in a training on how to "Create Your Own Unique Kindle Book in 3 Hours Flat". This was training that he made for the people who first originally bought this software package. He answered every question about how to go about this process.

Another training that Jim is giving you access to is titled "34 Ways to Make Money with Your Own Book". The vast majority of the ways you're going to go about making money with your book will come about as a result of what's actually in your book, not from the sales of your book themselves. To help you with this, Jim is going to share 34 different ways that you can go about making money with your book.

Of course, you're also going to need to market your books, so Jim's also going to throw a training course called "17-Minute Book Marketing". This training breaks down 10 different ways that you can go about marketing your book in 17 minutes or less! It's important that you know that the marketing your book doesn't have to take up your whole life. So, Jim is going to show you some of the quickest and effective ways he goes about getting this done.

Jim's also knows that there are some common mistakes that people make, and he's going to help you avoid those mistakes by providing you with a training called "15 Mistakes eBook Authors Make". This training will not only help you to avoid these mistakes, which kill sales, explode refunds, and destroy credibility, it will also help you to fix them.

That's right, Jim is the ultimate expert on how to leverage & profit from this time-saving book format, and he's going to share all of his secrets with you as part of your investment in the 3-Hour Book Wizard. But you must hurry if you want to receive \$300.00 off of your order.

Click on this link to take advantage of this "Jay Special" discount while you still can (and don't forget to use the coupon code **jay100off** on the order page):

<http://3hourkindlebookwizard.com/jay>

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You're Gonna Get...

- 3 Hour Kindle Book Wizard Software (PC & MAC) (\$497 Value)
- 34 Ways to Make Money with Your Own eBook Training (\$97 Value)
- Create Your Unique Kindle Book in 3 Hours Flat Training (\$97 Value)
- **Webinar BONUS:** 17 Minute Book Marketing Training (\$97 Value)
- **Webinar BONUS:** 15 Mistakes Ebook Authors Make (\$97 Value)
- **TOTAL VALUE \$885**



Create Your Own Unique Kindle Books in 3 Hours Flat...

In addition to all of this, Jim provides a super-cool checklist on the website that helps you to keep track of where you are throughout the whole publishing process. You can just check off each step as you go, which makes the entire process truly step-by-step simple. It will help you to keep track of where you are too. That way, you can pick up right where you left off no matter what may interrupt your process. All in all, you're going to get:

3 Hour Kindle Book Wizard Software (PC & Mac)..... \$497 Value

34 Ways to Make Money with Your Own eBook Training..... \$97 Value

Create Your Unique Kindle Book in 3 Hours Flat Training..... \$97 Value

17 Minute Book Marketing Training..... \$97 Value

15 Mistakes eBook Authors Make Training..... \$97 Value

Total Value: \$885.00

That's not all you're going to get either. Jim is also going to give you two more wizard packages for you. They are:

1. Expert Interview Wizard (\$497 Value)

The Expert Interview Wizard Software also works on both PC and Mac. It takes less than 10 minutes to generate everything you need to find, approach, and persuade list owners, bloggers,

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and podcasters in virtually any topic area to interview you on your topic so that you can sell more books! This is the tried and true way of selling books. In other words, the way to sell books is to do interviews on the topic and then pitch your book at the end. What this software does is make it drop-dead simple for you to promote the heck out of your book this way. Its features include:

- 13 different interview types in txt, docx, and pptx formats
- "Full Interview", "Fast Blab" and "Quick Questions" versions of each
- Customized Ads to promote your content on FB, Blogs and more
- Customized Promo Sales Copy for your website and Opt-in Videos
- Promotional Email Teasers
- 100+ Proven, Customized Title Templates
- Customized Stealth Closes to use in content marketing
- Customized Expert and Host Approach letters
- Customized Referral request letters
- Customized Confirmation letters
- Customized Prep letters
- Customized Thank You letters
- And More!

2. Sales Page Wizard (\$497 Value)

The Expert Interview Sales Page Wizard Software also works on both PC and Mac, and it creates all the sales copy you need to sell your interview content, including:

- Customized Cover Letters
- Customized Sales Copy
- Customized Free Offer Sales Letter

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- Customized Paid Offer Sales Letter
- Customized Free Video Sales Letter
- Customized Headline Templates
- Customized Title Templates

You Get All THREE (3) Wizards!

- **3 Hour Kindle Book Wizard (Value \$497)**
- **Expert Interview Wizard (Value \$497)**
- **Expert Interview Sales Page Wizard (Value \$497)**



You're going to get all three of these wizards, bringing the total value up to \$1,879.00! And... That's not all! Jim is also going to include world-class training on how YOU can use interviews to massively expand your business no matter what you sell! He's including this because a lot of people have asked him over the years:

- How do I make money with interviews?
- How do I actually conduct a great interview?
- How do I physically do an interview with someone else in person, over the phone, or via webinar?
- How do I package up an interview and publish it?
- How do I actually sell the interviews, drive traffic, and get people to pay me?

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- How do I get people to interview ME so I can sell my books, courses - and even the interview itself?

Jim took everything he's ever learned about interviews, which is extensive, and created a training called Expert Interview Secrets. This course alone is valued to be worth \$997. It's a 6-part training, that you'll get access to immediately when you sign up today. The training includes each of the following:

- Webinar #1: "The BIG Picture About Interview Profits"
- Webinar #2: "The Interview"
- Webinar #3: "How to Physically Do an Interview"
- Webinar #4: "Publishing and Packaging Your Interview Content"
- Webinar #5: "Selling Your Interview Content"
- Webinar #6: "How to Get People to Interview YOU So You Can Promote YOUR Stuff!"

This brings the total value of the package up to \$2,876! That's the retail value of this package, anyway, but what do you think the potential value of all of this actually is? How much could you make from just ONE Kindle book? How much is just one, unique physical book of your very own worth to you as an expert? How many leads could you get? How much instant credibility will you enjoy? How will you look at yourself in the mirror now that you're a published author?

As an added bonus, you're going to get Jim's live interview sessions. So, if you're not sure how to do a specific type of interview, that's okay because you're going to get the chance to watch over Jim's shoulder as he does every single one of the 13 different interview types for his podcast! This carries \$197 value. He's interviewed everyone from an internationally bestselling author, to a US Navy Seal, to a professional bookkeeper, to a public domain expert. This portion of the package brings its total value up to \$3,073!

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Special Gift To Webinar Attendees

- **\$50 MORE OFF! (Total discount \$300!)**
- **Your price RIGHT NOW is just \$197**
- **Coupon Code: jay50off**



Create

Get Started Now: <http://3hourkindlebookwizard.com/jay>

You can start making money or you can start making excuses at this point. The software and system are literally 20 years in the making. You could go to 3HourKinleBookWizard.com right now, you would see that the 3-Hour Kindle Book Wizard software is sold every single day for \$497. That's not what you're going to pay if you sign up right now though. By visiting <http://3hourkindlebookwizard.com/jay> you can take advantage of Jim's special offer and receive this entire package for a one-time payment of \$247.

Butuess what? Because Jay is friends with Jim, he's asked him to give an additional \$50 off, bringing your total investment for all of this money-making software and training and resources down to \$197! That's a total discount of \$300! You have to act fast to get this discount, however, and you have to use the coupon code **jay50off**, as shown in the screenshot above.

Please take note that after you make your purchase, you will see a button to return to JV Zoo. Now this is important. You need to click on this button and view your receipt because you'll need to scroll down when you reach this page in order to get the username and password that you'll need so that you can access the password. This is demonstrated in the screenshot below.

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MOST



Create Your Own Ur

Access Your Purchase	
Product Name:	IS/VS Test With Jet 2
For Support:	http://www.ebookfiresupport.com qrmweb@gmail.com
Special Instructions from the Seller:	Below you will find special instructions and/or access codes for you. If you have questions, contact the seller here: http://www.ebookfiresupport.com qrmweb@gmail.com
	<div>Thank You For Your Purchase Your purchase has been completed successfully.</div> <div>Username: jil[redacted]@gmail.com Password: (E8q[redacted]) Login here: http://thejimedwardsmethod.com/wp-login.php</div> <div>^^In the Pink Above^^ is your the <u>username</u> and <u>password</u></div> <div>*** CRITICAL! READ THIS <==</div> <div>You will receive TWO (2) emails with login information. One (1) will be from J/zoo with a username and password to log into their site. This is NOT your username and password for the Wizard Software.</div> <div>You will receive a SECOND (2nd) email from US with your username and password to login to the Wizard dashboard, download the software, and unlock it.</div> <div>The email subject line says: "Congrats - You are registered!"</div> <div><u>That</u> is the username and password you should use to login here at http://thejimedwardsmethod.com/dashboard/</div>
Your Review:	REVIEW THIS PRODUCT
Your Purchase:	ACCESS YOUR PURCHASE

After you take note of your username and password, you'll want to hit the button at the bottom of the page that says "Access Your Purchase". This will take you over to Jim's site, where you can login and be directed to your dashboard, where you can access your software. Jim also recommends that you watch the quick-start video and download the quick-start guide.

There are a lot of things that you could spend money on, but Jim recommends that you spend it on something that will actually make you money. In fact, he says that if he can't make you money, then he doesn't feel like he deserves yours. This offer also comes with a 100% risk-free guarantee, that states:

"3 Hour Kindle Book Wizard will do exactly what we promise and so much more! Use it for 30 days Risk Free - put it to the test - and if it isn't everything we say it is and more, you'll get a full and complete refund!"

You may remember that one of the ways that you can make money with your books is by including trip-wires and lead magnets in them. Well, Jim and his friend and business associate, Daniel Hall, created an entire training on this topic. From this training, you'll learn 15 ways that you can get more leads, make more sales, and build your audience from inside your Kindle books. Jim is throwing this in as one final, exclusive bonus.

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How to Access Jay's \$775.00 Bonus Package



Jay has decided to throw in an amazing bonus as well. He wants you to take advantage of Jim's training because he knows that what Jim is teaching you is precisely what you need to do to become a successful author and publisher in the easiest possible manner. If you want to crank out content this year in an amazing leveraged way, this is your chance to learn exactly how to do so. That's why, first of all, he encouraged Jim to give you the \$50 off of his original package price.

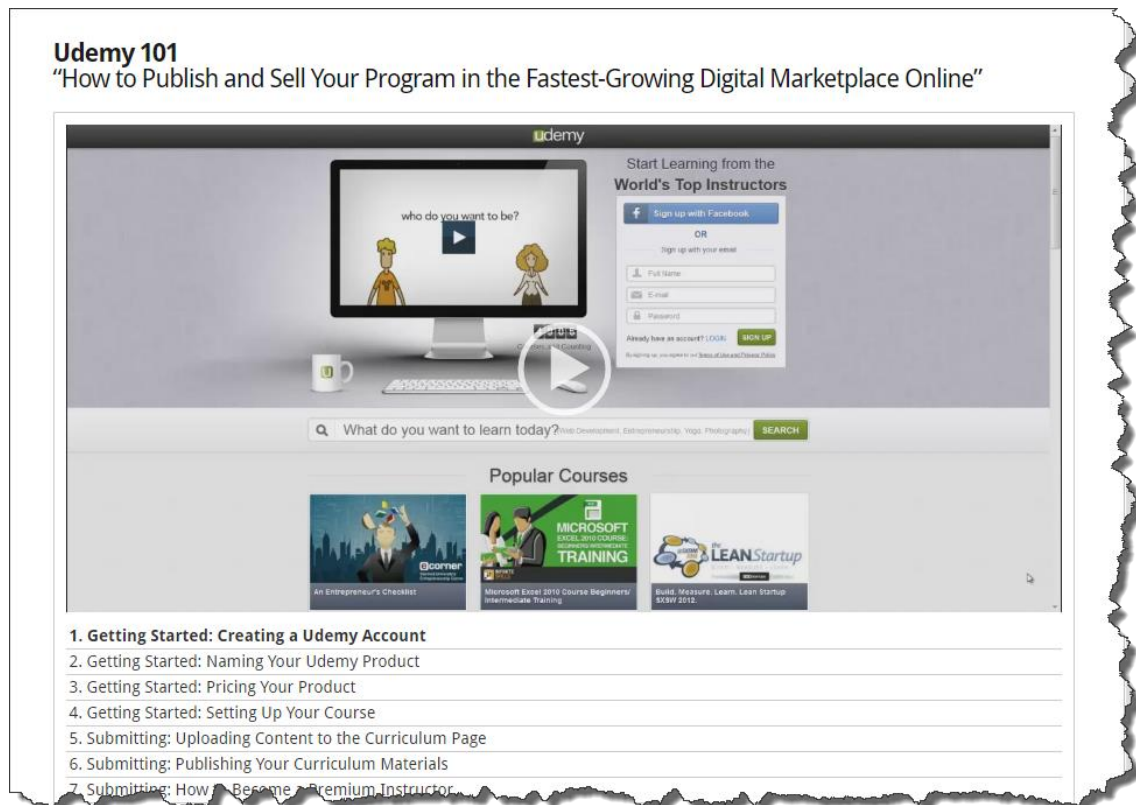
Jay thinks that this is an insanely good deal at the regular price of \$497, but you're going to get \$300 off by taking advantage of this offer today. This is not available anywhere else in the world at this very special price, and you're getting this very exclusive deal because you are a subscriber of Jay's and also because Jim was kind enough to allow him to offer this to you.

As if you needed any more than what this package offered, Jay is offering the bonus shown above. You can see in the screenshot that he's throwing in his "Kindle Recycling" program. This training shows how you can take a single Kindle eBook, that you may be selling for \$0.99 or something, and breathe life back into it and make a substantial profit from it. You can also use this training to get the most out of the new books you'll be making as well. This training actually teaches you how you can re-launch a product that you may be struggling with and make 20, 50, or even 100 times more off of it.

[Click Here to Access the 3-Hour Book Wizard \(and Lock in Jay's \\$775 Bonus Package\)](#)

IMPORTANT – Jim's Special \$300 Discount Disappears Thursday @ midnight, PST

You're also going to get Jay's Udemy 101 course. Are you familiar with Udemy? It's one of the top information product marketplaces in the world. In this course, Jay shares how you can take the very same type of content you'll be creating through Jim's program and publish it to Udemy. Jay has generated thousands of dollars on Udemy simply by repurposing a Kindle eBook of his own. You're going to be able to do the same thing by following the instructions that Jay provides.



In addition to everything else, you're going to receive Jay's Amazon Book Cover Secrets course. This is a 9-video over-the-shoulder training course which shows you how he finds the best possible eBook cover ideas for his books. You can outsource this work, of course, but you've got to start somewhere. Some of the hottest eBook covers out there are hiding in plain sight, if you will, and what Jay does is find covers such as these and send them to his cover designer to help communicate with him and let him know exactly what look he's going after. This training alone sold for \$197 the last time Jay made it available.

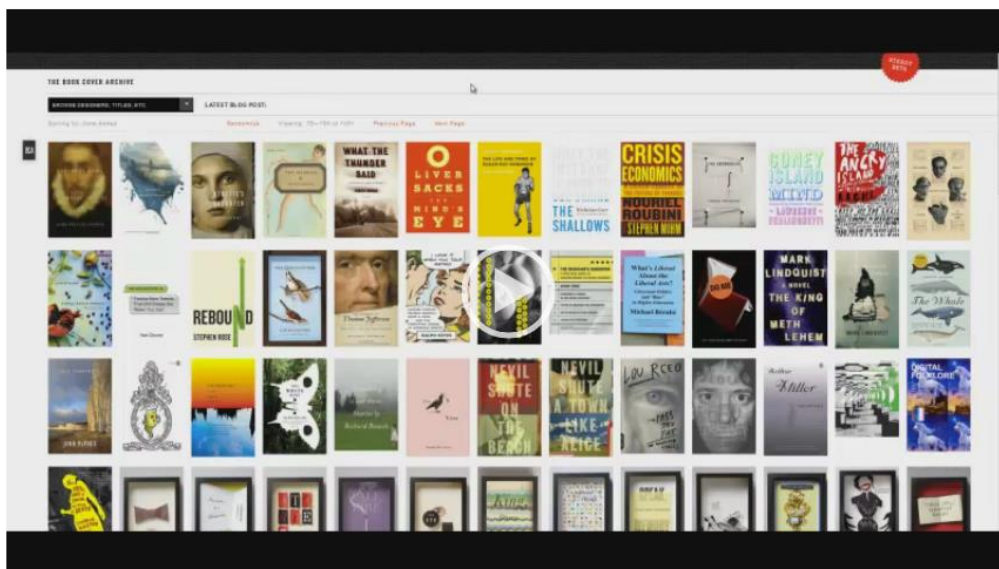
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Amazon Book Cover Secrets



[Amazon Book Cover Secrets PDF Training](#)



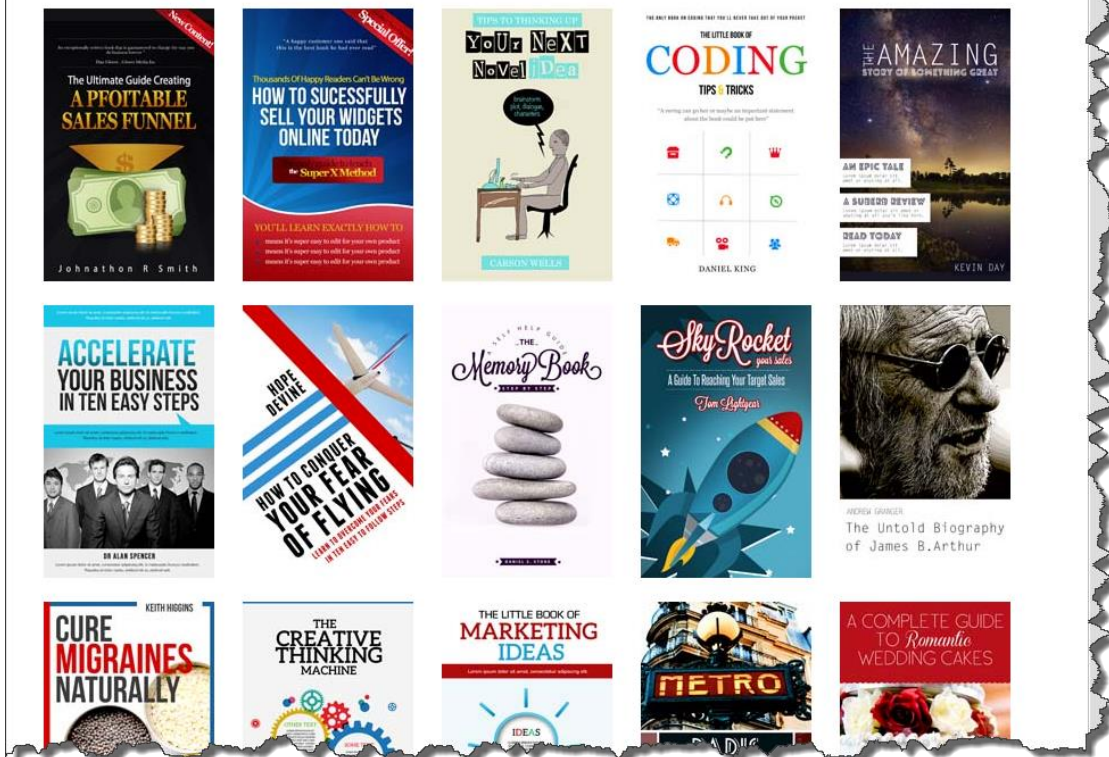
1. How to create amazing book covers (even if you're not a designer)
2. **Researching your book cover: Start with what's working**
3. Kindle ebook cover case study: Don't re-invent the wheel
4. How to get original artwork for your cover for peanuts
5. Where to find high-quality free images for your ebook cover

And last but not least...you're also going to receive over 40 book cover templates that you can base your own covers on. You can simply send these to the cover designer you choose to use, and they can simply edit these PSD files to make the book cover your own. You have complete rights to use these cover designs too, by the way. These templates even come with a video that shows you how to edit these yourself. Imagine creating a book with Jim's amazing software and adding a professional-looking cover that looks like one of the covers shown below:

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All Purpose Covers

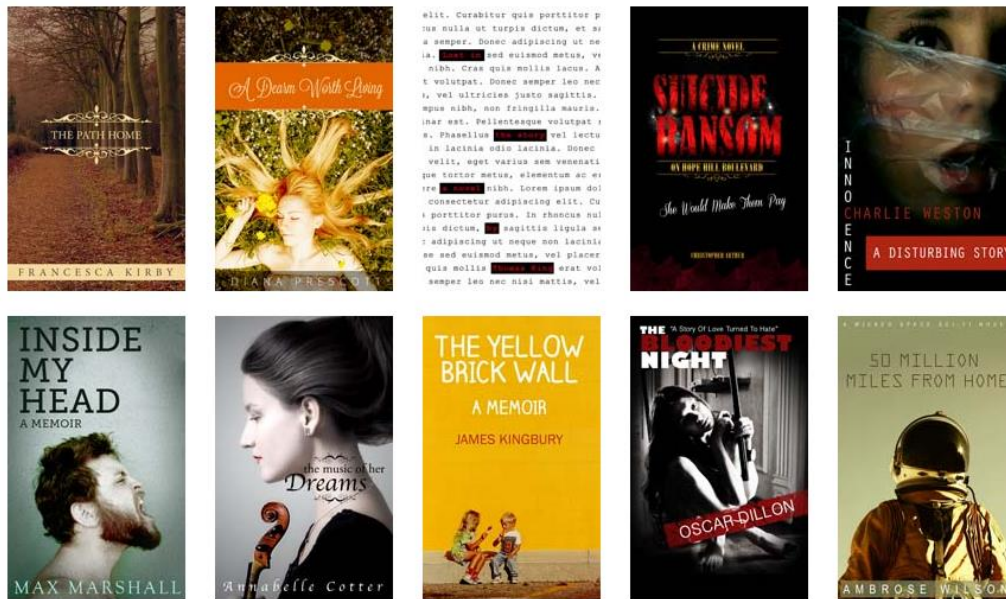


And check out some of these fiction cover templates!:

[Click Here to Access the 3-Hour Book Wizard \(and Lock in Jay's \\$775 Bonus Package\)](#)

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Fiction Covers



With all of these templates available, you should be able to find one that will fit your niche no matter what it may be. This bonus is worth \$775 in itself. In other words, just this portion of Jay's bonus would be worth the price of Jim's product, even if you weren't getting the \$300 off today. Plus, you're getting not just one, but three, software wizards. If there ever was a time for you to take action, now is the time, especially if publishing books is something that you really want to do.

If you're ready to get started, I urge you to take action now...because this special offer will return to its regular price of \$497 at the end of the weekend. However, as a subscriber of Jay's, you can save \$300.00 off of your order until Thursday night at midnight, Pacific Time by using the coupon code "jay50off". Click here right now to lock in this special discount:

<http://3hourkindlebookwizard.com/jay> .

[Click Here to Access the 3-Hour Book Wizard \(and Lock in Jay's \\$775 Bonus Package\)](#)

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Questions & Answers

I know this works on both a PC and a Mac, but do the slide docs work in Keynote as well as PowerPoint?

Yes. You can open these files in Keynote, PowerPoint, Open Office, and Google Docs.

If the designer has rights to an image, should I get a written statement from them prior to using it?

Yes. You need to get something in writing pertaining to where they got the image from, and if they have the rights to it, that they are passing them on to you.

What are tags?

They are basically the keywords that you use which lead people to your book. On Amazon, you can have five keywords related to your book.

Can this work for a fiction book?

This was made primarily for non-fiction. These types of books sell really well.

What's the best way to find hot, non-fiction book niches?

Jim typically performs his research on Amazon. He basically just searches through the different department, sub-departments, and subcategories. He advises that you look over the top 10 books in each of the categories you're looking into. If you go to the sales pages of these books, you can scroll down the page a bit to look at a book's sales rank. In a nutshell, if a book has a sales rank of less than 10,000, you can be pretty certain it's a good niche that you're researching.

Is this the same as your script wizard?

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No. This is a totally separate product which generates different types of documents than Jim's previous product did.

How long are your books, generally, and how much do you charge for them?

The length of the text generated will depend on how fast you talk and how long you talk. Usually, Jim's transcripts end up being between 5,000 and 10,000 words long. How much you charge for your books will be up to you. It's going to be part of your research to look at the price points of other books in your niche. In most cases, you'll charge anywhere between \$0.99 and \$9.99, but again, it just depends on your subject matter, the demand for what you have, and the prices of the other books in your niche.

Can you do this where you interview yourself about your own product or service?

Yes. You can do this yourself, but in this case, you just wouldn't ask the question out loud. You can just say something like, "I have a lot of people ask me what the #1 mistake people make in this area is. So, here it is..." In other words, you just kind of restate the question and get into the flow of answering the questions yourself. You can even record yourself on Free Conference Call without anyone else on there.

You now have all of the information that you need in order to make a decision about whether the 3-Hour Book Wizard is right for you. If you know that you're ready to explode your productivity and your income this year with this money-making system, you must act now to lock in Jim's \$300 discount that he's offering to new customers until Thursday at midnight, PST.

Click here to get started right now: <http://3hourkindlebookwizard.com/jay>

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